

West Side Community Impact Measurement Report



This is a final report of community input gathered from residents in the West Side of Pueblo, CO related to their health and quality of life.

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Researcher Background

The principal researcher for the data collection campaign was the Pueblo Department of Public Health and Environment (PDPHE) in partnership with NeighborWorks Southern Colorado (NWSOCO), NeighborWorks America (NWA), Pueblo Housing Authority, Chavez Huerta Preparatory Academy (CHPA), The City of Pueblo Planning and Community Development Department (City Planning).

The mission of PDPHE is to promote and protect the health and environment of Pueblo County. To accomplish its mission, PDPHE conducts a county-wide Community Health Assessment (CHA) every 3-5 years to determine the most critical health needs in Pueblo County. PDPHE and Pueblo County stakeholders then determine strategies to address the issues identified in the CHA. To accomplish the strategies selected, PDPHE explores grant programs dedicated to fulfilling the identified work. One such program is the Achieving Community Change Together (ACCT) program, funded through the Colorado Department of Public Health and Environment (CDPHE) Health Disparities and Community Grant Program. The ACCT program is aimed at addressing the built environment through community-led solutions to decrease obesity in Pueblo County. The work is completed at the neighborhood level and addresses upstream determinants of health. Through primary data collection, the ACCT program helps community residents identify priorities throughout the neighborhood, leading to proposed projects that will improve the built environment.

Communities Being Served

The two identified neighborhoods the ACCT program is working with from May 2022 – June 2023 include:

1. The West Side of the City of Pueblo (including the Hyde Park neighborhood)
2. Colorado City in Pueblo County

West Side of Pueblo

The West Side of Pueblo is a geographical area of the City of Pueblo that covers two neighborhoods as defined by the 2018 City of Pueblo Neighborhood Map. The two neighborhoods included in the West Side area are 1) Hyde Park and 2)

Park West as shown in Image 1. The West Side lies on the most western portion of the city, mainly within US Census Tract 29.01, with a small section in US Census Tract 2.

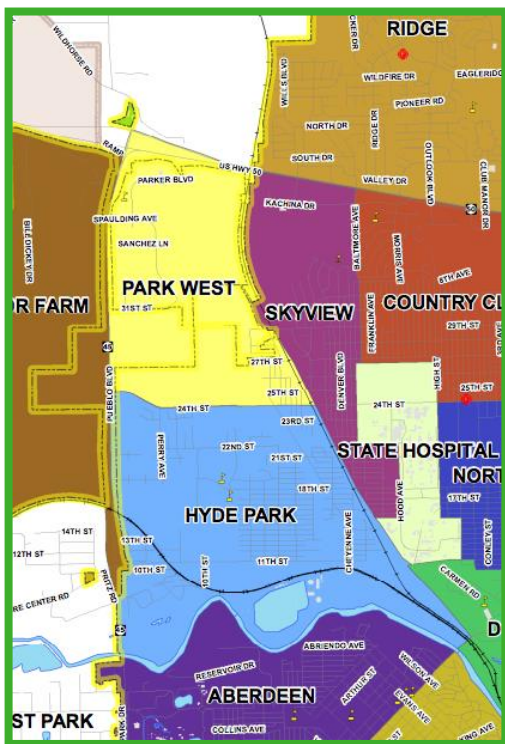


Image 1: West Side

The community is nearly evenly split between females and males: females 50.98% (2650) and males 49.02% (2548) and has a diverse age demographic (Image 2) (*US Census 2020*).

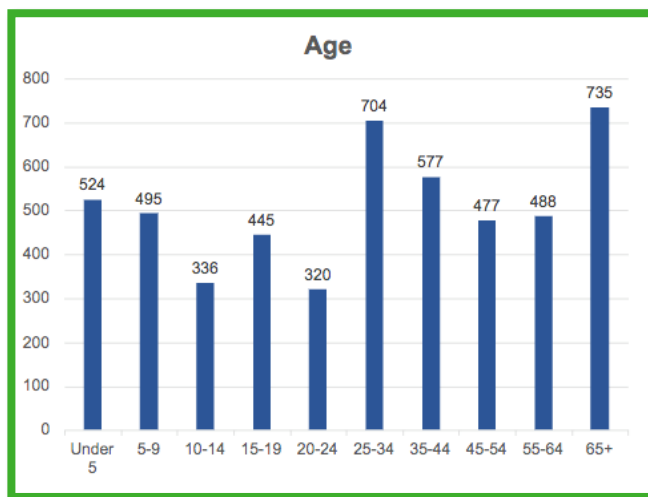


Image 2: West Side Age

55% of individuals in the community identify as Hispanic or Latino/a and 63% of households are renter occupied. The household income varies with most households making between \$25,000 and \$75,000.

Partner Background

NeighborWorks Southern Colorado

NeighborWorks Southern Colorado (NWSOCO) is a local non-profit organization with a mission to promote healthy, vibrant neighborhoods and serve as the first choice for homebuyer resources in Southern Colorado. NWSOCO provides a plethora of services to the Southern Colorado community, from homebuyer education and resources, to maintaining food banks and community gardens. Established in 1977, NWSOCO is a charter of NeighborWorks America and serves as an anchor institution for Pueblo. In recent years, NWSOCO started the process of introducing an innovative method for making homeownership affordable and attainable for low- and moderate- income families through a Shared Equity Homeownership program. NWSOCO purchased nearly 80 acres of land in the West Side neighborhood and broke ground on a mixed-use, mixed-income community development with over 15 acres of public green spaces and over 600 housing units planned. The development, known as Pikes Peak Park, is intended to be a catalyst for investment and connectivity for the West side of Pueblo. NWSOCO partnered with the community data collection campaign to gain input on what existing residents would like to see in their community to improve it. NWSOCO also wished to gather pre-development data that would serve as a base line of information to assist with determining the impact of the Pikes Peak Park community development project. With community input, NWSOCO can determine fine details of the design of their addition to the neighborhood and see what lasting impact was made due to their involvement in the area.

City of Pueblo Planning and Community Development Department

The City of Pueblo Planning and Community Development Department (City Planning) is a sector of the city government charged with designing and implementing capital projects to meet the needs of the community. City Planning is also tasked with administering the city's comprehensive plan and enforcing land regulations, as well as providing technical assistance support to the city's elected officials. City Planning partnered on the community input collection effort to update a city-adopted West Side neighborhood plan. The West Side Neighborhood Plan, last updated in 2004, is a plan that outlines strategies for attracting new investment and development into the neighborhood. Once City Planning receives quality input from residents, a new West Side neighborhood plan will be updated and adopted by the City of Pueblo to guide future developments and projects on the West Side.

The Housing Authority of the City of Pueblo

The Housing Authority of the City of Pueblo (HACP) is a quasi-governmental organization created in 1953 for the purpose of providing public housing and rental assistance to low-income families and individuals. HACP receives subsidy assistance from the federal government to provide housing to eligible low-income households and maintains many rental properties located in the West Side neighborhood. HACP planned to use the community input gathered from the West Side community input campaign to guide decisions on properties owned by the HACP in the neighborhood. The information was also intended to be used to learn what ideas community members have regarding community centers/buildings and properties within the neighborhood.

Chavez Huerta Preparatory Academy

The Chavez Huerta Preparatory Academy (CHPA) is a K-12 charter school dedicated to "Building a Legacy of Success." Dedicated to providing quality learning opportunities, CHPA aims to infuse honor, excellence, respect, service, compassion, self-discipline, tolerance, determination, and innovation into their daily instruction, athletics, and community service. In 2022, CHPA finished building a new middle school facility that serves many students in the nearby area and Pueblo community. CHPA partnered on the community data collection effort to learn what range of possibilities there were for utilizing their existing modulars, buildings, and green space after the transition to the new school facilities took place. CHPA's intent is to try to collaborate as much as possible on programs and services within the West Side neighborhood based on the results of the community input data collection effort.

Data Collection Campaign

PDPHE and its partners used neighborhood expertise to determine methods for a community input data collection campaign. The methods, as described below, were determined to be most appropriate and culturally sensitive for the West Side neighborhood from September 20, 2022 – February 21, 2023.

Method 1: Community Impact Measurement Survey

A community survey was selected as the primary source of data collection for the West Side neighborhood to answer questions posed by the various community partners. The 41-question survey focused on topics such as community involvement and satisfaction, food access, transportation, safety, physical activity, and desired improvements to the neighborhood, shown in Appendix A.

The survey contained many questions due to the needs of five different neighborhood serving agencies. Each agency had different focus areas, with questions related to their specific needs. PDPHE and its partners combined and removed duplicative questions, when possible, but could not make the survey shorter than 41-questions without missing key data for one of the five community partners. Also, for NWSOCO to partner on the data collection project, a non-negotiable 12 baseline questions were required to be included in the survey, adding to the length.

In total, Community Impact Measurement (CIM) survey took 15 – 25 minutes to complete, depending on the complexity of answers from the respondents as well as if respondents answered “yes” to certain questions that were followed up with additional questions.

Sampling Methods

To ensure the information gathered from the community input campaign was unbiased and representative of the West Side neighborhood, PDPHE and its partners used a random sampling technique to determine which households would be targeted to solicit feedback regarding community needs. PDPHE staff used Pueblo County’s Geographical Information System (GIS) to obtain all parcel addresses in the West Side to use as a base for the random sampling process. NWSOCO’s national partner, NeighborWorks America (NWA), then assigned a research consultant to assist with the sampling selection process of the data collection. The NWA research consultant used the list of parcel addresses to calculate the statistical number of households needed to provide a 95% confidence level of community representation for the data collected with a margin of error of +/- 5%.

The original goal of the community input campaign was to have 285 randomly sampled households provide community feedback to reach the 95% confidence level of representation. As efforts continued, the sample household goal for 95% confidence was decreased to 225 due to many vacant lots, vacant buildings, and non-residential buildings being listed as part of the original residential address list, but not actually being a residential property. This reduced the total residential property universe, ultimately lowering the representative household goal. No further stratification of the West Side neighborhood was made.

PDPHE assumed a 50% response rate for all sample households and selected an original total of 593 random households to contact. As the data collection campaign continued, PDPHE and its partners saw an 18% response rate. This required an additional 493 random households to be pulled to be part of the sample universe, leading to a total of 1086 randomly selected households sampled and contacted.

With a total of 258 responses (178 from a randomized sample, 80 from a convenience sample), the findings listed in this report are representative of the West Side neighborhood population with a 95% confidence interval and shows a 24% survey response rate.

Sample Contact Attempts

Once PDPHE and its partners established how many and which West Side neighborhood households would be part of the random sample population, PDPHE decided to use a three-attempt approach to reach those households during the community input collection campaign. PDPHE and its partners decided two of the three attempts were to be in-person attempts completed by hired PDPHE Community Connectors, and the third was to be postcards (in both English and Spanish) sent to all sample households (Appendix B).

The two in-person attempts were completed through a 15-week canvassing campaign. Starting in mid-September 2022, PDPHE hired three Community Connectors who were tasked with approaching sample households and collecting survey responses in person. The Connectors visited each sample household at least twice to gather input via a paper version of the CIM survey that was then uploaded into one of two online sample survey collectors. All individuals who took the survey in person were provided a \$10 Walmart gift card as a “Thank You” for providing their input. If individuals were not available or home during the time the Community Connectors canvassed, the Connectors left a door hanger at the house that provided information about the purpose of the data collection, the community partners involved in the data collection, and a notification that the Community Connectors would be back in the neighborhoods for another attempt in a couple of weeks. The door hangers left at homes also had a link and QR code for the second of two online sample survey collectors. Any household that refused to take the survey was removed from the sample population and no further attempts to contact them were made. Sample households were also eliminated from the sample if 1) the lots were vacant 2) the residential buildings were vacant 3) the buildings on the lots were non-residential. For households where Connectors could not access the residential building on the property (locked gates, dogs in yard, etc.) no further in-person attempts were made and PDPHE sent postcards as an additional attempt.

The second method of contact was via informational postcards sent to all sample households asking individuals to take the survey online using a QR code or survey link. The online survey collector attached to the postcard link and QR code was the same collector that was listed on the door hangers from in-person attempts.

The postcards contained both English and Spanish and provided information about the purpose of the data collection, the community partners involved in the data collection, and a notification that PDPHE staff would be in the neighborhoods collecting input over the upcoming weeks.

For the original 593 sample households, PDPHE sent the informational postcards out first, waited at least 10 days, then followed up with two in-person attempts spaced no sooner than one week apart. For the second batch of 493 sample households pulled, PDPHE changed the order of contact attempts to try to obtain better responses from the West Side community. For the second set of sample households, the in-person attempts were completed first before sending out a “Last Call” reminder postcard to all households (Appendix C). Also, instead of waiting at least 10 days before re-canvassing an area, Community Connectors re-visited the same area for the second in-person attempt no more than four days apart. When households did not answer in-person attempts, the informational door hangers with links and QR codes to the second online sample collector were left at households to encourage people to give their input.

Special Circumstance Contact Attempts

Within the West Side neighborhood and sample population, there were two sub-sets of the neighborhood that fell into a “Special Circumstance” category which required a different methodology than the remaining sample households selected for the randomization process.

One subset was the Bonaventure apartments, which is an enclosed apartment complex specifically for senior citizens in the community. Bonaventure contained four levels of apartments, with the first two levels being reserved for assisted

living or memory care, which PDPHE was not permitted to contact. The third and fourth floors were reserved for independent living, however, Community Connectors were not given permission to canvass the floors.

Methodology for Bonaventure:

1. PDPHE sent out Spanish and English informational postcards to all eligible sample households located in Bonaventure.
2. PDPHE sent a personalized letter asking for survey responses along with a printed survey. In the letter, PDPHE asked the individuals to complete the survey and call to have it picked up by a PDPHE staff member.
3. A “Last Call” postcard was sent via mail to all sample households allowed to be contacted.

The second subset was the Spaulding apartments, which are gated apartments located in the north end of the West Side neighborhood. PDPHE was also not permitted to canvass the area in the Spaulding apartments but was able to create a partnership with the property manager for the units.

Methodology for Spaulding:

1. PDPHE sent out Spanish and English informational postcards to all eligible sample households located in Bonaventure.
2. The Spaulding property manager sent a mass email to all sample households within the complex with a link to the survey.
3. A “Last Call” postcard was sent via mail to all sample households allowed to be contacted.

