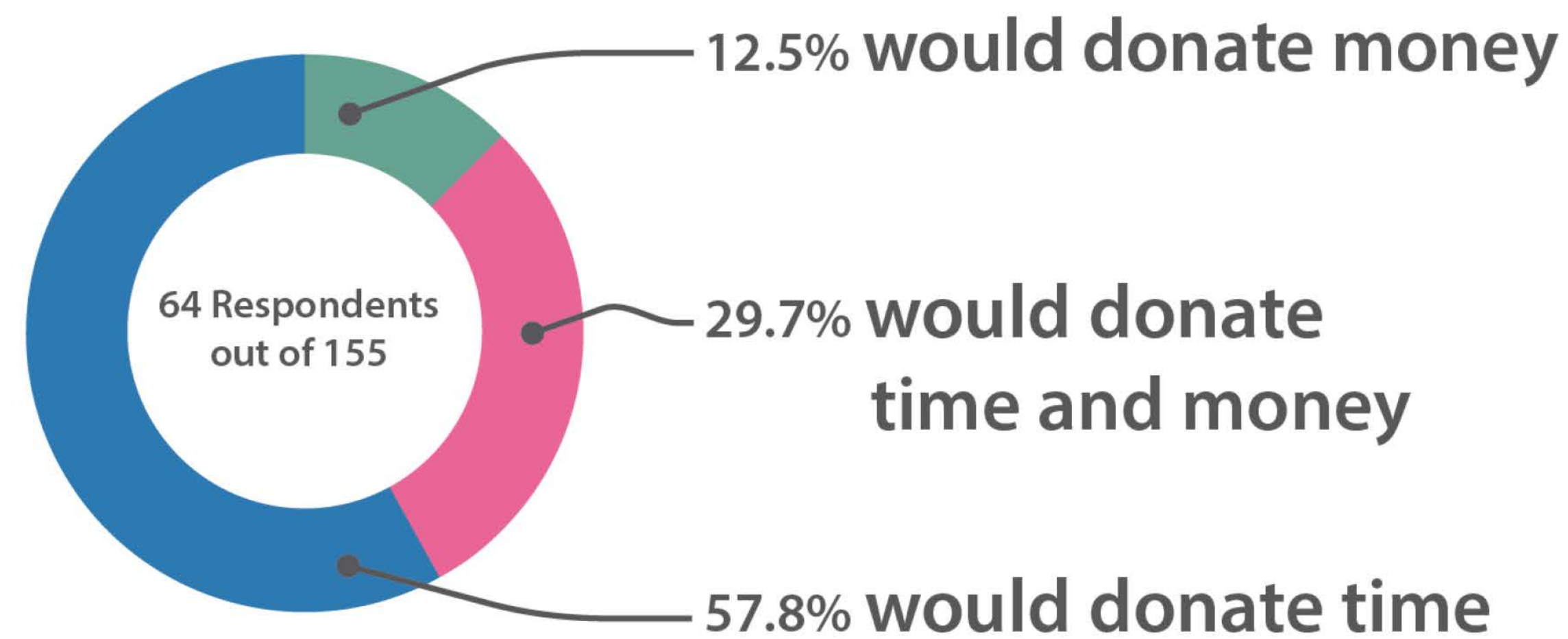


ARE PEOPLE WILLING TO HELP?

More than 40% said YES!



