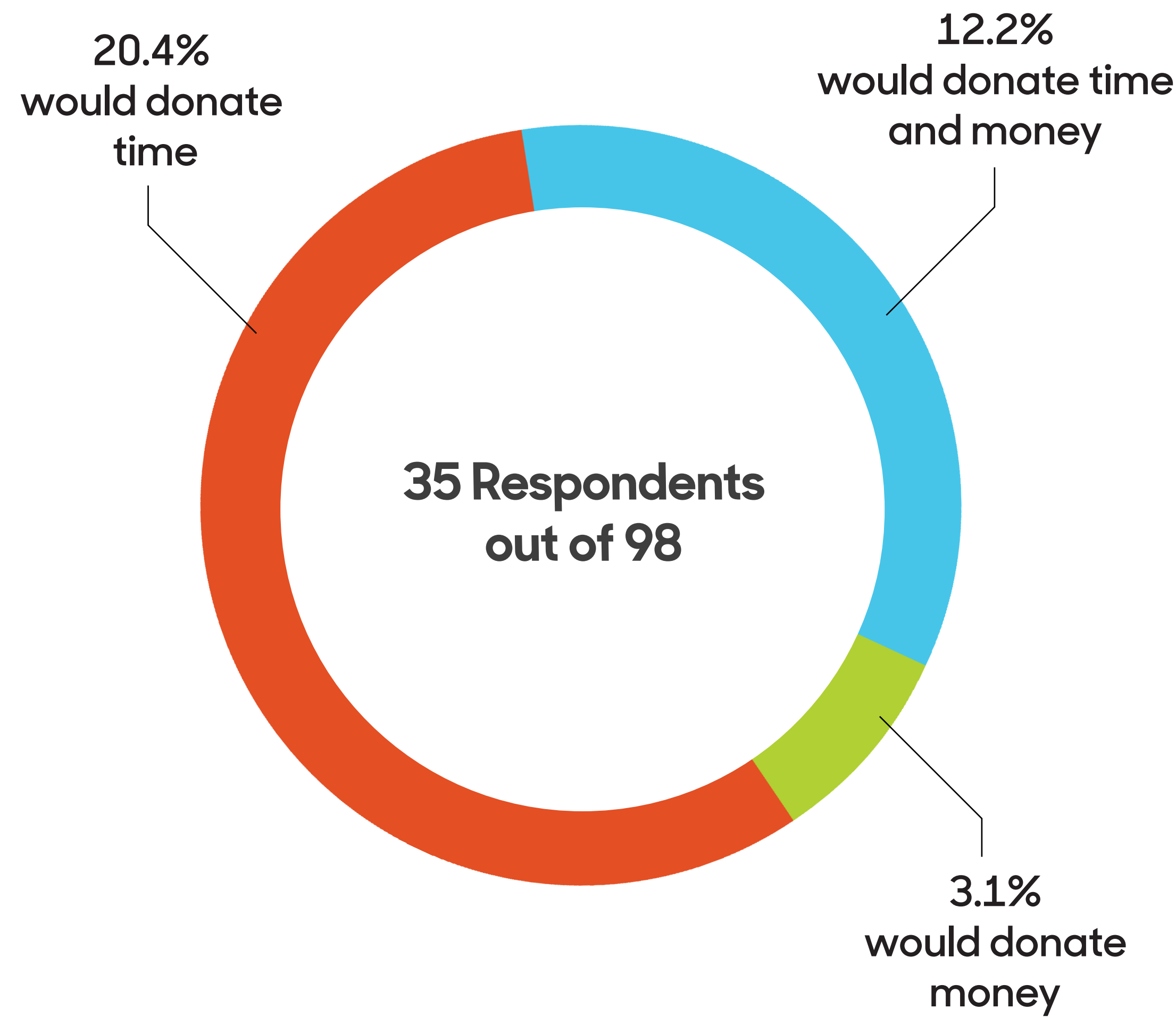


ARE PEOPLE WILLING TO HELP?

More than 35% said YES!



Willingness to implement change

Most survey participants who answered this question are willing to contribute their time to community improvements (20.4%), while 12.2% would contribute their time and money. More than 3% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Wheatland residents are somewhat less 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 Wheatland's average is 8% lower.

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 know of many people who live in the area [who] drive/transport their bikes to other areas with trails to ride outside."



"[We] need a dog park that is also accessible to seniors and those with impairments with parking nearby."



"[I] would like better sidewalks for stroller use."

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).