Section Four: Public Input

To gain a better understanding of pedestrian needs, an extensive public input effort was conducted in the Black Hawk County metropolitan area. Public input was collected through four different outreach efforts from 2015 to 2017:

1. Statistically significant mail-out surveys using the PABS approach (344 responses)
2. Special outreach surveys to non-English speaking and homeless residents (207 responses)
3. Six public input meetings and online survey (92 responses)
4. National Household Travel Survey Add-on (1,221 responses)

1. STATISTICALLY SIGNIFICANT MAIL-OUT SURVEYS

The first public input survey was conducted by INRCOG staff from May to July 2015. A total of 2,000 survey forms were mailed to randomly selected households in the Black Hawk County metropolitan area. The survey was conducted using the Pedestrian and Bicycle Survey (PABS) method. Developed by researchers at Cornell University, San Jose State University, and the University of Colorado, and funded by the Mineta Transportation Institute, PABS was developed to achieve four goals:

- Produce highly reliable data
- Produce data that can be generalized to the population at large
- Be inexpensive and simple to administer
- Identify the proportion of people who are walking and cycling, the purposes and frequencies of those trips, and some characteristics of those populations

A random sample of household mailing addresses was obtained from LeadsPlease. Advance postcards were sent to each household (Appendix B-1) about one week prior to the survey itself. A cover letter (Appendix B-2), survey form (Appendix B-3), and a map of the metropolitan area (Appendix B-5) were mailed to each household along with a paid return envelope. Follow-up postcards were sent about two weeks later to households that had not responded yet (Appendix B-6).

Households who completed the survey were eligible to win one of five prizes worth up to $50 each. This prize contest was offered as an incentive for survey recipients to complete the survey. Each cover letter included a unique four-digit survey code which respondents could include on their survey form to enter the drawing. Prize winners were drawn at random on July 31, 2015.

Survey recipients were also given the option to complete the survey online. A total of 39 respondents completed the survey online. Respondents were instructed in the cover letter to only take the survey once to ensure data integrity. The average age of online survey respondents was younger than the overall sample. Over half of the online survey respondents were under 45 years old, and only two were 60 or over.

Many of the mailings were unable to be delivered to their intended recipient. A total of 156 advance postcards, 162 survey mailings, and 76 follow-up postcards were undeliverable. Postcards and surveys were sent on a rolling basis, and invalid addresses were removed from the mailing list as undeliverable mailings were returned. In some cases, prepaid envelopes were recovered from undeliverable survey mailings and reused in order to reduce postage costs.

Representation

All survey questions were developed by the Pedestrian Master Plan steering committee (see Section One). Several different questions were asked to determine how representative the survey sample is to the overall population. In the tables below, results from the metropolitan area survey are compared with County Census estimates. The total population of Black Hawk County is only slightly larger than the metropolitan area population.

The following tables compare figures from U.S. Census American Community Survey 5-Year Estimates (2011-2015) and responses from the mail-out surveys. Non-responses were excluded from these calculations. Individual and household level questions were both included in the survey.

Compared to Census data for Black Hawk County, the following groups were overrepresented in the mail-out survey results beyond the margin of error: adults 60-74 years old, whites, males, homeowners, households with one or two vehicles available, and households earning more than the median income.

The following groups were underrepresented in the mail-out survey results: adults 18 to 29 years old, females, renters, one-person households, households with three or more vehicles available, and households earning less than the median income.

Also shown in the following tables are the response rates, the number of non-responses (NR), and the margin of error for each question. Percentages shown are based on valid responses only.

Figure 4-1: Mail-out survey representation, by age

	Census	Survey
18-29 years old	**28.5 %**	9.1 %
30-44 years old	22.2 %	21.9 %
45-59 years old	23.1 %	24.6 %
60-74 years old	17.4 %	**33.0 %**
75+ years old	8.9 %	11.4 %
Total	100.0%	100.0%
Response rate		99.4 %
NR		2
Margin of error		+/- 5.3 %
Adult population only. Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-2: Mail-out survey representation, by race

	Census	Survey
White	85.2 %	**90.9 %**
Black	9.2 %	5.0 %
Asian	1.7 %	0.9 %
American Indian and Alaska Native	0.2 %	0.0 %
Native Hawaiian and other Pacific Islander	0.0 %	0.0 %
Some other race	1.5 %	1.8 %
Two or more races	2.2 %	1.5 %
Total	100.0%	100.0%
Response rate		99.4%
NR		2
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-3: Mail-out survey representation, by Hispanic or Latino

	Census	Survey
Hispanic or Latino	4.0 %	3.2 %
Not Hispanic or Latino	96.0 %	96.8 %
Total	100.0%	100.0%
Response rate		99.1 %
NR		3
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-4: Mail-out survey representation, by gender

	Census	Survey
Female	**51.2 %**	37.8 %
Male	48.8 %	**62.2 %**
Total	100.0%	100.0%
Response rate		99.1 %
NR		3
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-5: Mail-out survey representation, by household size

	Census	Survey
One-person household	**32.0 %**	24.6 %
Two-person household	36.2 %	**44.9 %**
Three-person household	13.9 %	13.1 %
Four-or-more-person household	17.9 %	17.4 %
Total	100.0%	100.0%
Response rate		88.7 %
NR		39
Margin of error		+/- 5.6 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-6: Mail-out survey representation, by number of vehicles available

	Census	Survey
No vehicles available	2.4 %	3.2 %
One vehicle available	18.7 %	**24.4 %**
Two vehicles available	43.9 %	**49.4 %**
Three or more vehicles available	**35.0 %**	22.9 %
Total	100.0%	100.0%
Response rate		98.8 %
NR		4
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-7: Mail-out survey representation, by owner occupancy

	Census	Survey
Own	67.5 %	**84.8 %**
Rent	**32.5 %**	15.2 %
Total	100.0%	100.0%
Response rate		99.4 %
NR		2
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-8: Mail-out survey representation, by household income

	Census	Survey
Above median income	50.0 %	**62.3 %**
Below median income	**50.0 %**	37.7 %
Total	100.0%	100.0%
Response rate		96.5 %
NR		12
Margin of error		+/- 5.4 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Two additional questions were asked to better understand the overall survey sample, though responses cannot be compared to Census data or any other known data source. As shown, about two-thirds of respondents have lived in the Black Hawk County metropolitan area for 20 years or more. About 15 percent of households surveyed have at least one person with a disability that limits their mobility.

