Community Impact Measurement Survey Report
Bessemer, Eilers/Bojon Town, and Grove

About BEGIN
Bessemer, Eilers/Bojon Town, and Grove Improvement Network

What Is BEGIN

BEGIN is a network of neighborhood residents, city staff, health professionals, non-profit organizations, and other local stakeholders that have come together to make changes to the built environment by increasing physical activity, safety, connection, and pride throughout the Bessemer, Eilers/Bojon Town, and Grove neighborhoods.

Vision

Our vision for these neighborhoods is "A safe, resourceful, self-sustaining, connected community where businesses thrive, residents are heard, and community members are engaged, proud, and healthy within the Bessemer, Eilers/Bojon Town, and Grove neighborhoods."

How BEGIN Got Here

BEGIN was formed through a grant program of the Pueblo Department of Public Health and Environment (PDPHE). The grant is funded through the Colorado Department of Public Health and Environment and works to reduce health disparities among communities. PDPHE partnered with NeighborWorks Southern Colorado to help engage community residents and give them a platform to be part of the change they wish to see in their neighborhoods.

What BEGIN Has Done

BEGIN worked to improve the community by giving a voice to residents, local businesses, and local organizations in the decision-making process of neighborhood planning.
Over the past year, BEGIN collected input from anyone who lives, works, or plays within the Bessemer, Eilers/Bojon Town, and Grove neighborhoods. Input gathered from residents helped BEGIN understand the major issues residents face regarding safety, connectedness, pride, and physical activity in neighborhoods.

Where BEGIN is Going

With the community input phase complete, BEGIN will use the information from the survey to determine projects, policies, and built environment changes to be addressed over the next two years. Projects identified will be BEGIN's main priority for the remainder of the grant cycle.

Community Impact Measurement (CIM) Survey

What It Is

The Community Impact Measurement (CIM) Survey is a community survey administered to the residents of Bessemer every three years by NeighborWorks Southern Colorado. The survey evaluated how residents felt about their neighborhood and identified priorities of the community. BEGIN used the survey to determine barriers residents face regarding physical activity, safety, connectedness, and pride in the Bessemer, Eilers/Bojon Town and Grove neighborhoods.

CIM Survey

How BEGIN Used the Survey

BEGIN partnered with NeighborWorks Southern Colorado and a statistics consultant to determine the number of random responses needed for data to accurately represent all three target neighborhoods.

BEGIN aimed to collect 257 surveys from a random sample of residents living in the Bessemer, Eilers/Bojon Town, and Grove neighborhoods using a door to door, in person approach. The consultant randomly selected households for BEGIN to survey from February through May 2019. Surveys were also collected from residents during community and church events, creating a convenience sample of survey results. Anyone taking the survey was entered to win prizes, including a 55" flat screen Smart TV.

Additionally, BEGIN gathered input from local businesses, faith-based communities, seniors, disabled individuals, and youth during the data collection phase. This effort was due to an underrepresentation of these community members in previous community planning sessions. BEGIN wanted to make sure these community members were given a voice in this planning session.

After data was collected, BEGIN used all surveys, both from the random household responses and the convenience responses to understand how residents and members in the neighborhoods feel about the community and what the neighborhoods need regarding physical activity, safety, connectedness, and pride.

This document contains only results from selected CIM Survey questions related to physical activity, safety, connectedness, and pride.

For a report of the total 46 question CIM Survey, please see contact information on page 15.

Community Impact Measurement (CIM) Survey Data Demographic Results

Total Responses

- 479 residents (including seniors and disabled individuals, both random and convenience samples)
- 39 local businesses
- 13 faith-based communities
- 154 disabled individuals (included in resident count)
- 123 seniors (included in resident count)
- 50 youth (under 19 years of age)

Demographic Information

Demographic makeup of residents who responded to the CIM survey are shown in Charts 1 – 6.

WHAT IS YOUR RACE?

- Black/African American
- Caucasian/White
- American Indian/Aleut/Eskimo/Alaska Native
- Asian
- Native Hawaiian/Pacific Islander
- Mixed Race
- No Response

5%
27%
38%
21%
0%
1%
8%
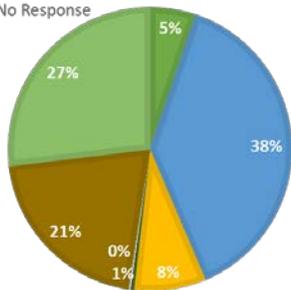
Chart 1: Race

GENDER

- Male Female No Answer

5%
44%
51%
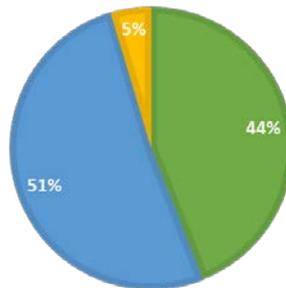
Chart 2: Gender

DO YOU CONSIDER YOURSELF TO BE HISPANIC, LATINO, LATINA

- Yes No No Response

8%
49%
43%
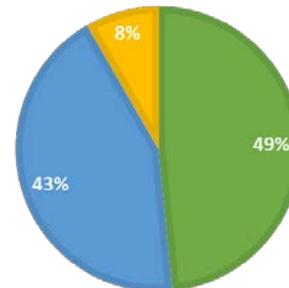
Chart 3: Hispanic

Age Demographics

Graph 1 shows age demographics of those who completed the CIM survey compared to neighborhood makeup according to the 2010 US Census. Data shows that, aside from those 19 and under, the sample represents neighborhood demographics well. In the future, it would be ideal to have a more extensive effort in collecting input from youth and young adults to have an adequate representation across all age demographics.

