

# Golden Well Being Index Projects

City Council Update  
January 7, 2016

# Background

- ▶ Initiated December 2014 to help guide future decision making.
- ▶ Directed to both City and Community Partners
- ▶ Two distinct components:
  - Gallup Healthways Well Being Index Survey
  - Colorado School of Public Health Student Project

# Status

- ▶ Gallup Healthways survey results delivered August 2015.
  - ▶ CSPH student evaluation project complete December 2015
  - ▶ Community Presentation – January 30, 2016
  - ▶ Project results to feed into Council goal setting, future City budget discussions, and program and project planning by partner organizations
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# How We Fit In



# City vs. Community – Why are we here?

- ▶ Community is the sum of geography, physical land use, transportation, and infrastructure networks defined and supported by economic, social, religious, educational, and institutional forces.
- ▶ Community is why people move here!



# City makes it possible for Community to thrive!

- ▶ City government is an organizing element designed to provide certain services typically not provided by free market forces.
- ▶ Historic “core business” of the City was provision of ..roads, water, sewer, police and fire protection.
- ▶ Also... recreation, support of cultural institutions, land use planning, economic development.
- ▶ But we can also influence and facilitate community building actions by partners



# Format – Gallup

- ▶ An internationally administered 25 year on-going survey project to continuously measure wellbeing.
  - ▶ For Golden, a random mail in survey sent to 2,000 households in spring 2015 – Approx 550 responses (high rate return).
  - ▶ Results compared to Colorado and US.
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# The Well-Being Index: What Is Well-Being?

- High well-being means a life well-lived — all the things that are important to each of us, what we think about and how we experience our lives.
- Well-being comprises five elements — and all five are **interrelated** and **interdependent**.



- **Purpose:** Liking what you do each day and being motivated to achieve your goals
- **Social:** Having supportive relationships and love in your life
- **Financial:** Managing your economic life to reduce stress and increase security
- **Community:** Liking where you live, feeling safe and having pride in your community
- **Physical:** Having good health and enough energy to get things done daily

# Executive Summary: Overview

- ▶ Golden's adult population has very high levels of well-being compared with cities nationally.
- ▶ Residents there think about and evaluate their lives very highly, with 64% "thriving" in Life Evaluation and 3% "suffering," compared with 55% and 4% across the U.S.
- ▶ Community well-being is easily Golden's biggest strength among the five elements, followed by physical.
- ▶ At least 48% of Golden residents are "thriving" in each of the five elements, near or exceeding the general goal of 50%. Community and physical well-being both exceed the goal of a 5-to-1 ratio of thriving to suffering residents.