Figure 4-9: Mail-out survey representation, by years lived in Black Hawk County metropolitan area

	Survey
Two years or less	3.0 %
Two to five years	4.7 %
Five to 10 years	10.1 %
10 to 20 years	15.7 %
20 years or more	**66.5 %**
Total	100.0 %
Response rate	98.0 %
NR	7
Margin of error	+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.	

Figure 4-10: Mail-out survey representation, by disability that limits their mobility

	Survey
No disability	84.7 %
Survey respondent has disability	8.3 %
Other person in household has disability	5.3 %
Survey respondent and other person has disability	1.8 %
Total	100.0 %
Response rate	98.5 %
NR	5
Margin of error	+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.	

Results

The results from the mail-out surveys serve as the basis for the project recommendations identified in Section 5. Survey results were not weighted to adjust for any of the variables described above. Nevertheless, the demographic makeup of the survey sample should be noted when referencing these survey results.

The following survey questions are related specifically to walking and transportation. No project recommendations had been drafted at the time the mail-out surveys were conducted. Instead, the surveys were intended to identify needs and geographic areas to be addressed early in the planning process.

Respondents were asked several questions about their personal behaviors and observations, as shown in Figures 4-11 through 4-19. Then respondents were asked to choose only one of 24 areas within the MPO planning area (Appendix B-4) they would improve for pedestrians. Figures 4-20 through 4-22 show the results of these questions. The last two questions, shown in Figure 4-23 and 4-24 were asked in order to better understand public opinion on creating a walkable community and the use of public funds on pedestrian infrastructure.

Figure 4-11 shows the frequency that respondents walk more than two blocks. The number of people who walk "daily or almost daily" aligns with Objective 3.1 of the Pedestrian Master Plan, a greater percentage of trips are made by foot. Plan goals, objectives, and performance measurements are described in Section 1. About half of respondents indicate they walk daily or almost daily. Nearly one-quarter of respondents indicated they walk less than once per week.

Figure 4-11: On average, how often do you walk more than two blocks?

	Responses	Percent
Daily or almost daily	169	49.3 %
Around 1-4 times per week	97	28.3 %
Around 1-4 times per month	38	11.1 %
Never or less than once per month	39	11.4 %
Total	343	100.0 %
Response rate		99.7 %
NR		1
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

The following table shows reasons respondents indicated they walk. The number of people who walk "for wellness" aligns with Objective 3.5, a greater percentage of people walk for wellness. The most common destinations respondents walk to are shops and other businesses (32.1 percent) and their friends and family (20.7 percent).

Figure 4-12: Generally speaking, what reason(s) do you walk?

	Responses	Percent
To get to shops and other businesses	107	32.1 %
To get to work	31	9.3 %
To get to school	6	1.8 %
To get to a place of worship	20	6.0 %
To visit friends or family	69	20.7 %
To get to the MET bus	9	2.7 %
To walk my dog	87	26.1 %
For wellness	235	70.6 %
For fun	173	52.0 %
Total	333	100.0 %
Response rate		96.8 %
NR		11
Margin of error		+/- 5.4 %
Percentages shown do not add up to 100 percent because this is a multiple answer question.		

Figure 4-13 shows the number of respondents who rode on a MET Transit bus in the past year. These results can be cross-tabulated with other questions in this survey for more detailed analysis. For example, 24.0 percent of renters surveyed have ridden a MET Transit bus in the past year, compared to just 5.1 percent of homeowners. A similar comparison can be made between the ridership of respondents who earn below the median income (14.9 percent) and above the median income (4.0 percent).

Figure 4-13: Have you ridden on a MET Transit bus in the past year?

	Responses	Percent
Yes	26	8.0 %
No	299	92.0 %
Total	325	100.0 %
Response rate		94.5 %
NR		19
Margin of error		+/- 5.4 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Respondents who answered "yes" were also asked "Do your bus stops all have usable sidewalks?" The intent of this question was to identify bus stops without adequate sidewalk access. The results of this question align with Objective 2.2, infrastructure exists to provide pedestrians easy access to other modes of transportation.

Figure 4-14: Do your bus stops all have usable sidewalks?

	Responses	Percent
Yes	17	65.4 %
No	7	26.9 %
I don't remember	2	7.7 %
Total		100.0 %
Response rate		7.6 %
NR		318
Margin of error		+/- 19.2 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Of the seven respondents who answered "no", four provided a written response to the follow-up question, "Where? Which intersections?"

- At Deery Center – Hobby Lobby no sidewalk
- Crossroads – only 1 time 6/9/2015
- Don't remember
- Non sidewalks

The lack of responses suggests this is not an adequate survey of bus riders in the metropolitan area. Further study should be conducted to assess site-specific bus stop locations.

Figure 4-15 shows the modes of transportation used by survey respondents to get to work. These results cannot be compared with U.S. Census data directly, because of differences in the questioning. According to Census data, an estimated 4.6 percent of workers in Black Hawk County walked to work as their primary means of transportation. The majority (72.3 percent) of these workers were Cedar Falls residents. Comparatively, none of the respondents to the Pedestrian Master Plan mail-out surveys walked to work as their primary means of transportation. This may be a result of the disproportionately low number of survey respondents who were 18 to 29 years old, renters, in one-person households, and in households below the median income.

The results of the following two questions align with Objective 3.1, a greater percentage of trips are made by foot.

