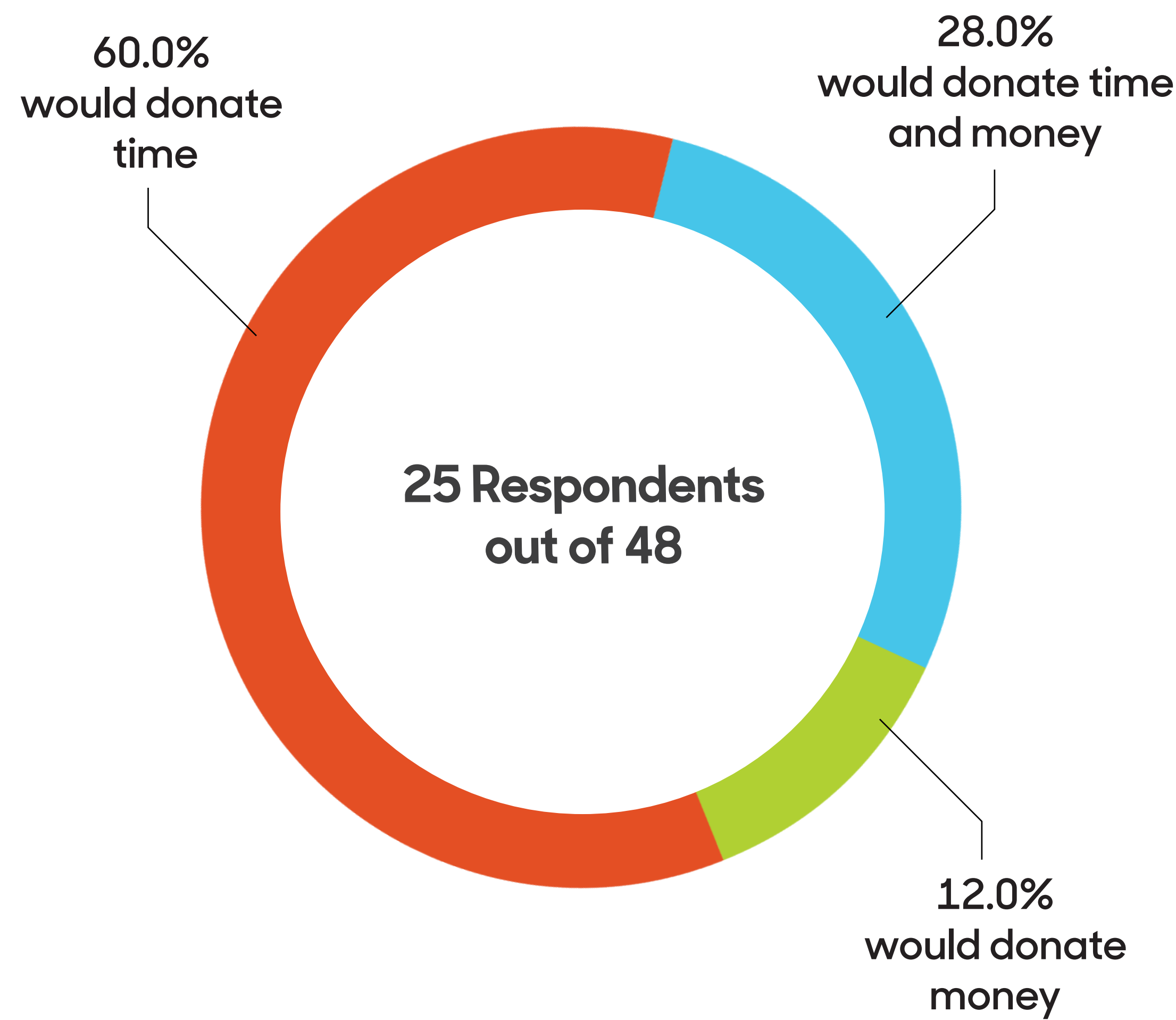


ARE PEOPLE WILLING TO HELP?

More than 52% said YES!



Willingness to implement change

Of the survey participants who answered yes to this question, 60% are willing to contribute their time to community improvements, while 28% would contribute their time and money. Twelve percent of respondents indicated that they would be willing to contribute financially.

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

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] would like to see beautification of the area that draws people to be outdoors, connects people to the use of amenities, and promotes non-car usage."



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



"The town needs [to be] revitalized, but the historic nature of the town should be maintained."

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).

Toledo

Willingness to Help

Transportation Behavior and Needs Survey

Julia Badenhope, Sandra Oberbroeckling, Chad Hunter

Iowa State University | Trees Forever | Iowa Department of Transportation

