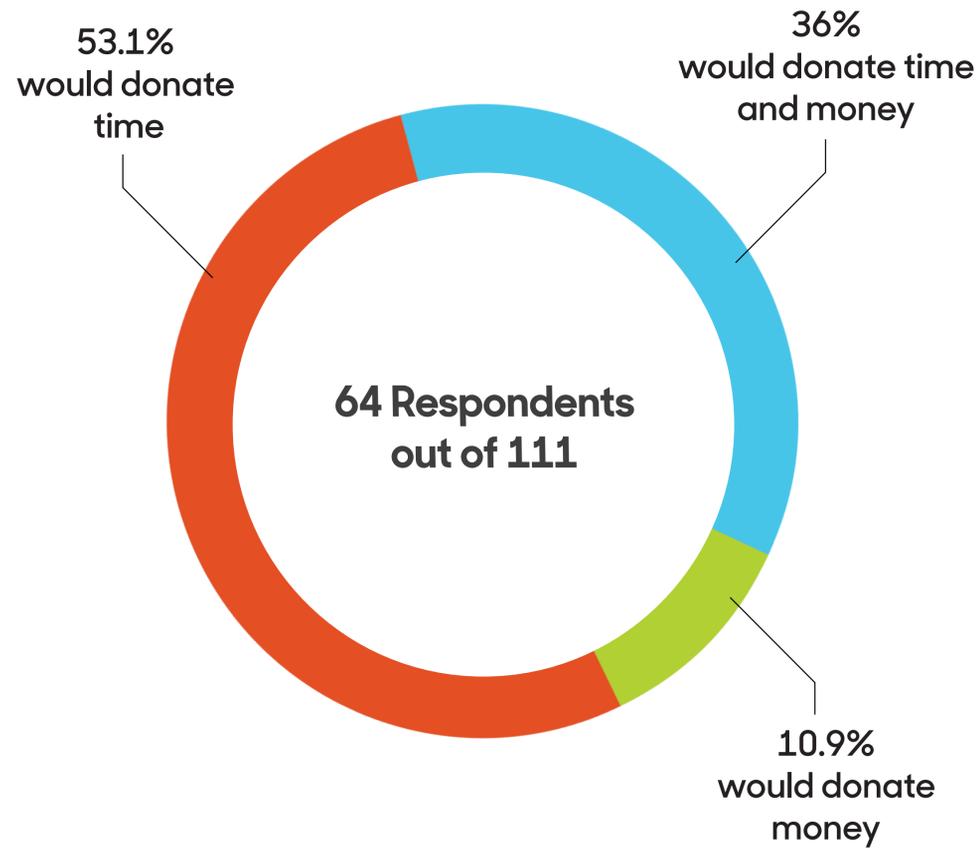


ARE PEOPLE WILLING TO HELP?

More than 57.7% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (53.1%), while 36% would contribute their time and talent. More than 10% of respondents indicated that they would be willing to contribute financially..

Compared to other small towns in Iowa, Reinbeck residents are more willing to become involved in improving their community. In 2014, on average, 43% of residents in small, rural towns volunteered to help with a community project.¹ Reinbeck exceeds this average by 14.7%.

¹ Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).

WHAT DID PEOPLE SAY?

Survey Participants Said...



"I would love to see the bike trail have an access point in town and connect in town to Grundy Center. I think the bike trail would be used a lot more if this happened."



"[An] expanded, wide, paved Elmwood [Park] Trail would be great. [We] also need safe sidewalk access to the park."



"I would love for the Strohbehn Park trail to connect to the other one that starts at the golf course. I would love for Randall Street to get fixed up a bit."

HOW DO YOU GET PEOPLE TO HELP?

Ask, Show, and Advertise Opportunities

In 2014, the most common reason residents in small-town Iowa said they didn't become involved in community projects is that no one asked them (34%). Twenty-eight percent on average said that they don't have time, which is significantly lower than the 2004 average of 59%. Sixteen percent indicated that they didn't know how to become involved, and 7% said that no community project needed volunteers.¹ These results indicate that the best ways to get people involved in community projects is to simply ask, along with advertising opportunities through traditional and social media outlets.

¹ Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).

Reinbeck

Willingness to Help

Transportation Behavior and Needs Survey

Julia Badenhope, Sandra Oberbroeckling, Aaron Lewis, Austin Alexander, Lexi Blank, Kristian Schofield, Minni Davis, Clare Kiboko, Abby Schafer

Iowa State University | Trees Forever | Iowa Department of Transportation