Figure 4-15: Which mode of transportation do you use most frequently to get to work?

	Responses	Percent (all)	Percent (commuters)
Car, alone	215	65.3 %	91.9 %
Car, carpool	9	2.7 %	3.8 %
Bus	4	1.2 %	1.7 %
Bicycle	4	1.2 %	1.7 %
Motorcycle or scooter	2	0.6 %	0.9 %
Walk	0	0.0 %	0.0 %
This doesn't apply to me (retired, etc.)	95	28.9 %	-
Total		100.0 %	100.0 %
Response rate		95.6 %	68.0 %
NR		15	110
Margin of error		+/- 5.4 %	+/- 6.4 %
Percentages shown may not add up to exactly 100 percent due to rounding.			

Figure 4-16: Which mode of transportation do you use most frequently to get to shopping and dining?

	Responses	Percent
Car, alone	278	83.5 %
Car, carpool	44	13.2 %
Bus	4	1.2 %
Bicycle	1	0.3 %
Motorcycle or scooter	0	0.0 %
Walk	2	0.6 %
This doesn't apply to me	4	1.2 %
Total		100.0 %
Response rate		96.8 %
NR		11
Margin of error		+/- 5.4 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

The following question in Figure 4-17 does not directly relate to a specific objective. Rather, the intent of the question was to identify areas with an unmet demand for pedestrian infrastructure.

Figure 4-17: Is there anywhere you or someone in your household would like to walk but currently don't because of inadequate or unsafe infrastructure?

	Responses	Percent
Yes	58	17.1 %
No	282	82.9 %
Total		100.0 %
Response rate		98.8 %
NR		4
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

A total of 53 respondents provided a written response describing where they would walk but currently don't because of inadequate or unsafe infrastructure. The responses are listed below:

- Black Hawk Village & College Square shopping in winter & after dark when not safe to walk in streets (no sidewalks).
- Businesses along Fletcher Ave.
- By HyVee, Panera, Pancheros in Cedar Falls
- By old Logan Jr. High
- By the Falls aquatic center. South along Main Street on the west side of the street sidewalks too close to road. By the church on east side of street.
- Can't cross University Ave. most places safely.
- Cedar Heights from Rainbow to Greenhill bike path
- College Square area
- Crossroads shopping mall
- Dysart Rd. to Orange Rd., Orange Rd.from Hwy 218 to Hwy 21.
- East end of Ridgeway Ave. and Zone 22
- From our neighborhood to downtown. Hudson - to cross Hwy. 63
- Greenhill
- Greenwood Rd. to access Hartman Reserve
- Hammond
- Hwy 63 North
- Hwy 63 to Hwy 58
- I have to cross Greencreek Rd. amid traffic because there is about 1/4 mile of sidewalk missing on the south side between Oster Blvd. & Pinnacle Prairie. Our whole housing district is cut off from the trail infrastructure.
- I wish it were safer to cross Viking Road near the Target area. I wish there were sidewalks along Viking Road between Hwy 58 and Cedar Heights Drive, then along Cedar Heights Drive to the John Deere Product Engineering Center. I would probably consider walking to work.
- I'm not a big walker, but I am an avid cyclist & would love safer infrastructure for bikes/pedestrians.
- In Raymond
- It would be great to be connected to bike or trail path. To get to one we have to walk along a busy road to connect to one from our neighborhood.
- John Deere on Cedar Heights
- LaPorte Rd. from San Marnan North
- Live 1 block off Broadway
- Logan Ave Veterinary Hospital
- Many areas do not have sidewalks. Intersections to business do not have sidewalks for example Kimball and San Marnan, Crossroads Shopping Center.
- Nearby shopping centers and restaurants.
- Need sidewalk from Sonoma to 12th Street on Union Rd.
- No bike trail/sidewalk from Cedar Hills Rd. to Greenhill. Corner of Greenhill is unsafe to walk across.
- No sidewalks
- no sidewalks
- No sidewalks in my neighborhood (Greenbriar)
- Not having sidewalks on both sides of Hudson Rd, all the way from Prairie Lakes to First street is inconvenient. Also, it would be nice if there were sidewalks in the industrial park in CF, start with both sides of Viking Rd. and build up to the surrounding streets.
- On Lafayette and Gilbertville Rd. and near the truck stops.
- Our neighborhood has no sidewalks Brenton Dr./Delta Dr./Linden Ave. & Alden Ave.
- Parks lack of hard surface for wheelchair

- Raymond
- Raymond
- School
- Schrock Rd. to Shaulis via Kimball - no sidewalk
- Section 3 on map along Hwy 63
- Sherwood Park - loose dogs
- Some of the shootings in Waterloo are not far from where I live or would walk.
- The park Dale St. and Mildred
- To downtown Cedar Falls
- To San Marnan shops (HyVee, Target, etc.) (Crossroads)
- To shops at corner of W. 4th & Ansborough
- To the park because there is no sidewalk on the street
- Underpass on Independence Ave. it used to be lit up, but lights no longer there???
- Veralta Dr. CF from Uni Ave. to Orchard Dr.
- Walking or bike trail
- Yes. No sidewalk on Hammond from Maxhelen to San Marnan to Crossroads shop.

Written responses to this question have helped develop the project recommendations identified in Section Five. These responses are also consistent with the areas identified later in Figure 4-20.

Figure 4-18 shows the number of respondents who are parents of a school-aged child or children, and whether their children walk to school. The results of this question align with Objective 1.3, areas around schools are safe and encourage students to walk to school. The question is also related to Objective 3.2, childhood obesity is reduced.

Figure 4-18: Are you the parent of a school aged child/children? If so, do they typically walk to school?

