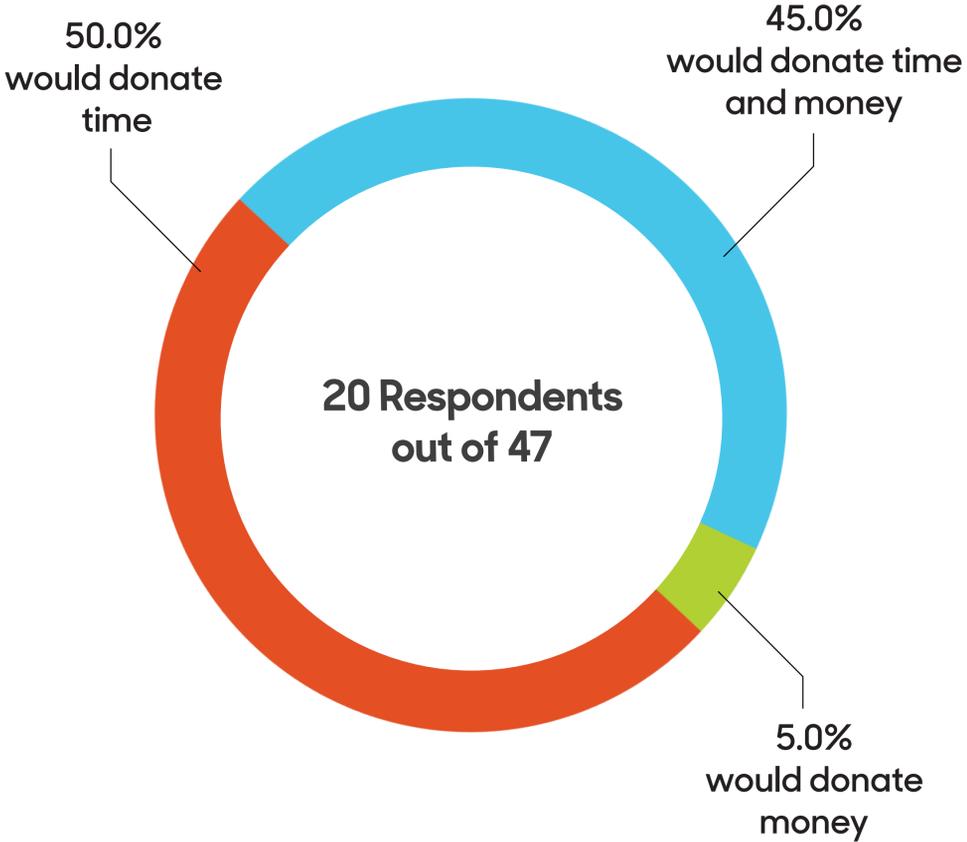


ARE PEOPLE WILLING TO HELP?

More than 42% said YES!



Willingness to implement change

Of the survey participants who answered yes to this question, 50% are willing to contribute their time to community improvements, while 45% would contribute their time and money. Five percent of respondents indicated that they would be willing to contribute financially.

Tama residents are comparable to other small towns in Iowa in terms of willingness 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 Tama is only 1% below this average.

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...



"[I] love the walk trail in Tama, [but] snow cover minimizes use during winter months."



"[I] would like to see more assistance for the elderly, [and] better ways to get to the bike trails."



"[The] sidewalk system can be greatly improved, especially around and to schools, businesses."

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).