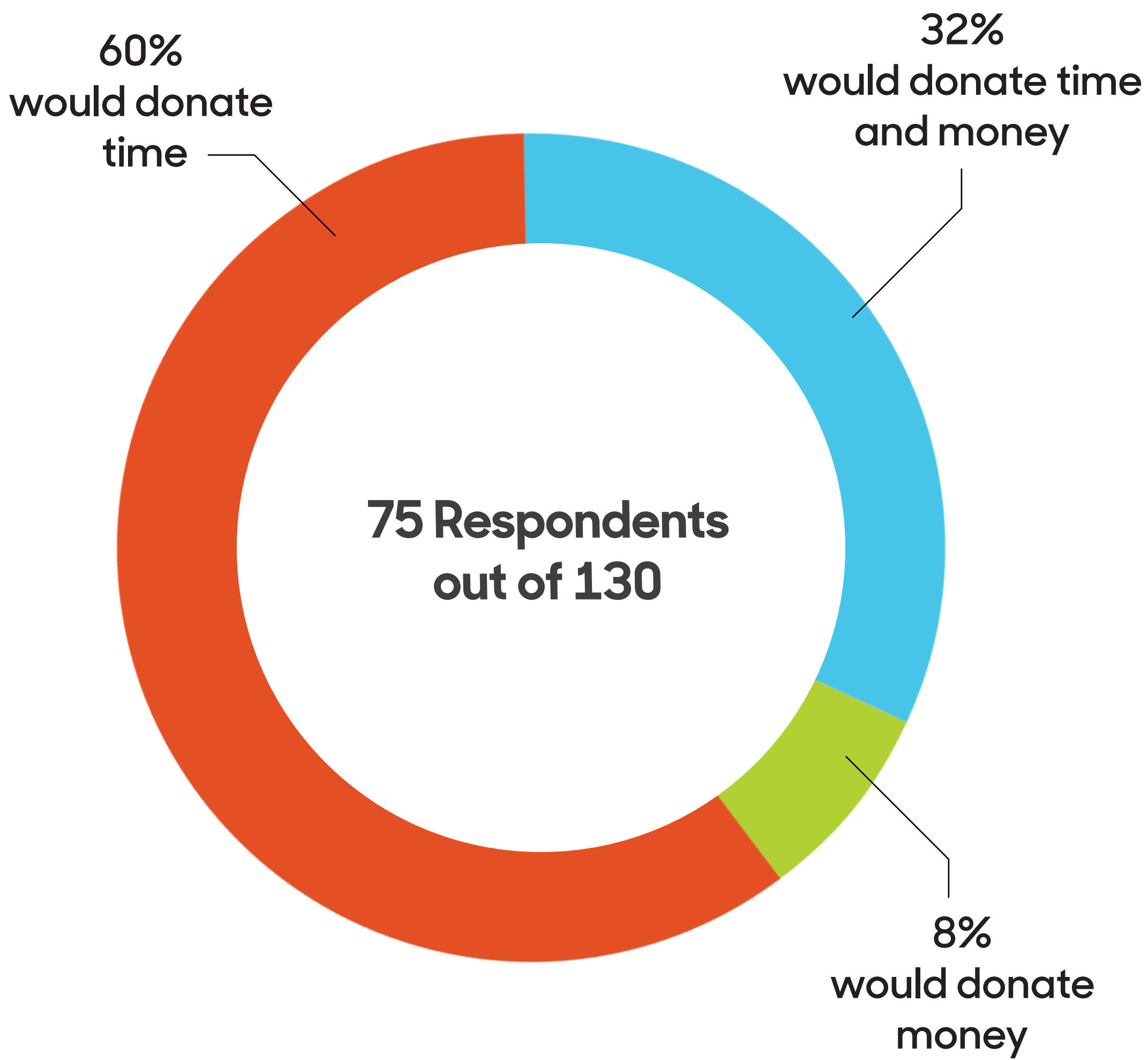


ARE PEOPLE WILLING TO HELP?

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 (60%), while 32% would contribute their time and talent. Eight percent of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Durant 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 Durant exceeds this average by 14%.

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 awesome to have a bike trail running from Durant to Wilton. I would use it and know others [who] would."



"We appreciate the efforts to better the community."



"Improved sidewalks on Main Street [would] help with using a stroller when doing errands and would help those in wheelchairs."

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 Badenhop and Sandra Oberbroeckling

Iowa State University | Trees Forever | Iowa Department of Transportation