	Responses	Percent
Yes, and they (all) walk to school	7	2.1 %
Yes, but they don't (all) walk to school	49	14.5 %
No, I am not a parent of a school aged child	283	83.5 %
Total		100.0 %
Response rate		98.5 %
NR		5
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

A total of 45 parents with school-aged children explained why their children do not walk to school. Their responses are listed below:

- Almost 2 miles from school
- Because he is 6 years old
- Bussed
- Distance
- Distance
- Distance
- Distance and safety
- Divorced - daughter attends CF Schools - I live in Waterloo
- Early practice and late practice (athletics/band) has created a need to transport them.
- Good weather, one walks, especially home, but carpools in morning; other is farther from school
- Have car drive to school
- Have driver's license (17 yr. old)
- He drives (17)
- Homeschool
- I take him
- Live too far & bad neighborhood
- Live too far to walk
- Must cross major highway
- My child rides the bus

- No sidewalk by our house on Veralta
- Not safe
- Old enough to drive
- One child walks, one is bussed
- Potential safety concerns
- Ride bus
- Ride the school bus
- Safety
- Safety - I don't feel it's safe.
- Scared of strangers
- School bus
- School bus
- School too far away to walk to
- Take bus
- Take the school bus.
- They ride the bus
- They ride the bus. One child will walk to school next year
- To close to school plus I don't feel safe with their age walking alone
- Too many dangerous people
- Too young
- Too young
- Walk only in good weather
- We homeschool
- We homeschool
- We live 6 miles away from the school and he rides a bus
- Weather

The table below shows how respondents described the pedestrian connectivity to parks, trails, and cultural amenities. A narrow majority (52.1 percent) described the pedestrian connectivity as "moderately connected". The results of this question align with Objective 2.3, parks and cultural amenities have good pedestrian connectivity.

Figure 4-19: Overall, how would you describe the pedestrian connectivity to parks, trails, and cultural amenities in the Waterloo-Cedar Falls area?

	Responses	Percent
Very connected	109	32.4 %
Moderately connected	175	52.1 %
Slightly connected	40	11.9 %
Not connected at all	12	3.6 %
Total		100.0 %
Response rate		97.7 %
NR		8
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

Figure 4-20 corresponds to the map in Appendix B-4. Respondents were instructed to look at the map and choose just one area they would improve for pedestrian accommodations. The area selected most frequently was "Crossroads Shopping Center, La Porte Rd" (area 22 in Appendix B-4), which was chosen 39 times. The next most frequently selected area was "College Square Mall, Peet Jr. High" which was chosen 27 times. The areas of "Kimball Ave, West High, Hoover Middle School" and "Gilbertville, Cedar Knoll, Hawkeye College, Isle Casino" were each chosen 25 times.

Figure 4-20: If you could improve pedestrian accommodations in just one area, which area would you choose?

	Responses	Percent
1.) Thunder Ridge, Holmes Jr High…	17	5.5 %
2.) North Cedar, Black Hawk Park…	3	1.0 %
3.) Airport, Airline Highway	8	2.6 %
4.) Downtown Cedar Falls, CF High School	3	1.0 %
5.) George Wyth State Park, Hartman…	4	1.3 %
6.) Broadway St, Riverfront Stadium…	11	3.5 %
7.) Allen Hospital, Logan Plaza, Carver…	9	2.9 %
8.) East High, Cunningham Elementary	6	1.9 %
9.) Tyson, John Deere Tractor Cab…	2	0.6 %
10.) UNI, College Hill	14	4.5 %
11.) College Square Mall, Peet Jr. High	27	8.7 %
12.) Cedar Heights, Central Middle School	23	7.4 %
13.) Falls Ave, Fred Becker Elementary…	10	3.2 %
14.) Church Row, Six Corners, Irving…	10	3.2 %
15.) Downtown Waterloo, Grout…	10	3.2 %
16.) Southeast riverfront, Crystal Dist…	3	1.0 %
17.) Evansdale, Bunger Middle School…	6	1.9 %
18.) East Evansdale, Elk Run Heights…	11	3.5 %
19.) Viking Plaza, CF Industrial Park	18	5.8 %
20.) Audubon Park, UnityPoint Clinic…	11	3.5 %
21.) Kimball Ave, West High, Hoover…	25	8.1 %
22.) Crossroads Shopping, La Porte Rd	39	12.6 %
23.) Hudson, Orange Elementary	15	4.8 %
24.) Gilbertville, Cedar Knoll, Isle Casino…	25	8.1 %
Total		100.0 %
Response rate		90.1 %
NR		34
Margin of error		+/- 5.6 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

This question included two follow-up questions. The first, as shown in Figure 4-21, asked respondents what type of destinations within their chosen area would they like pedestrian improvements focused on. The intent of the question was to identify specific destinations with an unmet demand for pedestrian infrastructure. These results were considered in the development of the project recommendations identified in Section Five.

Figure 4-21: Within the area you selected, where specifically would you like to see pedestrian improvements focused on most?	Schools	Parks, trails, etc.	Neighbor-hoods	Shopping, restaurants	Office, industry	Other
1.) Thunder Ridge, Holmes Jr High…	2	7	5	3	-	-
2.) North Cedar, Black Hawk Park…	1	-	2	-	-	-
3.) Airport, Airline Highway	-	4	1	-	-	-
4.) Downtown Cedar Falls, CF High School	-	1	-	1	-	-
5.) George Wyth State Park, Hartman…	-	1	1	1	-	-
6.) Broadway St, Riverfront Stadium…	-	3	5	-	-	-
7.) Allen Hospital, Logan Plaza, Carver…	2	2	2	3	-	-
8.) East High, Cunningham Elementary	1	1	3	-	-	-
9.) Tyson, John Deere Tractor Cab…	-	1	-	-	-	-
10.) UNI, College Hill	2	6	3	-	-	-
11.) College Square Mall, Peet Jr. High	6	5	3	10	-	1
12.) Cedar Heights, Central Middle School	1	6	13	3	-	-
13.) Falls Ave, Fred Becker Elementary…	1	2	1	3	1	-
14.) Church Row, Six Corners, Irving…	1	2	6	-	-	-
15.) Downtown Waterloo, Grout…	1	2	2	5	-	-
16.) Southeast riverfront, Crystal Dist…	-	1	2	-	-	-
17.) Evansdale, Bunger Middle School…	-	2	3	1	-	-
18.) East Evansdale, Elk Run Heights…	-	4	4	1	1	-
19.) Viking Plaza, CF Industrial Park	-	4	-	10	3	1
20.) Audubon Park, UnityPoint Clinic…	-	3	7	-	-	-
21.) Kimball Ave, West High, Hoover…	4	5	8	6	-	1
22.) Crossroads Shopping, La Porte Rd	1	6	3	27	-	-
23.) Hudson, Orange Elementary	3	6	3	1	-	1
24.) Gilbertville, Cedar Knoll, Isle Casino…	2	13	4	2	-	-
Total	28	91	81	77	5	4
Response rate						88.4 %
NR						40
Margin of error						N/A

