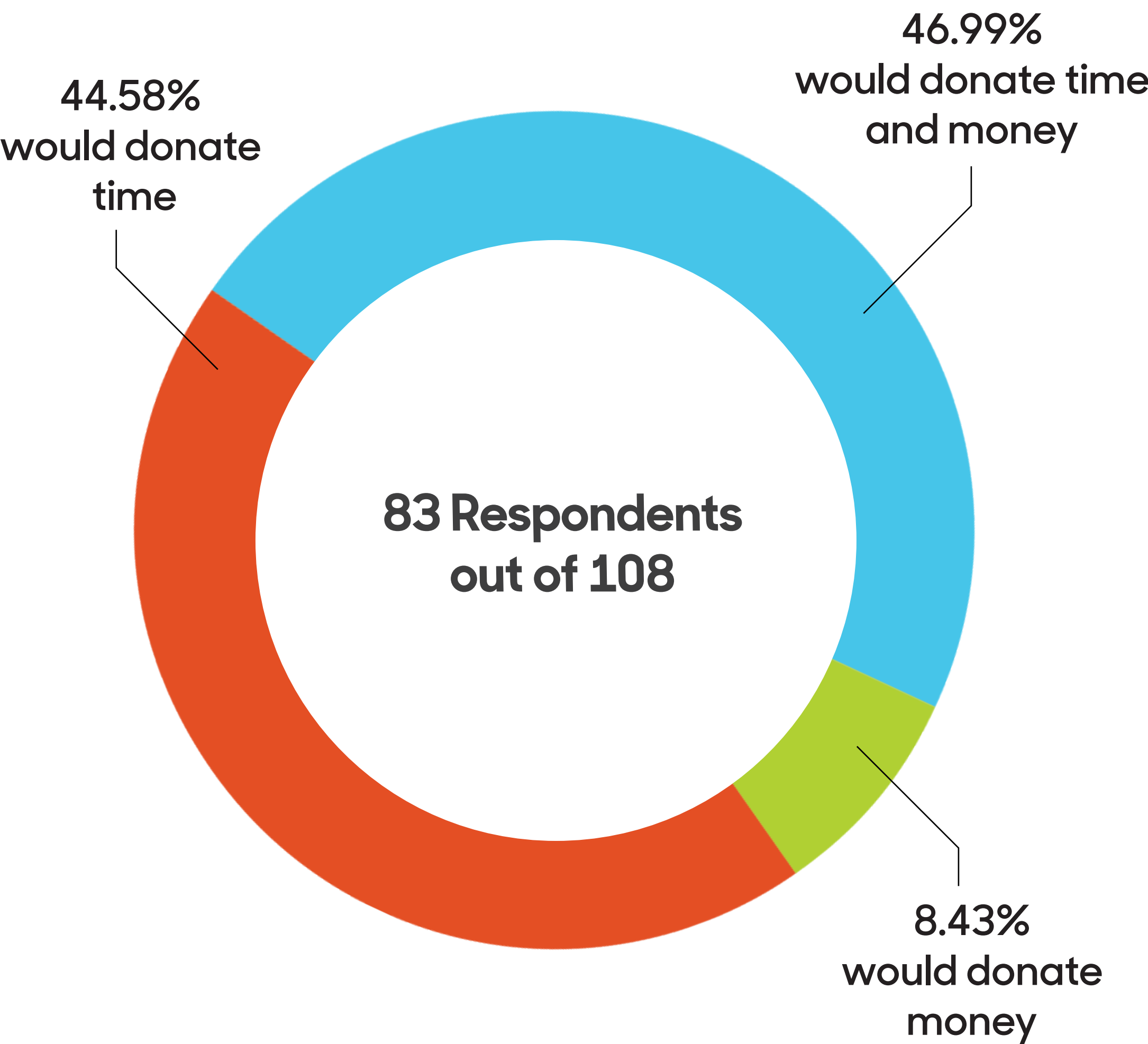


ARE PEOPLE WILLING TO HELP?

More than 76% said YES!



Willingness to implement change
Most survey participants who answered this question are willing to help financially and contribute their time to community improvements (46.99%), while 44.58% would contribute their time. More than 8% of respondents indicated that they would be willing to contribute financially. Compared to other small towns in Iowa, Van Meter 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 Van Meter exceeds this average by 33%.

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...



"Van Meter is beautiful and would benefit from a nice bike and hiking trail."



"I think our city has the opportunity for good sidewalks and better lighting. It just needs to be funded."



"...it is so important [that] this town gets sidewalks that connect downtown across F90, where other friends live. We are dedicated to the enhancements of our sidewalks."

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).