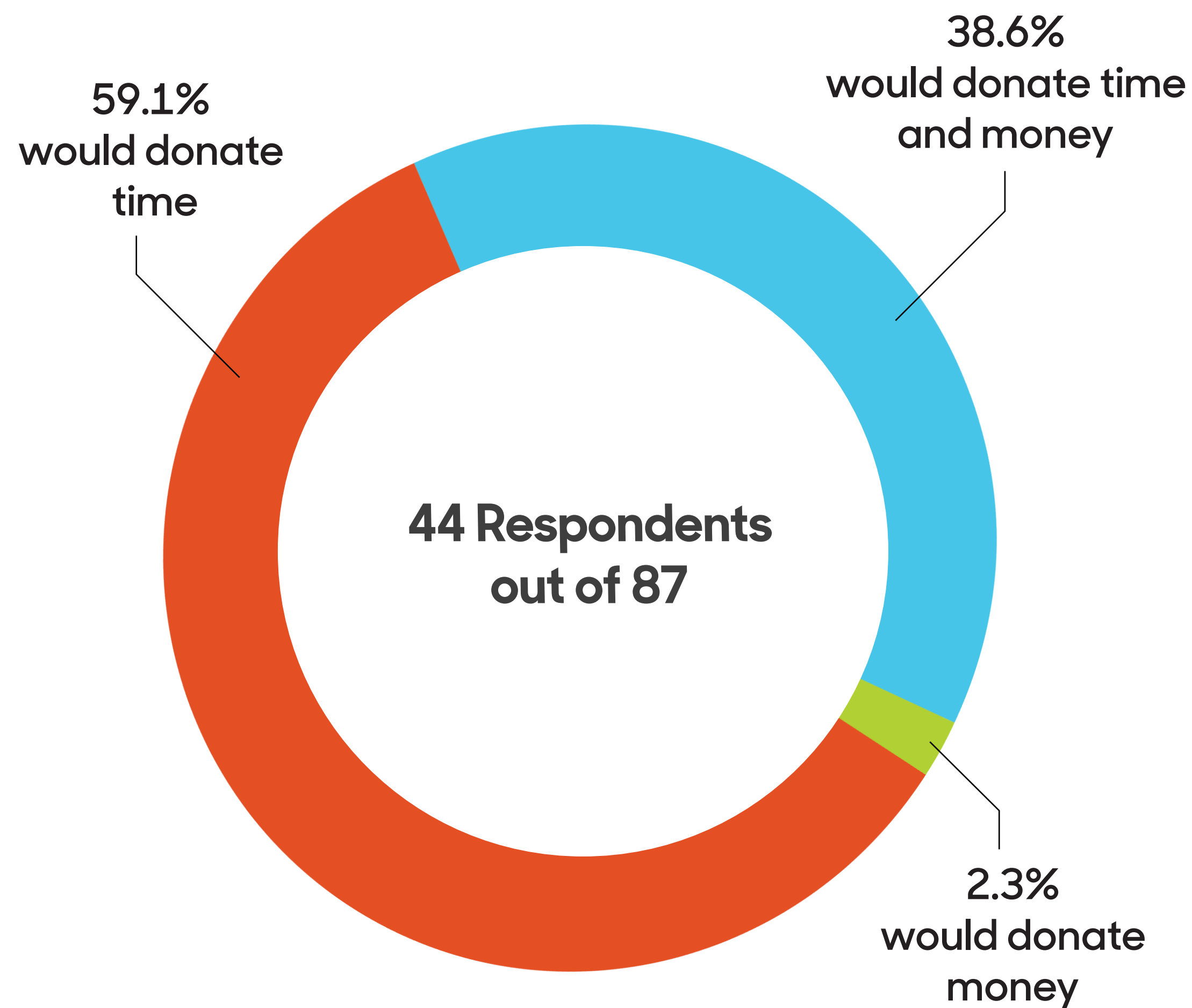


ARE PEOPLE WILLING TO HELP?

More than 50% said YES!



Willingness to implement change

Most survey participants who answered this question are willing contribute their time to community improvements (59.1%), while 38.6% would to help financially and contribute their time. More than 2% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Dunlap 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 Dunlap exceeds this average by more than 7%.

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...



"[It] would be nice to have more places to bike because the road can get scary."



"More accessible 'public' transport between surrounding towns would be an idea!!"



"Our little community is in need of a modern face-lift for the health and well-being of our families. I believe this would be a plus for newcomers looking to move here."

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).

Dunlap

Willingness to Help

Transportation Behavior and Needs Survey

Julia Badenhop, Sandra Oberbroeckling, Chad Hunter

Iowa State University | Trees Forever | Iowa Department of Transportation