# 2015 Thriving, Struggling and Suffering by Element

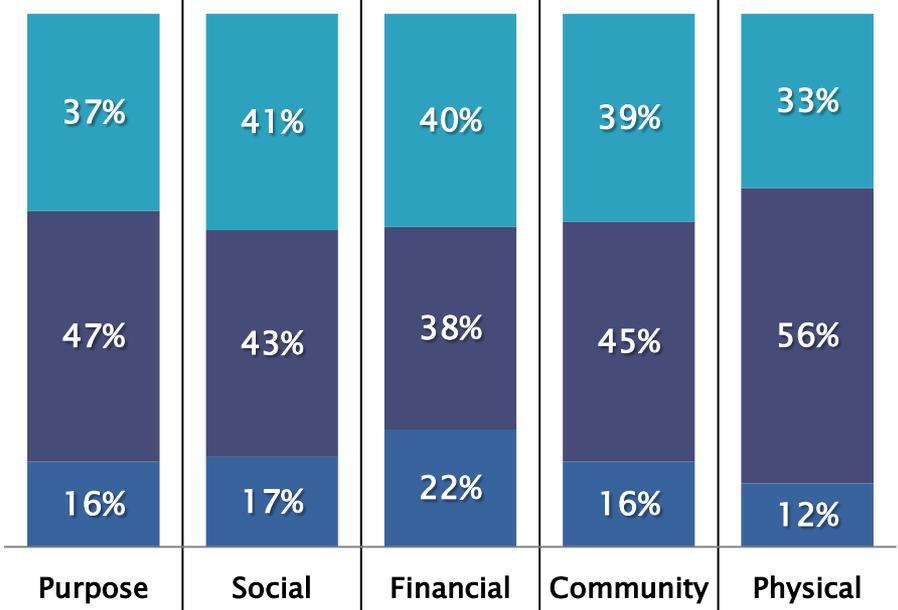
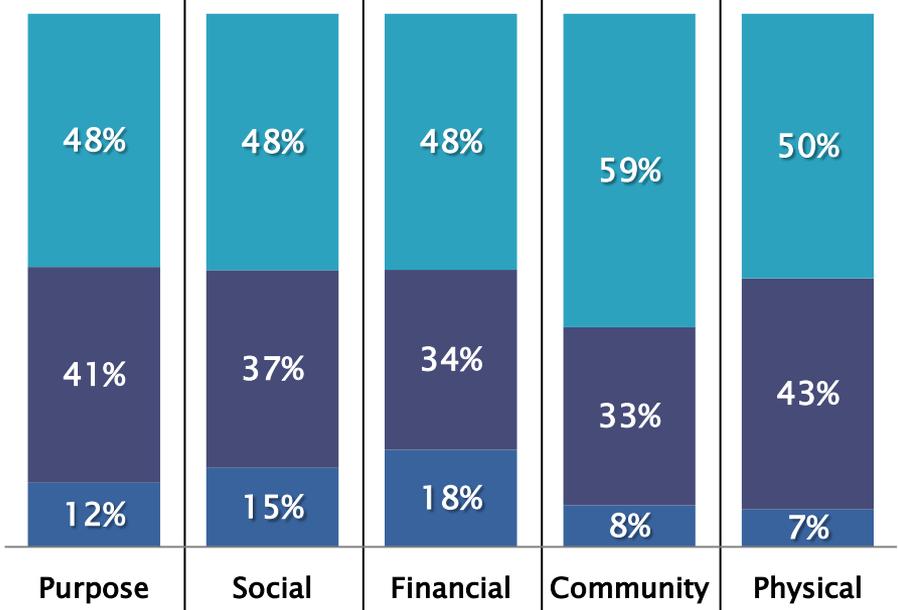
Golden, Colorado, and U.S. (June 2015)

Goal: 5 to 1 Thriving to Suffering Ratio *and* at least 50% Thriving

■ Suffering ■ Struggling ■ Thriving

**Golden, Colorado, Overall Well-Being Index: 68.1**  
**Ratio of Thriving to Suffering:**  
 4.0:1    3.2:1    2.7:1    7.4:1    7.1:1

**U.S. (June 2015) Overall Well-Being Index: 61.6**  
**Ratio of Thriving to Suffering:**  
 2.3:1    2.4:1    1.8:1    2.4:1    2.8:1



Note: Due to rounding, percentages may sum to 100%, ±1%

# Executive Summary: Purpose

- ▶ Purpose well-being marginally exceeds national norms, with 48% thriving and 12% suffering (a 4-to-1 ratio) compared with about 37%/15% nationally and across Colorado.
  - 72% of adult residents of Golden “like what they do each day,” in line with the U.S. and Colorado, and representing good levels of “right fit” with the chosen career.
  - Approximately 64% learn or do something interesting every day, and 49% are reaching their annual goals, both similar to national and state comparables.
  - Just 39% agree that they have a leader who creates enthusiasm about the future, with 30% disagreement. These levels are well under both the national and state benchmarks.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
<i>U.S. (June 2015)</i>	<i>37%</i>	<i>16%</i>	<i>2.3:1</i>
<i>Colorado</i>	<i>37%</i>	<i>14%</i>	<i>2.6:1</i>
Golden, CO	48%	12%	4.0:1