Respondents were then instructed to select one word to describe various characteristics of pedestrian infrastructure. Respondents could select "none", "poor", "fair", "good", "excellent", or "N/A or Unsure" for each characteristic. Figure 4-22 shows the results of this exercise. It is important to note that some areas were only selected by a few respondents, and the results in these areas are much more affected by outliers than areas selected by many respondents. For example, the lowest rating in the entire exercise is in an industrial area selected by only two respondents. A more focused survey or a larger sample size would likely improve these results.

Figure 4-22: Within the area you selected, describe the following (5=excellent, 4=good, 3=fair, 2=poor, 1=none)	Sidewalk condition	Crosswalk safety	Lighting at night	Directness of walkways	Continuity of walkways	Safety for the elderly, disabled, and children	Safety from street crime	Quality of design for pedestrians
1.) Thunder Ridge, Holmes Jr High...	3.2	3.2	3.0	3.4	2.8	2.8	3.5	3.1
2.) North Cedar, Black Hawk Park...	1.5	3.5	3.5	3.0	3.0	3.0	4.0	3.0
3.) Airport, Airline Highway	1.4	1.8	2.8	1.4	1.7	1.7	2.6	2.0
4.) Downtown Cedar Falls, CF High School	3.3	3.0	3.0	3.3	2.7	2.7	3.7	3.0
5.) George Wyth State Park, Hartman...	2.5	3.5	3.5	2.3	3.0	2.3	3.0	3.5
6.) Broadway St, Riverfront Stadium...	3.3	3.4	3.3	4.0	3.3	2.7	2.0	3.1
7.) Allen Hospital, Logan Plaza, Carver...	2.5	2.9	2.8	2.1	2.1	2.4	2.6	2.5
8.) East High, Cunningham Elementary	2.8	3.0	3.0	2.7	3.0	2.6	2.0	2.8
9.) Tyson, John Deere Tractor Cab...	3.0	4.0	3.0	4.0	1.0	3.0	3.0	-
10.) UNI, College Hill	2.9	3.2	2.9	3.2	2.9	2.5	4.2	2.6
11.) College Square Mall, Peet Jr. High	2.4	2.3	3.3	2.6	2.4	2.3	3.8	2.4
12.) Cedar Heights, Central Middle School	2.7	2.8	2.9	2.9	2.8	2.7	3.5	2.8
13.) Falls Ave, Fred Becker Elementary...	3.1	3.0	3.3	3.1	2.7	2.3	3.2	2.9
14.) Church Row, Six Corners, Irving...	3.2	3.1	3.1	3.8	3.2	2.8	2.5	2.9
15.) Downtown Waterloo, Grout...	3.1	3.0	3.1	3.4	3.7	2.7	2.7	3.1
16.) Southeast Riverfront, Crystal Dist...	3.0	2.7	2.7	3.0	2.5	2.5	3.0	3.3
17.) Evansdale, Bunger Middle School...	3.0	3.0	3.0	3.3	3.0	2.8	3.0	2.8
18.) East Evansdale, Elk Run Heights...	1.3	1.8	2.3	1.8	1.8	1.8	3.2	2.0
19.) Viking Plaza, CF Industrial Park	2.9	2.0	2.5	2.5	2.3	2.0	3.2	2.2
20.) Audubon Park, UnityPoint Clinic...	2.1	2.9	2.9	1.7	1.5	2.4	3.8	1.8
21.) Kimball Ave, West High, Hoover...	2.4	2.9	3.2	2.3	2.1	2.3	3.6	2.5
22.) Crossroads Shopping, La Porte Rd	2.1	2.5	3.3	2.2	2.2	2.0	2.8	2.2
23.) Hudson, Orange Elementary	3.1	3.1	3.4	3.0	2.8	3.1	4.4	3.3
24.) Gilbertville, Cedar Knoll, Isle Casino...	2.0	2.6	2.5	2.3	2.1	2.2	3.3	2.1
Average	2.6	2.9	3.0	2.8	2.5	2.5	3.2	2.7
Response rate	84.3 %	82.3 %	80.5 %	79.7 %	81.4 %	85.2 %	78.2 %	82.8 %
NR	54	61	67	70	64	51	75	59
Margin of error	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

The results in Figure 4-22 are aligned with several objectives:

- **Sidewalk condition**
  Objective 1.4, sidewalks are in safe walking condition
- **Crosswalk safety**
  Objective 1.2, all major pedestrian crosswalks are safe and clearly marked
- **Lighting at night**
  Objective 1.5, lighting along walkways meets public demand
- **Directness of walkways**
  Objective 2.1, infrastructure exists to provide pedestrian easy access to commercial areas
- **Continuity of walkways**
  Objective 2.4, gaps are filled in the existing sidewalk network
- **Safety for the elderly, disabled, and children**
  Objective 4.1, sidewalks and other walking paths are accessible to pedestrians of all ages and abilities
- **Safety from street crime**
  Objective 1.6, walking in the MPO area is regarded as safe from criminal activity
- **Quality of design for pedestrians**
  Objective 4.2, pedestrian traffic is a strong consideration in street design

The following table shows the results of a more broad-based question, "How important to you is the goal of creating a walkable community?" The intent of this question is to gauge public opinion on the value of future pedestrian improvements. The results of this question align with Objective 3.6, the public is interested in creating a walkable community.

