

An Evaluation of Well-being in Golden, Colorado

colorado school of
public health

UNIVERSITY OF COLORADO
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City of
Golden

These materials were created as part of an evaluation conducted for the City of Golden by CBHS6624: Evaluation Field School 2015, Colorado School of Public Health.

By

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Photo Credits

All photos in the report are from focus group participants and illustrate aspects of Golden that contribute to their well-being.

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**“In communities with higher well-being,
we have found that people live longer, happier lives
and business and local economies flourish.”**

–Dan Buettner, New York Times bestselling author,
National Geographic Fellow and Blue Zones founder (1)

Introduction

The City of Golden, Colorado is loved by many – its geographical location, its beauty, and its welcoming community are assets that have drawn people to live, work, and play in this small town for years. Residents described in their own words that living in Golden has had a positive impact on their well-being.

The primary finding from this evaluation is that people truly enjoy Golden and what it has to offer, reinforcing the findings by a recent Gallup-Healthways Well-Being Survey conducted in Golden. The Gallup-Healthways Well-Being Survey found that Golden residents had a high sense of community well-being –

they reported feeling safe and expressed having pride in their community. These results are particularly meaningful for a city like Golden, which has established a set of community values in the Golden Vision 2030 to maintain such aspects as a sense of community.

“Compared to other places that I have lived, Golden is very health and wellness ‘ready’...that’s just the best word I can find to describe it from a student level, and adult level, city council level. It just seems to be a main focus...the community itself wants to do well.”

- School focus group participant



- Responsive Local Government
- Controlled and Directed Change

10 Core Community Values:

- An accessible and walkable community
- Active outdoors and the environment
- Safe, clean and quiet neighborhoods
- Support for local business and downtown
- Convenience and community amenities
- Support for our history, culture and education
- A family and kid friendly town
- Friendliness and appreciation of our neighbors
- Our sense of community
- Belonging/volunteerism

For the purposes of this evaluation, **well-being refers to physical, mental, and emotional health of an individual and the community**. Assessing residents' well-being is one way to understand the City's value-based decision-making and its potential to support a healthy economy and a healthy population. The evaluation, along with the Gallup Well-Being survey, were designed to provide insight into how the City of Golden and their community partners can maintain the Golden Vision 2030 values (2) and the City of Golden Comprehensive Plan. (3)

Evaluation Overview

Purpose

The primary goal of this evaluation was to better understand the well-being of Golden residents in order to guide the City of Golden and its community partners as they strategically engage in program and planning development and resourcing. To build off of the well-being snapshot from the Gallup-Healthways Well-being survey, this evaluation aimed to identify positive and negative contributions to well-being and relative importance to its residents. The following questions drove the evaluation and recommendations:

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

Approach and Data Collection

To explore our questions, we conducted focus groups and interviews with community members to collect their perceptions of well-being for themselves, their families, and neighbors. These methodologies were chosen because they are useful when an evaluation is seeking to gather in-depth information on perceptions, insights, attitudes, experiences and beliefs (CDC 2008, Kruger & Casey, 2008). It should be noted that these methodologies provide an in-depth understanding from residents who volunteered their time rather than a quantitative perspective. One benefit to using focus groups and individual interviews is that this approach recognized residents as experts living in Golden and highly valued their stories and experiences. One limitation is that these voices may not represent all Golden Residents. Our goal was to add the knowledge and experiences of Golden Residents by gathering voices that have not been heard prior. The information shared here needs to be added to the information previously gathered as part of the Golden Vision 2030 work.



Focus Groups (n=4, 30 participants): We conducted four 1-hour focus groups throughout the Golden community. Each group ranged from four to twelve participants. Focus groups had a greater, more representative participation and were given more weight in our analysis. Throughout this report large icons will be used to indicate when a theme was mentioned at least once in a focus group.



Individual Interviews (n=18, 4 locations): When a group discussion was not feasible, we conducted interviews using a shortened list of questions. Throughout this report small icons indicate when a theme was mentioned at least once in an individual interview.

The following icons are used to indicate which groups contributed to the main themes:

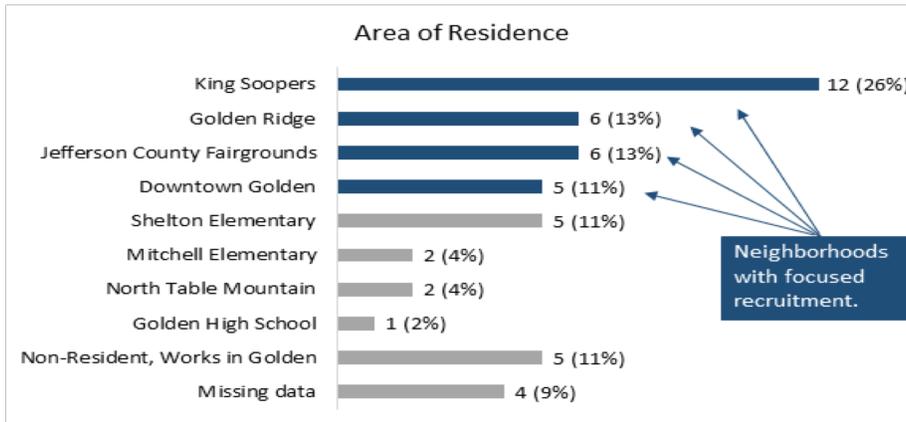
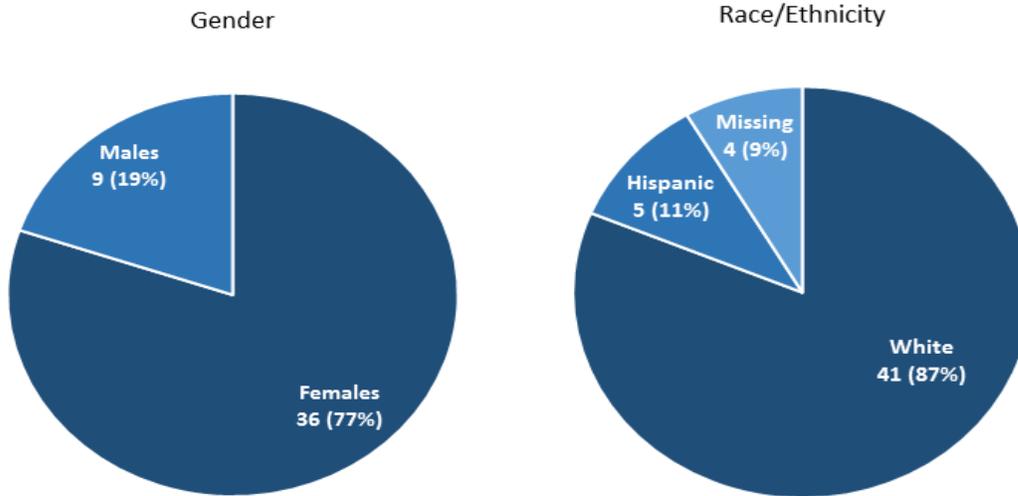
Focus Groups			
	<p>Faith-based group</p> <p>Focus group conducted at a local church. (F)</p>		<p>Professional Group</p> <p>Focus group conducted at a professional gathering. (P)</p>
	<p>Elementary School #1</p> <p>Focus group conducted at a local elementary school. (S1)</p>		<p>Elementary School #2</p> <p>A second focus group conducted at a local elementary school. (S2)</p>
Individual Interviews			
	<p>Neighborhood Resource</p> <p>Interviews conducted at a local neighborhood resource. (N)</p>		<p>Service Provider</p> <p>Interviews conducted at a local service provider. (S)</p>

