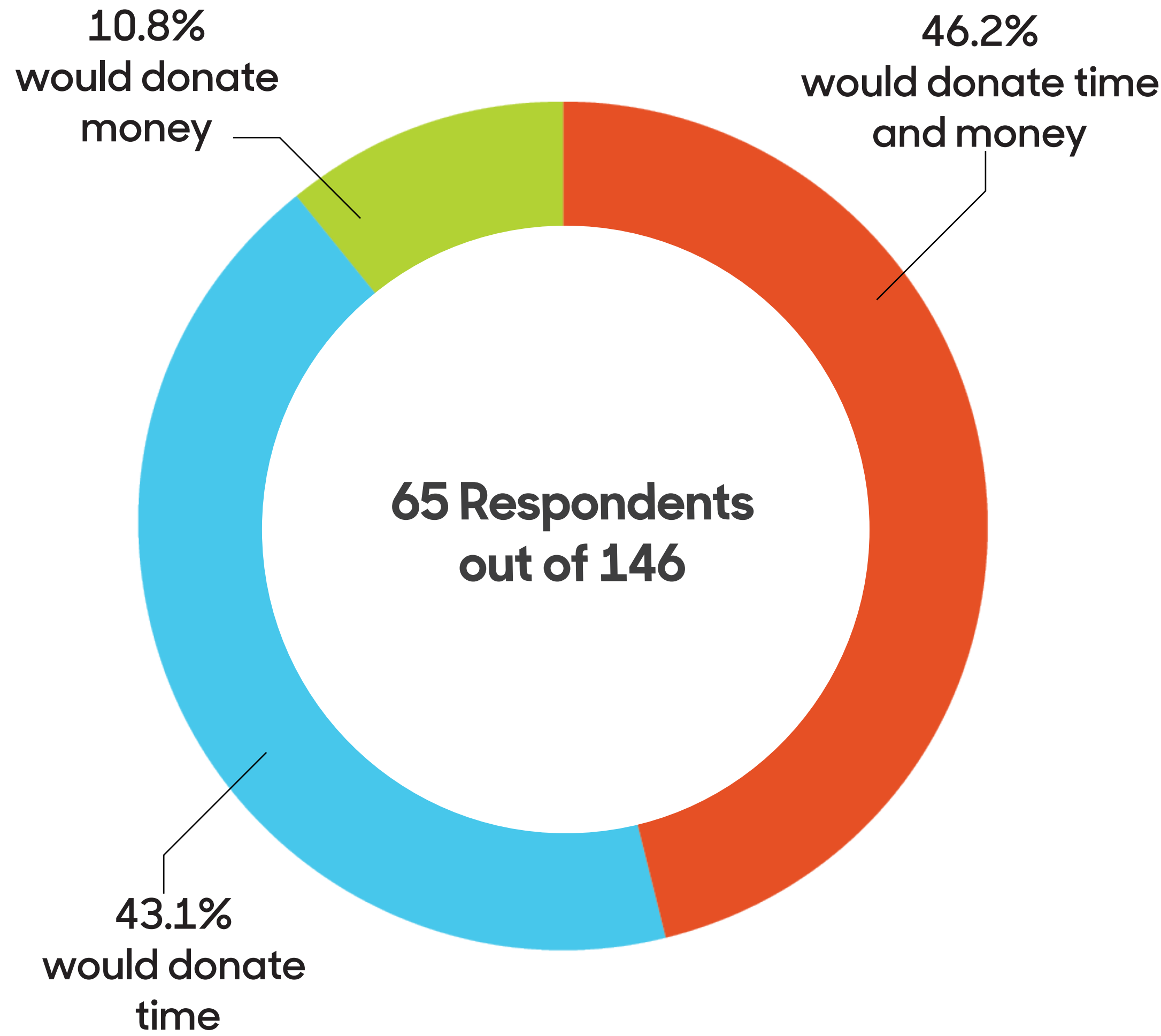


### ARE PEOPLE WILLING TO HELP?

# More than 44% said YES!



#### Willingness to implement change

Most survey participants who answered this question are willing to contribute their time and talent and provide financial help to community improvements (46.2%), while just over 43% would contribute time and talent. More than 10% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Clarion 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>

<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 THEY ARE WILLING TO DO?

# Survey Participants Said...



"[I would] really love a trail for biking/walking. I do believe it would get used quite frequently and be enjoyed by community members."



"Some type of bike trail to Lake Cornelia would be nice, and I would like to see the fitness trail redone."



### 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>2</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

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