PDPHE staff and the Community Connectors used a “Canvas Tracking Document” to document whether sample households: 1) Completed the survey, 2) Refused to take the survey, 3) Were not home, were left the survey in person, or asked the Community Connectors to come back and 4) Were not visited for some reason. The tracking document was then used for efficient organization and planning around the second and third contact attempts.

Throughout the entire community input collection campaign, sample households were offered \$10 Walmart gift cards as incentives.

General Public Attempts

In addition to the systematic contact attempts for sample households on the West Side, PDPHE and its partners encouraged all residents of the West Side to provide input, regardless of sample household status.

Two social media campaigns were launched, one at the beginning of the data collection effort and one toward the end, to encourage residents to take the CIM Survey online. Flyers and yard signs with a third online survey collector link and QR code were placed in businesses and churches throughout the neighborhood encouraging people to provide input.

PDPHE staff then filtered, on the back end, the sample households from non-sample households from non-neighborhood households that took the public survey to ensure the data being collected was relevant to the campaign and neighborhood.

Survey Uploading and Tracking

As mentioned above, three separate online survey collectors were created to differentiate online sample responses, in-person sample responses, and public conveniently sampled responses. The online survey collectors were kept separate to help the researchers evaluate outreach methods mid-data collection to improve approaches for getting responses from community members. The methods of survey recruitment are listed below.

Online Sample Collector

1. Informational postcards in both English and Spanish with the online sample collector link and QR code were sent to all sample households notifying individuals that PDPHE would be in the community over the next few months gathering community input. The postcards also encouraged residents to take the survey online.
2. Door hangers and “Last Call” postcards, also in English and Spanish, with the online sample collector were left at sample households when no one was home during in-person attempts by PDPHE Community Connectors.

Online Public Collector

1. Paid Facebook posts were promoted two separate times during the data collection campaign, once at the beginning of the data collection, and once at the end.
2. Flyers posted in over 15 businesses located in the West Side neighborhood contained the QR code and link to the online public collector.
3. Over 35-yard signs containing the public collector QR code and link were placed throughout the neighborhood on HACP and private properties.
4. Quarter sheet flyer handouts were given by Community Connectors to interested individuals encountered while out canvassing in the community.

In-Person Collector

1. After PDPHE Community Connectors canvassed the sample households in person, the surveys received while out in the field were uploaded into the in-person survey collector.

Method 2: Community Small Group Meetings/Focus Groups

To get community feedback regarding questions that could not be easily answered in a survey, PDPHE hosted a total of five small group meetings, or focus groups, and two interviews from January 24, 2023, to February 21, 2023. Each focus group hosted up to 10 participants from various sectors of the community and were all held in person, each varying in day and time. All focus groups lasted 1.5 hours and consisted of conversations prompted by the same seven questions. The conversations were recorded, transcribed, and then coded to understand key themes and ideas brought forth by community partners and members.

The neighborhood stakeholders invited to participate in the Focus Groups are listed in Appendix D.

Focus Group Implementation and Analysis

All five focus groups were held at PDPHE either over the lunch or dinner hour and all participants were provided a meal and a \$50 Visa Gift Card as a “Thank You” for participating in the discussion.

Before the focus groups, participants completed informed consent forms (Appendix E) while eating their meal. The facilitators then reviewed the purpose, risks and benefits, and agenda of the conversation for all participants.

During the focus groups, facilitators followed a script (found in Appendix D) and asked the same seven prompting questions to participants. While considering questions, maps of the area were shown with planned and proposed connections, developments, and infrastructure to help participants fully understand and answer the questions. All focus group conversations were recorded, transcribed, and coded to generate key themes and assist with providing community input on topics not covered in the randomized sample survey.

Results of Focus Group Conversations

Below are the results of the seven questions asked during the focus group conversations. Key themes to note were that participants felt disconnected from the rest of the Pueblo community as members of the West Side. It was elaborated that most felt this disconnection due to neglect by the city government.

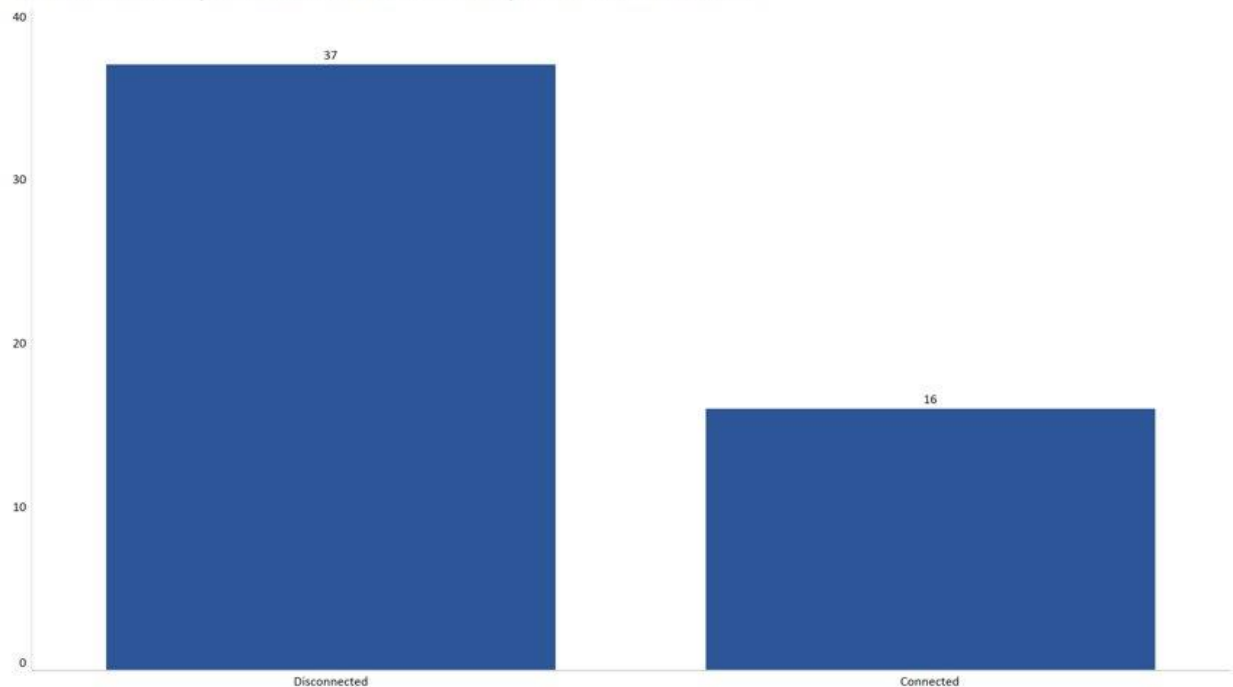
In terms of the planned and proposed connections on the West Side community, 65% of participants expressed negative thoughts or perceptions. One concern 16 participants voiced was the need for better planning of 24th Street and Tuxedo Boulevard.

Regarding their thoughts on the existing multimodal connections (bike lanes, bus routes, and walking trails), many participants agreed that they need improvement and they have had negative experiences with them. Twenty-six participants said the current public transit system on the West Side is in need of more bus routes.

Participants shared some potential negative impacts from the planned and proposed developments, with the main concern being how the influx of more people to the West Side would subsequently generate traffic to the neighborhood. Potential positive impacts from the developments included an increase in commercial businesses and ideas around recreational activities in the area.

With the last two questions, participants were asked “What about your neighborhood do you like or dislike?” and “In 10 years from now, how does your ideal community look?” Ninety percent of participants said they liked their neighbors. Safety issues were cited as the main dislike, followed by cars racing and speeding in residential areas as well as lots of trash and dumping. Participants stated that their ideal West Side was safer, cleaner, and the local community center was reopened.

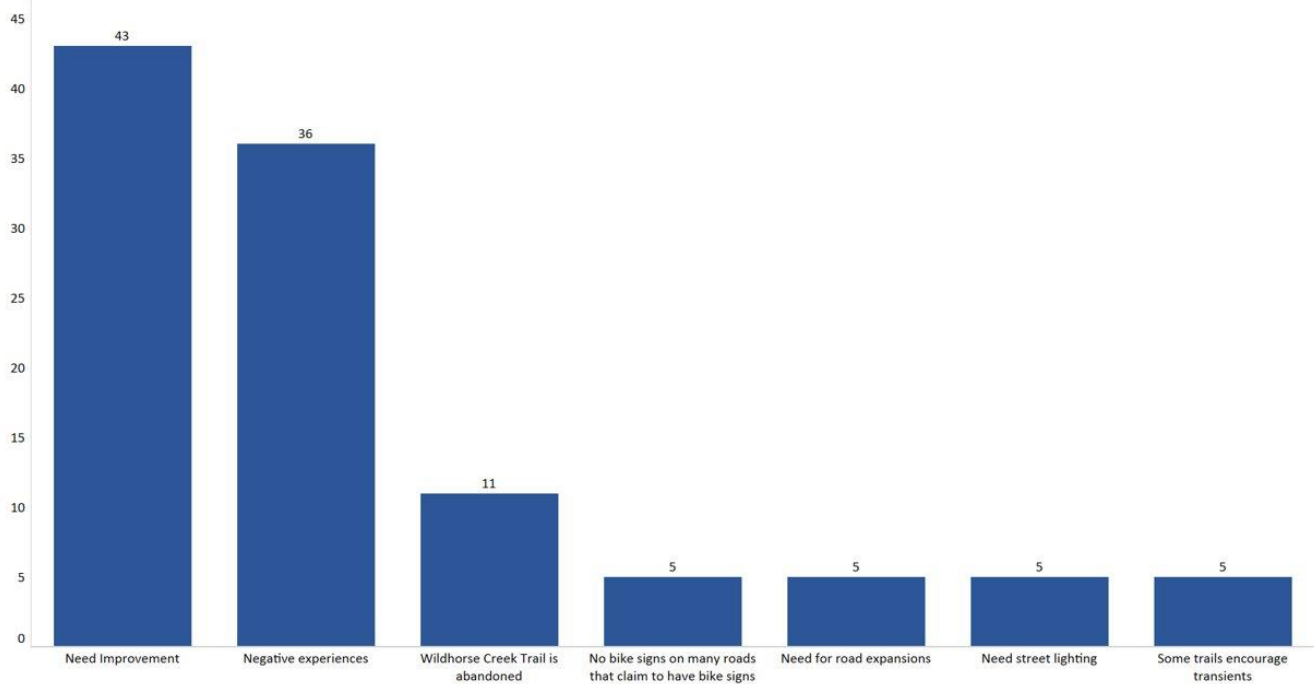
Q1 - How connected do you feel to the rest of Pueblo community as a member of the Westside?



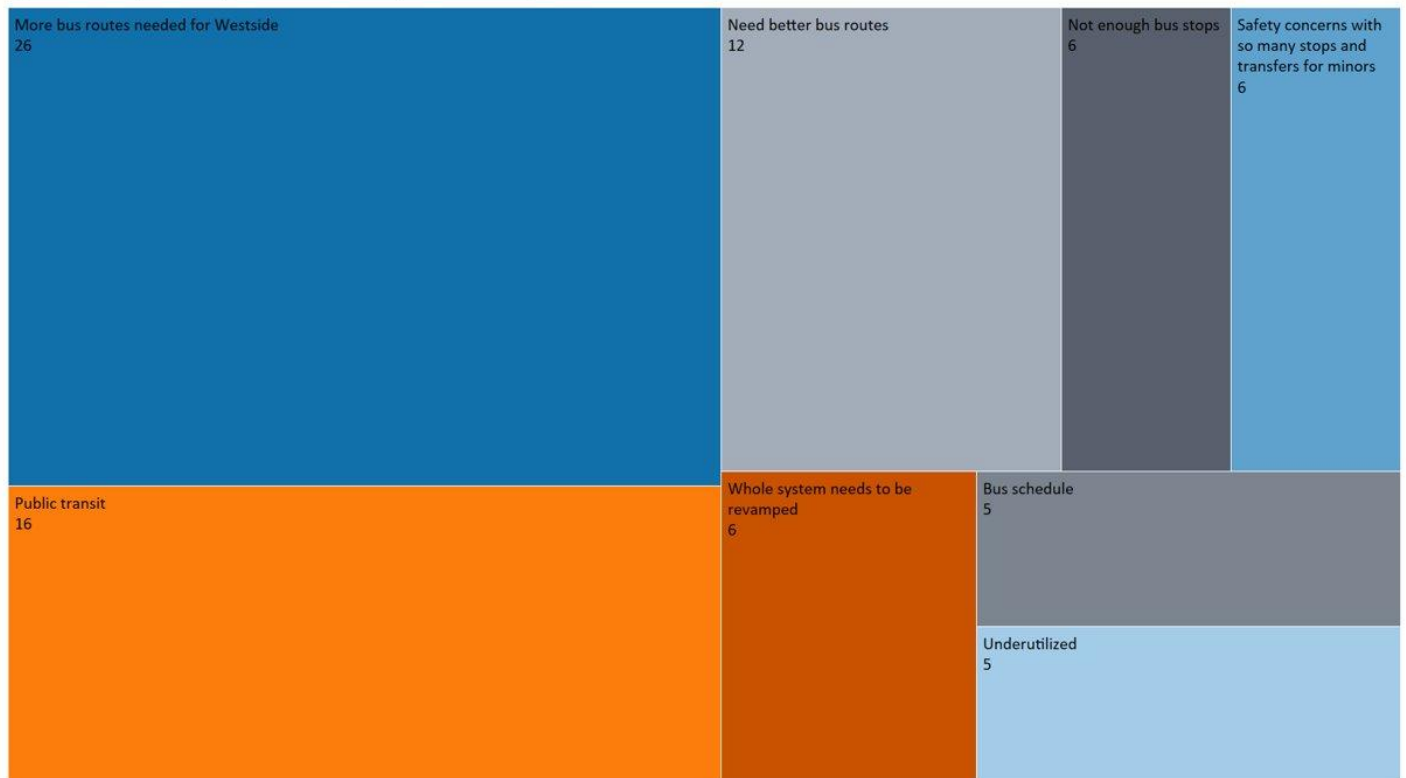
Q2 - What are your thoughts on the planned and proposed connections on the Westside?