Please see Appendix A for a description of these methods.

Participant Demographics

Our evaluation team used the Gallup-Healthways Well-being Survey results as a tool to identify and reach out to specific neighborhoods whose residents scored lower on overall well-being. We typically focused on neighborhoods with lower socioeconomic status, mixed land-use, and on the periphery of the central, downtown neighborhoods with the assumption that these residents are not heard from as often and may be underrepresented

in City planning and programming. The following demographic information was collected from participants at the end of each session and analyzed using Microsoft Excel and SPSS software.



Note: Areas of residence groupings used were consistent with the Gallup-Healthways survey response range for area of residence question. For more information on how our evaluation participants compared to those who took part in the Gallup-Healthways Well-Being Survey, please see Appendix I.

All together, we spoke with long-time residents as well as individuals who had more recently made Golden home. The mean average age was nearly 47 years old, but we typically heard from younger residents (mode 31 years of age). On average participants were from households with two adults and an average of 1 child.

Hispanic residents of Golden are a typically underrepresented group and were therefore a population we sought to recruit. However, none of the evaluation team members were

fluent in Spanish, so we were unable to interview monolingual Spanish speakers. At one focus group two bilingual participants were present and kindly assisted in translating the responses of several monolingual Spanish-speaking focus group participants. See Appendices I-J for more detail on demographics and Appendix K for more details on the limitations of this evaluation.

Analysis and Interpretation

To understand what contributes to well-being in Golden, the focus groups and interviews were analyzed qualitatively to identify the most common themes across the facilitators and barriers of well-being and their relative importance. Themes mentioned more often and by more groups were viewed as more important than those only mentioned a few times by one individual.

In addition to the themes identified, suggestions are also included. In some cases, these suggestions are directly from the residents who participated. In other cases, the CSPH evaluation team has made a suggestion based on what was identified. To quickly identify a suggestion in the report, the light bulb will be used. The recommendation section optimizes the evaluation findings into actionable recommendations. For more information about data analysis methods, please see Appendix A.



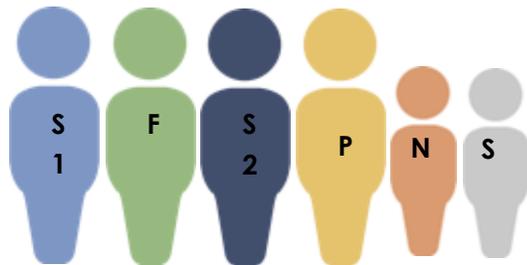
**Suggestion to improve
community well-being**

Evaluation Findings

After talking with Golden residents to better understand what contributes to their well-being, we identified the following major themes:

- **Sense of Community**
- **Access to Open Space**
- **Growth vs. Community**
- **Support for Those in Need**
- **Safety**

Sense of Community

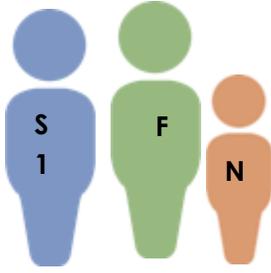


A **sense of community** is collectively the strongest aspect of Golden that was reported to positively affect its residents' well-being. This response reflects the multifaceted nature of well-being and the many factors that influence it. Golden residents' sense of community was defined by events, places, programs or experiences where residents had meaningful interactions with neighbors, felt supported by and supportive of their community members, or when they simply enjoyed the opportunity to interact along a trail or at an event with others.

A **sense of community** is collectively the strongest aspect of Golden that was reported to positively affect its residents' well-being. This

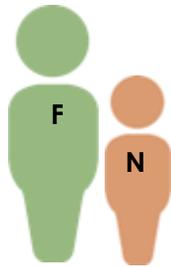
“When a community bands together...they raise money for a source that is right next door...[our] focus is now on helping families who are here.”

- School focus group participant



Golden residents' said they experienced this sense of community through **opportunities to volunteer**, especially to help their neighbors, friends, and families in need. For example, families with children in school valued their school community's capacity to support families. Helping neighbors is something residents' felt good about. Golden service organizations and volunteer opportunities

encouraged residents to help their neighbors, which also increases sense of connection and support.



Golden residents' also experienced a sense of community through participation in city, **community or school-based programs**, such as



GoFarm, a non-profit community-supported agriculture organization, gardens GoFarm Volunteer and CSA programs, the 8th St. Community Garden, programs at the recreation center, and the Golden Backpack program sponsored by the Golden Rotary Club. Because such programming supports those in time of need, especially with food assistance, residents shared an appreciation for how inclusive these program are. A mother's description supports these ideas of inclusion: "My son is a part of the Golden Backpack Program...It's important to him because it makes him feel included," (School focus group participant).



