Healthy Living for All
Survey Responses

Prepared January 3, 2017
Summary

• Parks, schools and trails are top features that make residents proud
• Transit, affordable housing, and aging population are important issues to plan for
• More retail and entertainment venues are desired improvements
Summary

- Over half of respondents bike or walk once a week or more.
- Barriers to walking and bicycling are connectivity and distance between destinations.
- People generally have access to the food they want, but prices, store location, and selection could improve.
COTTAGE GROVE’S FUTURE
What about Cottage Grove makes you most proud? (Select up to three)

- Parks: 25% (309)
- Schools: 20% (241)
- Trails: 18% (218)
- Public Services: 15% (189)
- Roads: 7% (83)
- Other: 6% (69)
- Retailers: 4% (53)
- Water and Sewer: 3% (37)
- Employers: 2% (24)
“Other”

• The people, it is such a friendly community
• It is a great place to raise a family
• It’s quiet at night, rarely hear police sirens, I feel safe
• Less traffic and lights than neighboring communities
• Agriculture and urban
Fifteen years from now, what must improve for Cottage Grove to continue to thrive?
(Select up to three)

- **Retailers**: 34%
- **Employers**: 18%
- **Schools**: 11%
- **Roads**: 10%
- **Water and sewer**: 7%
- **Trails**: 5%
- **Parks**: 5%
- **Public Services**: 5%
- **Other**: 5%
“Other”

- More bars, restaurants, entertainment
- Places for teens
- Community/fitness center
- Transit services
- Environment: keep polluters out, make renewable fuels available to homes
Which issues are most important for Cottage Grove to plan for? (Select up to three.)

16% 224 Access to transit
14% 203 Aging population
14% 203 Affordable housing
13% 181 Aging roads
12% 179 Natural resources
11% 156 Food access
 8% 119 Walking/Bicycling
 6%  81 Improving equity
 3%  45 Climate change
 3%  42 Other
“Other”

- Retail is desperately needed
- Employers
- Small business friendly
- Attracting businesses
- Community center
ACTIVE TRANSPORTATION
In the last year, how frequently did you walk or bicycle somewhere in Cottage Grove?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>201</td>
<td>36%</td>
</tr>
<tr>
<td>A few times</td>
<td>135</td>
<td>24%</td>
</tr>
<tr>
<td>Daily</td>
<td>97</td>
<td>17%</td>
</tr>
<tr>
<td>Monthly</td>
<td>76</td>
<td>13%</td>
</tr>
<tr>
<td>Never</td>
<td>55</td>
<td>10%</td>
</tr>
</tbody>
</table>
What barriers prevent you from walking or bicycling more? (Select all that apply.)

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalks or bicycling facilities don't connect the places I want to go</td>
<td>182</td>
<td>27%</td>
</tr>
<tr>
<td>Too far/too much time to get where I want to go by foot or by bike.</td>
<td>158</td>
<td>23%</td>
</tr>
<tr>
<td>I feel unsafe walking or riding near existing traffic.</td>
<td>137</td>
<td>20%</td>
</tr>
<tr>
<td>Health issues prevent me from walking/bicycling more.</td>
<td>123</td>
<td>18%</td>
</tr>
<tr>
<td>There is nowhere to park my bike at my destination.</td>
<td>48</td>
<td>7%</td>
</tr>
<tr>
<td>I would avoid bicycling or walking no matter what.</td>
<td>27</td>
<td>4%</td>
</tr>
</tbody>
</table>
HEALTHY EATING
Rank the following in terms of importance to you when it comes to buying food.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Feature</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Freshness</td>
<td>1.52 avg</td>
</tr>
<tr>
<td>2</td>
<td>Affordability</td>
<td>2.1 avg</td>
</tr>
<tr>
<td>3</td>
<td>Convenience</td>
<td>3.05 avg</td>
</tr>
<tr>
<td>4</td>
<td>Grown/made locally</td>
<td>3.74 avg</td>
</tr>
<tr>
<td>5</td>
<td>Organic</td>
<td>4.6 avg</td>
</tr>
</tbody>
</table>
What prevents you from shopping for food where you'd like? (Select all that apply.)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am generally able to shop where I'd like.</td>
<td>359</td>
<td>50%</td>
</tr>
<tr>
<td>Prices too high.</td>
<td>124</td>
<td>17%</td>
</tr>
<tr>
<td>Store too far away.</td>
<td>101</td>
<td>14%</td>
</tr>
<tr>
<td>Store doesn't carry the food I want to buy.</td>
<td>94</td>
<td>13%</td>
</tr>
<tr>
<td>Arranging transportation to the store.</td>
<td>18</td>
<td>3%</td>
</tr>
<tr>
<td>Hours the store is open.</td>
<td>15</td>
<td>2%</td>
</tr>
</tbody>
</table>
RESPONDENT DEMOGRAPHICS
Respondent Demographics

• 572 respondents completed surveys
• Generally proportionate representation among adult age brackets
• Slight skew toward higher income populations
• 6% non-white respondents vs. 16% non-white population
• Underrepresentation of men
SURVEY DISTRIBUTION
Survey Response Count

- Link posted on city web page and Facebook page
- Link reposted on city web page and Facebook page
- Facebook general public advertisements
- Facebook minority-targeted advertisements
- On-line survey closed. Distribution to Presbyterian Homes residents.
- Postcard mailings
- Staff visits at Night to Unite, Farmer's Market

Survey timeline:
- 8/2/2016: Staff visits at City Hall
- 9/2/2016: Link posted on city web page and Facebook page
- 9/2/2016: Link reposted on city web page and Facebook page
- 10/2/2016: Facebook general public advertisements
- 11/2/2016: Facebook minority-targeted advertisements
- 12/2/2016: On-line survey closed. Distribution to Presbyterian Homes residents
- 1/2/2017: Postcard mailings
- 2/2/2017: Conclusion
Distribution Lessons Learned

- City web page and Facebook pages are effective channels
- In-person asks more effective than postcards
- Facebook advertising can broaden survey reach to those whose voices might not otherwise be heard, including minorities