Graph 1: Respondent Age Demographics
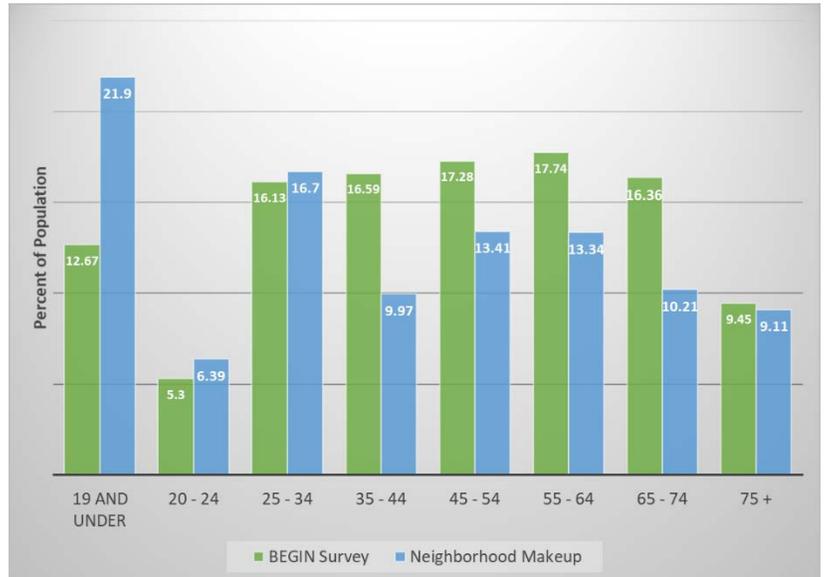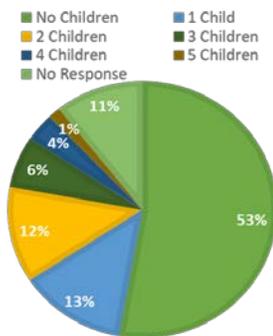
Chart 4: Children in Household
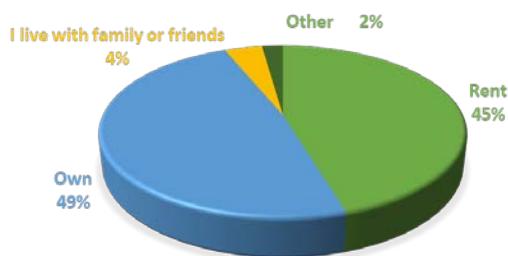
Chart 5: Household Status

CIM Housing Demographics

According to the US Census, there are 4,861 households within the Bessemer, Eilers/Bojon Town, and Grove neighborhoods.

About 19.87% of those households have children under 18 living in the house, and about 58.38% are occupied by renters.

The results from the BEGIN CIM Survey show that of the 479 households who responded, about 36% had children under 18 living in the house (Chart 4), and 45% were renter occupied (Chart 5).

Target Population Demographics

Target populations identified by BEGIN were: faith-based communities, local businesses, youth, seniors, and disabled individuals.

BEGIN determined target populations by evaluating previous planning sessions completed by the City of Pueblo, The Environment Protection Agency, and various neighborhood associations. Using demographic information from the previous planning events, BEGIN identified what

sectors of the community were underrepresented. The underrepresented populations were identified as BEGIN's target populations. During the data collection process, target populations completed a separate survey that asked fewer but identical questions to the CIM survey regarding physical activity, safety, connectedness, and pride.

Of those who completed the target population survey, the demographics are shown in Graphs 2, 3, and 6.

Businesses

Who filled out the survey?
- Owners
- Managers
- Employees
- Executive Assistants
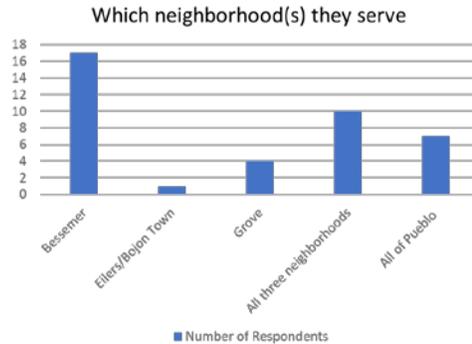
Graph 2: Business Demographic
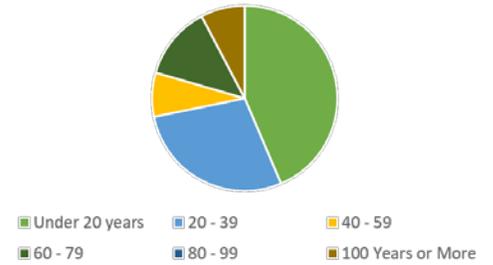
Graph 6: Years in Business