Student fun run at a Golden Elementary School

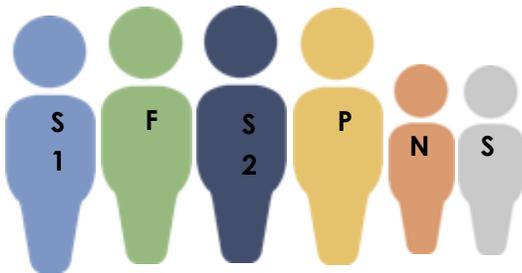
Having a sense of community – shared values and peace of mind that those around you support you – came up as an important concept in focus groups and interviews. According to the residents, it's important because opportunities to socialize and interact with other community members positively benefited their well-being. Community events, such as a school running race or walking the trail along Clear Creek downtown, gave people reasons to get out and enjoy the community around them rather than sitting at home. Often times these events and

“People are embracing having fun and taking care of [themselves]”

- School Focus Group Participant

places are what have helped residents be physically active. A stroll through the park or a running race illustrated, “people are embracing having fun and taking care of [themselves]” (School focus group participant). New and existing programs may want to consider if they can build in these opportunities for program recipients to socialize with other residents.

Access to Open Space



The City's **parks and open space** were also noted as key aspects supporting residents' positive well-being. Enjoying the many walking, hiking and biking opportunities in and around Golden gave residents' not only the opportunity to interact with their fellow community members but to also be physically active.

The accessibility to the natural environment throughout the city, by foot or bike, or a quick drive by car, was also valued. Such accessibility provides access to places they described as calming and tranquil - where they could relax and “get some fresh air,” or enjoy exercising and being physically active on their own, with friends or their families. Lastly, residents' found

the natural environment of Golden, such as North, South Table Top Mtn., Lookout Mtn., Clear Creek and Parfet Park, and the surrounding foothills to be simply beautiful, making the city such a nice place for them to live.



Clear Creek

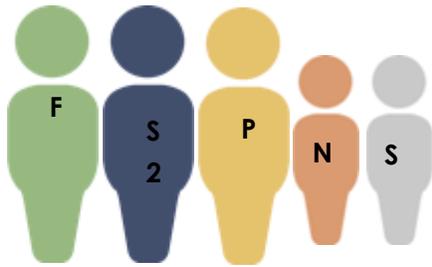
“I love that we’re so close to the mountains, and there’s so much to do in the Golden outdoors”

- School focus group participant



Golden should continue to maintain these parks and open-spaces.

Growth vs Community



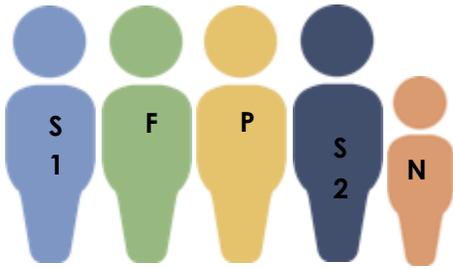
The aspects that define why residents enjoy living in Golden are often the same reasons as to why people enjoy visiting the small city. For example, enjoying events, the quaint downtown neighborhood, riding and hiking through the expansive trails, and floating down Clear Creek. Such attractions support a tourism industry and contribute to economic growth and development of the area. However, residents' feel that the City's development and growth negatively impacted their well-being by threatening aspects they valued as positive for their well-being – sense of community and access to open space.

A resident felt that there is a “struggle between marketing and opening up Golden more to tourism and the Denver area and preserving the sense of community” (Faith-based focus group participant).

New construction, crowded parks, traffic issues, lack of affordable housing and **lack of parking** in downtown are issues of development issues based on resident's **perceived increase in population**. Such development perceptions were reported to impact residents in different ways. New housing developments seemed to be built for new, more affluent residents and did not reflect a need for more affordable housing options for current residents. One resident expressed disappointment in expensive, new housing units: “that is not what Golden is all about” (Interviewee at Service Provider). This challenge is felt more acutely by lower-income residents. A participant who cannot afford to live in Golden proper cited the loss that this creates: “...we're losing community members...we're losing amazing residents,” (School focus group participant). Land use and zoning changes characteristic of growth reshape how people use and move through their city. We found that residents who live in peripheral neighborhoods more often cited **inadequate public transportation** options to get to and from downtown and city amenities.

“[There is a] struggle between marketing and opening up Golden more to tourism and the Denver area and preserving the sense of community.”

- Faith-based focus group



Similarly, on-going city events are sometimes perceived to be geared towards the tourism and marketing of Golden. Although city events such as 'Buffalo Bill Days' are traditionally Golden, they may not be a sufficient way to support residents' need for a sense of community. These type of events are publicized to individuals and families

this small-town experience. This influx of visitors from out of town increases traffic and decreases some residents' sense of community, which was found to reduce overall well-being. Events designed to include out-of-town visitors may not truly provide residents an opportunity to connect with their neighbors. A community faith leader poignantly expressed that "You can't just provide community. You have to provide the experience of community" (Faith-based focus group participant). Providing events to support tourism may be making them less desirable to residents because they do not provide the opportunity for neighbors to connect with one another, which residents describe as a primary contributor to their well-being.

"I understand that there's growth, but I think that there's just a more savvy way that we could go about it."

- School focus group

The growth and change throughout the city and surrounding area is a perceived threat to the core qualities of Golden and the aspects that positively contribute to its residents. A

"You can't just provide community, you have to provide the experience of community."

- Faith-based focus group

resident from a community just outside of Golden commented on the small town feel of the City as a reason why they moved to the area, but expressed concern about the way it is growing: "I understand that there's growth, but I think that there's just a more savvy way we could go about it," (School focus group participant).



The City and its partners may want to consider hosting more programs like "National Night Out" that are created just for the residents of Golden.

Support for Those in Need

Considering residents' strong sense of community and volunteer spirit, it is not surprising that support for those in need arose as a concern. One participant's description of her school community illustrated the economic mix and evidence for need: "There is such a dichotomy here. You're going from trailer parks to rich homes; that's the mix of the students [in school] because of the area...there are a lot of families that are struggling that do need that extra help. People would like to help find resources, but you can't find them or don't know where to go" (School focus group participant).

"People would like to help find resources, but you can't find them or don't know where to go."

- School focus group participant



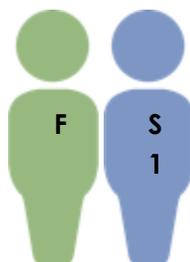
This focus group spent time discussing how difficult it was to find out about resources for those in need. One participant pointed out that these resources were on a website and in a newspaper but no other focus group attendees were aware of that.



For program development that supports those in need, identify several different avenues to discuss and distribute these services. This might include sending information out through schools when services are aimed at families.



Ask those who are receiving the services for recommendations of where to advertise that the services exist.



