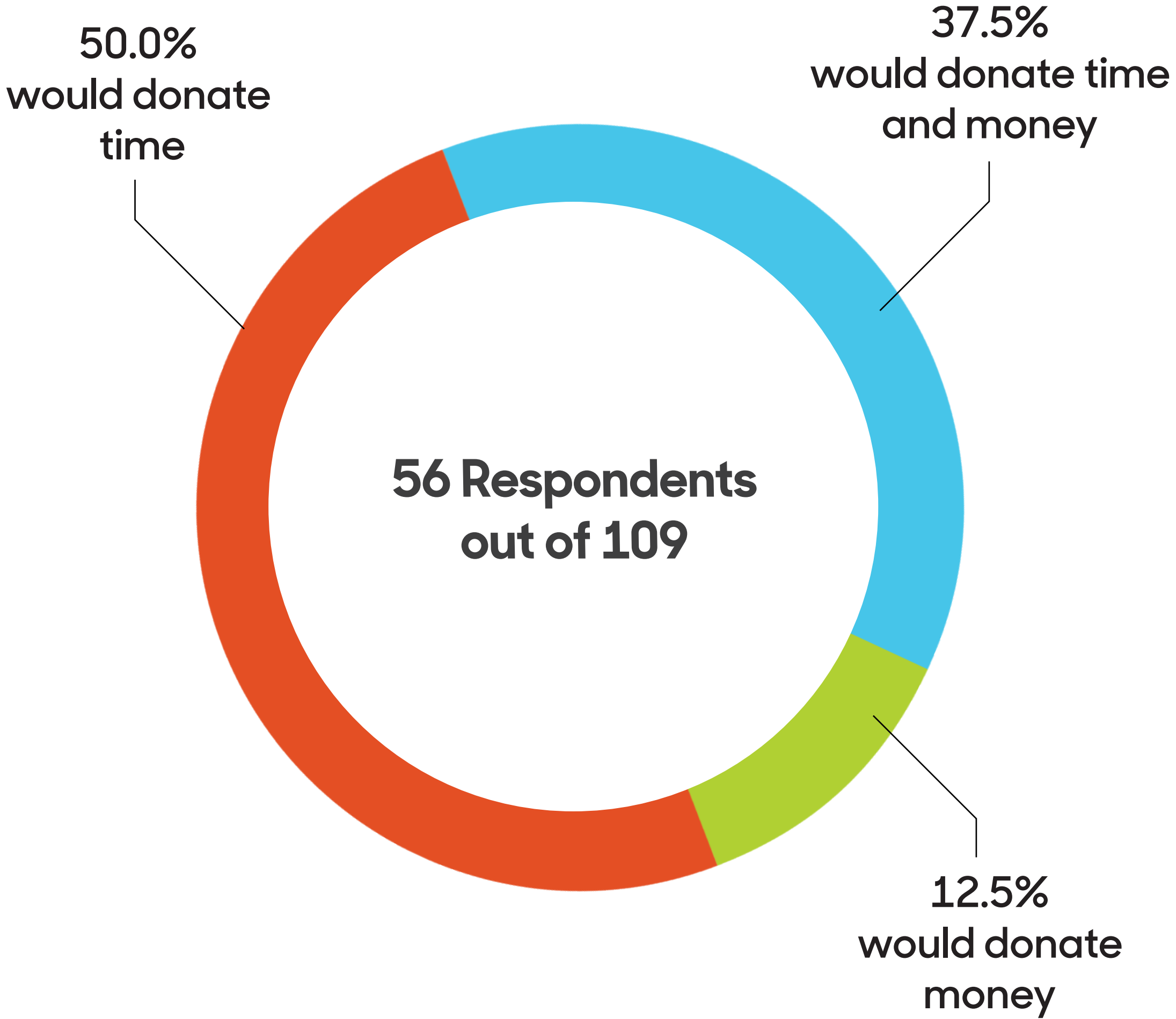


ARE PEOPLE WILLING TO HELP?

More than 51% said YES!



Willingness to implement change

Of the survey participants who answered yes to this question, half are willing to contribute their time to community improvements (50.0%), while 37.5% would contribute their time and money. More than 12% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Emmetsburg 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 Emmetsburg exceeds this average by 9%.

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...



"My family and I really enjoy the ever-expanding bike trail. In town I really wish more side streets had connecting or better maintained sidewalks."



"I think it would be nice to have transportation for [the] elderly to get to doctor appointments, stores, [and] church, [and] also to get children to recreation areas. A small fee could be charged."



"Right now kids can't safely walk to the pool, gym, [or] library because sidewalks don't exist north of 1st Street."

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.

¹ Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).