Willingness to implement change

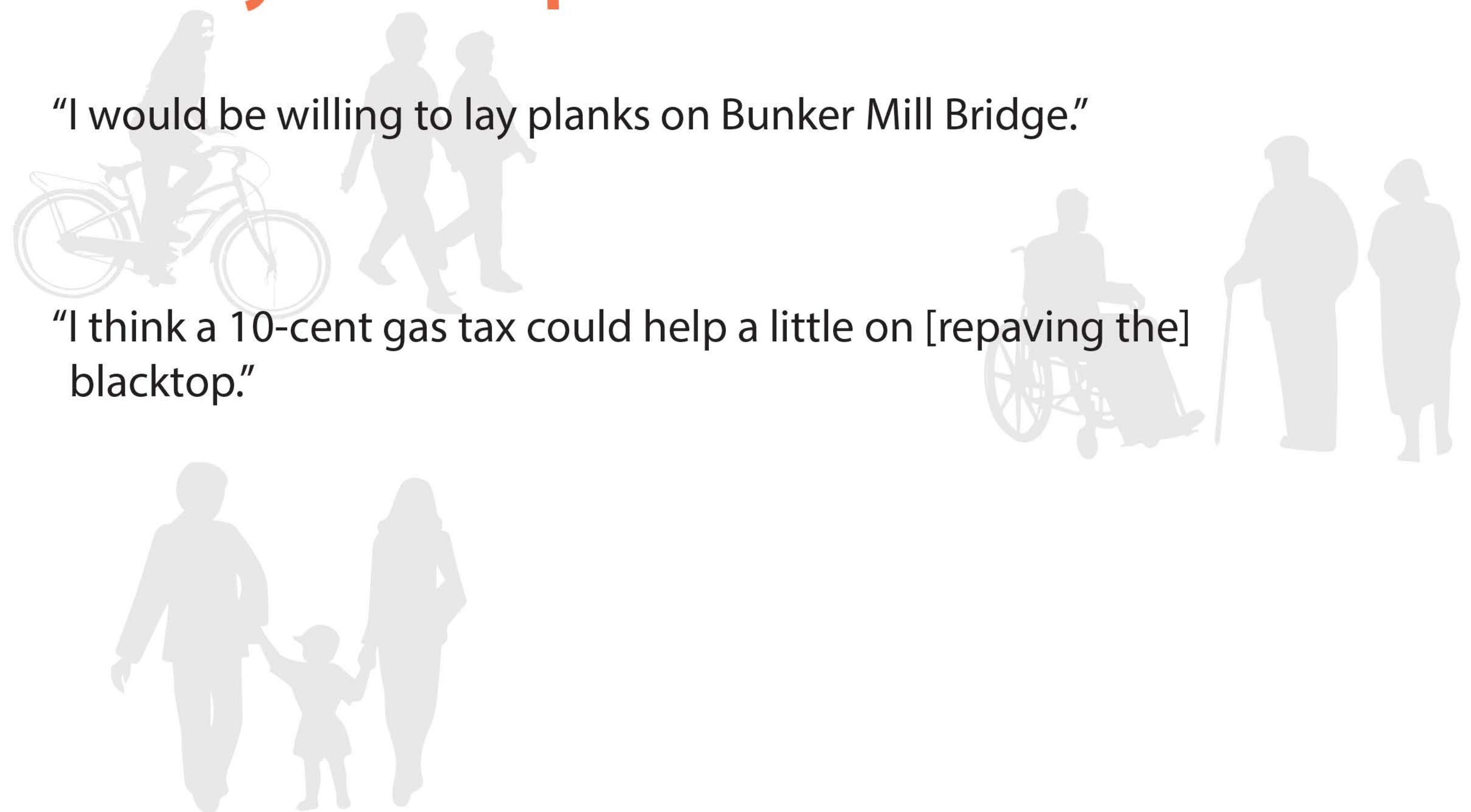
Most survey participants who answered this question are willing to contribute their time and talent to community improvements (57.8%), while nearly 30% would contribute both time and talent and financial help. More than 12% of respondents indicated that they would be willing to contribute financially.

At more than 40%, the willingness of Kalona residents to become involved in improving their community is comparable to that of residents in other small towns in Iowa. In 2014, on average, 43% of residents in small, rural towns volunteered to help with a community project.¹

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 THEY ARE WILLING TO DO?

Survey Participants Said...



"I would be willing to lay planks on Bunker Mill Bridge."

"I think a 10-cent gas tax could help a little on [repaving the] blacktop."

HOW DO YOU GET PEOPLE TO HELP?

Ask, Show, and Advertise Opportunities to Residents!

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.² 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).

Kalona

Transportation Behavior and Needs | Willingness to Help

Iowa Department of Transportation | Trees Forever | ISU Landscape Architecture Extension | ISU Extension Community and Economic Development

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SURVEY 4b