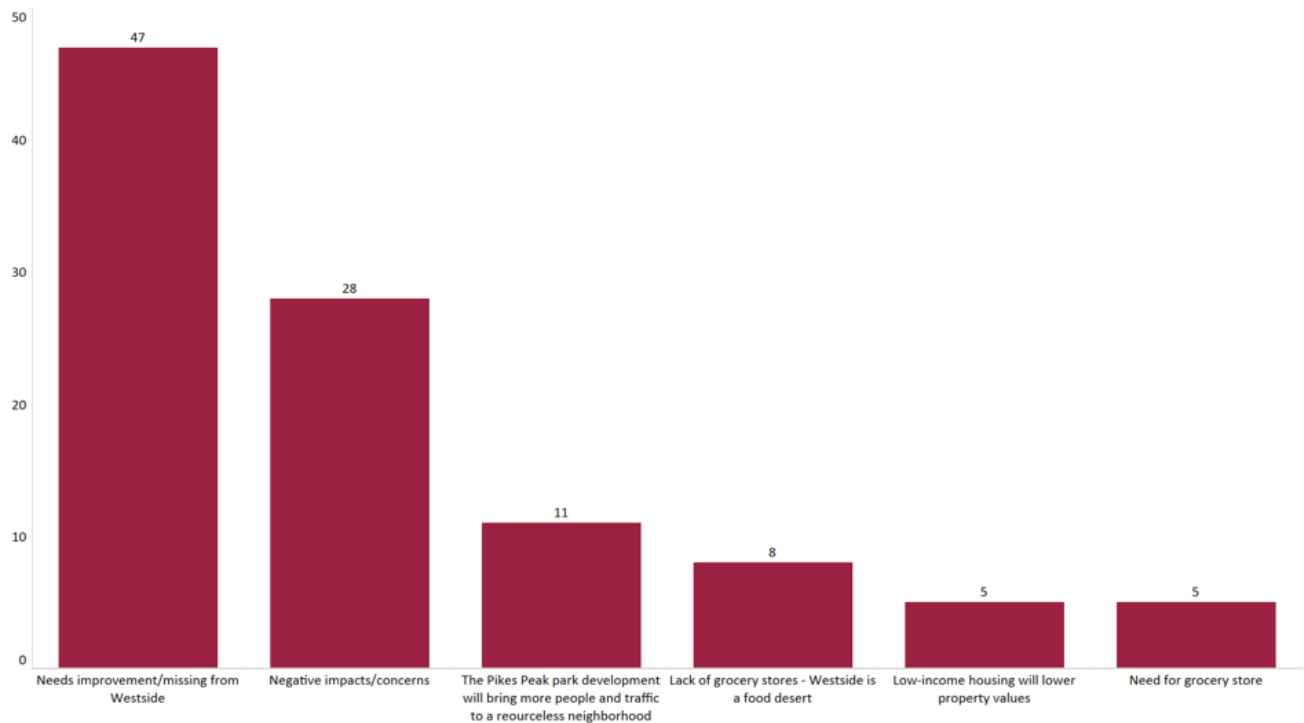
Q3 - What are your thoughts on the existing multimodal connections (bike and bus routes, walking trails)



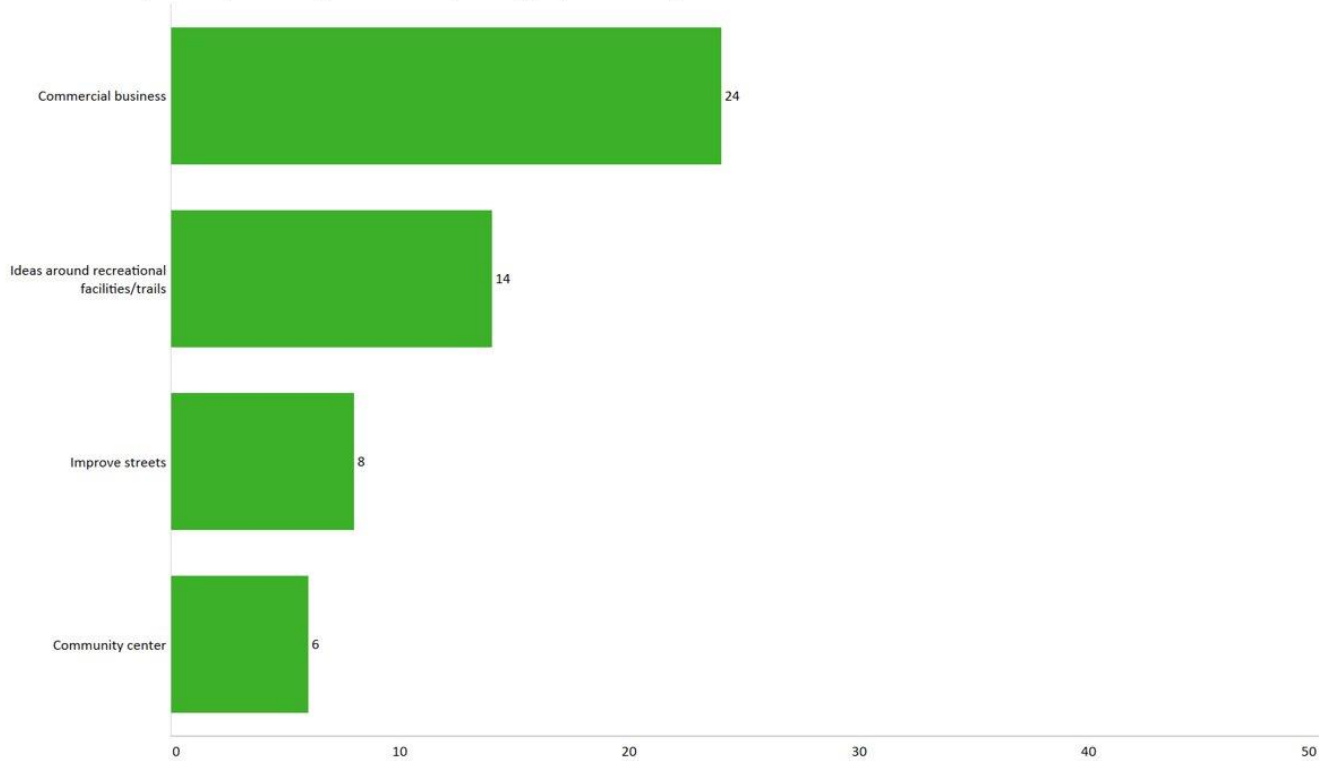
Q4 - What are your thoughts on the current public transit system?



Q5 - What are some potential negative impacts from the planned/proposed developments?



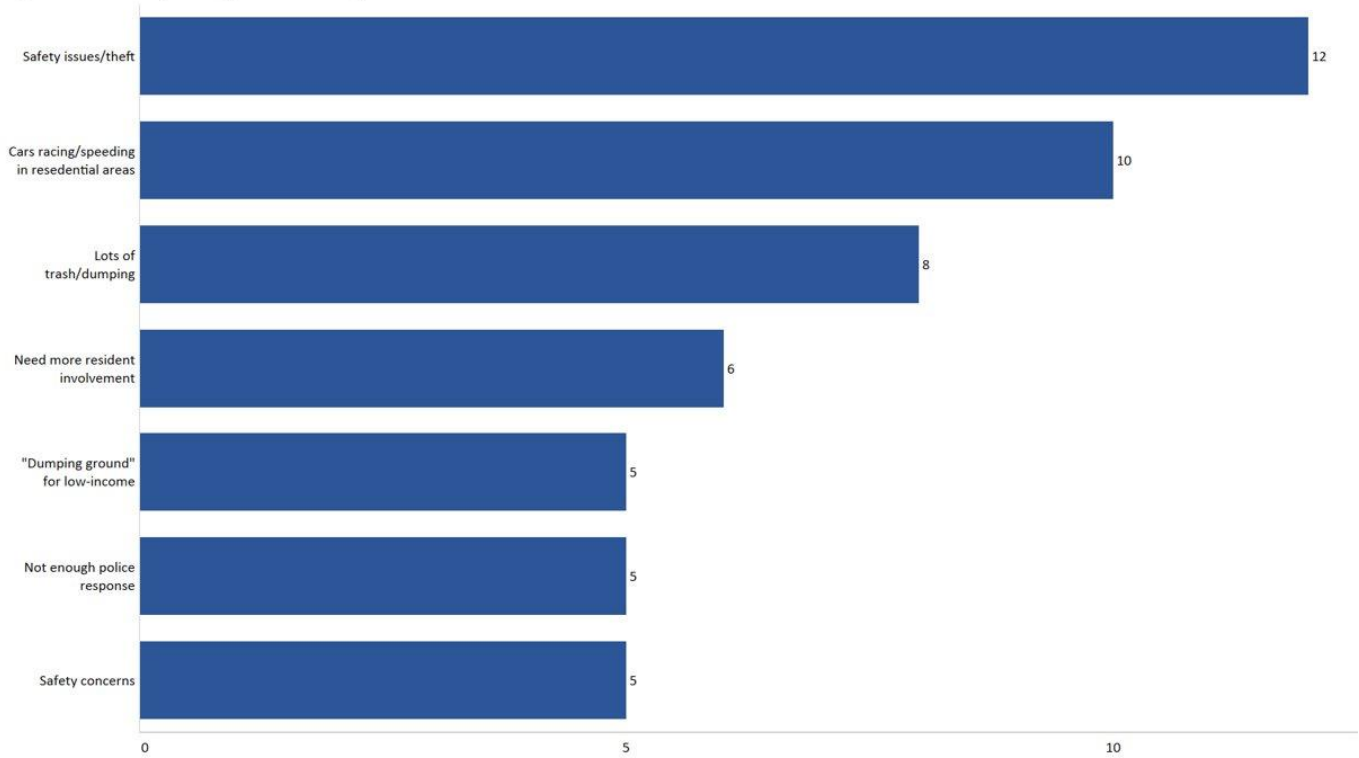
Q5 - What are some potential positive impacts from the planned/proposed developments?



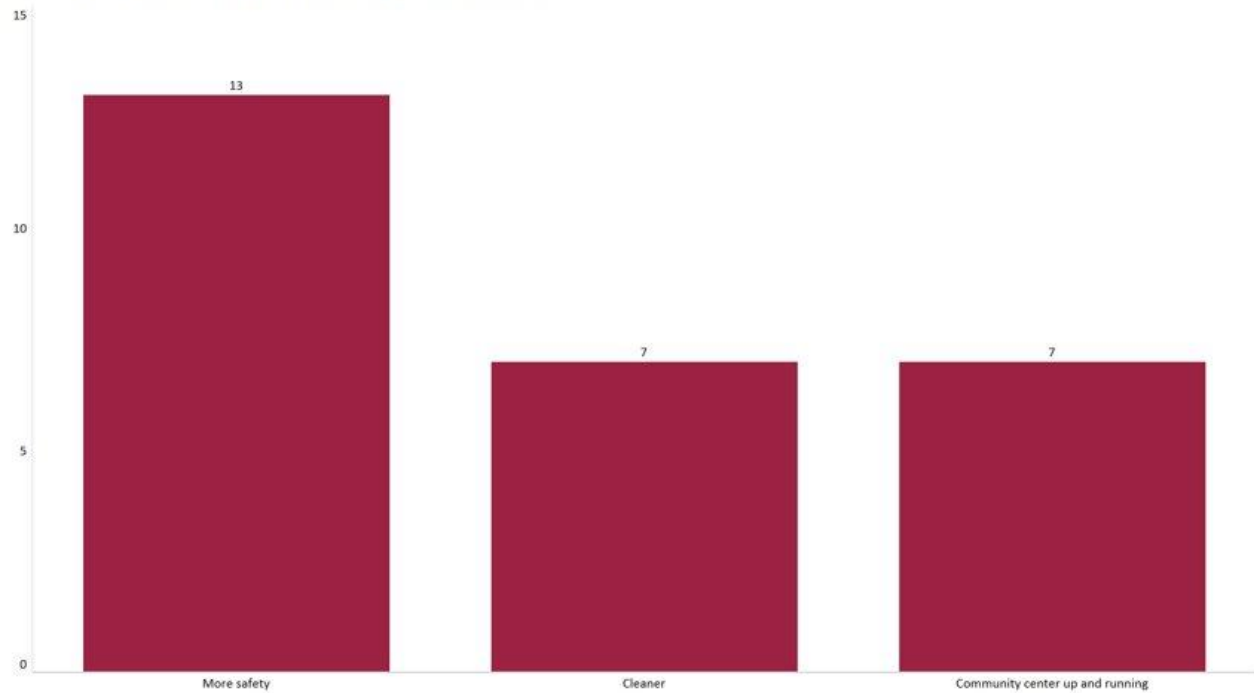
Q6 - What about your neighborhood do you like?



Q6 - What about your neighborhood do you dislike?



Q7 - In 10 years from now, how does your ideal community look?



Anecdotal Data and Barriers to Collection

In addition to the survey responses and focus group conversations, PDPHE considered anecdotal data gathered by Community Connectors while out in the field.

PDPHE staff asked the Connectors several questions regarding their experience in the field:

1. What is it like being in the field?
2. What, if any, neighborhood input are you getting from residents who don't take the survey but are giving their input anyway?
3. What do you feel has been helpful in getting surveys (gift cards, door hangers, etc.)?
4. What do you see as barriers to getting surveys completed?
5. Do you have suggestions for improving our response rate?
6. Additional comments and observations.

The key themes Connectors have found while out in the community are:

- Residents see the main issues in the area to be 1) Lack of police presence 2) Lack of Code Enforcement 3) A sense of frustration regarding homeless and transient individuals 4) Inadequate lighting 5) Speeding.
- The survey was long and deterred individuals from participating.
- There is a significant sense of disinterest/amotivation among many residents in the area. This is due to multiple factors including past experiences and personal beliefs.
- Many residents who did take the survey were kind and welcoming individuals, many of whom were retired or older working adults.
- There was difficulty obtaining survey responses although a variety of methods to persuade individuals were tried.
- Overall, the data collected via surveys followed suit with key themes heard in the field.

For the full anecdotal descriptions, please see Appendix F, Appendix G, and Appendix H.

Conclusion Regarding Data Collection Efforts

Overall, despite the significant difficulties with the data collection process on the West Side, PDPHE and its partners received adequate sample responses (178 randomized sample responses) to ensure a 95% confidence level of the entire West Side neighborhood. Additionally, 80 convenience sample responses were received from individuals outside of the sample population.

Although the canvassing effort was extremely difficult due to the variety of factors listed above, the key themes and results from the survey and focus groups will be instrumental with strategic planning for the West Side community. Answers received during the community input campaign have and will continue to be useful for all PDPHE neighborhood partners for future planning, development, and community programming.