Figure 4-23: How important to you is the goal of creating a walkable community?

	Responses	Percent
Very important	158	46.6 %
Moderately important	127	37.5 %
Slightly Important	38	11.2 %
Not important at all	16	4.7 %
Total		100.0 %
Response rate		98.5 %
NR		5
Margin of error		+/- 5.3 %
Percentages shown may not add up to exactly 100 percent due to rounding.		

The final multiple-choice question asked which funding strategies each respondent would support to improve pedestrian facilities. About 60 percent of respondents support grant funding, and nearly half support a dedicated funding source in the City budget. The least popular funding strategy was billing adjacent property owners.

Figure 4-24: What strategies would you support using to develop and improve pedestrian facilities in the Waterloo-Cedar Falls area?

	Responses	Percent
Dedicated funding sources in the City budget	155	46.0 %
Bonds, i.e. borrowing	50	14.8 %
Grants, i.e. competitive State and Federal funds	203	60.2 %
Partnering with major retailers	113	33.5 %
Billing adjacent property owners	33	9.8 %
None	17	5.0 %
I don't know	72	21.4 %
Total		100.0 %
Response rate		98.0 %
NR		7
Margin of error		+/- 5.3 %
Percentages shown do not add up to 100 percent because this is a multiple-choice question.		

Respondents were also given an opportunity to provide additional comments. These comments are listed below:

- I see people either riding their bike or walking day or night in the turning lane from Logan HyVee to as far north on Hwy 63 as Garden of Memories Cemetery.
- I live in an area which is very walk-friendly (23). I do very little walking because of arthritis, but I have friends who come over from CF and north W'loo just to walk to Hudson and E. on Shaulis.
- Bicycling is more important than walking to me.
- Gang and crime activity Logan shopping Allen Hospital block south
- I really only walk in my general part of town, so I don't feel informed to answer #20. It would be nice if there was an educational component to raise awareness for motorists of pedestrians. People here (in cars) are pretty rude to those of us trying to walk!
- I believe we need to improve safety/accessibility for those who already walk.
- I often see kids walking/biking to school through yards and on the road aside Ridgeway Ave. This is very unsafe. Sidewalk often ends between Kimball and Ansborough which is inconvenient when trying to get to an actual bike trail.
- I don't see a code!! Found it. Sorry.

- We live in the Wild Horse subdivision. We aren't safely connected to a bike path or trail system from our neighborhood. It would be great if we could get connected to the bike path off of 12th St.
- I ride my bicycle or car. But my daughter rides the bus. She is challenged with learning disabilities. Main Street is busy and it is difficult to cross the street. Traffic doesn't yield to pedestrians without lights or stop signs.
- Don't shop or go to downtown Waterloo much. Too much crime and gang activity.
- MLK Trail and Bishop do not connect with my other trails.
- Evansdale, Elk Run area parks need more places for elderly to sit and enjoy nature in our parks, places to sit while watching our grandkids at play, for safety, near play centers in the parks.
- More than anything this city needs to have a leash law for all the aggressive dogs (pit bulls) that now run free and make it dangerous for us to walk in our neighborhood. Also more police presence would be nice. Lighting is non existent in most areas where we live.
- There are some really dangerous crossing areas like out on Ridgeway-Ansborough-58 and Viking for bicyclists and skaters. It would be nice to have simple bridge structure for crossing or underneath road tunnels. Thanks.
- No sidewalks along Huntington or bike trails. Cross Greenhill by foot is hit & miss. Outside of one park there isn't much out here in Waterloo - stop dumping along Katoski. When I see development in Cedar Falls makes me wonder where Waterloo missed the boat. Can't walk to these places. Where we live - where would you walk. Can't take in downtown activities unless you drive.
- The sections I have walked are in good shape thanks to the maintenance by the City.
- Community is too spread out/sprawling to be truly "walkable", esp. without a strong public transportation system. Very concerned about kids crossing University Ave. to get to Peet. Roundabout plan does nothing to alleviate this concern.
- Raymond needs to be connected to the bike trail at Elk Run. Raymond needs a bike/walking trail on Lafayette Rd.
- Rebuild of Cedar Heights Rd. is planned. Consider connection to John Deere PEC. Lots of daily riders of bikes there. 58/Viking Road should be closed to walking/biking until overpass is complete. Bad place for people not in a car.
- There needs to be more development on Waterloo's east side - commercial and residential. I don't feel safe walking anywhere in Waterloo anymore due to street violence and I'm a life long resident.
- Walking in Waterloo is hard. It's either poor sidewalks or unsafe area.
- Would like to see a bike trail from Hwy 63 to Hwy 58 with lights for safety riding.
- I am very thankful that Waterloo cleans their trails during the winter months. CF does not and that gets frustrating.
- PLEASE: no more taxes, etc. I'm 82 yrs. old & SS doesn't provide for much. And what 4 digit code? I didn't find one.
- We have 3 major thoroughfares: Lafayette, Gilbertville Rd. and by the truck stops; with no designated or SAFE walking areas.
- Please consider adding sidewalks on Veralta Dr. from University Ave. to Orchard Dr. I don't even care which side of the street.
- The walking and biking in our community is one of the signature attributes that will attract new residents. It is also good for community health.
- Given that people live such far distances from shopping / schools etc. I think creating bike paths seems more feasible than strictly walking.
- Aside from the College Square Apts. our house is the only residence on Maplewood Dr. that has a sidewalk on that street. It's unfortunate that sidewalks weren't required for home construction at that time. Would be costly & unfair for current homeowners now. Suggest sidewalks be required for new residential building citywide if not the case.
- It would be nice if Ridgeway had sidewalks as well, west of Sargeant Road/63!
- Thank you for the opportunity to provide my input!
- Thank you for selecting me!
- I feel no tax dollars are needed for pedestrian access. Property owners should be responsible. Our tax dollars are needed for existing infrastructure such as roads and bridges, not trails for bicycles or sidewalks for pedestrians.
- This is a good survey. I'm not a person that would use the transit system (bus) now, but I may in future. I would hope they will continue running.
- I use a walker
- Waterloo/Cedar Falls have come a long way in providing recreations trails and pedestrian improvements.
- Our downtown is great for walking & biking but no place (or not many) to stay overnight. The mall area has all the shopping & eating & hotels but if you want to walk/bike, it is not easy.
- Need MET bus to continue south on Hammond Ave. We have no bus service on Maxhelen.
- There are a lot of young families in Wild Horse that do not use the Union & 12th St. sidewalk because they do not connect to us. It's a safety concern for our children. Thank you for asking our input!!
- Wheelchair accessible curb not installed at northeast corner of Park and Sycamore.
- Our taxes are high enough - no new taxes!