Food access was one specific need that was mentioned in two focus groups. Lack of food access was identified by several participants in one focus group. It was mentioned in relation to parents' meeting their children's nutritional needs. It should

be noted that while the CSPH team expected that the topic of poor food access would come when we conducted interviews with individuals getting food bank

"You can see how [the kids] learn – the behavioral issues, as compared to other parts of town. You can see it. And a lot of it is nutrition."

- Faith-based focus group participant

services, it did not. This may be due to the fact that the need was being met during the time of the interviews. It is worth noting that these residents who were utilizing food bank services are facing income related challenges that guide them to the food bank – a resource to meet the need.

Given that food access was identified as a need, it was not surprising that access to affordable produce was listed as a contributor to positive well-being by residents in Golden. Two focus groups discussed two programs in Golden that were meeting this need – the community gardens and a program that provided affordable produce. When discussing food access another program was mentioned that met this need, the Golden Backpack Program offered through the schools.



While all three programs were identified as meeting the food access need, one set of focus group participants felt that just providing food was not enough.



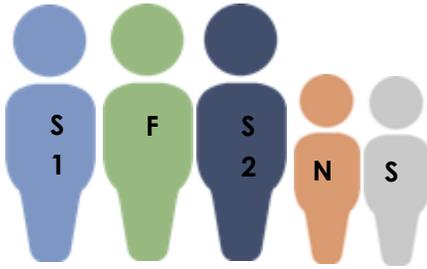
It was important to have a program or set of programs aimed at teaching healthy eating and cooking so that residents were able to provide healthy food for their families. This suggestion came up four times during the focus group.

Safety

Many residents felt that, overall, Golden is a safe community to live in. One resident commented that events such as *National Night Out* help contribute to the community's

Golden is a community where “... [one can] feel safe for kids to play in the park at night” - Faith-based focus group participant

sense of safety and provide opportunities for positive interactions with local police. As they put it, Golden is a community where “... [one can] feel safe for kids to play in the park at night” (Faith-based focus group participant). Residents most frequently identified two themes pertaining to safety that affected their well-being.



Transportation Safety: Transit features which support safe routes to schools were identified as positively contributing to resident well-being. Residents in one focus

group were appreciative of a new walking bridge that had been built over a busy street near the school; this walking bridge allowed students to safely bypass traffic. Focus group participants were also appreciative of walking paths through nearby parks which allowed students from the surrounding neighborhood to safely walk to school.

“[People are] speeding in a school neighborhood. It’s nerve-racking.” - School focus group participant



Road construction in school zones makes driving children to school difficult and walking to school unsafe.

However, unsafe routes to school were still a concern for focus group participants and identified as negatively affecting their well-



One focus group participant suggested a greater police presence along routes to school to ensure the safety of students walking or biking to and from school.

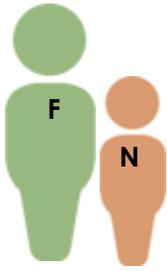
being. Residents felt that vehicle traffic near local schools still presented unsafe conditions for students. “[People are] speeding in a school neighborhood. It’s nerve-racking” (School focus group participant). Lack of sidewalks and protected bike lanes for students commuting to and from

school were also concerns for Golden residents. Residents also felt that lack of adequate lighting in parks and on sidewalks posed a safety issue for students walking to and from school, particularly during winter months when there are fewer hours of daylight and more inclement weather.



One resident suggested separate lanes for pedestrians and bicyclists along community trails and walking paths, such as the Clear Creek Trail, as a transit feature that could positively affect safety in the community. These could provide greater pedestrian safety and allow for further enjoyment of nature and open space.

Roundabouts were perceived to hinder safety for both drivers and pedestrians, and were identified as negatively impacting resident well-being. Rather than slowing traffic, residents shared that drivers maintained high speeds through roundabouts, creating less safe traffic conditions. Several residents expressed a desire for a different form of traffic control.



Regulation of Substances: Several residents we spoke with felt that their well-being was supported by the City of Golden's regulations on marijuana, vaping, and cigarettes. This included Golden's ban on marijuana sales within city limits, as well as the city ordinance banning smoking and vaping downtown. Residents perceived Golden to be a safer community due to the

marijuana ban; it was thought that children were now less likely to gain access to marijuana out in the community. "If there were to be a dispensary, I would not be as comfortable to let my children have such free range" (School focus group participant). Several residents also commented that the downtown area was more pleasant due to the regulations on smoking and vaping.

"If there were to be a dispensary, I would not be as comfortable to let my children have such free range." - School focus group participant

Recommendations

The following recommendations were developed to provide actionable steps that the City of Golden and its community partners can take to continue to maintain already existing positive contributors to well-being and to address negative aspects. The recommendations remain broad enough to be tailored to better suit the varying capacities and responsibilities of the users of these results.

Recommendations from Participant Suggestions

✓ **Ensure safe routes to school**

Maintain and support safe routes to school. City growth can influence road construction, improvements and overall changes. In order to maintain safe school routes to Golden students of all ages, apply the Golden Vision 2030 core community value of an accessible and walkable community to road construction and changes conducted within school zones. Include safe routes to school provisions into such changes. Importantly, establish communications with neighborhoods and businesses specifically impacted on a consistent basis.

✓ **Expand inclusive public transportation options**

Evaluate public transportation options from all Golden neighborhoods in keeping with an accessible and walkable community. Consider transportation access based on a given neighborhood's needs, such as locations of senior living or retirement homes. Assess the capacity of the RTD Call-N-Ride transit service to meet the transport needs of the City's working populations from all City points.

✓ **Support those in need**

Participants felt that just providing food support to those in need was not enough; it was important to have a program or set of programs aimed at teaching healthy eating and cooking so that residents were able to provide healthy food for their families. Similarly, employment opportunities were needed, but so are programs that supported residents in their search for jobs.

✓ **Additional ideas from residents**

Below is a list of suggestions that were concrete but only mentioned by one focus group participant or by one interviewee.

- Create programs aimed at helping those in need gain the skills needed to search for and retain employment.
- Have the bookmobile come to mobile home parks.
- Create programs for children that are affordable for low-income families or reduce the cost of current programs so that children of low-income families can attend.
- Reduce noise from highways and businesses for residents who live nearby.
- When creating a program, think about how to include those who have difficulty getting out of the house. This suggestion fits with one promoter of positive well-being, participating in activities or even just watching others do an activity is a reason to leave the confines of one's home. One focus group respondent mentioned that he likes the events the city does in the summer by Clear Creek because these events are "reasons to get out and not stay at home." As a result, these events increased his positive well-being.

