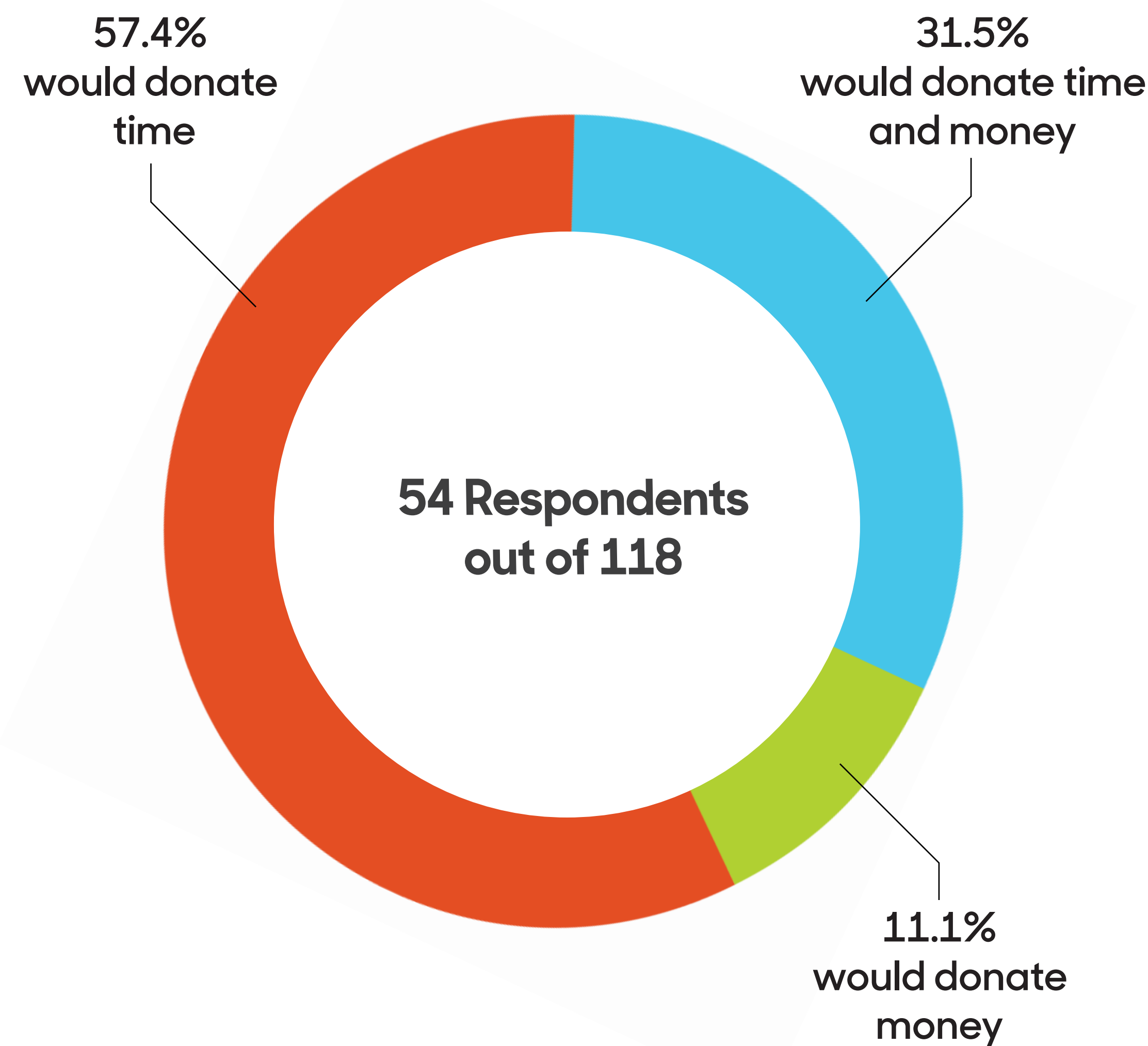


ARE PEOPLE WILLING TO HELP?

More than 45% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (57.4%), while 31.5% would help financially and contribute their time. More than 11% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Algona residents are somewhat 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 Algona exceeds this average by 2%.

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 appreciate and love the sense of community [in] Algona. It's been said Algona acts bigger than it is. It is true; Algona offers more than communities of similar size or bigger. We need to continue to work with younger generations to keep Algona growing and prosper[ing]."



"[The] city taxi provides a great way to get around. [I] fully support more of this."



"Algona needs to focus on many basics. Some streets and infrastructure areas are in great need of improvement and repair."

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.

² Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).

Algona

Willingness to Help

Transportation Behavior and Needs Survey

Julia Badenhop, Sandra Oberbroeckling, Chad Hunter

Iowa State University | Trees Forever | Iowa Department of Transportation