The next step of the process is to utilize the data collected to create a community action plan that will be adopted by the Westside Neighborhood Committee (WNC). The WNC is a neighborhood-based coalition consisting of residents and community stakeholders. The WNC's mission is to create a safe environment that empowers residents to improve the West Side by increasing community advocacy, awareness, engagement, and healthy behaviors throughout the neighborhood. This coalition was developed from the focus groups, and it is facilitated by two resident co-leads and supported by a Health Promotion Specialist from PDPHE.

PDPHE will then continue to assist the WNC in implementation of the strategic plan by helping build community partnerships and helping find project-funding streams. The effort is ultimately intended to better the West Side neighborhood and increase the health and quality of life of its residents, business owners, and stakeholders.

Community Input Results

In this report, data gathered from the Community Input Measurement (CIM) Survey (Method 1) will be reported in data sets shown in Figures 1-31. The data set is comprised of responses from the total respondents of the sample population, as well as responses from random and convenience sample populations surveyed in the West Side.

The survey data being reported was gathered from September 20, 2022 – December 23, 2022. For the CIM Survey, input was conveniently received from 80 members of the general population and randomly received from 178 members of the sample population, providing a total of 258 responses. The findings listed in this report labeled “Sample Population” are representative of the West Side neighborhood with a 95% confidence interval and shows a 24% survey response rate.

Results from the West Side Focus Group discussions held between January 17, 2022 – February 24, 2022 (Method 2) have been reported on previous pages (pages 7-12).

NOTE: The sample data results in this report contain responses from 178 individuals who were part of a randomized sample population that responded to the community input survey by December 23, 2022. Due to the decision to use a randomized sample, responses from the sample population are considered representative of the entire West Side neighborhood with a 95% confidence interval. The combined data, also called aggregate data, reflects the responses from the randomized sample population in addition to the opinions gathered from 80 West Side residents who were part of the convenience sample population that also responded to the survey by December 23, 2022, at 5:00pm MST.

Respondent Demographics

Of the 41 questions asked in the community survey, eight were demographic descriptions of the respondents regarding age, gender, race and ethnicity, household makeup, length of residency, homeownership, and geographic location (zip code). Answers to the demographics questions from respondents are as follows:

Figure 1 depicts the racial/ ethnic breakdown of the total 260 respondents, including those listed in the random and convenience samples. Most of the total respondents were Hispanic or Latino/a (45%). 35% of the respondents were Caucasian or White.

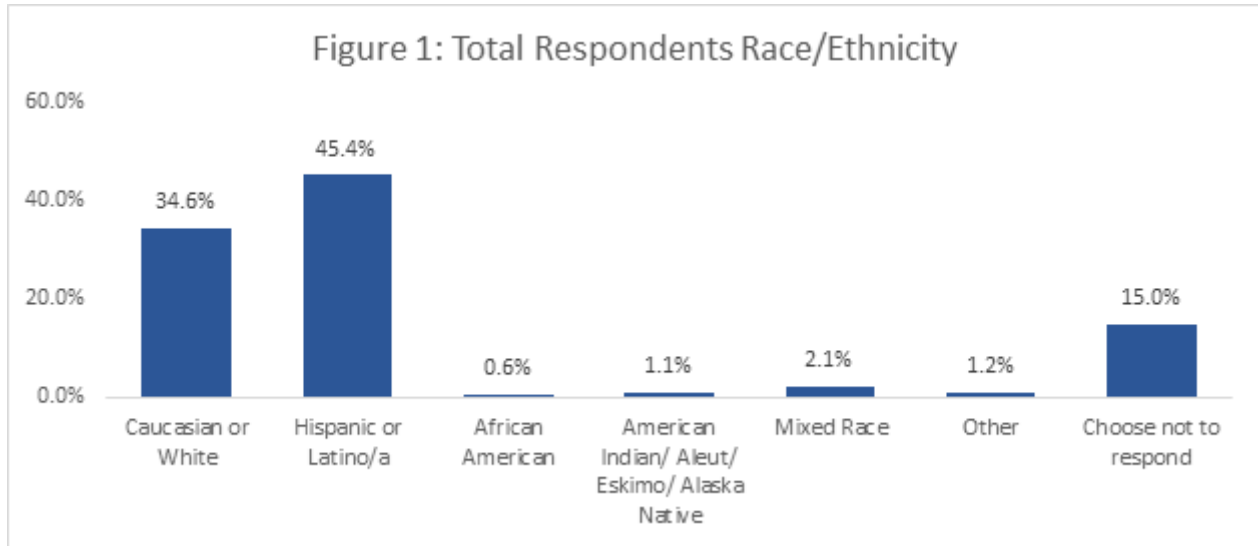


Figure 2 shows the racial/ ethnic breakdown of the 178 randomly sampled respondents and 82 conveniently sampled respondents (Figure 2). The sample population for both the random (48%) and convenience (40%) groups were mainly Hispanic or Latino/a.

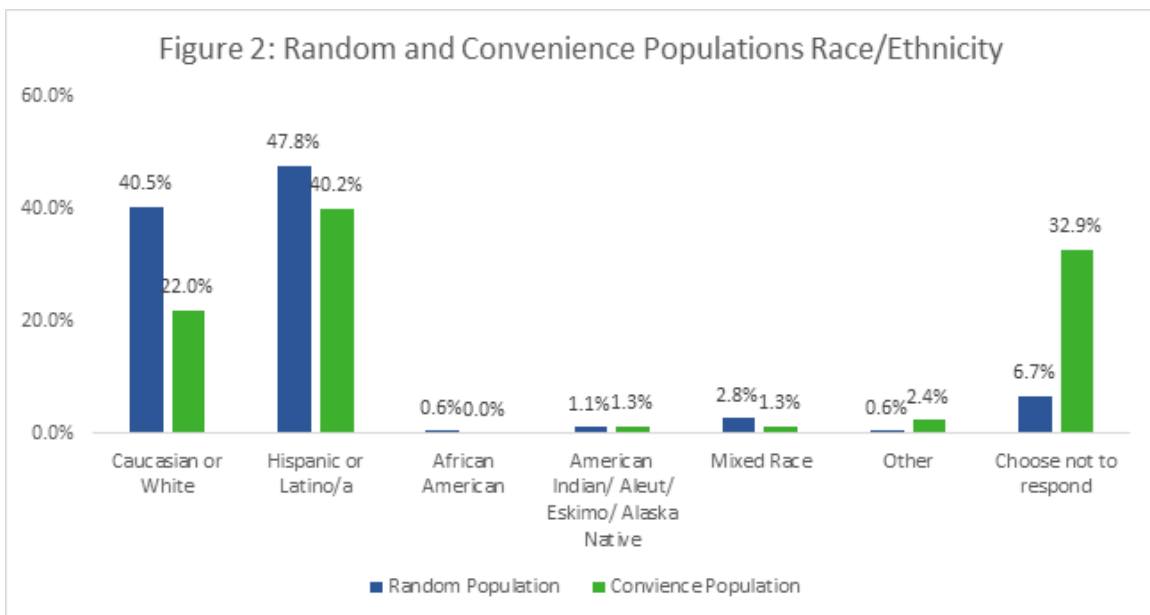


Figure 3 shows the gender breakdown of the 260 total respondents. 59% of the respondents were female.

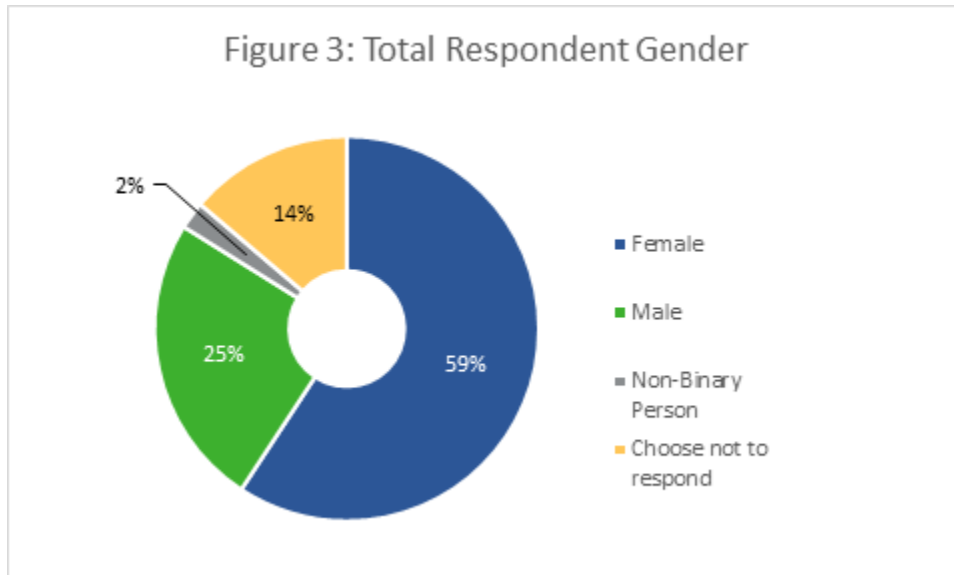
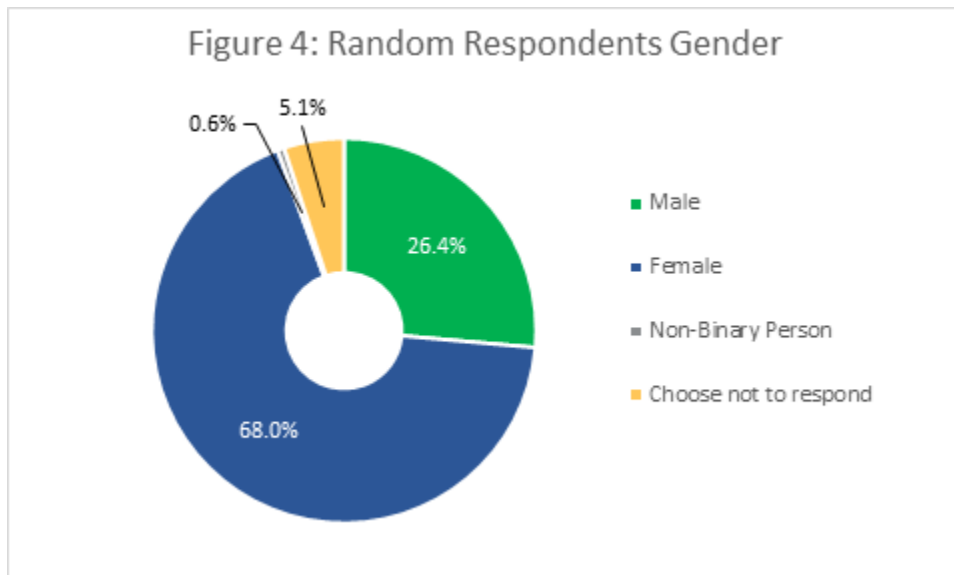
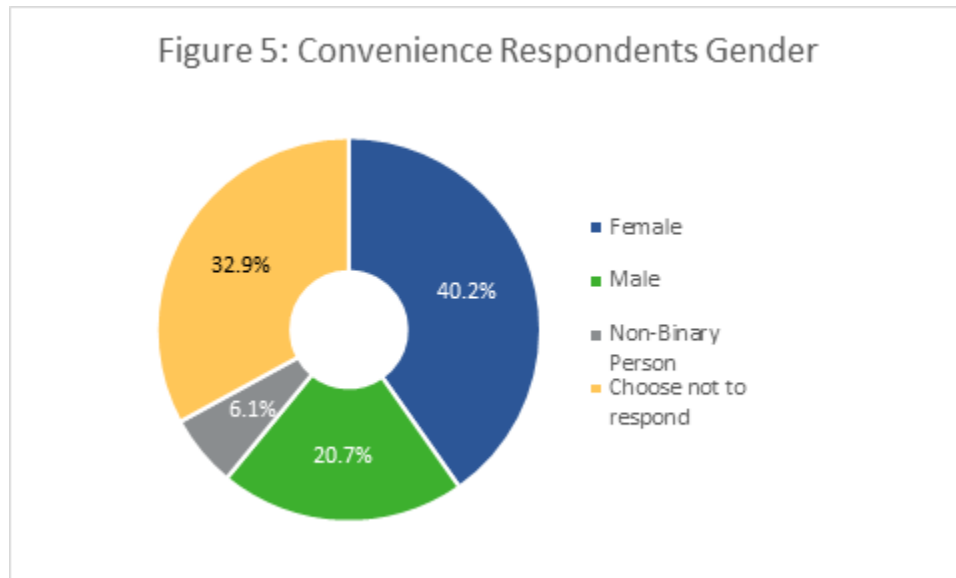


Figure 4 illustrates the gender breakdown of the 178 random respondents. 68% of respondents were female.



Displayed in Figure 5 displays the gender breakdown of the 82 respondents in the convenience sample. The sample also had a majority female participation at 40% and 33% chose not to identify their sexes.



The charts in Figures 6-8 represent the age breakdown of the respondents. About 32% of all respondents were over 65 years old (Fig.6). When considering the randomly sampled group, adults 65 years and older made up the majority at 39% (Fig.7) and those between the ages of 35 and 44 made up 40% of the convenience sample (Figure 8).

