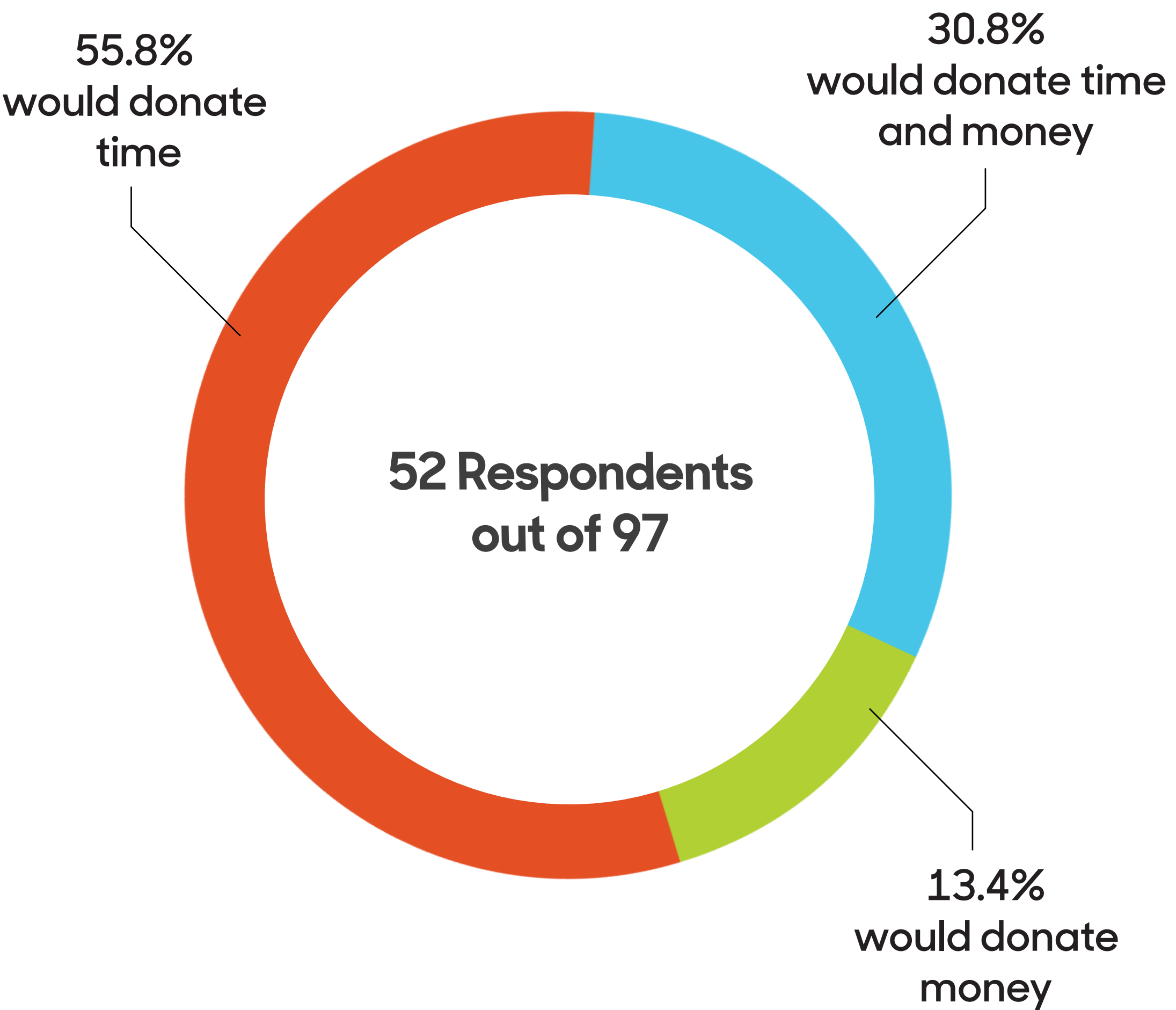


# ARE PEOPLE WILLING TO HELP?

## More than 53.6% said YES!



**Willingness to implement change**  
Most survey participants who answered this question are willing to contribute their time to community improvements (55.8%), while 30.8% would contribute their time and talent. More than 13% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Madrid 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.<sup>1</sup> Madrid exceeds this average by more than 10%.

<sup>1</sup> 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...



"There are no biking lanes on streets and streets are not wide enough."



"Widening Highway 17 for left-turn lanes at intersections would be safer for commuters and allow a quicker, smoother flow of traffic through town."



"Our household appreciates that the city is interested in improving sidewalks, as our children walk to/from school. We are also sorely in need of improved streets...We can hardly ride our bikes on most streets because of the poor conditions and no sidewalks available."

# 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.<sup>1</sup> 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.

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