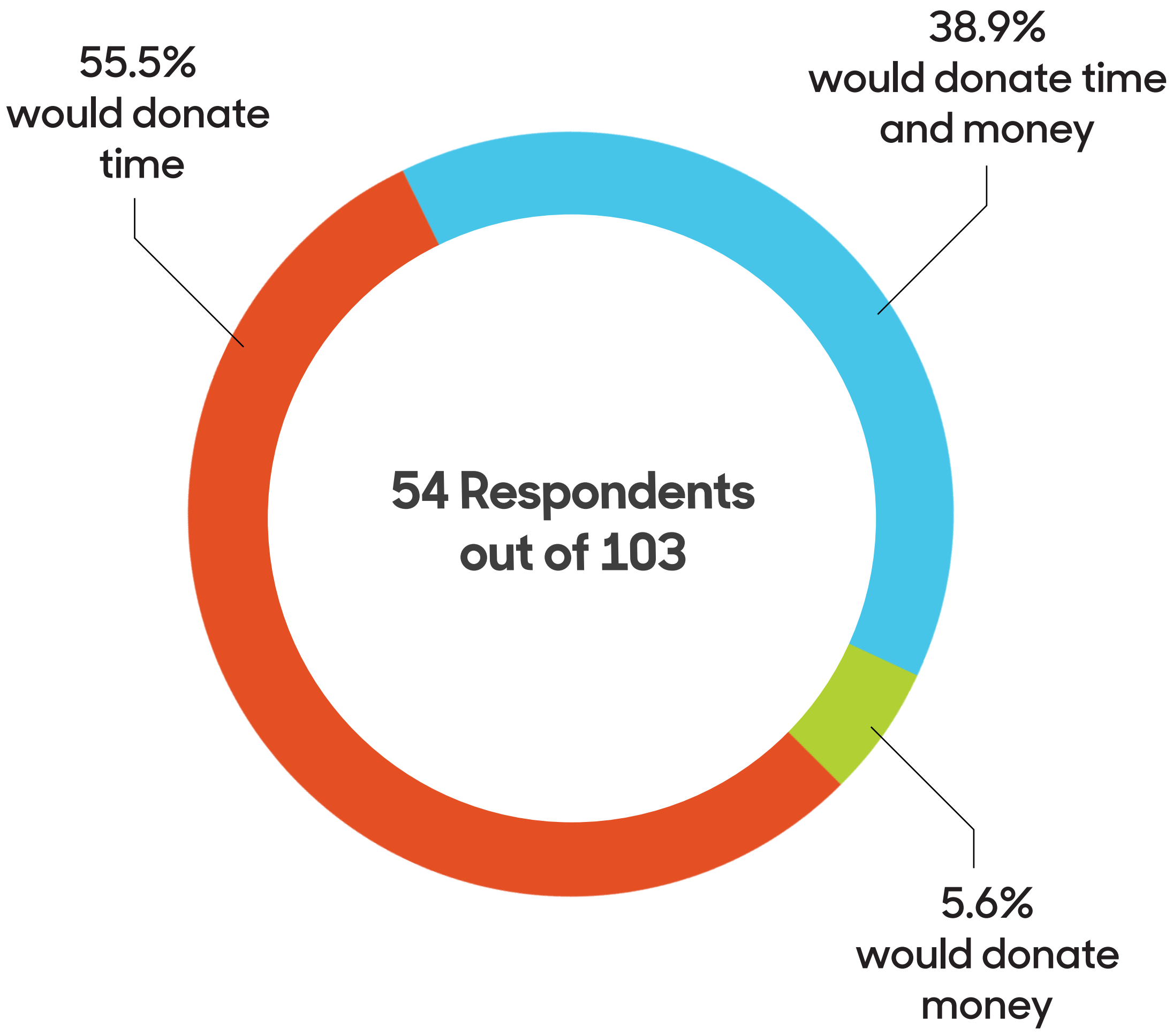


ARE PEOPLE WILLING TO HELP?

More than 52% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (52.4%), while 38.9% would contribute their time and talent. More than 5% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Fairfax 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 Fairfax 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...



"Highway 151 and 80th Street are main highways in Fairfax. Speed limits are too high due to [the] traffic increase. Stoplights on [Highway] 151 should definitely be considered at 151 and 80th Street. Slower speed limits should be considered in Fairfax city limits on 151."



"We'd love to be able to connect with the Cedar Valley Nature Trail. It would also be wonderful to be able to cross [Highway] 151 without competing with traffic."



"We need more connections between the two parts of town. One road that is very busy and one walking path make me go into Cedar Rapids so I don't have to deal with the other side of Fairfax."

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 Badenhope, Sandra Oberbroeckling, Aaron Lewis, Austin Alexander, Lexi Blank, Kristian Schofield, Minni Davis, Clare Kiboko, Abby Schafer

Iowa State University | Trees Forever | Iowa Department of Transportation