Faith-Based Communities

Congregation Representation
- Catholic
- Christian Evangelical
- Baptist
- Non-Denominational

Who filled out the survey?
- Father
- Priest
- Sister
- Member
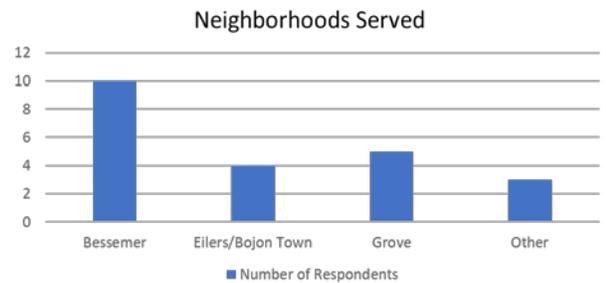
Graph 3: Faith-Based Demographics

Seniors and Disabled Individuals

According to the 2010 US Census, about 27.86% of the Bessemer, Eilers/Bojon Town, and Grove residents are disabled, and 19.32% are over the age of 65.

Of the 479 individuals who responded to the CIM Survey, 154 respondents self-identified as having a diagnosed medical condition that limits physical ability, and about 123 individuals were over the age of 65 years old. Graph 4 shows that BEGIN's CIM Survey results are very representative of those living within the neighborhoods.

*NOTE: Due to the usage of 2010 US Census data, all age demographics may not fully represent 2019 population sizes.

Percent of Senior and Disabled Individuals
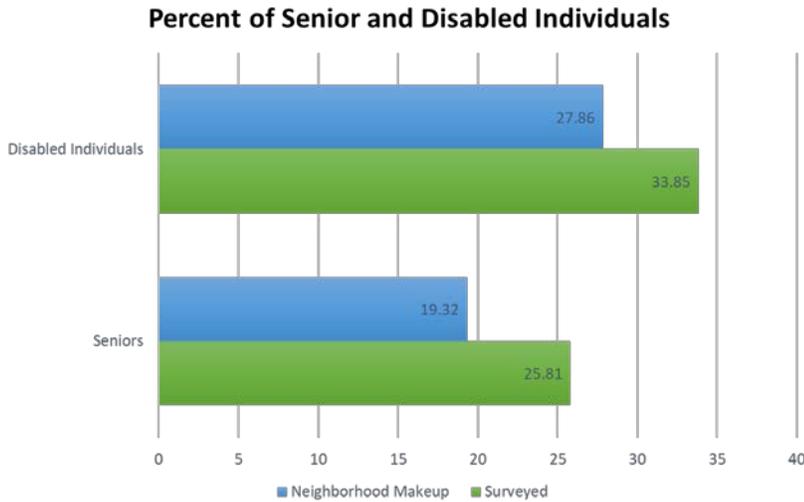
Graph 4: Senior and Disabled Demographics

Overall Data Collection Summary

From February through May 2019, the total number of responses collected through the CIM and target population surveys were from 581 individuals.

When using only the randomized sample of 327 resident responses, data collection results have a 90% confidence level with a 5.37% margin of error. Meaning the results can be used to generalize the entire three neighborhoods with 90% confidence in the results.

Overall, aside from needing more representation from local businesses and youth, BEGIN's data collection results help paint a picture of how residents feel about their neighborhoods and what they believe would benefit the community in the future.

Data Collection Results

Community Pride

Overall, most respondents reported, considering everything, they were somewhat satisfied living in the community and they were proud to live in the community (Graph 5).

How satisfied are you living/working/worshipping in the neighborhood
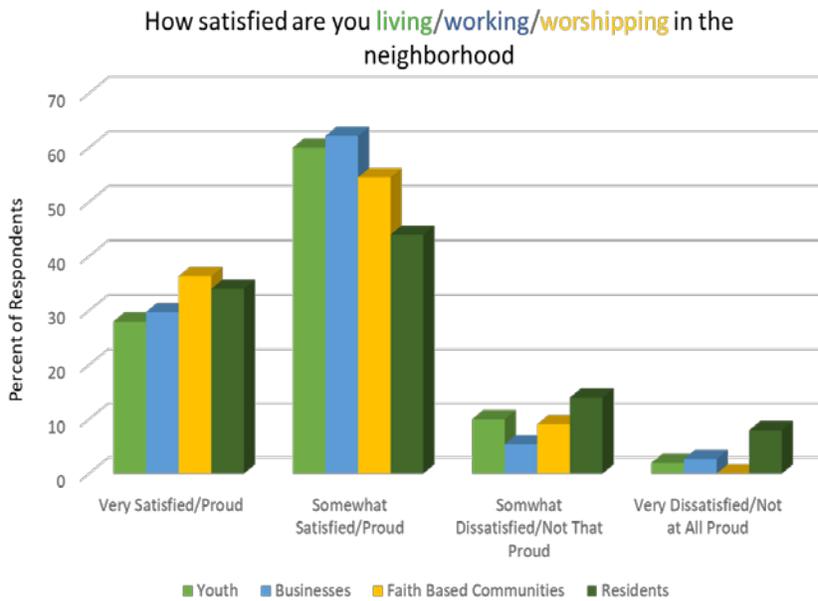
When residents were asked, "How much of a positive difference do you feel you, yourself, can make in your community?", responses were diverse. 24% of respondents felt they could make a great deal of difference, 33% thought a fair amount, 31% thought some, and 12% felt they could make little or no difference in their community.

