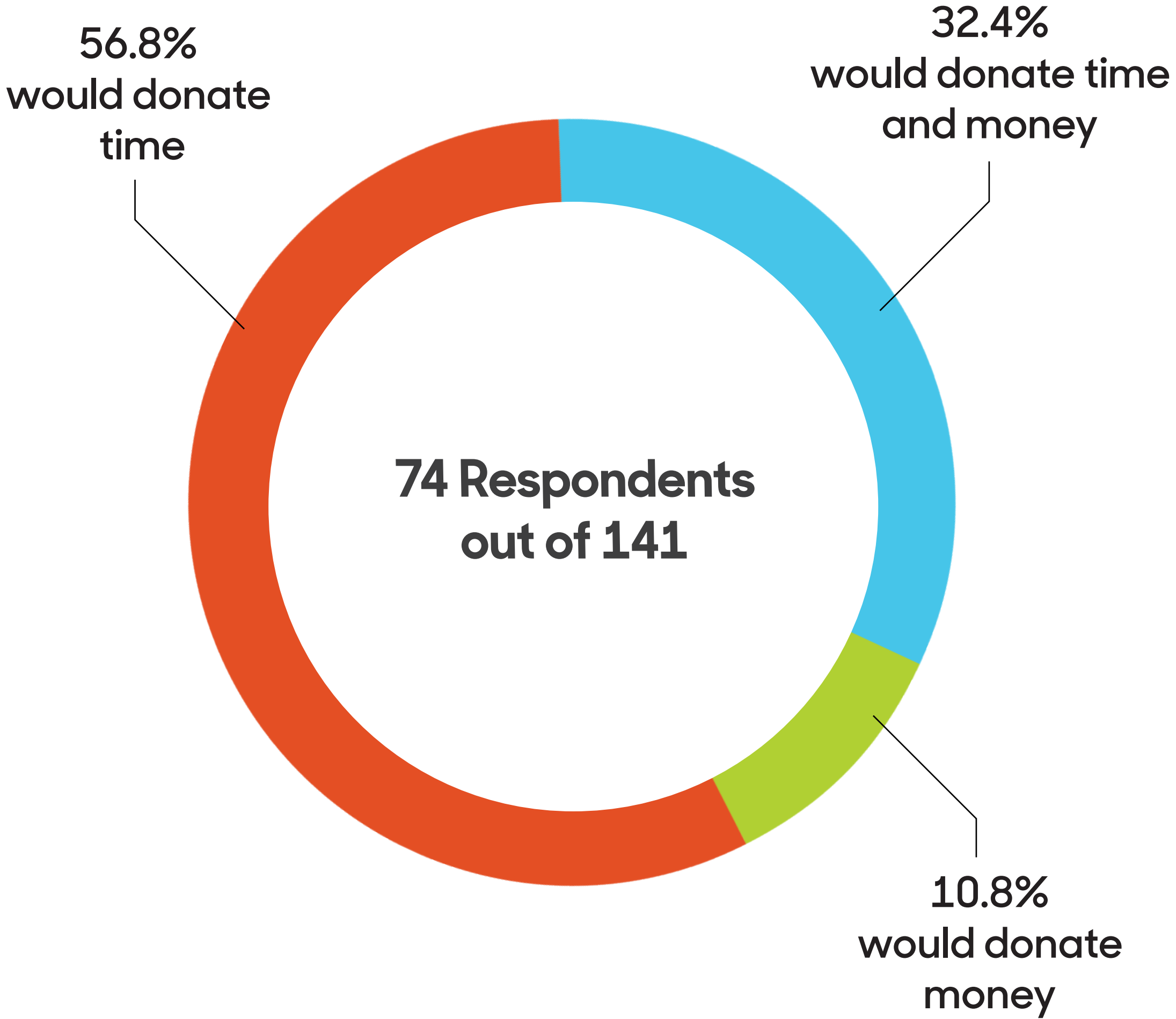


### ARE PEOPLE WILLING TO HELP?

# More than 52% said YES!



#### Willingness to implement change

Most survey participants who answered yes to this question are willing to contribute their time to community improvements (56.8%), while 32.4% would contribute time and money. More than 10% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Shenandoah 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> Shenandoah exceeds this average by 9%.

<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...



"I just wish there were more options where traffic wasn't an issue. [I] would love to see a path around the whole town."



"[We] need walkways along Highway 59 on both sides. [It's] not safe for pedestrians."



"[It] would be nice to see the aging streets and sidewalks redone with better curbside access. Some places have been done, but [it] needs [to be] extended throughout town."

### 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).