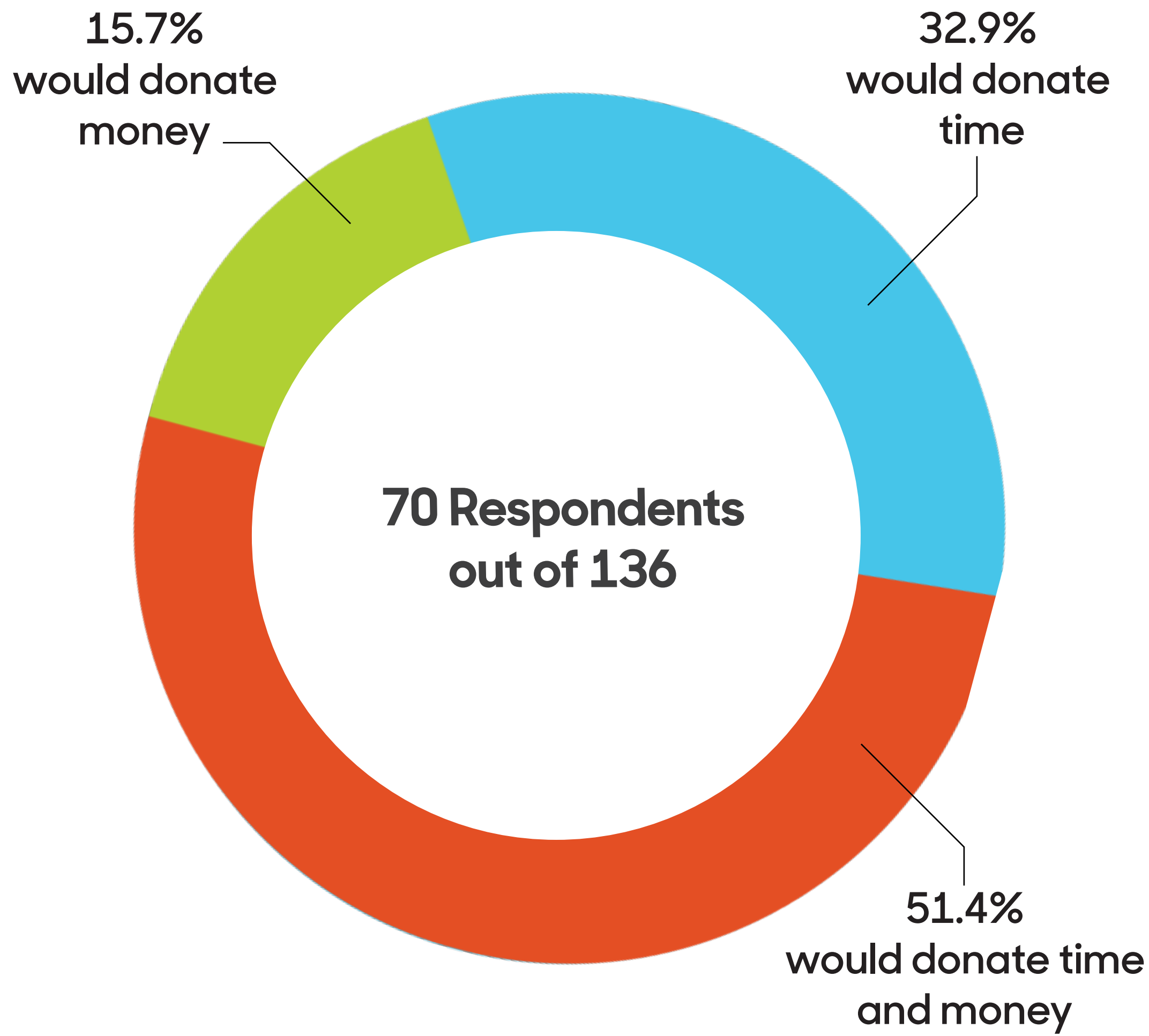


ARE PEOPLE WILLING TO HELP?

More than 51% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute both time and talent and financial help to community improvements (51.4%), while more than 32% would contribute their time and talent. More than 15% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Decorah 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> Decorah exceeds this average by 8%.

<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...



"We and our children take advantage of the recreational opportunities whenever possible. It's hard to imagine how to make Decorah better but we sure support the effort and vision."



"We are definitely lacking space for seniors and mentally/physically-handicapped individuals to find fitness and wellness opportunities."



"I am really happy with our beautiful trails in Decorah. More lighting would be good and more entrances to the Trout Run 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.<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

Julia Badenhop and Sandra Oberbroeckling

Iowa State University | Trees Forever | Iowa Department of Transportation