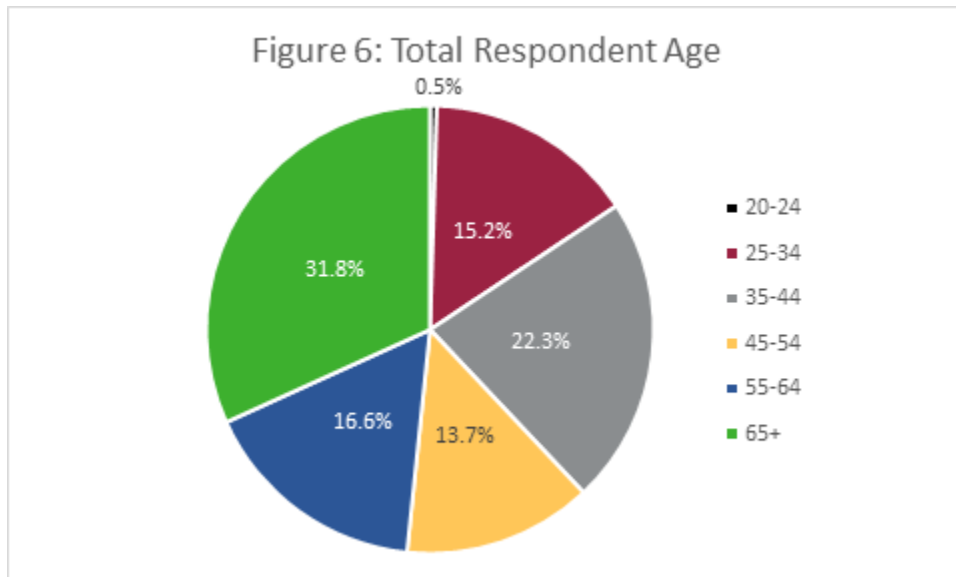


Figure 7: Sample Respondent Age

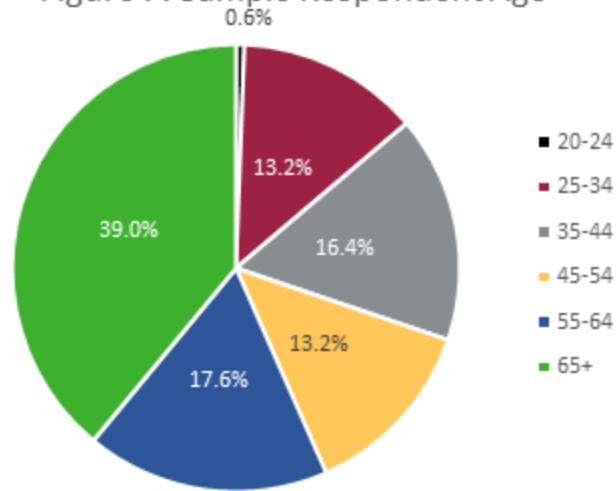
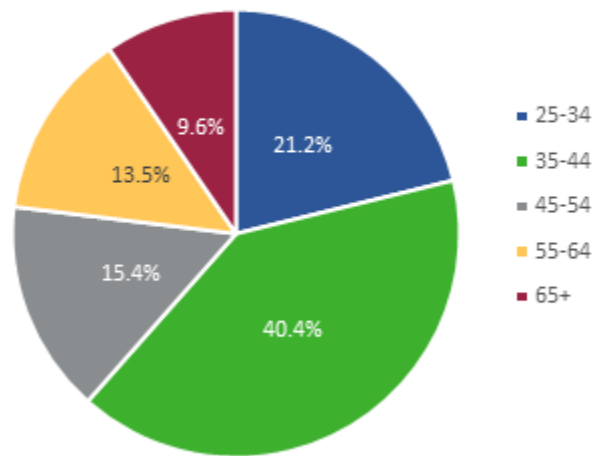


Figure 8: Convenience Respondent Age



Illustrated in Figure 9 is the distribution of children under the age of 18 living in the households sampled. 61% of the households had no children under the age of 18 living in the homes, while 17% of those households had 1 child under 18 years living in the home.

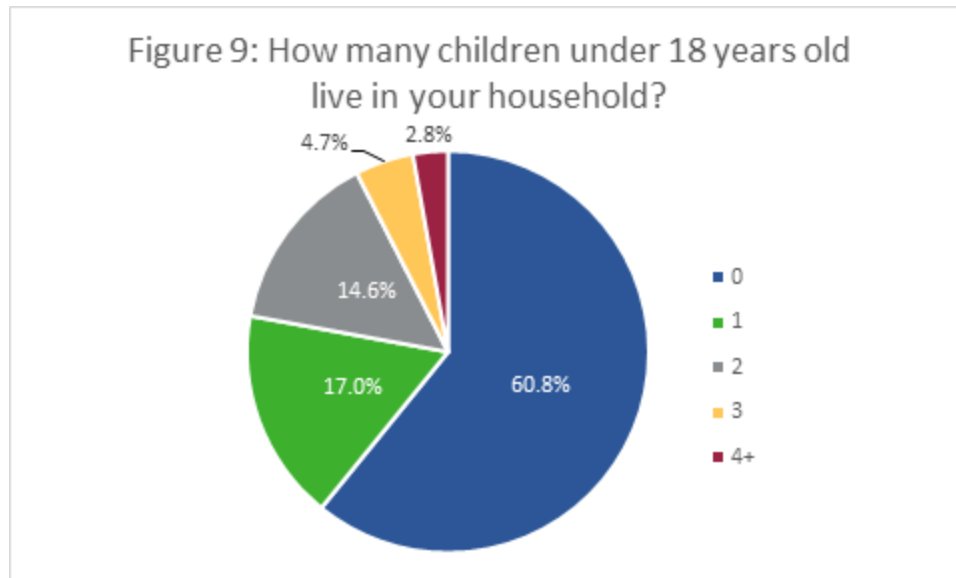
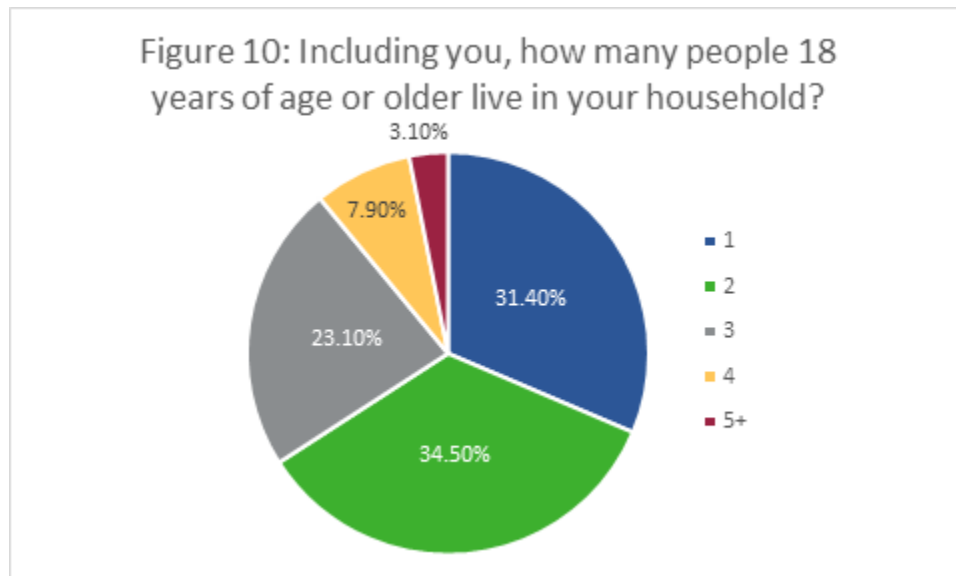


Figure 10 represents the number of people living in a household that are over the age of 18. Most households (35%) have two adults living in the home.



The majority of the respondents have lived in the West Side neighborhood for more than 10 years (Figure 11).

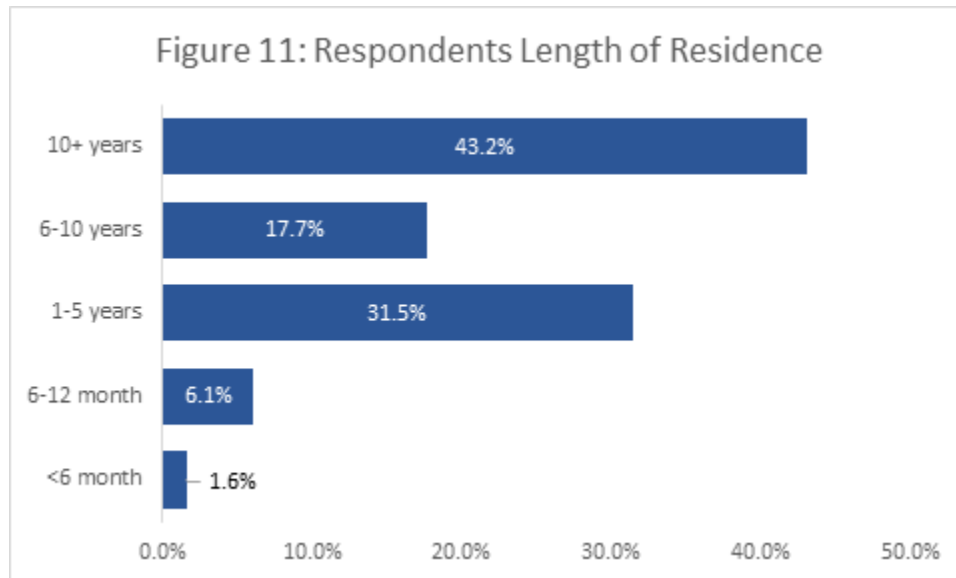
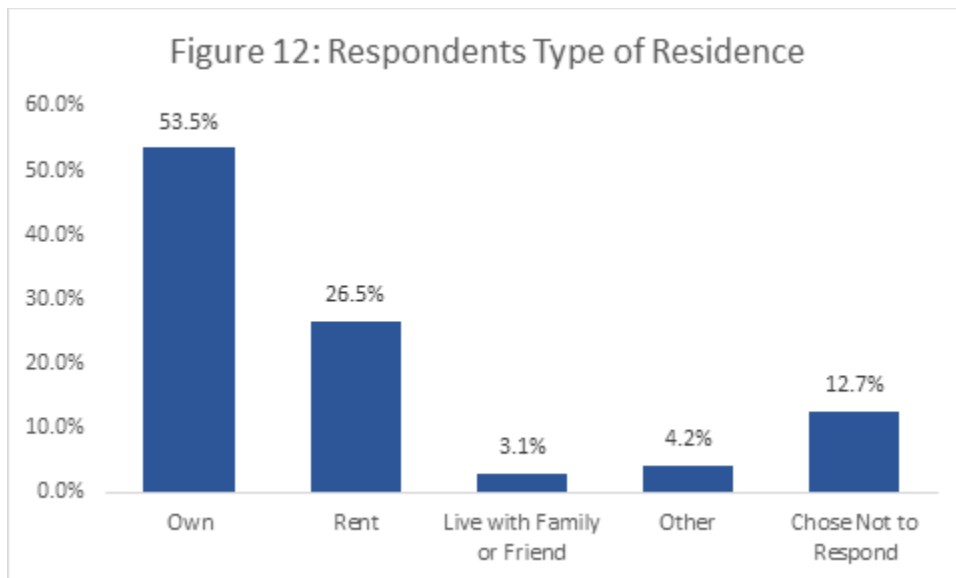
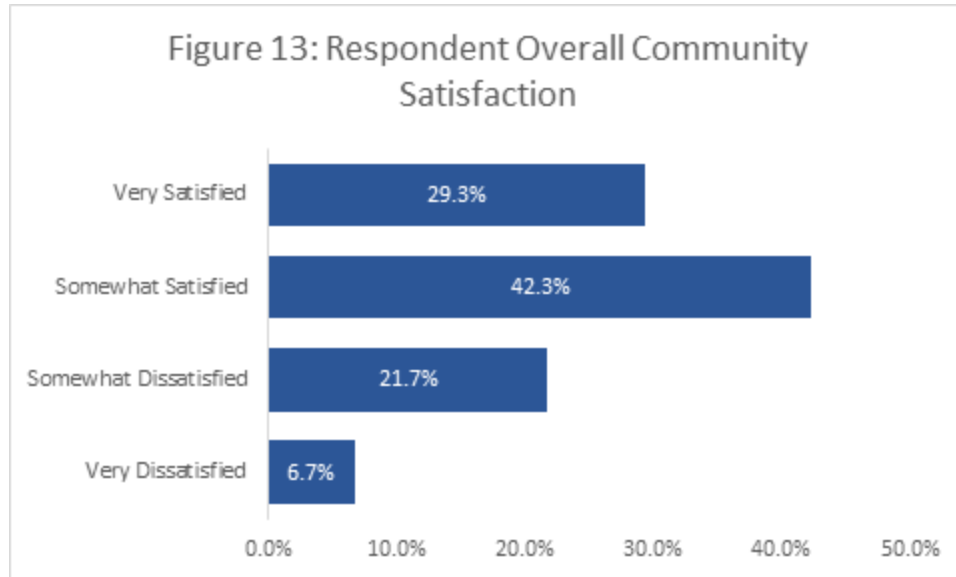


Figure 12 shows 53% of the survey respondents owned their homes in the West Side of Pueblo city.

