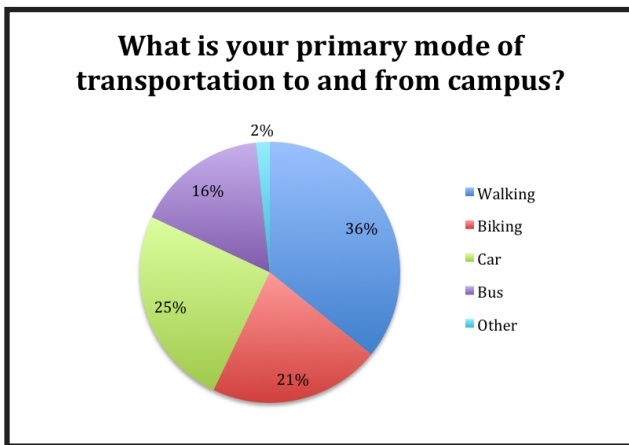


It is important when creating a plan or changing anything that feedback is gathered from all those affected. A survey was sent out that was open for around two weeks. The survey was 21 questions about safety with biking, and general transportation questions. Overall, the survey had 2,008 respondents. The importance of this survey to our study and recommendations is crucial. The data showed many people who were concerned about bicyclists' safety, as well as information on different problem areas on campus. The survey asked questions that could be measured using a qualitative analysis as well as open-ended questions that qualitative analysis was necessary. Below is the data is broken down and described through charts. The most important part of our survey was to make sure people understood what the survey was, why were doing it, and how it could benefit them. Here is our opening introduction that was sent with all emails.

A College of Design studio course is conducting research on how to make the Iowa State campus bicycle and pedestrian friendly. We are conducting a survey to hear your thoughts about your experience on campus as a pedestrian or bicyclist. We will use the results of this survey to develop recommendations to improve bicycle and pedestrian safety. Please take a few minutes to fill out the survey using the link below. Your feedback will help enhance our already green and beautiful campus here at Iowa State University.

Question 1 asked what the primary mode of transportation is for that specific student. This enabled us to get a strong perception of who our audience was, and how the could possible affect the rest of the data.



Question 2 asked if the student ever rides a bike on campus. If the student answered no, then they would automatically be sent to the end of the survey. This was because the questions after this one specifically asked about biking. That data shows that 79% of our responders do ride a bike on campus, and our responses will be honest and helpful for the future changes that need to be made to our campus.

