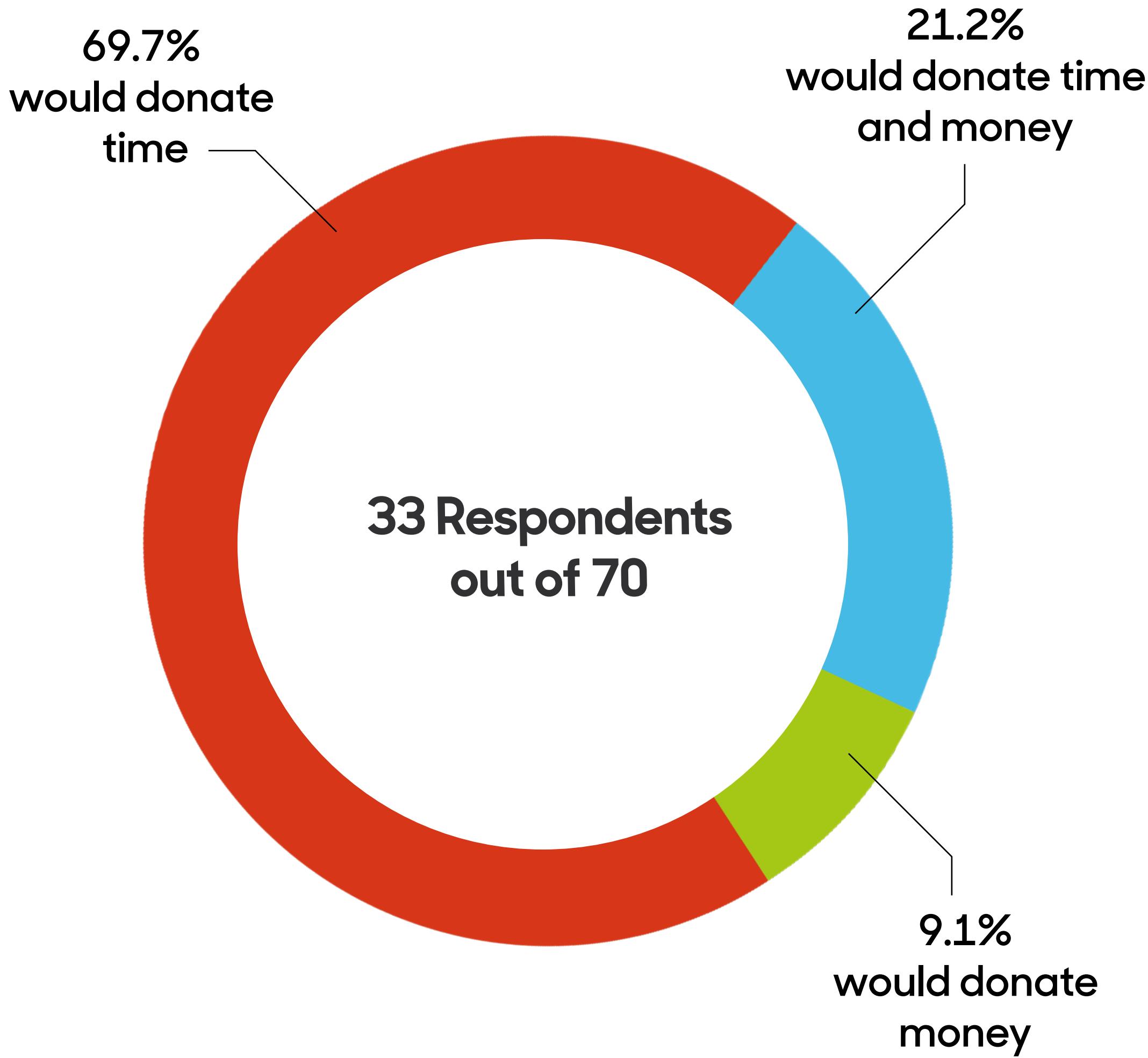


ARE PEOPLE WILLING TO HELP?

More than 47% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (69.7%), while 21.2% would contribute their time and talent. More than 9% of respondents indicated that they would be willing to contribute financially. Compared to other small towns in Iowa, Mount Pleasant 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 Mount Pleasant exceeds this average by 4%.

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...



"Trail systems can make great economic development opportunities. Connecting trails to places [such as] Oakland Mills, New London, Salem, etc., would benefit the entire county."

"[We need] more for community bussing, taxi service."



"I love the improved bike trail system! I love to see that vision continue with additional connecting routes that do not require road access."

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).