Looking to the future, when asked "Thinking about the next three years, how would you say your community is likely to change?", 43% felt it would improve a lot or some, 19% felt it would decline a lot or some, and 38% thought it would stay the same.

Finally, when respondents were asked what they thought could be done to improve the community, many suggestions were given. The suggestions received were categorized under a general theme, counted for frequency, and compared. The most suggested ideas were identified to help determine the areas of focus moving forward. See Graph 6 for details of the themes of specific suggestions.

Q8: In your opinion, what could be done, if anything, to improve this community?
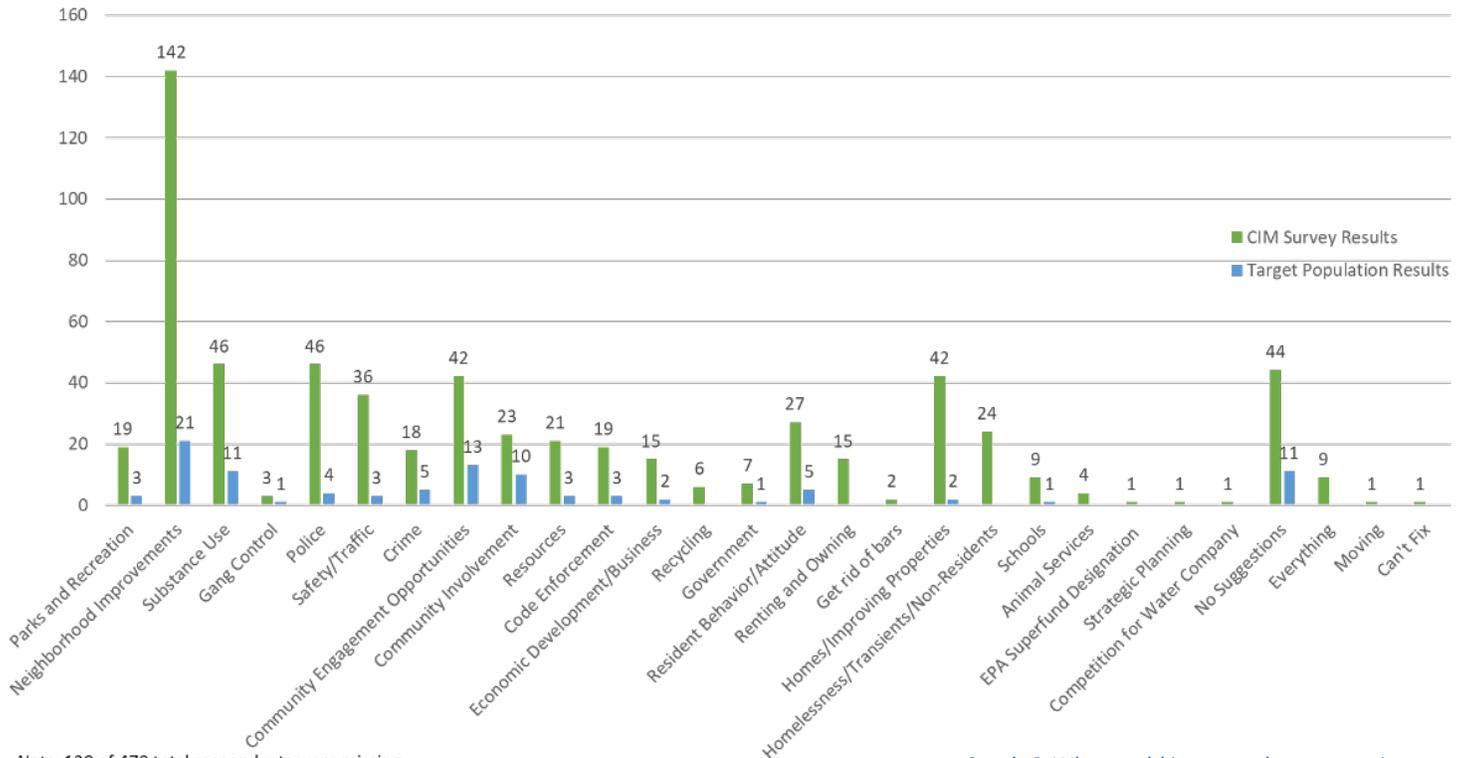
Note: 128 of 479 total respondents were missing

Graph 6: What could improve the community

The most frequently suggested ideas to improve the community identified within the general themes were:

1. Clean up neighborhoods/neighborhood maintenance
2. More police, police presence, patrol, surveillance
3. Get rid of drugs, drug users, decrease drug use
4. No suggested improvements
5. More activities for youth

The input collected shows, overall the community residents have a somewhat positive feeling about their neighborhood. There were many suggestions given as to what could improve the community. BEGIN will look and focus on suggestions that will work on neighborhood system, policy, and built environment changes.

