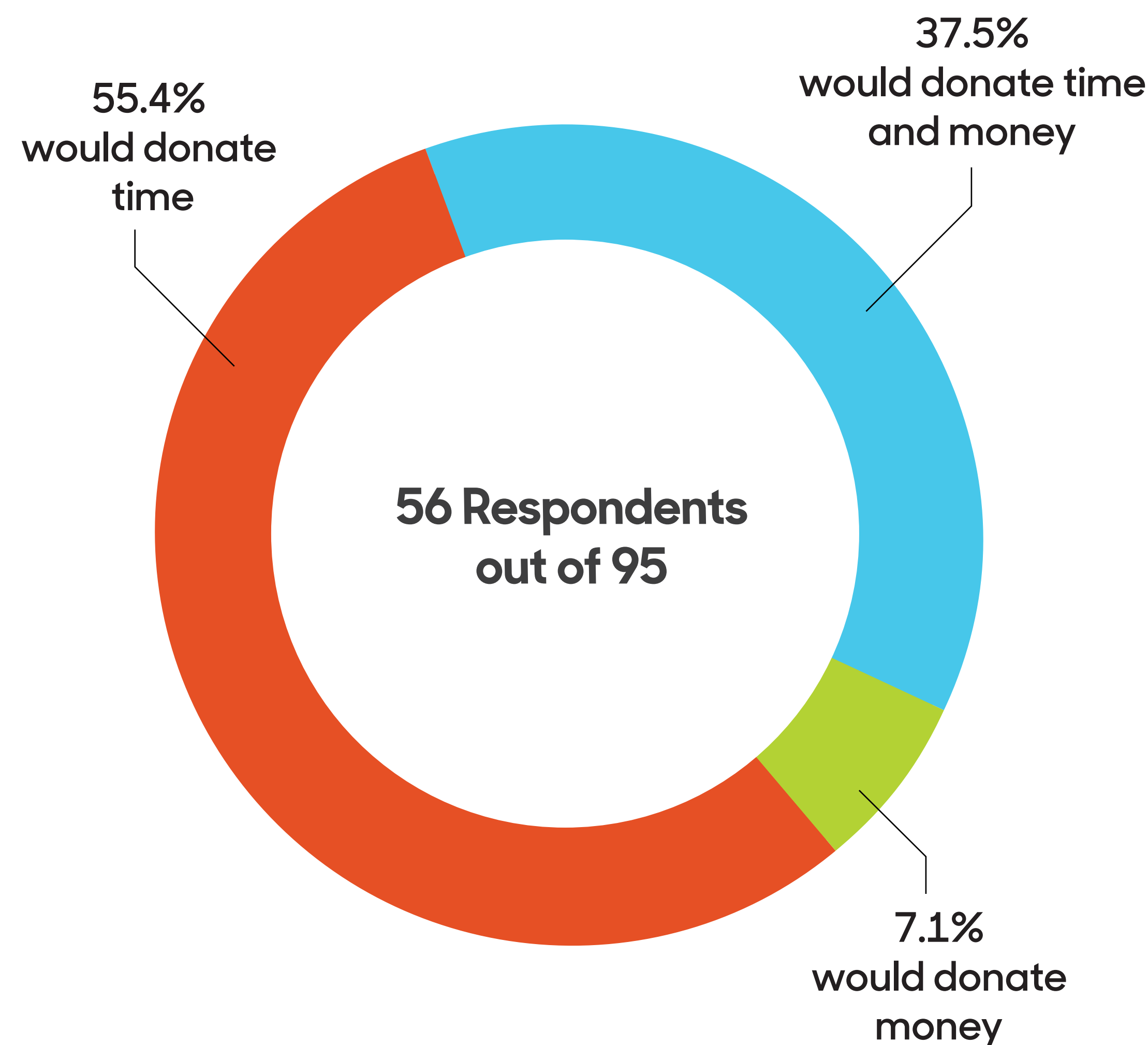


ARE PEOPLE WILLING TO HELP?

Nearly 70% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (55.4%), while 37.5% are willing to help financially and contribute their time. More than 7% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Logan 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 Logan exceeds this average by 27%.

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 people outside, mobile, and connected build[s] community. And when others visually see that happening, it becomes culture and a marketing tool."

"Transportation for seniors and others [who] may need it to doctor appointments in Omaha and Council Bluffs may help some people."



"I would place a great deal of importance on improving the city's property [and] sidewalks, i.e., removing and replacing trees that have aged to the point of hollowing and being a hazard to residents, pedestrians, and street travel."

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).

Logan

Willingness to Help

Transportation Behavior and Needs Survey

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