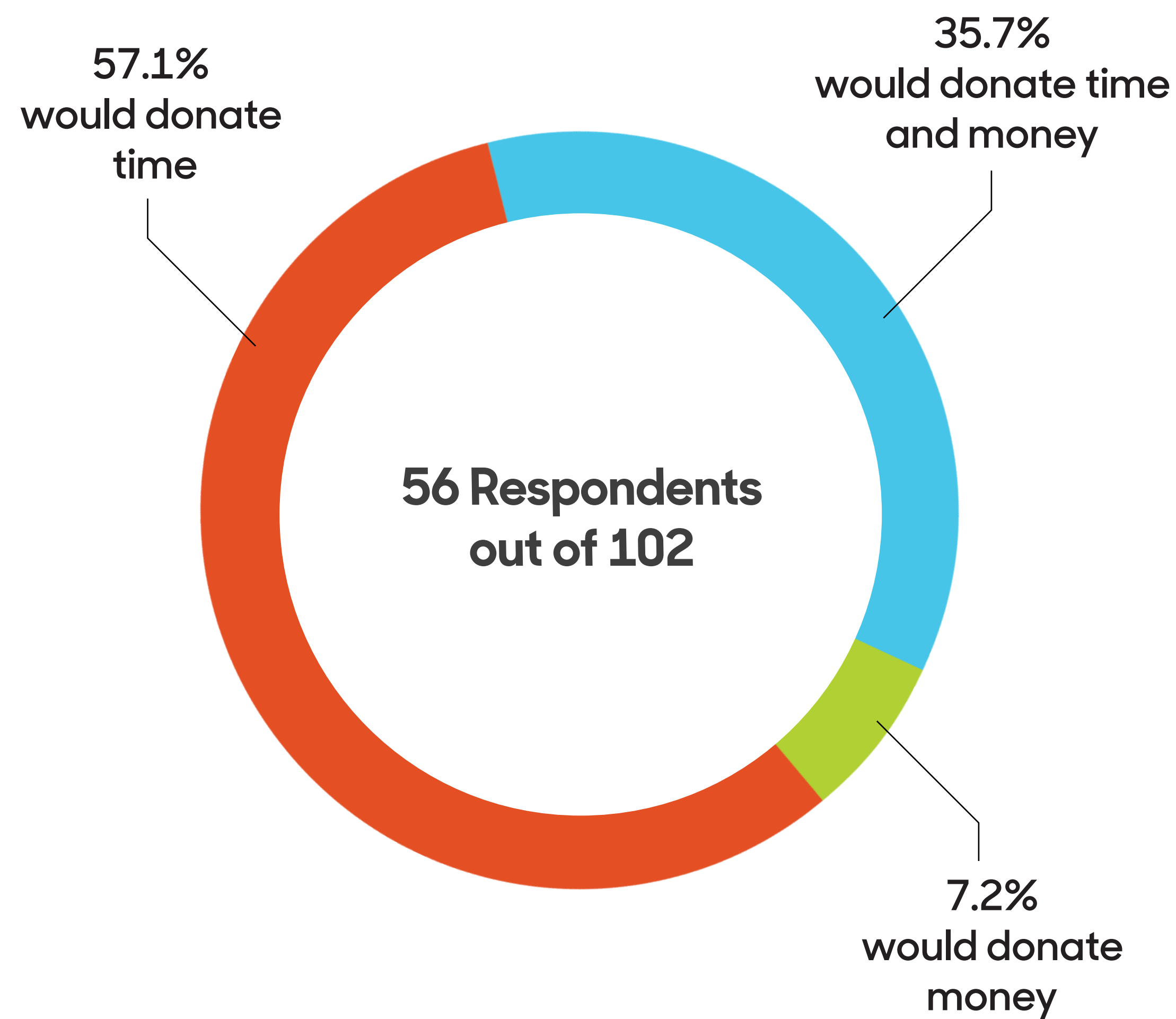


ARE PEOPLE WILLING TO HELP?

More than 54% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (57.1%), while 35.7% would contribute their time and talent. More than 7% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Avoca 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 Avoca exceeds this average by 11%.

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...



"[We] need yield signs [at] a few intersections in town. [It] would be awesome to get trails out of town... maybe connect Shelby and Walnut one day."



"The trails are wide and new. Expansion of the trails would be welcomed."



"I feel safe walking the dog because it's light out, but not at night due to the lack of lights and condition of the sidewalks and trail."

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).



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

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