Connectedness

The connection between neighbors can be instrumental in overall quality of a neighborhood. If people do not feel connected to each other, it is less likely they will participate in community activities and physical activity. The CIM Survey asked residents specific questions to gauge how involved they were within their community. The answers of those questions are shown in Graphs 7 and 8.

The results of Graph 7 showed many residents felt they knew their neighbors somewhat to very well. However, shown in Graph 8, rarely did respondents participate in community activities with their neighbors.

How well do you know your neighbors
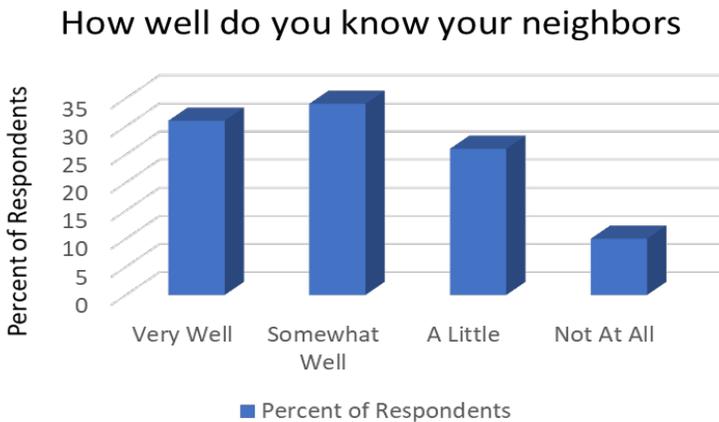
Graph 7: How Well Do You Know Your Neighbors

The casual "hello" was the most frequently participated in activity by respondents. Any other activity rarely had participation.

How Often Do You Do Each Of The Following With Your Neighbors
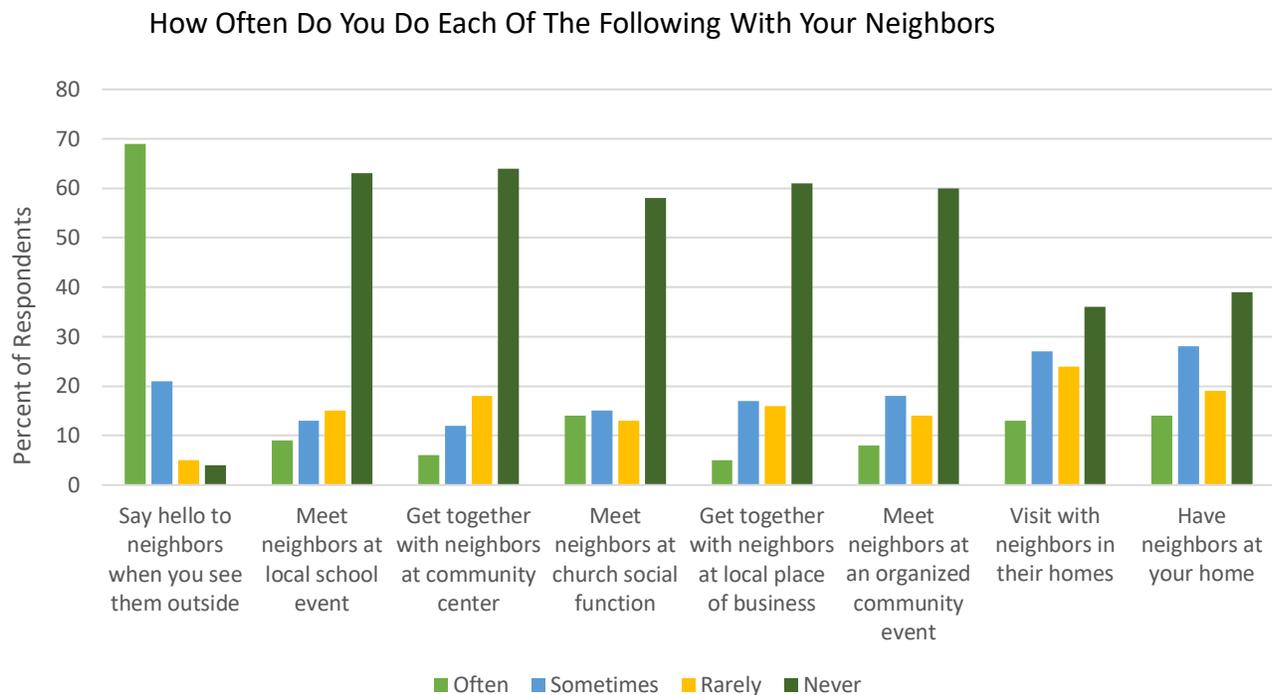
Graph 8: Activities Participated In With Neighbors