# Executive Summary: Social

- ▶ Social well-being is marginally better than U.S. and state levels, with 48% thriving and 15% suffering (3.2 to 1), compared with 41% and 16% (2.6 to 1), respectively, for Colorado, and 41% and 17% (2.4 to 1) in the U.S.
  - 65% agree and 15% disagree that “Someone in your life always encourages you to be healthy,” similar to national levels.
  - 51% make time for regular trips with family and friends, about what is reported nationally and in the state.
  - Golden significantly trails national and state norms for “Your relationship with your spouse, partner or closest friend is stronger than ever,” where 62% agree and 16% disagree.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
<i>U.S. (June 2015)</i>	<i>41%</i>	<i>17%</i>	<i>2.4:1</i>
<i>Colorado</i>	<i>41%</i>	<i>16%</i>	<i>2.6:1</i>
Golden, CO	48%	15%	3.2:1

# Executive Summary: Financial

- ▶ Financial well-being in Golden is similar to what is measured nationally and in Colorado, with 48% of adults thriving compared with just 18% suffering, a 2.7-to-1 ratio that marginally exceeds the 1.8-to-1 national ratio.
  - Approximately 48% of Golden residents report having enough money to do everything they want, much better than external benchmarks.
  - Food and healthcare insecurity (not enough money for these at least once in the last 12 months) are both around 15% in Golden, similar to what is reported nationally and in Colorado.
  - 37% of adults in Golden have worried about money in the previous seven days, compared with approximately 35% of adults in the state and nationally.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
<i>U.S. (June 2015)</i>	<i>40%</i>	<i>22%</i>	<i>1.8:1</i>
<i>Colorado</i>	<i>43%</i>	<i>21%</i>	<i>2.0:1</i>
Golden, CO	48%	18%	2.7:1

# Executive Summary: Community

- ▶ Community well-being (59% thriving and 8% suffering; 7.4-to-1 ratio) is Golden's biggest strength and significantly outpaces U.S. and Colorado norms (39% and 42% thriving, respectively).
  - A very high 77% agree that they are proud of their community.
  - 80% always feel safe and secure.
  - Irreplaceability is high, with approximately 61% reporting that they "can't imagine living in a better community" and 76% reporting that their city/area is a "perfect place" for them.
  - Satisfaction with the city is high, reported by 93% of residents.
  - Impactful volunteerism, however, is low. Just 12% report that they have received recognition in the last 12 months for helping to improve the city or area where they live.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
<i>U.S. (June 2015)</i>	<i>39%</i>	<i>16%</i>	<i>2.4:1</i>
<i>Colorado</i>	<i>42%</i>	<i>11%</i>	<i>3.8:1</i>
Golden, CO	59%	8%	7.4:1

# Executive Summary: Physical

- ▶ Physical well-being is another major strength, with 50% thriving and 7% suffering (a ratio of 7.1 to 1), compared with 33% thriving in Colorado and 12% nationally (2.8 to 1).
  - Exercise levels are excellent, with 63% reporting that they exercise at least 30 minutes at least three days per week.
  - Obesity is very low at 16.1%, in line with other Colorado cities such as Boulder or Fort Collins.
  - Chronic conditions are very good and in line with Colorado, below national levels. 17% currently have or are being treated for high blood pressure and 14% currently have or are being treated for high cholesterol. Diabetes is very low at 4.5%.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
<i>U.S. (June 2015)</i>	<i>33%</i>	<i>12%</i>	<i>2.8:1</i>
<i>Colorado</i>	<i>37%</i>	<i>10%</i>	<i>3.7:1</i>
Golden, CO	50%	7%	7.1:1

# Executive Summary: Physical (cont.)

- ▶ Physical well-being is another major strength, with 50% Thriving and 7% Suffering (a ratio of 7.1 to 1), compared with 33% and 12% nationally (2.8 to 1).
  - Smoking is moderate at 14.4%.
  - Produce consumption (5+ servings 4+ days per week) is below average at 55%.
  - Despite good health indicators, just 46% agree that they “always feel good” about their physical appearance, with 21% disagreeing.
  - Alcohol consumption is quite high, with 29% who report averaging at least one drink per day.
  - A very good 76% have been to the dentist in the last 12 months.
  - 97% have health insurance coverage, but only 74% have a personal doctor.

