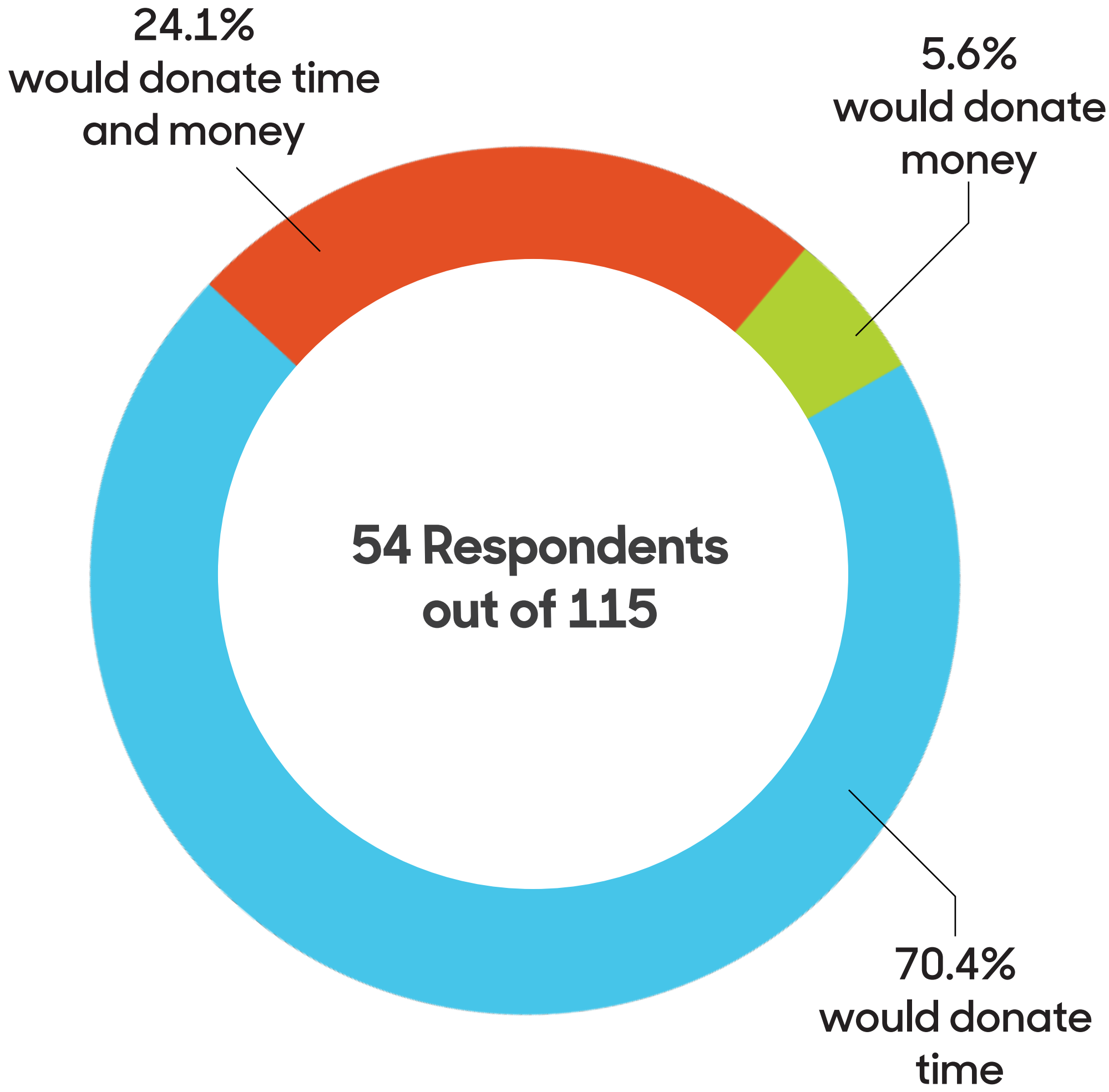


ARE PEOPLE WILLING TO HELP?

More than 46% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time and talent to community improvements (70.4%), while just over 24% would contribute both time and talent and financial help. Nearly 6% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Glidden 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 Glidden exceeds this average by 3%.

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...



"Getting to the trail, [you] must cross Highway 30. It needs a flashing light or pedestrian crossing signage. The trail needs lighting around it."



"Many elderly don't drive and have to wait for family to have the time to take them places for groceries and perhaps meds."



"Access across Highway 30 from the north is needed for children/walkers."

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, Sandra Oberbroeckling, Emma Lorenz, Dominick Florer

Iowa State University | Trees Forever | Iowa Department of Transportation