Within the neighborhoods, there were many reasons listed why residents do not participate in community activities. When asked "What, if anything, keeps you from getting more involved in the community than you are now?", respondents provided the answers shown in Graph 9. Time, work, health, age, and being uninformed were the most frequent comments from adult
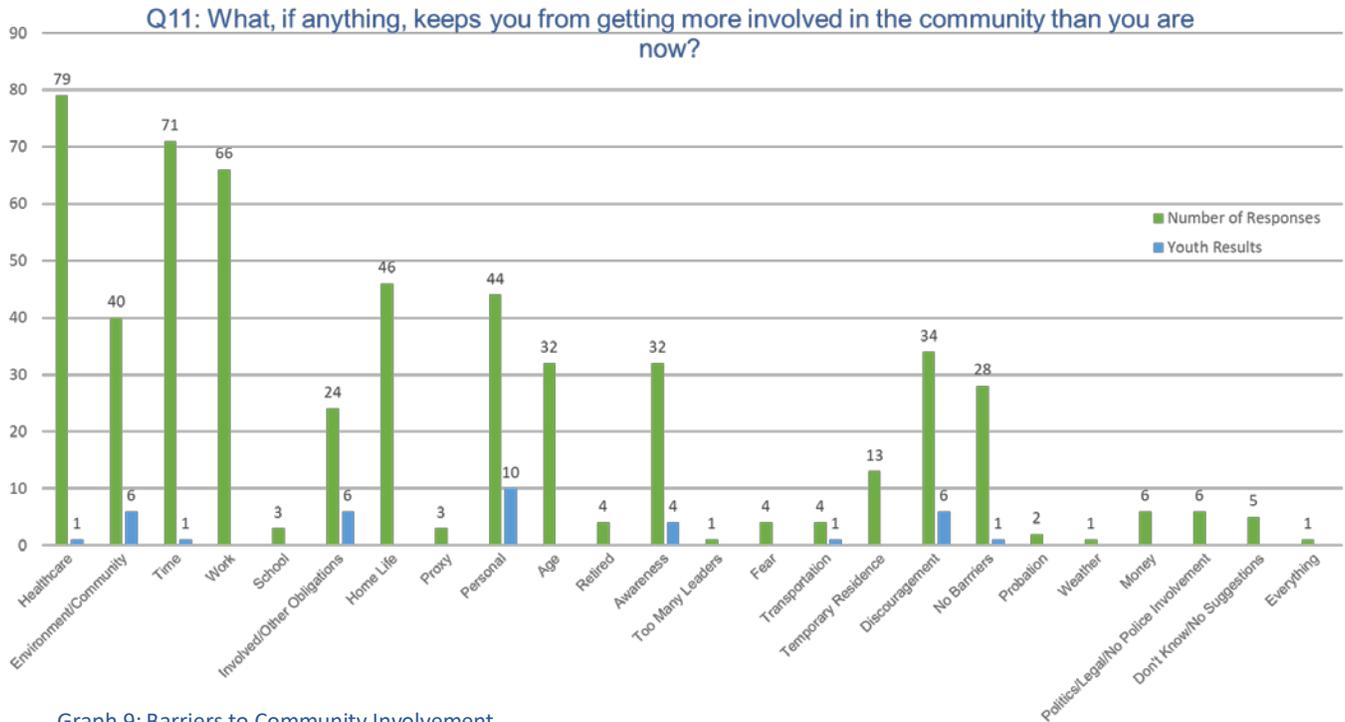
Graph 9: Barriers to Community Involvement

respondents. Youth respondents most commonly said that lack of interest, lack of opportunities, already being involved in other opportunities, and attitude of the community towards youth deterred them from being more involved in the community.

Top suggestions respondents mentioned to get them more involved were more opportunities, more time, more interest and participation from other community members, more communication between neighbors, and education/information about what is available. Many respondents mentioned that nothing would get them more involved than they currently are.

With this information, BEGIN will work to enhance current involvement opportunities and promote opportunities to community residents within the neighborhoods.

Safety

Within Pueblo, safety is a huge concern of residents and leaders. Pueblo is continuously working towards decreasing crime rates across the city. According to the Pueblo Police Department 2018 Annual Report, there were 817 reported crimes within the Bessemer, Eilers/Bojon Town, and Grove neighborhoods. When neighborhood residents were asked what specific concerns they had regarding safety, most answered: drug use, robberies/thefts/break-ins, homeless and unknown people passing through their neighborhood, speeding, shootings, and nothing.

When asked for suggestions to increase safety within the neighborhoods, respondents had many suggestions (Graph 10).