- Would like to see trail connections in 23 that keep kids particularly off the roadway when riding bikes. Crossing 63 w/ small kids seems dangerous lots of traffic & cars don't see or always yield ped. when turning right off Shaulis especially.
- See map - It would be nice to connect walk way from (MLK) to Newell St. If you used ex-rail road track from Idaho St. and Willow St. Just 1 block of MLK and go Northwest on old track it would take you right to Newell and Beech. Could go over to Donald St.
- Do not pass my address to anyone! I raised 3 daughters and they ruined shoes walking to Hoover Middle School because of no sidewalks from home to school. All along Ridgeway there needs to be sidewalks. They couldn't ride the tricycle around the block due to no sidewalks half the time.
- Sidewalks in this area are needed and a nice park
- We walk on street we have little traffic in the area
- The new retirement center built by Menards is where I've seen elderly trying to get to from the Crossroads business area. San Marnan is very difficult to walk across.
- Overall I think the Waterloo/Cedar Falls area has great trails to ride walk. I'd like to see more walkable areas around the museums and/or mall area for those that could use them.
- Stop investing money in worthless ideas such as roundabouts and walking paths on University Ave.
- I would like to 10 punch pass to Cedar Valley SportsPlex so I can work out and loss this baby weight :)
- My main concern is for safety while crossing streets at crosswalks. The need for sidewalks in residential areas so one doesn't walk on streets.
- I think we would greatly benefit having pedestrian improvements between shopping in the crossroads area, San Marnan, LaPorte Rd. (section 22 on map)
- I grew up in Waterloo and it is basically a mid-western solidified Jim Crow town. When growing up, I experienced racism, but not in my schools. I went to Catholic schools. I had gov't jobs JPTA and others, but black men need job opportunities despite their jail records! Thank you for allowing my input. Blessings.
- I reside in Ray Mar and it would be nice to have some sort of trail to go bike riding on. Gilbertville Road is busy and dangerous for children to bike on.
- I would oppose any actions that would increase taxes. I bike a lot, which you didn't ask, and walk regularly on the treadmills at the CF Rec. Center.
- Still need improvements around dangerous intersections such as Viking Rd. - 58 and Greenhill - 58.
- I think the main cause for a lack of pedestrian travel in this area is the long term trend toward sprawl development. I doubt there's any way to counter that with the exception of some slight amelioration in a few special areas.
- Extend the sidewalk from Nature Trail to East Shaulis to Highway 21.
- I do NOT support improving sidewalks at taxpayer expense. What we have is MORE than adequate; maintenance is all that is truly needed.
- We live north of Ridgeway near Crossroads shopping center and I would absolutely love to walk/bike to HyVee and Target to save fuel and environment, but I am terrified of crossing San Marnan! No one expects pedestrians/bicyclists so I am afraid of being hit by a car! Thanks for this survey!
- Thank you!
- We have no sidewalks for kids to walk on, unsafe.
- Crossing San Marnan is very scary. People who stay at the motels almost must get in their car to cross the street safely.
- Why don't you put the money toward improving University Ave. between CF - Main St. and Waterloo city limits?
- The University Ave. plan is a fantastic improvement to pedestrian access. And the roundabouts will help tremendously.
- I have a disabled brother who lives on Randolph and am acquainted with many of his neighbors and neighborhood features and their frequent non-auto transportation needs.
- This was addressed to my son who have lived in Kansas City for 20+ years. I have lived in Cedar Falls, in Cedar Heights for 45+ years. I formed a neighborhood walking group in 1977. We are still walking nearly every weekday.
- I consider walking up to 2 miles not bad. It would be good to encourage restaurants near bike trails or other specialty growth businesses - organic groceries, coop, etc. to improve walkability index of Hudson and Greenhill area with new schools and new hospital.
- Some residential areas in section 7 have no sidewalks. Many of the shootings in Waterloo have happened in section 6 and Southern part of section 7 where I live. Wouldn't walk in these areas after dark.
- We need improved safety in our community and the money budgeted to specific funded should only be used for that. Stop cutting the budget and laying off police officers. Cut salaries of high paid officials.
- There needs to be a trail along Hudson Road in front of the UNI-Dome 27th St. to 23rd approximately. Also, finish trail from Hwy 21 to casino but I know that is already in the budget.
- Waterloo lacks sidewalks in most areas of the city. Having lived in Cedar Falls, they have sidewalks and that was one with I had when my husband and I bought a home in Waterloo. Thankfully there is a walking path around Kittrell but that's it for our neighborhood. Would like to see more paths leading to the bike trails.

