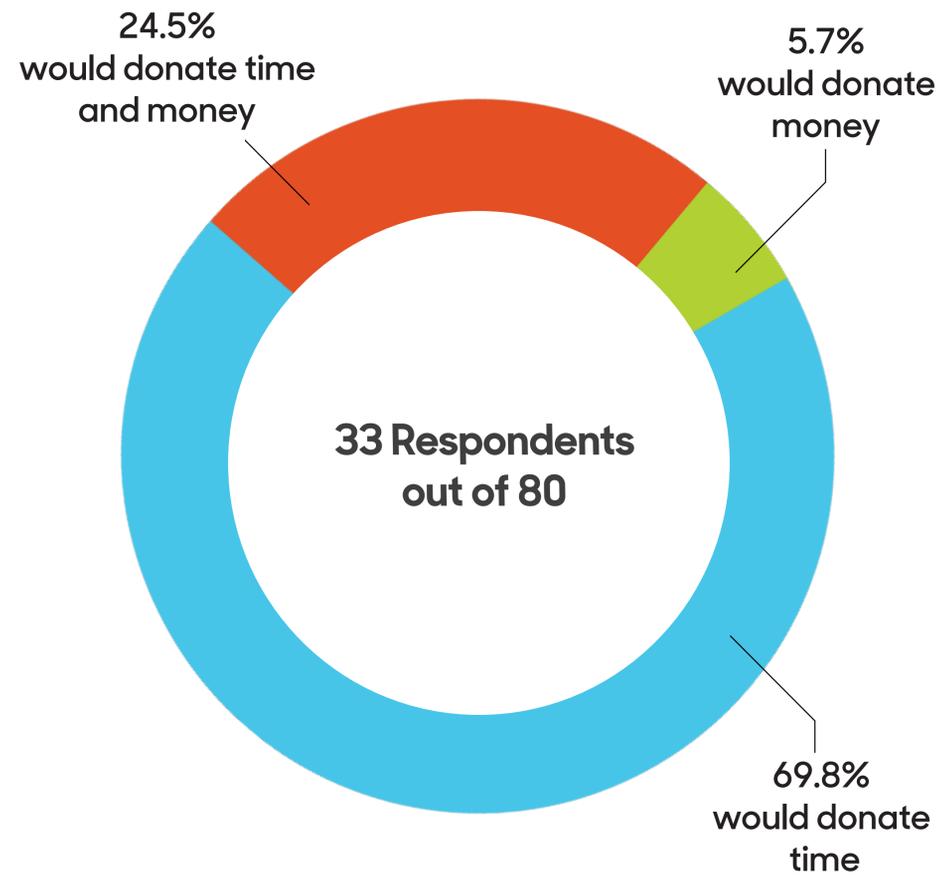


ARE PEOPLE WILLING TO HELP?

More than 48% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time and talent to community improvements (60.6%), while more than 30% would contribute both time and talent and financial help. Nearly 10% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Wapello 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 Wapello exceeds this average by 5%.

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...



"Both the North Park and South End Park have great trails. Now if we could just connect them and maybe use the river front in it that would be really neat."



"When it is nice out, there are lots of residents who bike. People look out for each other."



"Wapello, needs family walking and bike trails. Sidewalks are so bad in town. Kids walk in the streets."

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).

Wapello

Willingness to Help

Transportation Behavior and Needs Survey

Julia Badenhope and Sandra Oberbroeckling

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