Recommendations from the Evaluation Team

A sense of community and access to open space were the two strongest aspects of Golden that positively contributed to residents' overall well-being for many unique reasons. These two aspects are also what makes Golden a great place to visit, a place to conduct business within, and a place to live - These aspects make the city marketable, too.

“One quality that has always instilled a sense of place is a desirable natural landscape. Another is an attractive social environment. Efforts to protect the landscape and enhance the social environment have to be looked at as integral to any economic development strategy.” (Smart Growth Assessment)

Urban planning and zoning can be seen as ways to optimize these positives characteristics of Golden.

✓ **Support community capacity building**

When designing, funding, and implementing programs and events, from city to neighborhood level, assess what aspects will support opportunities for residents to build relationships, support each other, give back to their community and positively contribute to their well-being. Residents' recognition of the value of the city's sense of community reflects an important capacity that helps keep communities healthy, happy and thriving:

“Sense of community is a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together.” (Smart Growth Assessment)

✓ **Maintain access to open, green space**

Enjoyment of accessible, open green space from Golden is consistent with a longstanding value of how the city integrates the natural and urban environment. Based on this evaluation, keep in mind the multiplicity of health benefits beyond physical exercise that trails, bike routes, and parks offer. Parks, open space and places like Clear Creek offer your residents a place to rest, and relax, to balance out the stresses of modern life. While at the same time, they offer the space of spontaneous as well as planned interactions with the greater Golden community, nurturing important social relationships and connections.

✓ **Promote smart growth**

Continue to economically develop Golden in a manner that positively contributes to the overall quality of life and well-being of residents and visitors. Smart growth is an approach that is driven by the ways in which a city conducts its planning and zoning. Optimize the Golden Vision 2030 values to test current and new plans to better understand the potential quality of life and health benefits and threats that such plans pose.

Consider using a smart growth community self-assessment tool to provide a consistent process and to assess the impact of land use decisions.

✓ **Increase affordable housing**

Residents' questioned a perceived increase in expensive homes and housing units in the Golden area, which countered an expressed need for affordable housing. Consider using the *Smart Growth Scorecard: A Community Self-Assessment Tool* to assess the diversity of housing stock in the Golden area, and in particular new areas of development, new downtown development and in school neighborhoods. Does Golden offer a range of housing options for different income levels?

✓ **Making information on resources accessible**

During one focus group some families in need began discussing how hard it was to find services that could help their family. Another focus group participant who did not express being in need was able to tell the other participants that she knew the local paper and City website both had information. The other participants then asked that the information about services be posted in other places as well. Providers should consider how to push this information out. One recommendation from the field of evaluation is to ask the target audience--people you would like to use the service--where they go for information to identify sources they are already using. This same group can also provide input on your message, pictures used, etc.

✓ **Pleasant View residents and Golden services**

We also had the opportunity to talk to residents of West Pleasant View. In our discussion, we found a general misunderstanding around having a Golden address but not having equitable access to City of Golden resources, such as being charged non-resident admission fees at the Golden Community Center. Similar to the communication suggestion above, utilize opportunities to communicate the scope of Golden municipal services for residents, equivalent contacts in neighboring cities, and programs that service the broader region or count.

Summary

One resident, who was aware of how the City Council functions and utilizes the Golden Vision 2030 Values, illustrated how the City keeps its residents' well-being at the forefront of decision-making:

“I went to a City Council meeting where they were talking about a rezoning issue....They have a lot of values and they talk about them during the meeting and how the issue relates to the mission statement of increasing walkability. It does feel like you really live in an area that does value health and wellness and walkability...They wanted to make sure that [a] new housing development actually doesn't have fences around it or in anyway feel isolated because [the City Council] wants to keep their communities walkable...and people feeling like they are welcome to co-mingle among [their] neighbors.”

- School focus group participant

Throughout this evaluation, we heard from residents' time and again about how living in Golden has had a positive impact on their well-being. This report highlights important aspects of Golden that positively and negatively affect resident well-being. As programs, policies, and community development projects are initiated by the City and community partners, it is important to consider these key themes:

- **Sense of Community**
- **Support for Those in Need**
- **Access to Open Space**
- **Safety**
- **Growth vs. Community**

This report also contains recommendations that can be used to address the needs of Golden residents and support community assets that positively contribute to well-being. These recommendations offer an opportunity to incorporate community and evaluation-driven insight into your work.

We hope that this report will serve as a meaningful resource in developing future programs, policies, and community development projects, as well as serve to reinforce the importance of incorporating community-driven values into initiatives in order to ensure resident well-being.



Children experiencing a sense of community at a Golden community garden.

Acknowledgements

We would like to thank the City of Golden and its community partners, including Centura Health, and our evaluation advisory board for their assistance in carrying out the present evaluation. We would like to thank our respondents and community leaders who helped us set up focus groups.

References

In May of 2013, the City of Golden administered the Gallup-Healthways Well-being Index survey to collect information on community well-being. If you are interested in learning more about this survey and research regarding community well-being please see the Gallup-Healthways Well-being Index, the link for which is included in the References of this report." I'm not sure how much more we can add to that; since Golden hasn't published their results yet we can't direct residents to see the City's results.

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PhotoVoice References:

Catalani, C., DrPH and Minkler, M., DrPH. 2010. PhotoVoice: A review of the literature in health and public health. *Health Education and Behavior* 37, 3.

Resource Referenes:

<http://www.gofarmcoop.org/>

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Smart Growth Scorecard: A Community Self-Assessment Tool (6)

Affordable Housing in Small Communities: Deciphering the Problem and Finding Solutions, 2014 "Affordable housing in small communities" (7)

Appendices

Appendix A: Detailed Methods

Data Collection Tools: Two data collection tools were created by the CSPH Evaluation Team: a focus group script and a one-on-one interview script. These tools were created to address the research questions outlined in our Evaluation Overview. Research questions were developed based on the evaluation needs of the City of Golden and revised based on feedback from the CSPH evaluation advisory board.

Focus Groups: The focus group script was piloted by two members of the evaluation team in order to ensure the appropriateness of the questions. Using this semi-structured script, the team conducted four focus groups with a total of 30 Golden and Pleasant View residents. Focus groups were conducted between September and October 2015 and typically lasted for 1 hour. For a copy of the focus group guide, please see Appendix B.