Graph 10: Improving Safety
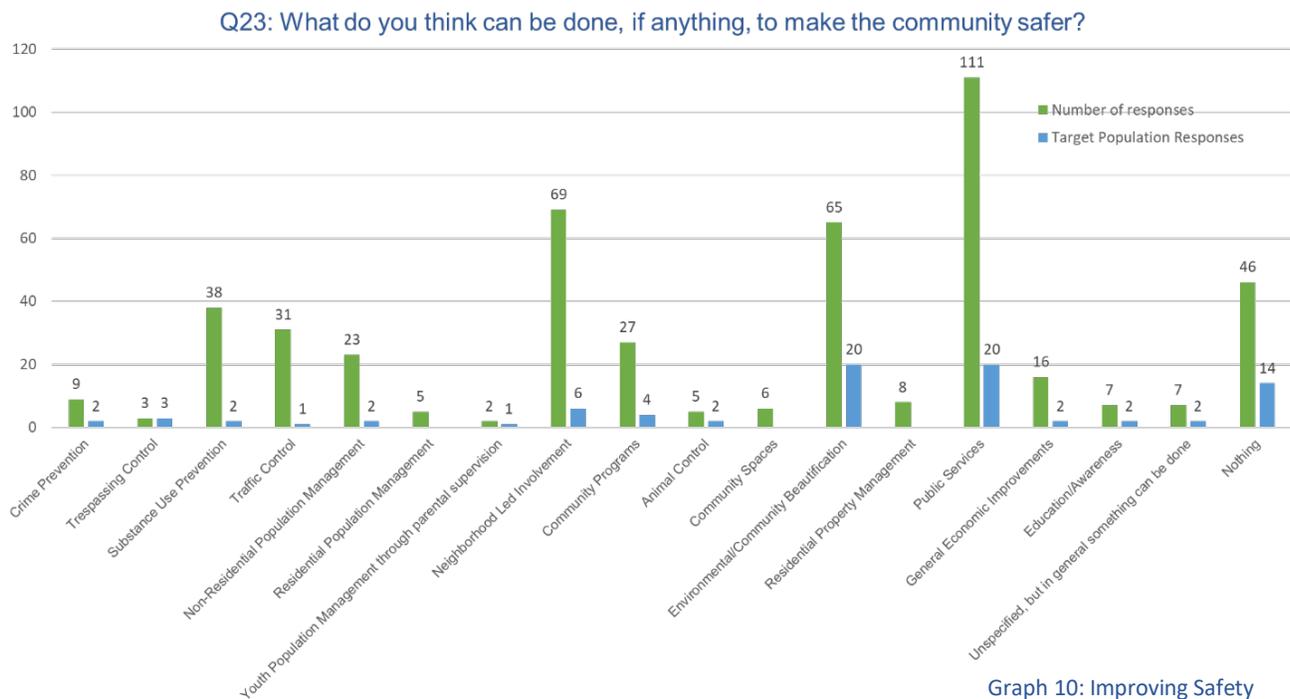
Note: 151 of 479 total respondents were missing data

Adding police patrol, improving lighting, decreasing drug use, starting or promoting a neighborhood watch, cleaning neighborhoods, and more involvement of neighbors were the most common suggestions. Many residents also answered that they were unsure of what could increase safety, while others said nothing would improve safety as they felt safety was not an issue.

Safety is a preventative factor that can affect whether an individual participates in physical activity outside their home. BEGIN will work towards neighborhood changes aimed at increasing the safety of the residents.

Physical Activity

The Centers for Disease Control and Prevention (CDC) recommends adults get at least 2 hours and 30 minutes of moderate exercise per week to gain substantial health benefits. Of the respondents who took the CIM Survey, 62% self-reported they get less than the recommended 2 hours and 30 minutes of moderate exercise per week.

The CDC also recommends "children and adolescents ages 6 through 17 years should do 60 minutes or more of moderate to vigorous activity daily." Of the youth who responded to BEGIN's survey, only 12% reported they participated in at least 60 minutes of physical activity every day (Graph 12).

How often do you deliberately get exercise beyond day to day activities
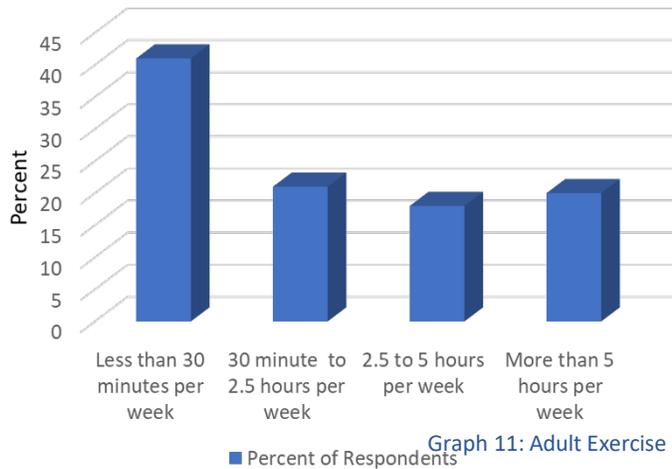
Graph 11: Adult Exercise

Residents and youth were also asked what they felt would help them participate in more physical activity, responses were very diverse.