# Active and Healthy Behaviors: Golden, Colorado

*Which of the following are you most likely to use to stay active?*

Sidewalks, Paths, Trails and Bike Lanes	56.2%
Affordable or Free Environments, Including Parks, Playgrounds, Recreation Centers, etc.	21.8%
Social Supports (Friends to Exercise With, Walking Groups, etc.) That Encourage You to Be Physically Active With Other People	15.8%
Opportunities for Physical Activity at Work or School	6.2%

*Which of the following types of activities would be the most effective way to improve healthy behaviors for you personally?*

One-on-One Health Coaching	48.1%
Support Groups	18.7%
Classroom-Style Education Opportunities Offered to the Community	17.0%
Online Education Classes	16.2%

# Smoking and Vaping: Golden, Colorado

*How often have you experienced secondhand smoke drifting into your home or yard from nearby properties?*

Every Day	3.2%
Few Times/Week	7.1%
Few Times/Month	4.3%
Rarely	28.6%
Never	54.2%
Don't Know/Not Sure	2.5%

*Which of the following describes your use of vaping? (Vaping is smoking an e-cigarette or a cigarette that lets out vapor instead of smoke.)*

Never Tried	84.5%
Tried in Past, Do Not Currently Use	10.6%
Ongoing Occasional Use	2.8%
Use Most Days	0.3%
Use Every Day	0.5%
Don't Know/Not Sure	1.2%

*In the City of Golden, there are certain rules about where you can and cannot smoke or vape. Read the following list and indicate whether you think it is legal or not legal to smoke or vape in these areas. (% Legal)*

Sidewalks Outside of Downtown	38.3%
Patios at Bars	25.7%
Bus Stops or Light-Rail Station	20.0%
Washington Ave. in Downtown	14.6%
City Parks	13.9%
Outdoor Seating at Restaurant	9.5%



# An Evaluation of Well-being in Golden, CO



City of  
Golden

**Community & Behavioral Health**

colorado school of public health

June - December 2015

# Evaluation purpose

- To better understand the **well-being** of Golden residents to help guide the City of Golden and its community partners in their program and planning development and resourcing

# Guiding research questions

- What aspects of Golden positively or negatively affect residents' well-being?
- What recommendations do Golden residents have to improve their overall well-being?

# Data collection approach

## → **Focus Groups** (4)

- Held in public locations around Golden and Pleasant View

## **Key Informant Interviews** (16)

- • Conducted when it better suited participant availability and host location



# Key Findings

- Sense of community
- Access to open space
- Growth vs. community
- Support for those in need
- Safety

# Recommendations

- From participants
- From the evaluation team



# Recommendations: from participants

- ✓ **Ensure safe routes to school**

Look for opportunities to maintain and support safe routes by including provisions into community development projects.

- ✓ **Expand inclusive public transportation options**

Consider transportation access based on a given neighborhood's needs, such as locations of senior living or retirement homes.

- ✓ **Support those in need**

Consider providing programs that not only provide goods (e.g. food banks) but also provide new skills (e.g. health cooking skills or job searching skills).





# Recommendations: from the evaluation team

- ✓ **Support community capacity building**  
Assess aspects of programs and events that support opportunities for residents to build relationships, support each other, give back to their community and positively contribute to their well-being.
- ✓ **Maintain access to open space**  
In addition to places of physical exercise, these places offer your residents a place to rest, and relax, to balance out the stresses of modern life.
- ✓ **Increase resource information accessibility**  
Use targeted communication to reach your intended users of services based on where they already access information.



## ✓ **Smart growth**

Consider using *Smart Growth Scorecard: A Community Self-Assessment Tool* to assess the impact of land use decisions.

Link: [/www2.epa.gov/sites/production/files/2014-02/documents/colorado\\_scorecard.pdf](http://www2.epa.gov/sites/production/files/2014-02/documents/colorado_scorecard.pdf)

## ✓ **Increase Affordable Housing**

Consider using the *Smart Growth Scorecard: A Community Self-Assessment Tool* to assess the diversity of housing stock in the Golden area.

## ✓ **Pleasant View and Golden services**

Utilize opportunities to communicate the scope of Golden municipal services for residents, equivalent contacts in neighboring cities, and programs that services the broader region or county.