Focus group participants were recruited through: (1) flyers and bulletins created by the evaluation team; (2) direct appeal to an already existing, regularly meeting group; or (3) through direct recruitment by a community champion or community leader. For a copy of a flyer utilized during our recruitment process, please see Appendix D. Please note that the team had the most success in recruiting participants when a community champion assisted in recruitment efforts.

Focus group discussions were audio recorded after first obtaining verbal permission from all participants and detailed notes of the discussions were collected by the evaluation team. Afterwards, an evaluation team member who had not been present for the original focus group would listen to the audio recording, add any additional information and capture specific quotes that had not been previously captured in the notes.

Individual Interviews: The interview script was developed by the CSPH evaluation team in order to collect data from individuals who were unwilling or unable to participate in a focus group. The interview script consisted of the two primary questions drawn from the original focus group script. For a copy of the interview script, please see Appendix C.

Using this structured interview guide, the team conducted 16 individual interviews with Golden residents. Interviews were conducted between September and October 2015 and typically lasted 10 minutes. Interview participants were recruited through direct appeal by evaluation team members at several locations throughout Golden. Interviews were not audio recorded. Detailed notes of the conversation were collected by the evaluation team member conducting the interview.

PhotoVoice: PhotoVoice is a qualitative data collection approach in which participants are provided a prompt related to a research question. Participants are then asked to take video or photographs that capture their perspective and highlight themes pertaining to the research question. Participants are then typically asked to participate in a group analysis exercise in order to extract key themes from the videos or images.

A modified version of PhotoVoice was utilized in focus groups for this evaluation in order to engage participants and foster discussion. In recruitment materials, focus group participants were asked to take a photograph of an important aspect of Golden that affects their well-being. Prior to the start of a focus groups, participants were able to text the photograph to an evaluation team member or email the photograph to an email account which had been created for this evaluation. If a participant was able to share their photograph with the evaluation team prior to the focus group, they were asked during the focus group to explain the significance of the photograph. For the exact question, please see Question #1 in our Focus Group Guide in Appendix B.

If participants did not share a photograph prior to the focus group, they were asked to describe what they would have taken a picture of. Some participants followed up with the CSPH Evaluation Team after the focus group and sent in the photographs that they described during in response to this question. For the exact question, please see Question #2 in our Focus Group Guide in Appendix B

Appendix B: Focus Group Guide

Ask for photos as people arrive.

Introduction: Good [morning/afternoon/evening]. Thank you all for committing to be here today to share with us your experiences as residents of Golden. We are a student evaluation team from the Colorado School of Public Health, and we have partnered with the Golden City Council to help them evaluate the overall-well-being of the City's residents.

My name is _____ and I am joined by _____ and _____. Together we will be asking questions, facilitating our discussion, and taking notes.

- The goal of our evaluation project is to understand how aspects of the community impact the overall well-being of its residents - what is working well and what recommendations you have for change.
- Well-being refers to your physical, emotional and mental health, - how happy you are.
- We will provide a summary report to the Golden City Council in December who will share our findings with Community Organizations within the City of Golden.

Rules & Consent: Our discussion today should take about an hour.

- There are no right or wrong answers.
- We are interested in all your ideas and comments, both positive and negative.
- Feel free to respectfully disagree with one another.
- Interested in hearing from everyone.
- We will be taking notes while you talk but we would also like your permission to audio record this discussion. The audio recording will be used for our analysis; however, the City of Golden would like to use your quotes and audio recording IF you give permission for this. If you do not individually give permission, we will remove any identifying information from your quote in our report and we will NOT share that part of the recording with them.

Do we have permission to record this session?

[START recording device]. Thanks for giving us permission to record this discussion.

Here is a consent form. It asks for your permission to use (1) photos we take during this discussion, (2) photos you brought with you today, and (3) a digital recording of today's discussion. Does anyone have any questions?

We also have questionnaires that we will hand out at the end. These will help us understand which groups we have heard from and if we need to seek out other groups.

If you brought a photograph today and haven't provided to us, we would like to collect those photographs at this time.

Let's get started.

Framing the discussion: To get started, let's go around and introduce ourselves. Please give us your name and how long you have lived in Golden.

[If we think we have time (small group) let's also ask why they moved to Golden.]

Now for our discussion together, we would like for all of you to think about your overall well-being and health in your everyday lives. When we ask our questions, think about what it is like to live, work and play in your neighborhood. To start our discussion, we will share the photos that you have all brought today. [Set up photo display]

Photovoice

1. [To the group] You were all asked to bring a picture that you think represents an important aspect of Golden that affects your well-being. When your picture is on the screen, please share how what you have captured positively or negatively affects your physical and/or your mental well-being.

a. Why did you choose this photo?

*If no photo -

2. If you did not bring a picture today, please tell us what you would have taken a photo of to show what aspects of Golden affect your physical and mental well-being? Why would you have chosen that photo?

Another way to ask the question - Can you describe a time or place in your neighborhood that made you feel happy, relaxed or supported?

a. What is it about that time or place that made you feel that way?

b. Why is that important to you?

c. [If an event] If another community was going to do a similar event, what would you recommend they include?

Discussion: [Build off of photos provided. Ask, for time and places in addition to those captured in their photos.]

3. If you could change one thing in Golden that would make you a happier person, what would it be?

- A. Why is _____ so important to you?
 - B. Why would that make you happier?
 - C. How could the community help make these changes happen?
 - D. [ask about community agency/organization or what City can do if they have an idea, what neighborhood should be targeted or can help with this?]
4. Now, let's talk more broadly about your family and neighborhood needs. What about your neighborhood would you like to change so that you could better meet your needs and your families needs?

- a. Do you have any recommendations for how to go about doing that?
- b. Have you come across a community or organization that has done this well?
If so, can you share with us more about that [event]?

[specify: If need be, define what we mean by "needs" as a range from emotional and spiritual, to recreation, commuting, housing and food access]

5. Now that you've shared your photos and stories about what it's like to live in Golden, have you heard about a community or organization who have let residents know that their contributions have been heard or valued?

- a. If yes, what did they do?
- b. If no, do you have any ideas for what a community can do to let residents know they have been heard? That their contributions are valued?

Wrap up question:

6. As we conclude our discussion, is there anything else that you think we should know?

Conclusion: Thank you all again for your time, stories, and feedback. We'd like for you to take a few minutes fill out this short questionnaire. It is just to help us know who we talked to today.