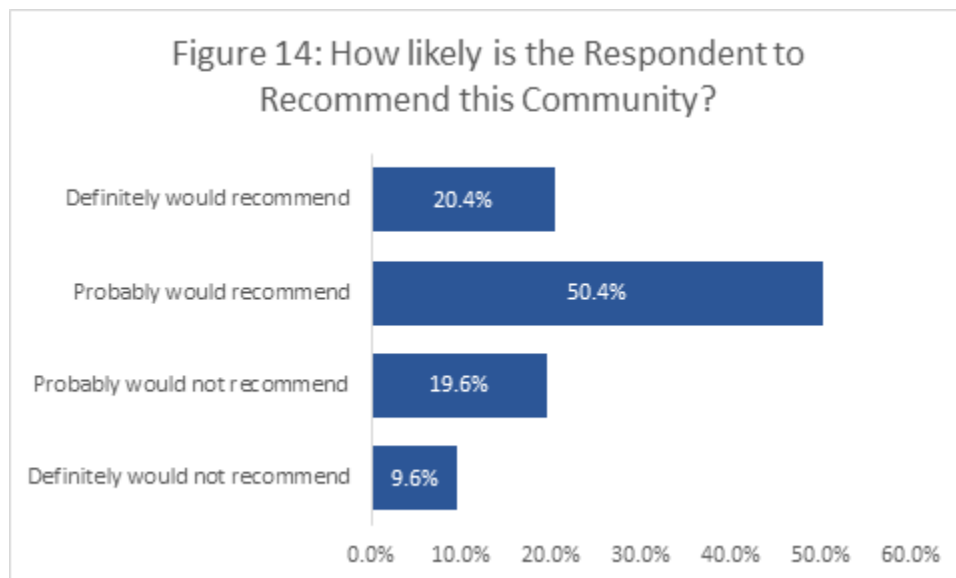


Community Satisfaction and Involvement

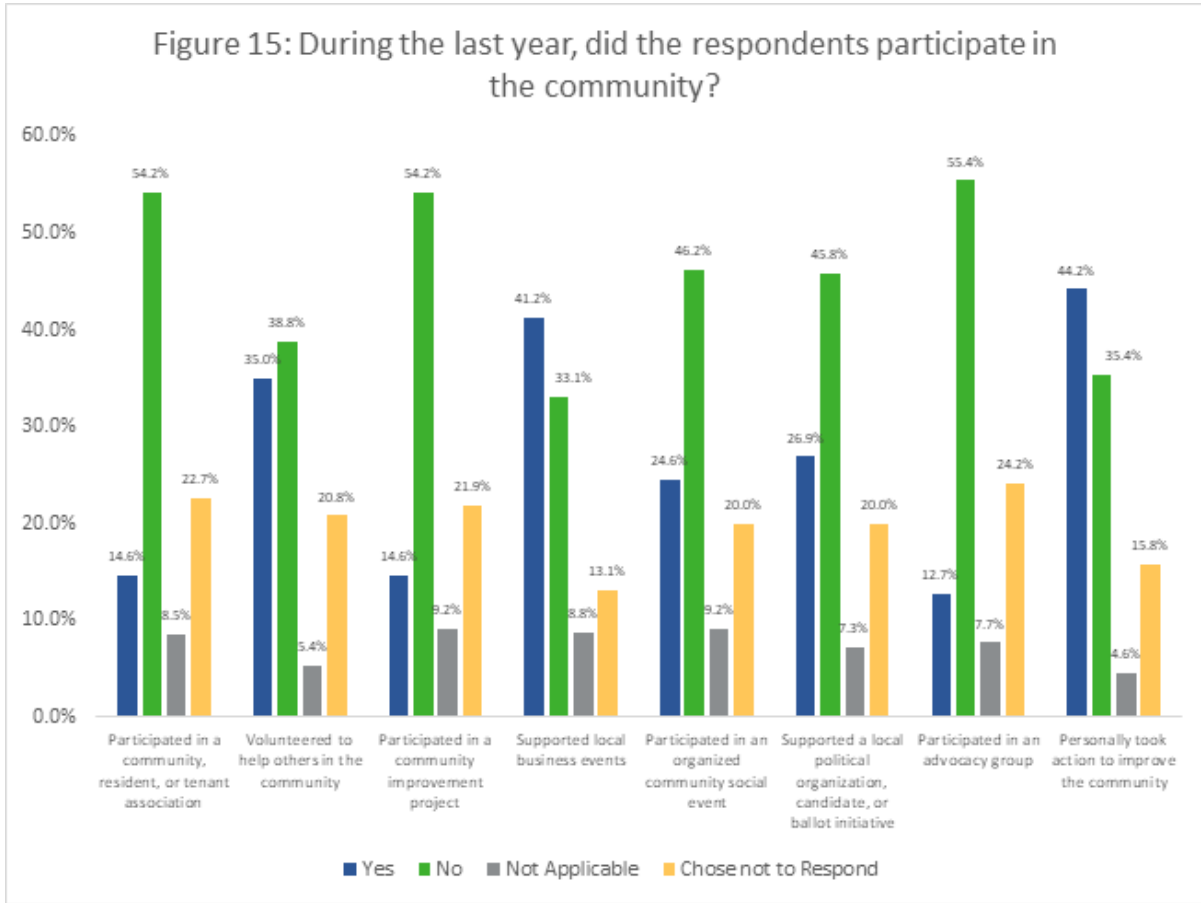
In the CIM survey, respondents were asked “Overall, considering everything, how satisfied would you say you are living in this community?” The majority of the respondents said that they were somewhat satisfied with the overall community of the West Side (Figure 13).



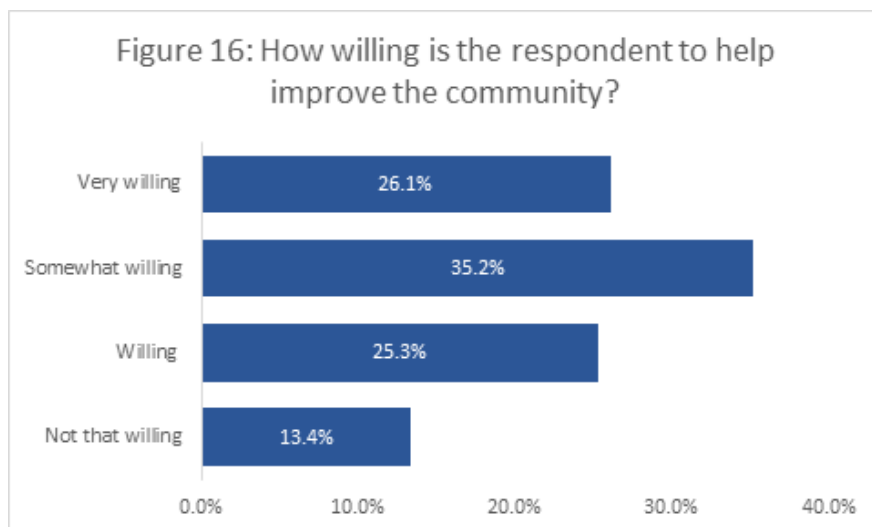
In Figure 14, 50% of the respondents said that they would probably recommend the West Side to others while about 10% said that they definitely would not recommend the West Side community.



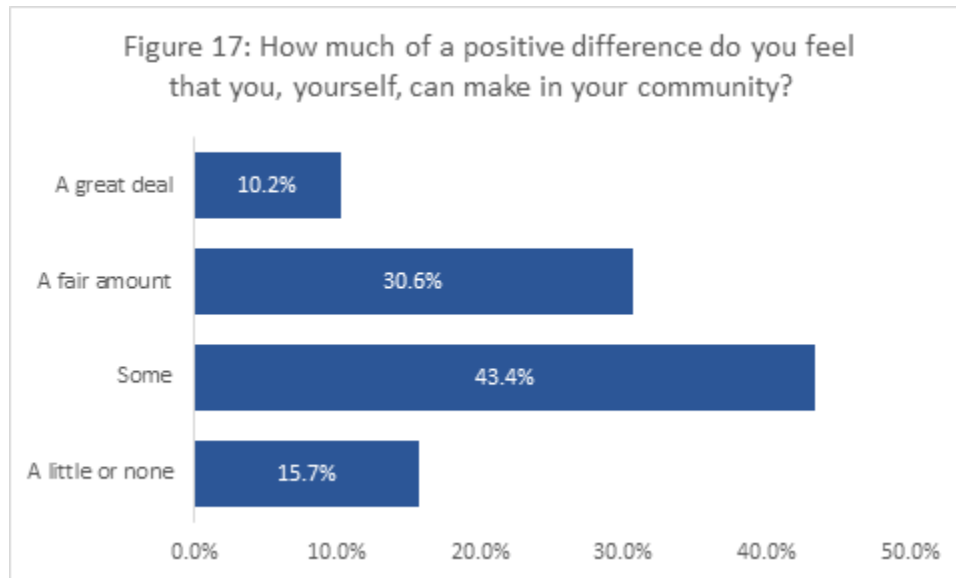
When asked about their participation in community activities, 44% of respondents were actively involved in improving their communities, 41% supported the local businesses, and 35% volunteered to help other community members.



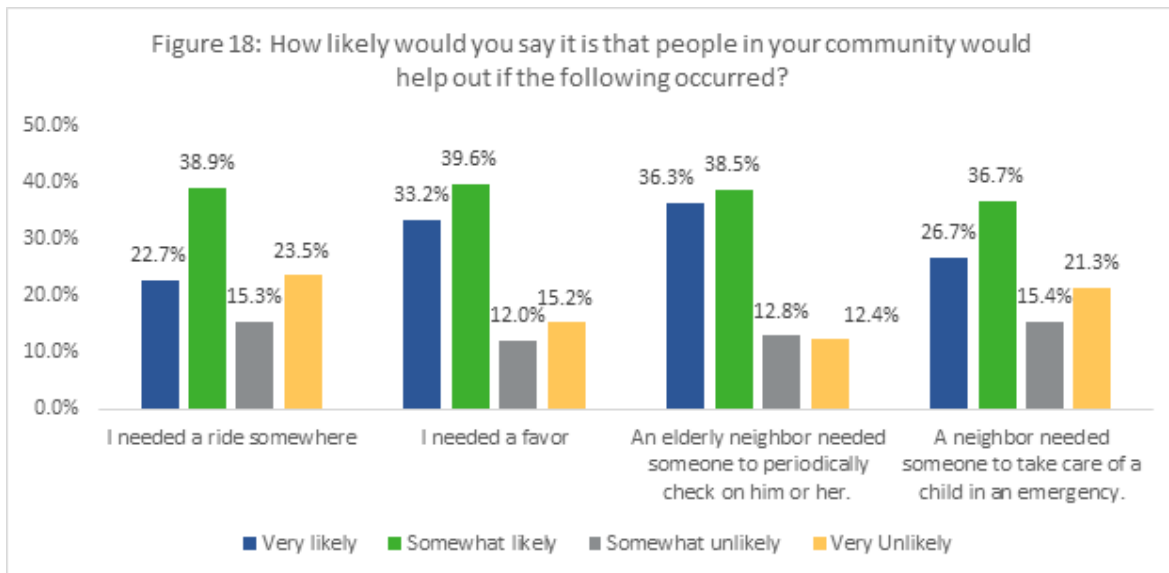
35% expressed that they were somewhat willing to help in the improvement of the community while 26% shared that they were very willing (Figure 16).



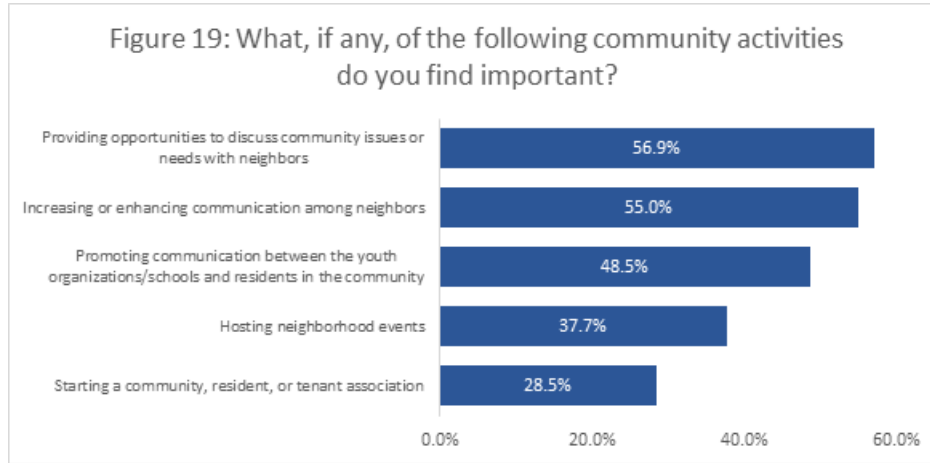
The majority (43%) of the respondents felt that they could make some positive difference in the community (Figure 17).



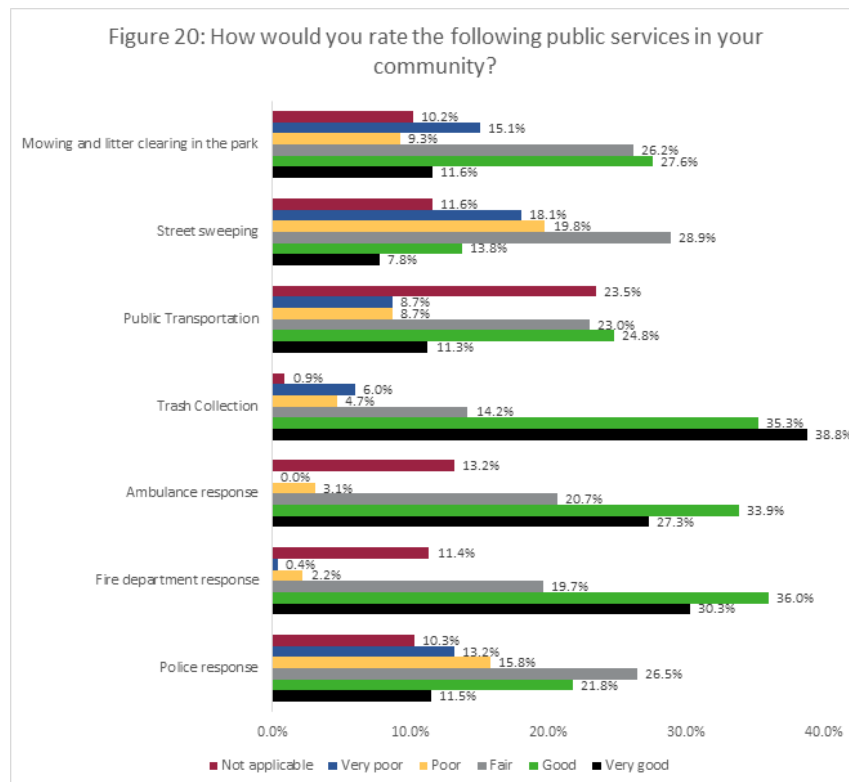
In Figure 18, the majority of the respondents believed that other community members were somewhat likely to help their neighbors in different situations.



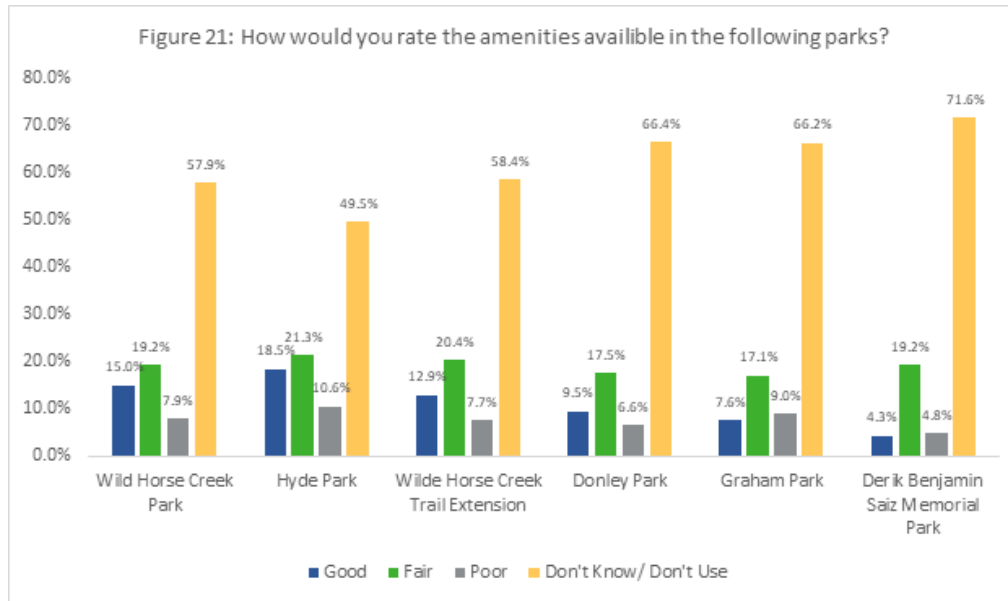
57% of the respondents said that providing opportunities to discuss community issues or needs with their neighbors was very important to them followed by increasing or enhancing communication among neighbors (55%). Therefore, it is evident that community members value communication with their neighbors about issues affecting their society (Figure 19).



