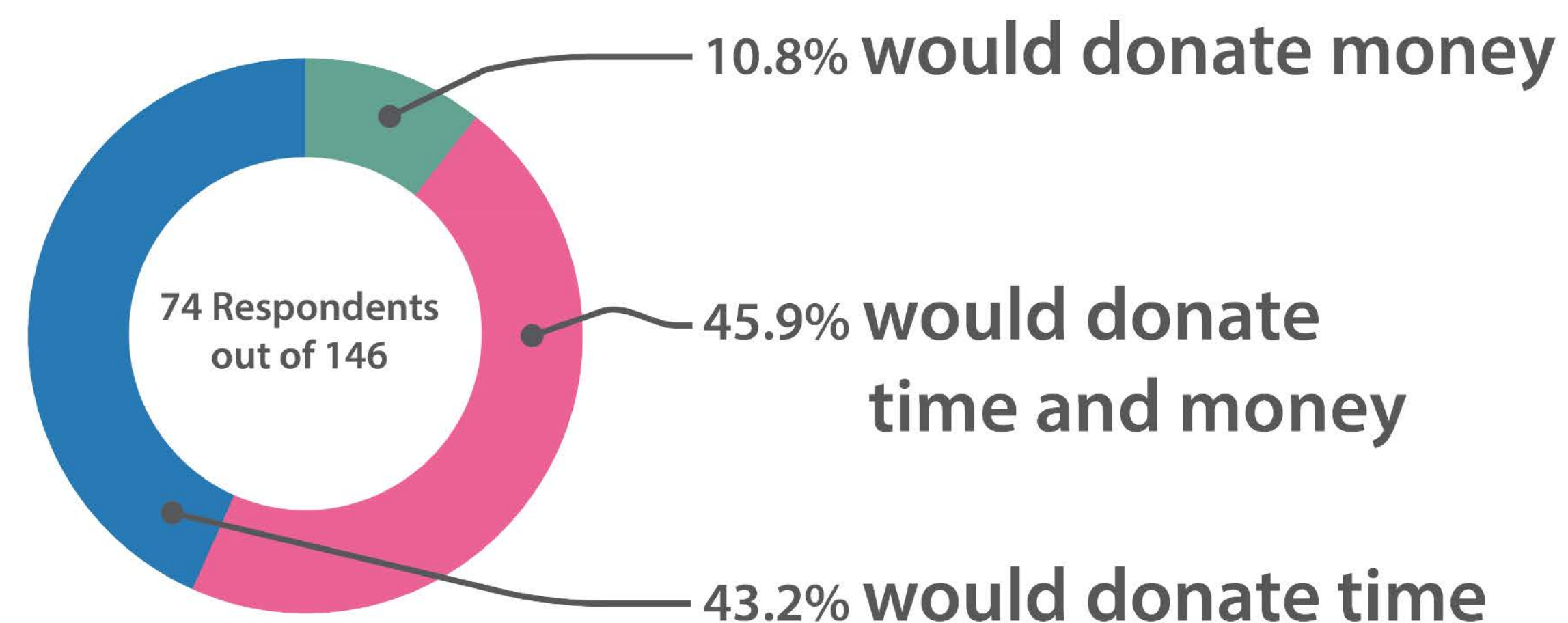


## ARE PEOPLE WILLING TO HELP?

# More than 50% said YES!



### Willingness to implement change

Most survey participants who answered this question are willing to contribute both time and talent and financial support to community improvements (45.9%), while 43.2% would contribute time and talent. More than 10% of respondents indicated that they would be willing to contribute financially.

At more than 50%, the willingness of University Heights residents to become involved in improving their community is significantly higher than that of residents in other small towns in Iowa. In 2014, on average, 43% of residents in small, rural towns volunteered to help with a community project.<sup>1</sup>

<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).

## HOW DO YOU GET PEOPLE TO HELP?

# Ask, Show, and Advertise Opportunities to Residents!

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>2</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>2</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 ABOUT HOW THEY TRAVEL?

# Survey Participants Said...

"Many, many folks commute by foot or bike through University Heights to work/study at UIHC. I would like to see the community install a wide sidewalk on George/Koser/Melrose and add it (and all other wide sidewalks already in place) to the street snow removal contract. This would speak volumes about our commitment to a healthier and greener lifestyle."

"We have good bus service, which is Iowa City transit. My son uses this and the University CAMBUS. He can drive but chooses not to do so, as bus service is cheaper and faster."

"While I am not a devoted biker, as a walker I feel bikers need a specified area, especially those riding to work or school. All too often a speedy biker on the sidewalk has nearly caused a collision with a walker."

# University Heights

## Transportation Behaviors and Needs | Willingness to Help