Appendix C: Individual Interview Guide

Introduction:

We are a student evaluation team from the Colorado School of Public Health, and we have partnered with the Golden City Council to help them evaluate the overall well-being of the City's residents.

The goal of our evaluation project is to understand how aspects of the community impact the overall well-being of its residents' - what is working well and what recommendations you have for change.

Well-being refers to your physical, emotional and mental health, - how happy you are.

We will provide a summary report to the Golden City Council in December who will share our findings with Community Organizations within the City of Golden.

1. What aspects of Golden affect your physical and mental well-being? Or Can you describe a time or place in your neighborhood that made you feel happy, relaxed or supported?
 - a. What is it about that time or place that made you feel that way?
 - b. Why is that important to you?
 - c. [If an event] If another community was going to do a similar event, what would you recommend they include?
2. If you could change one thing in Golden that would make you a happier person, what would it be?
 - a. Why is _____ so important to you?
 - b. Why would that make you happier?
 - c. How could the community help make these changes happen?

Thank you all again for your time, stories, and feedback. We'd like for you to take a few minutes fill out this short questionnaire. It is just to help us know who we talked to today.

Appendix D: Sample Recruitment Flyer

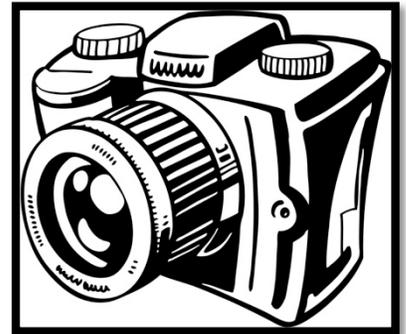
Please note that the team had the most success in recruiting participants when a community champion assisted in recruitment efforts.

CALLING ALL GOLDEN RESIDENTS!

WHAT DOES PHYSICAL, EMOTIONAL, SOCIAL & MENTAL WELL-BEING MEAN TO YOU?

ON BEHALF OF THE CITY OF GOLDEN AND THEIR COMMUNITY PARTNERS, WE INVITE YOU TO JOIN US FOR AN HOUR-LONG DISCUSSION ABOUT WELLBEING IN YOUR NEIGHBORHOOD:

- WHAT SUPPORTS IT?
- WHAT NEEDS TO CHANGE?



DATE: _____

TIME: _____

LOCATION: _____

PLEASE BRING:

- A PICTURE (EITHER PRINTED OR ON YOUR SMART PHONE) OF SOMETHING IN YOUR NEIGHBORHOOD THAT CAUSES YOU **STRESS** OR MAKES YOU **HAPPY**. YOU CAN ALSO EMAIL PHOTO AHEAD OF TIME TO INSERTGOLDENEMAIL@GOLDEN.COM
- AN OPEN MIND AND A WILLINGNESS TO SHARE

You will receive a \$10 Gift Card to King Soopers for your participation

TO PARTICIPATE, YOU MUST BE OVER 18 YEARS OLD

WHAT TO TAKE A PHOTO OF:

* Take a photo of an important aspect of Golden that affects your physical emotional, social and/or your mental well-being.

* Photos can include public places or events, the environment and public figures. Please get consent if you purposefully take a photo of an individual or group of people.

WHAT IS THE PURPOSE OF THE PHOTO?

* A photo further illustrates an issue, concern or asset from the vantage point of a Golden resident - You!

* The photo is NOT intended to make a complaint or _____

For more information please contact: _____

Appendix E: Consent Form

Focus Group, Photovoice Photograph & Audio Release Form

I hereby grant permission to the rights of my image, likeness, Photovoice photograph and description, and sound of my voice as recorded on audio tape without payment or any other consideration to the City of Golden and the Colorado School of Public Health to use. I allow these groups to use the following (check all that apply) for the evaluation project:

____ a photo of me taken during the focus group

____ my photo that I submitted

____ my voice as recorded during the focus group

I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse settings within an unrestricted geographic area.

By signing this release, I understand this permission signifies that photograph and audio recordings of me may be electronically displayed via the Internet or in another setting.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed. This release applies only to photographic or audio recordings collected as part of the evaluation project.

By signing this form, I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational purposes.

Full Name _____

Address _____

Zip Code _____ Phone _____

Email Address _____

Signature _____ **Date** _____

Appendix F: Demographic Form

The following demographic form was administered at the end of each focus group and interview. The questions are modeled off of the Gallup-Healthways Well-Being Survey for consistency and comparison.

Thank you for your time!

Golden Evaluation Questionnaire

1. Which of the following places do you live closest to? (If you live close to more than one, please choose the one you could get to most easily.) (circle one)
 - a. Jefferson County Fairgrounds
 - b. Golden Ridge
 - c. Shelton Elementary School
 - d. Lookout Mountain Road
 - e. King Soopers
 - f. Golden High School
 - g. Colorado School of Mines campus
 - h. Downtown Golden
 - i. North Table Mountain (north of Highway 58 to the east)
 - j. Mitchell Elementary School
 - k. Mount Galbraith (north of Highway 58 to the west)
 - l. Tony Grampas Park
2. What is your gender? (circle one)
 - a. Male
 - b. Female
3. Which one of the following describes your race? You may select one or more.
 - a. White
 - b. Black or African-American
 - c. Asian

- d. American Indian or Alaska Native
- e. Native Hawaiian or Pacific Islander
- f. Don't know

4. Are you of Hispanic, Latino, or Spanish origin – such as Mexican, Puerto Rican, Cuban, or other Spanish origin? Yes or No

5. What is your age in years? _____

6. Including yourself, how many adults, 18 years of age or older, live in your household?

7. How many children, under the age of 18, are living in your household? _____

8. May we contact you again for this project if we have questions about the photo you submitted or to get a quote from you that the City of Golden can use?

Yes No (circle one)

If yes, please provide contact information if you would be available for any follow up questions.

Name: _____

Best way to contact you:

Email: _____

Phone number: _____

Appendix G: Data Analysis Techniques

Creation of the Codebook: Once all focus group and interview notes were finalized, the evaluation team generated a codebook of themes divided into the following categories:

- Aspects positively contributing to well-being
- Aspects negatively contributing to well-being
- Suggestions for improving well-being
- Notable quotes

The first step in creating the codebook was to discuss as a team what themes we recalled hearing in focus groups and interviews. These codes formed the basis of our original codebook. Next, each member of the evaluation team coded the notes from a specific focus group. This process not only generated new codes for the codebook but also allowed the evaluation team to ensure that members were coding themes in the same way .