When asked to rate different public services in the West Side community, 27% of respondents said that the park clearing services were good. 29% rated street sweeping as only fair. About 25% reported that public transportation was good, but about 23% also reported that public transport was only fair in their neighborhoods. The results from the focus group conversation generated more context for this question because the majority of participants agreed that the existing multimodal connections need improvement, and many cited having had negative experiences regarding the public transit system in general. Then, a majority of respondents (27%) believed that police response was only fair in the West Side community.

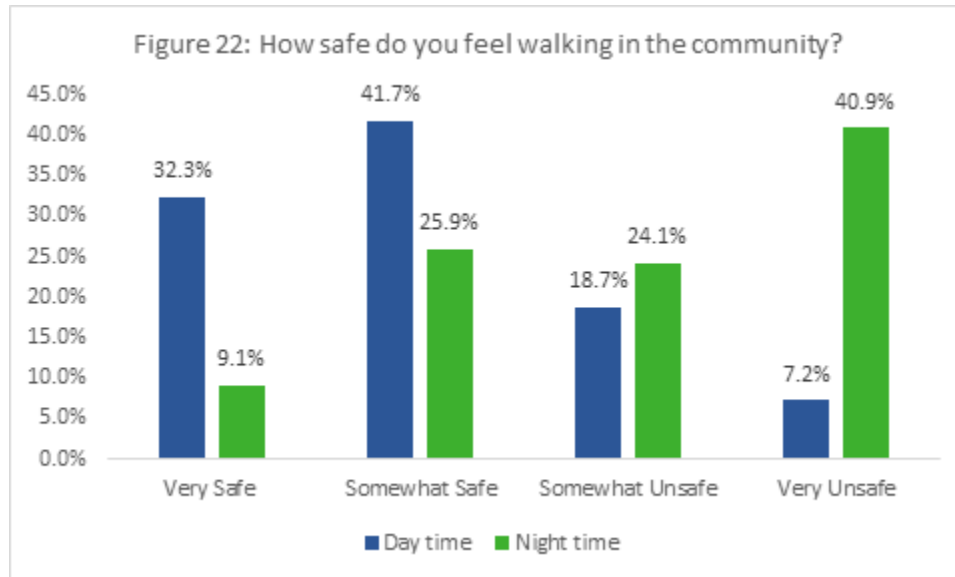


The majority of the respondents did not know about or did not use the amenities in their local parks (Figure 21).

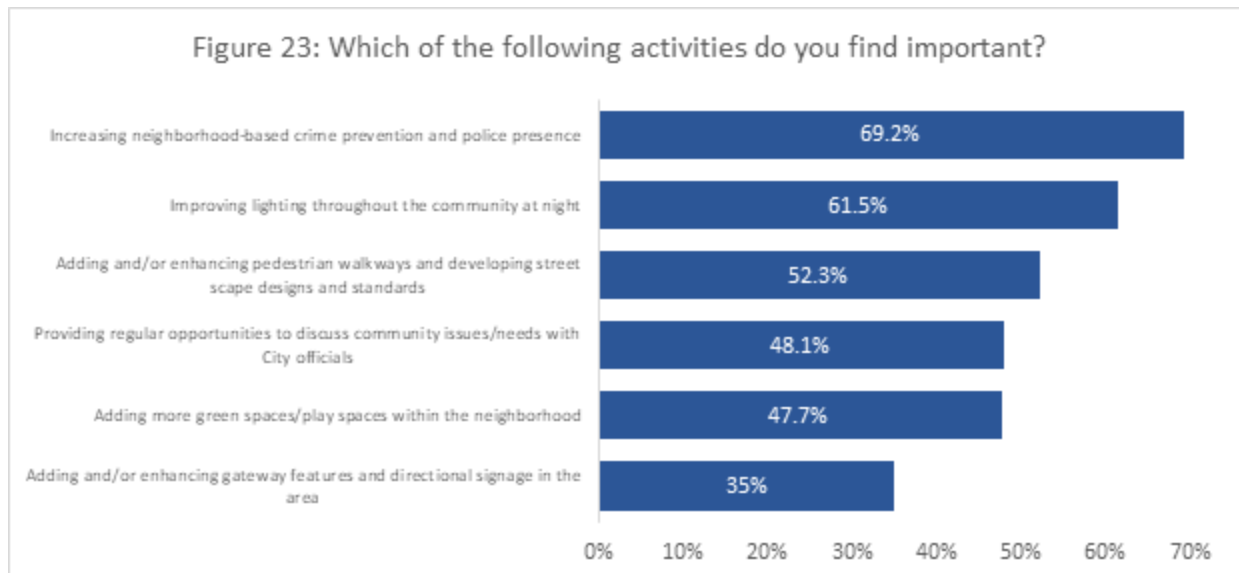


Community Safety

When asked about safety during the day and at night in the westside community, 42% reported that they felt somewhat safe during the day and 41% reported that they felt very unsafe during the night (Figure 22). This shows that there might be safety concerns in this community.

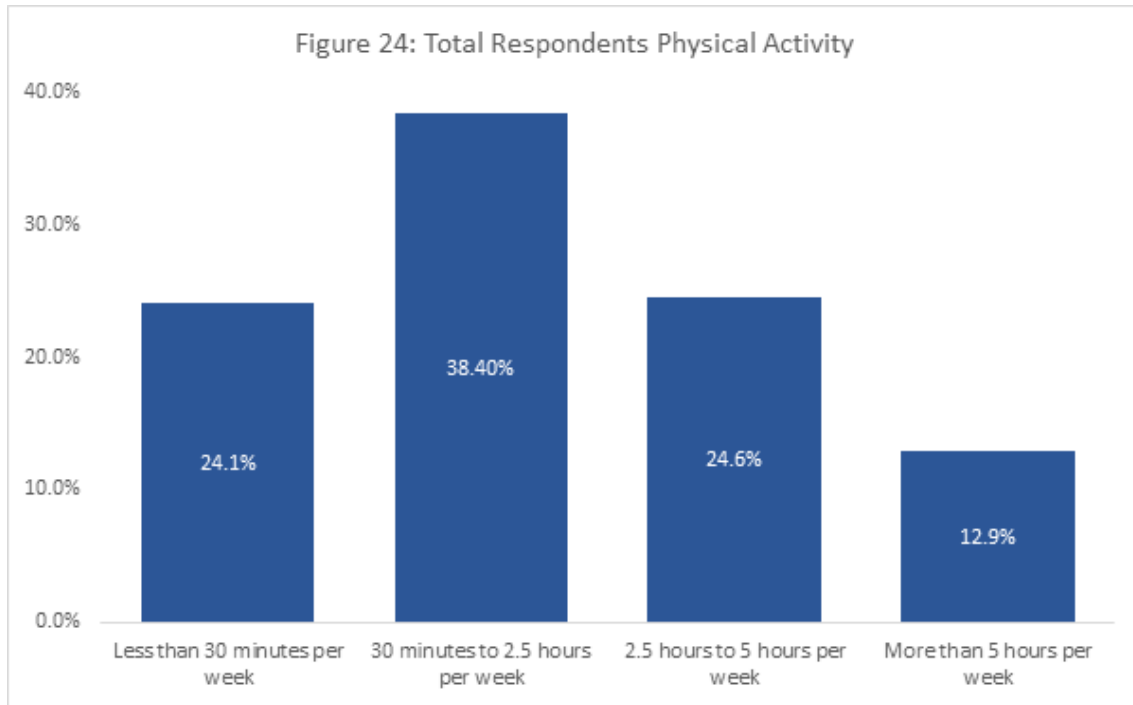


The majority of respondents (69%) want to increase neighborhood-based crime prevention and police presence in the community and 62% would like to improve lighting in the community at night (Figure 23).

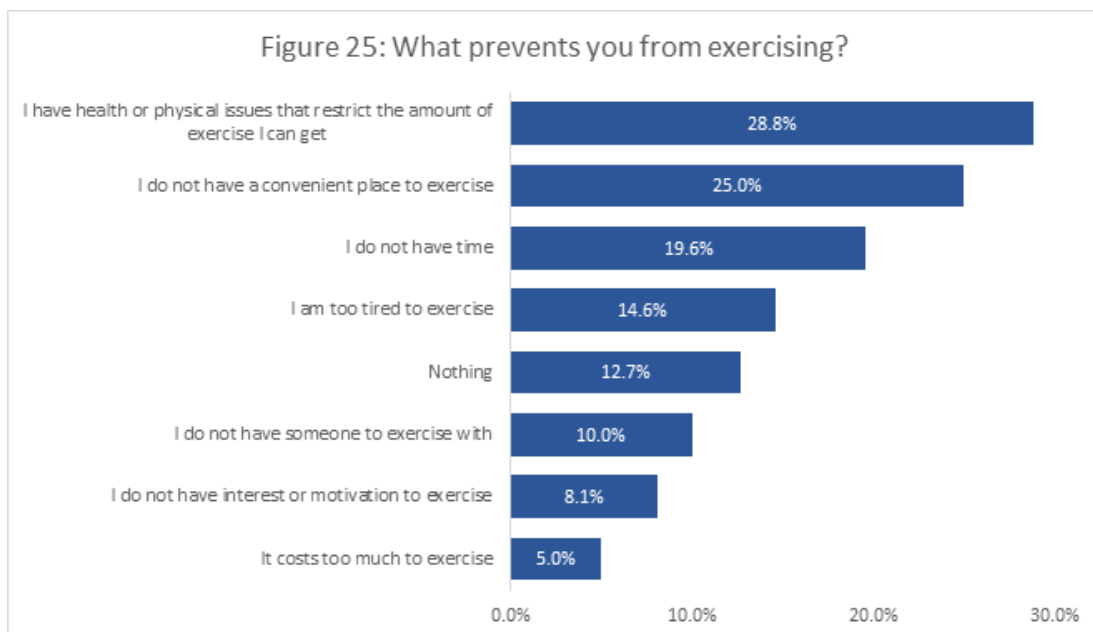


Physical Activity

38% of participants reported that they were physically active for 30 minutes to 2.5 hours a week (Figure 24).

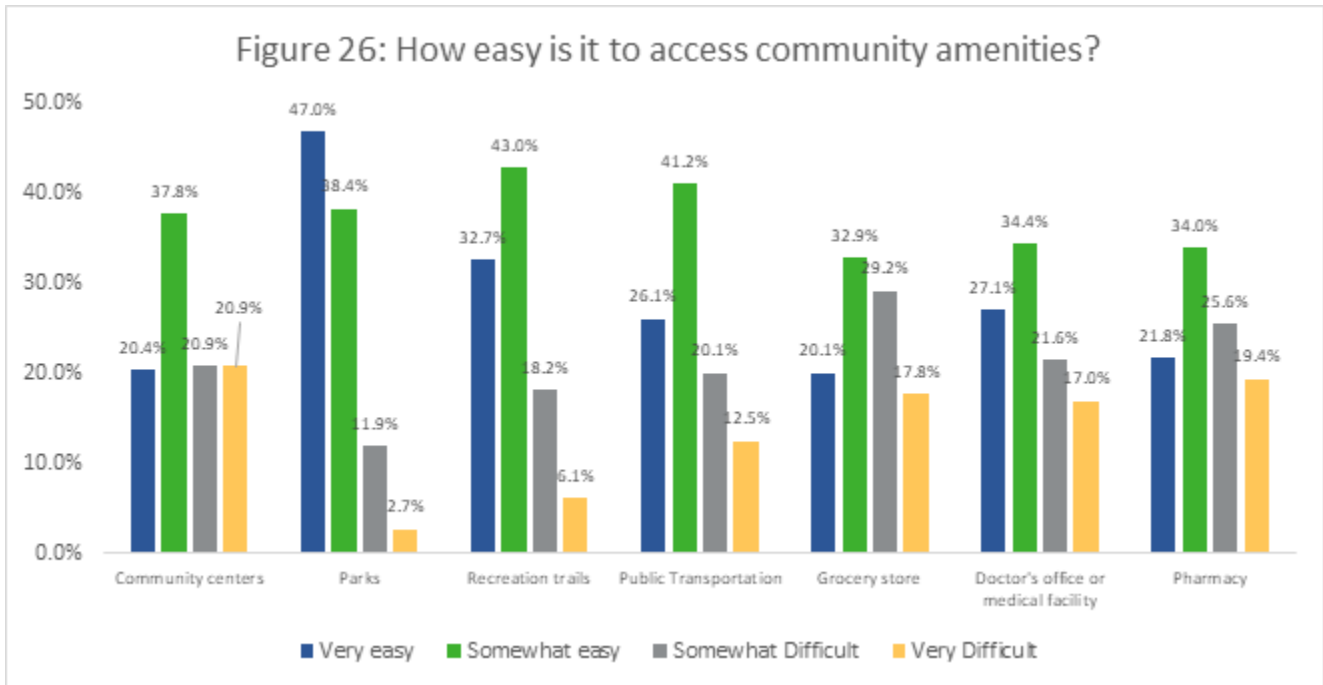


When respondents were asked to identify barriers to exercising/ physical activity, 29% said that they had health/physical issues that restrict the amount of exercise they can get while 25% reported that they do not have access to a convenient place to exercise (Figure 25).