During the past 7 days, how many days were you physically active for more than 60 minutes
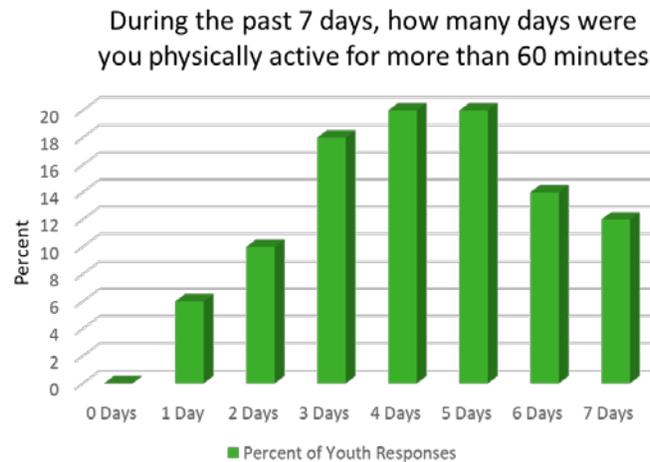
Graph 12: Youth Exercise

Many adults mentioned if they had more time, better health, and if there were more facilities near them, they would participate more often. Many adult respondents also mentioned nothing would help them, either due to personal reasons or they felt they were already active.

Youth mentioned having more events and programs, safer areas, more community groups and clubs, more promotion of activities, and more youth focused activities would help them participate in more physical activity throughout the week than they currently do.

Using this information, BEGIN will assist projects that promote physical activity throughout the neighborhoods in an effective manner.

Where is BEGIN Heading

Through the Community Impact Measurement (CIM) Survey, BEGIN received input from residents on perceptions of their neighborhood, major concerns regarding their neighborhood, and their top suggestions for improving their neighborhood. Using this information, BEGIN will work on creating and implementing a plan including policy development, system changes, and projects to increase physical activity, safety, connectedness, and pride throughout Bessemer, Eilers/Bojon Town, and The Grove. Chart 7 describes the future goals and objectives BEGIN will aim to accomplish from July 2019 – June 2020.

Chart 7: BEGIN's July 2019 – June 2020

Objective 1: By June 2020, BEGIN will assist the Bessemer, Eilers/Bojon Town, and Grove neighborhoods in establishing a regular notification system for residents to become more connected within their community and learn about neighborhood opportunities.

Possible Partners	Begin	Date Completed
Pueblo Youth Empowerment Council	July 2019	June 2020
Pueblo Youth Advisory Council		
City of Pueblo		
Pueblo City Schools		
Pueblo Step Up		
One Community		
Pillars of Unity		
The Bessemer Association for Neighborhood Development (BAND)		
Eilers Heights Neighborhood Association		
The Grove Neighborhood Association		
NeighborWorks of Southern Colorado		

Objective 2: By June 2020, BEGIN will assist the Bessemer, Eilers/Bojon Town, and Grove neighborhoods in establishing at least one regular community service/program to assist residents in accessing healthy food options, health education/services.

Possible Partners	Begin	Date Completed
St. Mary Church	July 2019	June 2020
Mt Carmel Church		
Victory Outreach Church		
BAND		
Eilers Heights Neighborhood Association		
Care and Share Foodbank		
The Healthy Food and Beverage Program of the Pueblo Department of Public Health and Environment		

Objective 3: By June 2020, BEGIN will assist the Bessemer, Eilers/Bojon Town, and Grove neighborhoods to establish at least one policy or system change and/or complete at least one project that aims to improve neighborhoods by addressing blight, increasing walkability and safety, and/or promoting physical activity.

Possible Partners	Begin	Date Completed
The City of Pueblo	July 2019	June 2020
BAND		
Eilers Heights Neighborhood Association		
Grove Neighborhood Association		
Trash Taskforce		
Parks and Recreation		
Pueblo Department of Public Health and Environment		

Objective 4: By June 2020, BEGIN will assist the Bessemer, Eilers/Bojon Town, and Grove neighborhoods in establishing or enhancing at least one community system/program that provides family and youth friendly activities to help promote physical activity and decrease substance use.

Possible Partners	Begin	Date Completed
Hard Knox Gang Prevention & Intervention	July 2019	June 2020
SOCO Harm Reduction		
Pueblo Youth Empowerment Council		
Pueblo Youth Advisory Council		
Communities That Care		
Pueblo Youth Representatives		
Parks and Recreation		

Help Make Your Neighborhood Better

Anyone interested in assisting in planning and implementation of the above objectives for the Bessemer, Eilers/Bojon Town, and Grove neighborhoods or joining BEGIN are invited to contact:

Alexis (Lexi) Romero, Health Promotion Specialist
Pueblo Department of Public Health and Environment
O: 719-583-4480
C: 719-252-7784
alexis.romero@pueblocounty.us