- If the city is really interested and concerned about walkability and access then bring more businesses to Allen Hospital area. Walmart, Dollartree, Dairy Queen, laundromat, restaurants, anything to acknowledge that we live here to. 63 is a good start (looks beautiful).
- When it snows no one shovels it off the crosswalks. The snow plow's push the snow up on them but no one shovels it away and that makes it very hard for wheelchairs to get by.
- I would like for you to stop wasting money on bike trails. Also I think you should start doing things for the people on the east side of the river - bladder dam - waste of money. Fix Park Avenue bridge with gambling money.
- Hcc has many students that walk and run along Orange Rd. but the road is not well suited for this use. It may be just a matter of time before someone is hurt or killed.
- We live on Home Park Blvd. We love our historic boulevard but street parking is damaging the boulevard due to cars driving on it to avoid parked cars at curb. Please consider narrowing Blvd. 2-3' and add old fashioned lighting along center Blvd. (ie: Logan Ave.) It is very dark at night due to beautiful mature trees.
- There should be incentives provided to encourage people to eliminate owning an automobile.
- Waterloo/Cedar Falls is generally pedestrian safe. The areas that need work are San Marnan and University for walking and biking purposes.
- I ride a bike on the trails at least 3 times a week. Improving the paved trails, especially from green hill rd to ridgeway down cedar heights would make it a lot easier to ride my bike to work safely.
- Too many areas that have no sidewlk. Try walking from Target (Waterloo) to Crossroads for example. No sidewalks at Kimball and San Marnan and Ansborough and San Marnan even though I'm within easy wlaking distance to both. There are entire neghborhoods with no sidewalks. Most of Ridgway has no sidewalks. There is no safe way to walk from Kimball and SanMarnan to Vrossroads. The Met is a joke. I have to rely on friends to get to the YMCA from my houde. The MET would take over 1.5 hours to go 4.5 miles.
- Many sidewalks in our neighborhood end and don't connect to others. Also would like more connection from our area to UNI and along Hudson Road west side. I run and always have to run in the grass.
- We think there should be sidewalks along all shopping and resterant areas.
- In general, the trails are good for biking and walking when traveling north of Greenhill Road. The Viking Plaza area could use an upgrade. I realize that there are plans for an improved 58 coming, but I hope sidewalks and bike trails are incorporated. Also: more roundabouts please! Being able to cross a roundabout is much easier in my experience than a traffic signal.
- If I win a prize, my new address is [deleted], Cedar Falls.
- Thank you!

These comments were reviewed by INRCOG staff, and are cited throughout Section Five to show support or opposition to recommended projects.

Written responses... Safety (Greenhill, Ridgeway), Perception of Crime, Connectivity to Bike Trails, Lack of sidewalks, Taxation, a couple mentioned sprawl/living far away, improvements to the Allen area, a couple mention snow removal

Conclusions and Discussion

The statistically significant mail-out surveys accomplished the goals of gathering performance measurements for the Pedestrian Master Plan and gaining a broad understanding of residents' habits and opinions related to walking. Several of the objectives identified in Section One could not otherwise be measured with Census data or other existing data sources. Accordingly, a new data set was required to measure the progress of these objectives. These survey methods are repeatable and can be used to track the Plan's progress. One limitation of the performance measurements, however, is that many of them rely on the results shown in Figure 4-22. Those measurements are based on the neighborhood each respondent identified as needing the most improvement. As a result, this survey does not measure the progress of improved areas so much as it measures the existence of unimproved areas.

Some of the survey questions produced results that were informative but not impactful to the Plan itself. One example is the question, "Overall, how would you describe the pedestrian connectivity to parks, trails, and cultural amenities in the Waterloo-Cedar Falls area?" While informative, the results of this question do not affect the Plan's recommendations in any way and are not tied to any performance measurements. The next time this survey is conducted, it may be desirable to eliminate some of these questions.

Many survey questions asked respondents about their habits. However, only three questions specifically asked respondents about their preferences. In future surveys, additional questions could be added to better understand what residents prefer (in the future) as opposed to their habits (in the past).
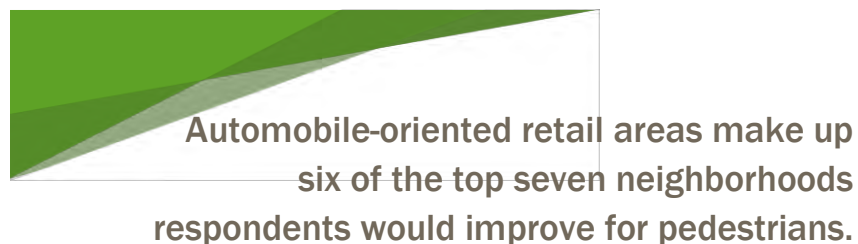
Of course, representation was another issue with these surveys. Adults under 30 years old, females, renters, one-person households, and those earning less than the median income were all underrepresented. Racial minority populations were also somewhat underrepresented, particularly Black people. In future surveys, additional mailings could be sent to target populations to gain a more representative sample.

Automobile-oriented retail areas were consistently ranked highly for needing pedestrian improvements, as shown in Figure 4-20. They make up six of the top seven neighborhoods respondents would improve for pedestrians. These are areas 1, 11, 12, 19, 21, and 22 in Figure 4-20 and Appendix B-4.

Generally, walking is not understood to be a viable mode of transportation (to destinations such as work or shopping) by survey respondents. Yet, the vast majority

Automobile-oriented retail areas make up six of the top seven neighborhoods respondents would improve for pedestrians.

Statistically significant mail-out survey results, 2015

of respondents indicated they walk at least once a week, with the top reasons being "for wellness" and "for fun". Figure 4-21 shows there is interest in improving access to parks, trails, and cultural amenities; residential neighborhoods; and shopping and restaurants. However, there is low interest in improving access to offices or industrial areas. This suggests that pedestrian projects that serve a recreational purpose may have greater public support.