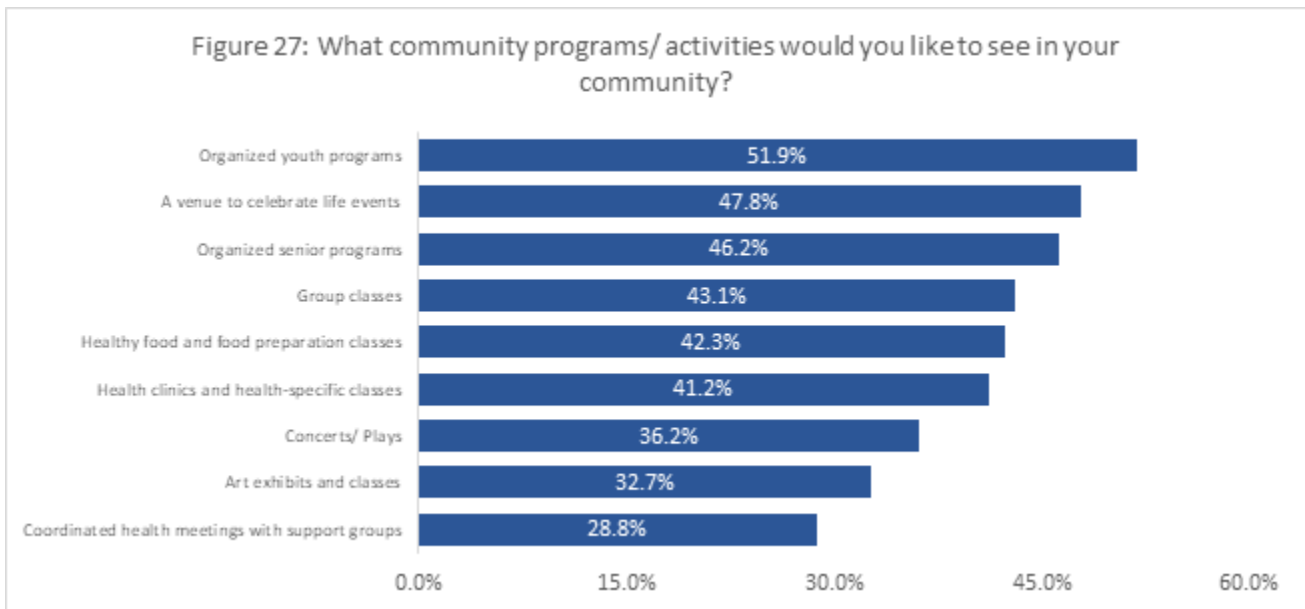


Community Accessibility

38% of respondents said it was somewhat easy to access community center amenities and 47% said that they found park access very easy. 33% found grocery store access easy while 19% said that grocery stores were somewhat difficult for them to access. 34% said that it was somewhat easy to access a medical facility and pharmacy (Figure 26).

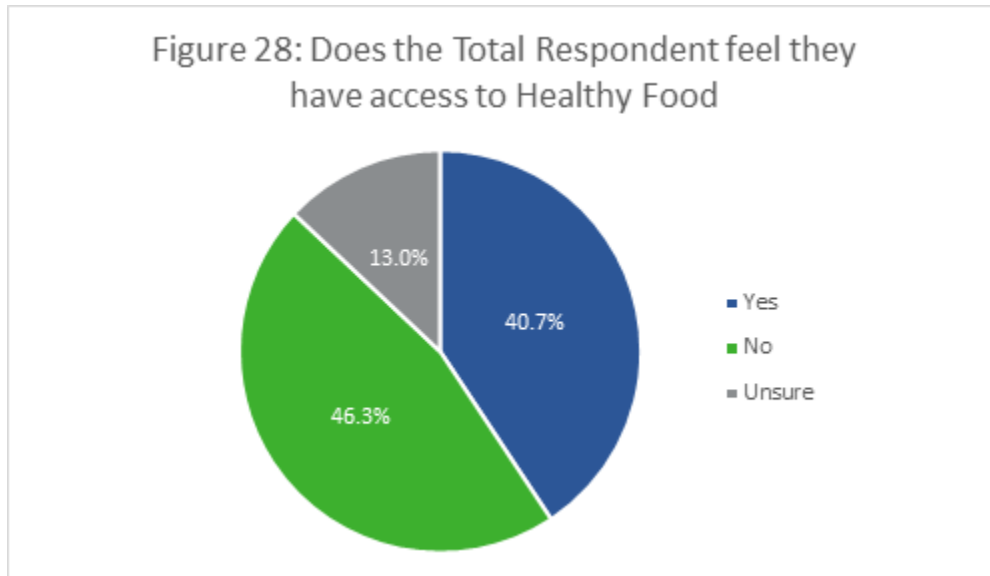


52% of respondents would like organized youth programs in the community, 48% wanted a venue to celebrate life events, and 46% would like organized senior programs in the communities (Figure 27).

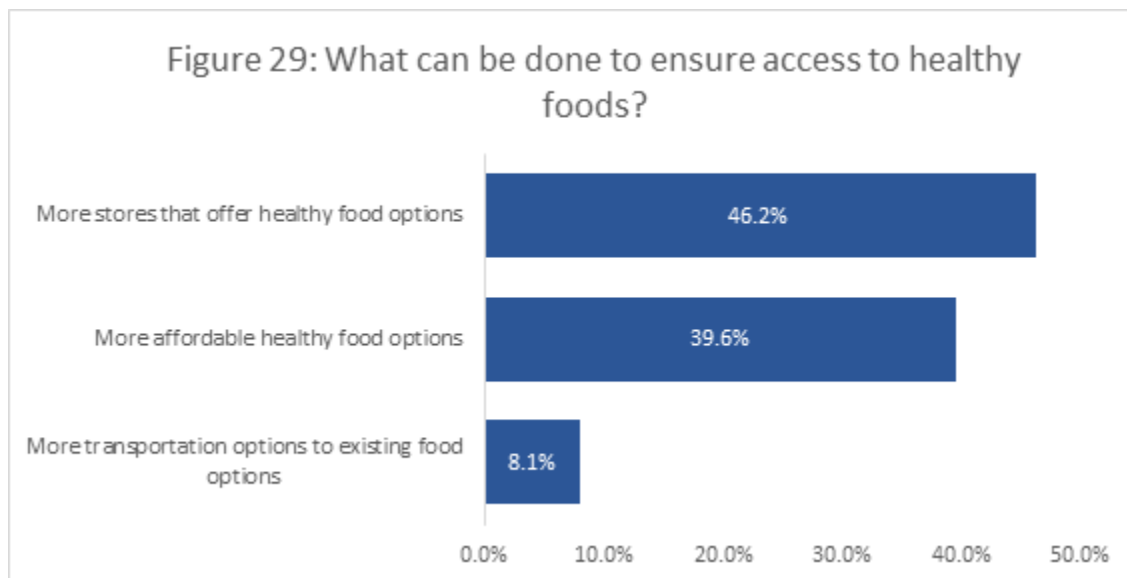


Healthy Food Access

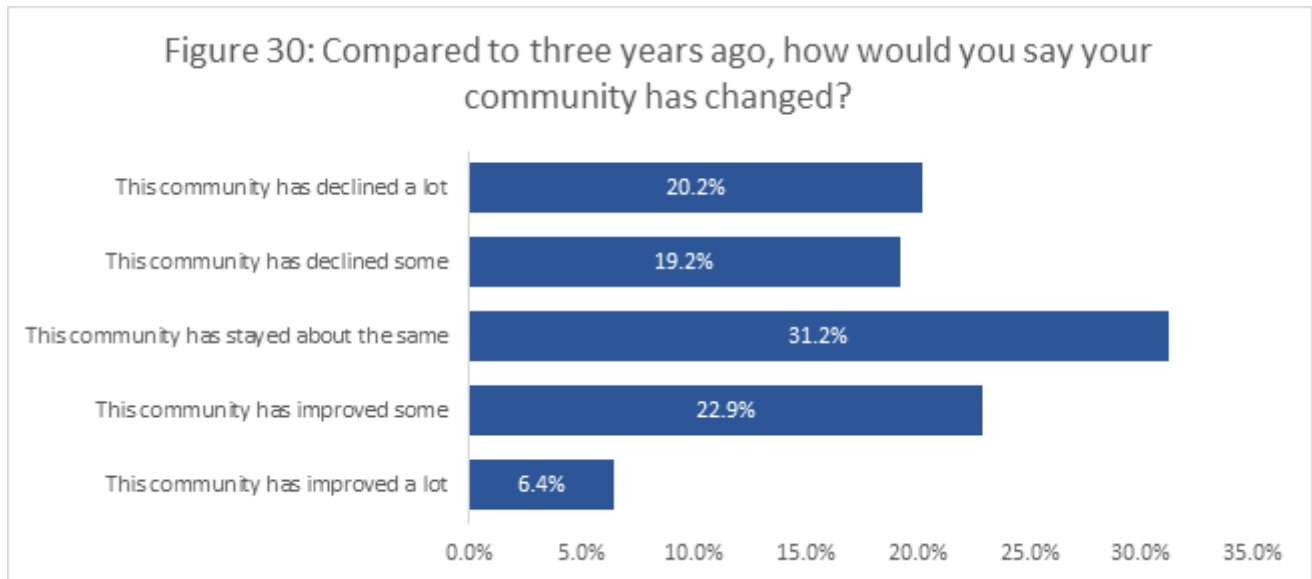
46% reported that they do not have access to healthy food (Figure 28).



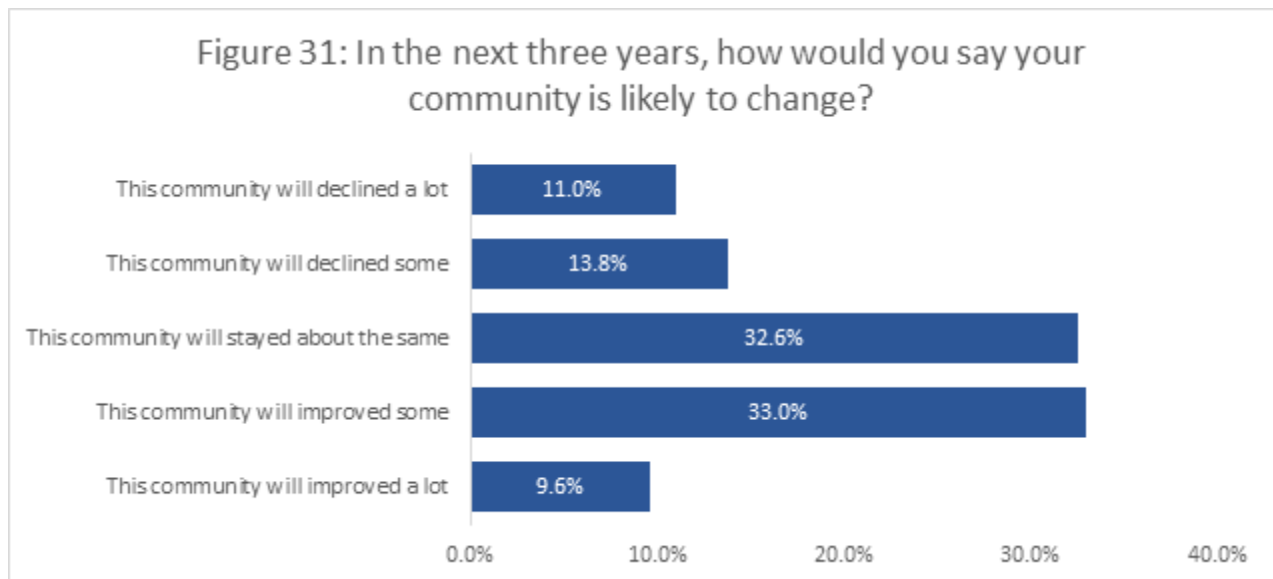
When asked about what could be done to decrease barriers to access healthy foods, 46% said that they needed more stores that offer healthy food options, 41% would like more affordable healthy food options, and 8% said that they needed better transportation services to existing healthy food locations (Figure 29).



31% of participants said the community has stayed about the same when compared to 3 years ago. Only 23% thought that the community improved some compared to 3 years ago (Figure 30).



33% of participants thought that the West Side community would improve some in the next 3 years while 33% also believed that there would be no change and it would stay the same in the next 3 years (Figure 31).



Summary and Data Usage

This report provides valuable information into how West Side neighborhood residents feel about their community and what their thoughts are on how to improve it. The information provided in this report also highlights what residents feel are issues, opportunities, and priorities in the West Side.

When reviewing the demographic makeup of survey respondents compared to the makeup of the West Side community, the data collection effort, overall, proved to be relatively successful in its mission of gathering representative community feedback regarding health and quality of life. The survey results showed a higher percentage of females responded to the survey than originally planned (68% of sample respondents, 59% of total respondents) and compared to the demographic makeup of the community (50.98%). For age, the data collection effort matched or surpassed the overall population makeup in all age brackets except for 20-24-year-olds. Finally, most respondents identified as Hispanic or Latino/a, which is representative of the demographic makeup of the community. In all, the data gathered in this report provides a well-rounded sample of individuals who represent the West Side community.

Overall, the data collected shows several key themes that, if addressed, would help improve the health and quality of life within the West Side neighborhood community.

The first priority identified was to improve safety measures because over 40% of respondents reported that they felt very unsafe walking in the community. A majority believed that police response was only fair in the West Side, and nearly 70% of respondents wanted to increase neighborhood-based crime prevention and lighting in the area. The second priority was to make the West Side cleaner because the data collection showed that respondents felt that the park clearing services were only good and street sweeping was only fair. The third priority was to get the Hyde Park Community center operating again. If the Hyde Park Community Center is reopened, 52% of respondents would like the building to be used for organized youth programs, 48% want the venue to be used to celebrate life events, and 46% are hoping for organized senior programs. Based on the respondents' answers from the survey and focus groups, West Side residents value community engagement. More than half said that providing opportunities to discuss community issues or needs with their neighbors was very important, as was increasing communication among neighbors in general.

The information gathered will assist PDPHE, HACP, NeighborWorks Southern Colorado, CHPA, and the City of Pueblo with researching, partnering, creating an action plan, and securing resources that can help resolve community issues and accomplish resident priorities over the coming years.

Now that the data has been collected, analyzed, and reviewed, the next step is to create a detailed and achievable action plan that can be adopted by the WNC and implemented throughout the West Side community. This strategic plan will be relevant and built from the community input received, so the action items will likely be well received by residents within the community. Considering this, as well as the continued collaboration with the WNC, project implementation will be sustainable and successful.

Appendices and References

[Appendix A – West Side Survey - 8-15-22](#)

[Appendix B – West Side Survey Postcard.pdf](#)

[Appendix C – Last Call West Side Postcard.pdf](#)

[Appendix D – Focus Group Invite List and Facilitator Script.docx](#)

[Appendix E – Focus Group Informed Consent Form.docx](#)

[Appendix F – Mario – Community Connector Input \(10.26\).pdf](#)

[Appendix G – Mario – Community Connector Input \(11.14\).pdf](#)

[Appendix H – Arlett – Community Connector Input.pdf](#)