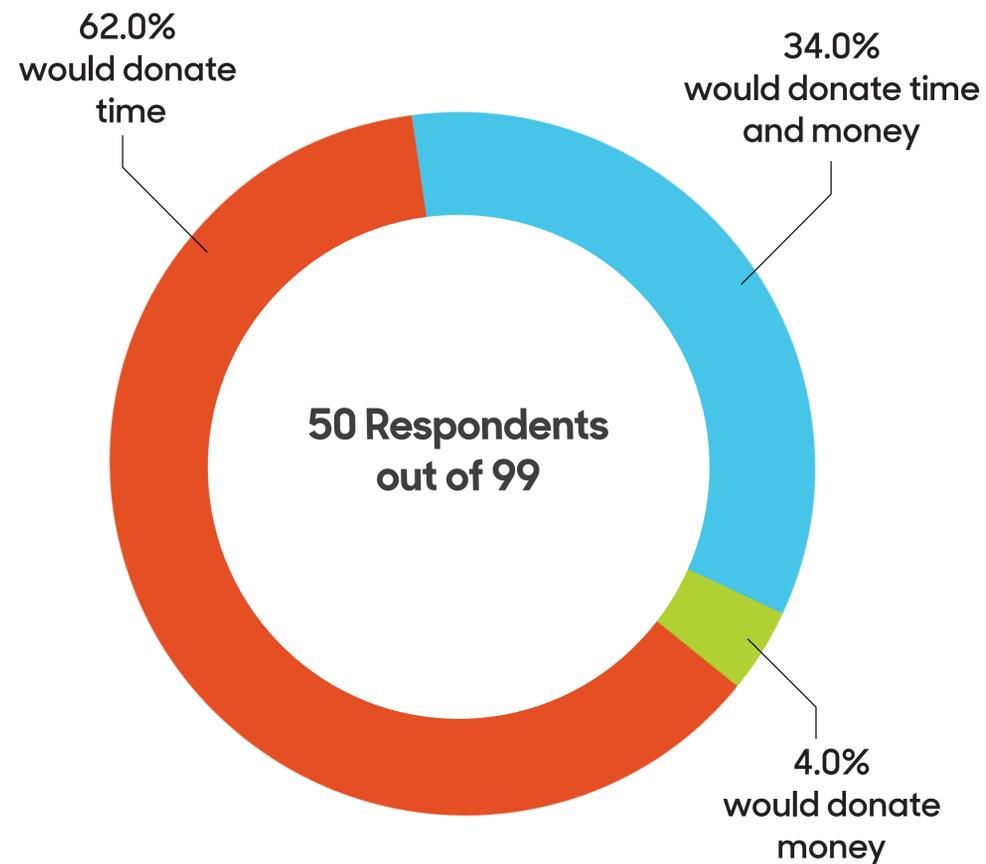


ARE PEOPLE WILLING TO HELP?

More than 53% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (62.0%), while 34.0% would contribute their time and help financially. Four percent of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, West Branch 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 West Branch exceeds this average by 10%.

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 really like to see an evaluation done on the shoulder width on Downey/Baker where [the] Hoover Trail ends...and look into widening it."

"Providing adequate transportation would reduce pollution, help save money on gas, and reduce traffic congestion."



"Trails and safe routes to schools have been discussed/proposed in [the] past. It would be great to see an 'actionable' plan developed to enhance our community and draw potential residents/growth."

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).

West Branch

Willingness to Help

Transportation Behavior and Needs Survey

Julia Badenhop, Sandra Oberbroeckling, Chad Hunter

Iowa State University | Trees Forever | Iowa Department of Transportation

