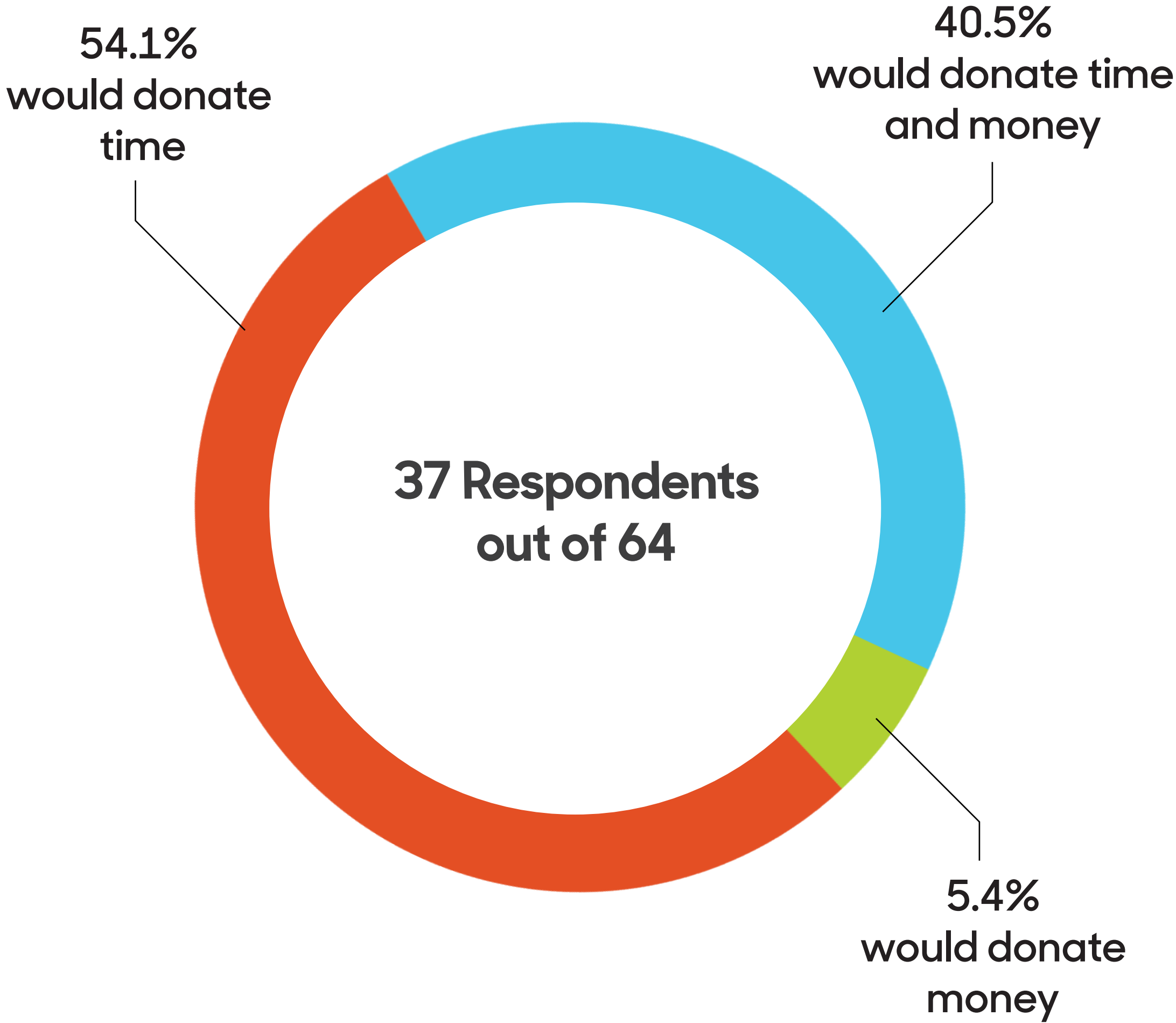


### ARE PEOPLE WILLING TO HELP?

# More than 57% said YES!



#### Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (54.1%), while 40.5% would contribute their time and money. More than 5% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Calamus 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.<sup>1</sup> Calamus exceeds this average by 14%.

<sup>1</sup> 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...



"Our community and businesses could benefit from a "multi-use" trail between Calamus and Wheatland. This could be used for walking, running, biking and golf carts."



"Lighting and sidewalks that you can walk on are greatly needed in this town. Currently if you want to walk on a level surface, you have to walk in the street because sidewalks are so broken and uneven."



"[A] need for Calamus & Wheatland is an eight-lane track for not only community use but C-W school to use too. It teaches the kids good practices for health & exercise plus is safe area for walking & running."

### 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.<sup>1</sup> 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.

<sup>1</sup> 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, Chad Hunter

Iowa State University | Trees Forever | Iowa Department of Transportation