During the coding of focus group and interview notes, if team members felt that content was not appropriately captured within the existing codes a new code would be created. If two codes were identified as being similar the team collectively made the decision whether or not to combine them. Codes continued to be added and consolidated as needed throughout the coding process.

Coding Process: All focus group notes and individual interview notes were coded using the codebook. New codes were added if the team did not feel that the existing codes appropriately represented the participant's answers. Coding of the documents occurred in Microsoft Word and the counts and frequencies for each code were captured in a Microsoft Excel spreadsheet.

Focus group notes were coded by both a primary and a secondary coder due to the richness and density of the data. Interviews were coded by a primary coder and 30% were reviewed by a secondary coder. Once all notes had been coded, codes were tallied in the master codebook spreadsheet. Within this document there were separate tabs for each of our main three categories: "Aspects positively contributing to well-being", "Aspects negatively contributing to well-being", and "Suggestions for improving well-being". Across

the top of each spreadsheet was the name of the focus groups and individual interview IDs, below which a tally was included for each using the aforementioned codes.

Use of PhotoVoice Images: Once all focus group and interview notes had been coded, the evaluation team reviewed participants' PhotoVoice images. Photographs were assigned a code from the codebook based on descriptions of the photos participants had provided during focus groups. These images were used throughout this report to illustrate and strengthen key themes and recommendations identified in focus groups and interviews.

Appendix H: Additional Themes Codebook

POSITIVELY AFFECTS WELLBEING	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Access to Open Space	7	3	3	3
Clear Creek	5	3	3	3
Parks (Valley by Shelton Elementary was added to this)	5	2	3	3
Regulations on Substance (smoking, vaping, marijuana)	1	1	4	3
Safety	3	2	2	2
Sense of Community	5	3	1	1
Community events - big city sponsored like parades	4	2	1	1
Community driven events - smaller individual driven events (e.g. mobile home park community fair)	10	2	0	0
Support for community members/families/inclusiveness	11	2	2	1
School of Mines	2	1	0	0
Small Town Feel	3	3	3	3
Wildlife	2	1	0	0
Accessibility (Proximity, Walking, Biking)	11	4	5	4
City Campaigns (city sponsored)	3	2	0	0
Support for History, Culture, and Education	2	2	1	1
Downtown	1	1	0	0

POSITIVELY AFFECTS WELLBEING	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Volunteerism (being able to)	7	2	3	2
Programs/Activities	3	1	4	4
Diversity (Socioeconomic and Cultural)	2	2	1	1
How positive aspects of Golden benefit residents				
Relational connection with others	18	3	6	6
Calming	6	3	1	1
Promotes physical activity	8	3	4	4
Free/low cost				
Beautiful	6	3		
Reason to leave confines of home	2	1	0	0
Access affordable produce	1	1	0	0
Taking care of themselves	1	1	0	0
City beautification/upkeep	1	1	0	0
Public Transportation	1	1	2	2
Community Garden	1	1	0	0
Businesses that promote Physical Activity (rec center, climbing gym)	0	0	3	3
Unincorporated Neighborhoods	1	1	1	1
Supportive school	2	1	3	1

NEGATIVELY AFFECTS WELLBEING	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Impact of Population Increase	3	2	1	1
More Traffic	2	2	0	0
Loss of wildlife	2	1	0	0
Increase cost of living	6	2	4	3
Less Parking	7	2	3	2
Low-income housing developments	1	1	1	1
Development challenges	5	4	6	3
Lack of affordable housing options	1	1	2	2
Safety	3	2	2	1
Separate lanes for pedestrian/biking	0	0	1	1
unsafe school routes for walking/biking	12	2	0	0
Roundabouts	1	1	1	1
Tourism vs Community	6	3	5	3
Communication/Access to Information	3	1	1	1
Poor Food Access	3	1	0	0
Inadequate public transportation	1	1	2	2
City Campaigns (health promotion)	0	0	2	2

NEGATIVELY AFFECTS WELLBEING	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Inadequate Residential Management (refers to mobile homes, apartments, group housing, etc)	2	1	0	0
Difficult to Connect with Community Members	2	1	0	0
Low Income Challenges	4	2	1	1
financial instability	0	0	1	1
SES dichotomy	1	1	0	0
Ticketing pets off leash	0	0	1	1
Smell/Issues with Coors treatment plant	0	0	1	1
Negative police interactions	1	1	2	2
Park management issues	2	1	0	0
Unincorporated challenges	2	1	0	0
more support wanted from Golden	5	1	0	0
lack of support from Golden	2	1	0	0
development vs. community	7	1	0	0
resource allocation	2	1	0	0

SUGGESTIONS	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Tourism	0	0	0	0
Cut funding/cut back funding for	0	0	1	1
Find balance (less tourism)	0	0	1	1
Communication/Information Access	7	1	0	0
Golden/PV/resident communication	2	1	0	0
Transportation	0	0	0	0
Shuttle - need for	3	1	0	0
Pedestrian lane	0	0	1	1
More parking lots downtown	0	0	1	1
Public transportation	2	1	1	1
Stop signs	0	0	0	0
Safe routes to school	3	1	0	0
Safe sidewalks	1	1	0	0
Inclusive transportation support	2	1	0	0
Support for Those in Need	1	1	4	4
Provide classes to support people get jobs	1	1	0	0
Healthy food/cooking classes	4	1	0	0

SUGGESTIONS	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Those who do not get out to help themselves/stuck inside	1	1	0	0
Bookmobile to Mobile Home Parks	1	1	0	0
Community Garden	1	1	0	0
More money/land	0	0	0	0
Noise Reduction	1	1	1	1
Wants more ways to build community in area	1	1	0	0
Community integration	0	0	1	1
Incorporation of Pleasant View	0	0	0	0
Yes	1	1	1	1
No	0	0	1	1
More Affordable Activities for Kids	1	1	1	1
Slow growth for Golden	0	0	1	1
Police More Visible	3	1	1	1
Positive police and community member interaction	0	0	1	1
Build up Local Economy	0	0	0	0
More Affordable Housing	0	0	0	0
Smart Growth	2	1	0	0

SUGGESTIONS	Focus Group		Individual Interviews	
	How many times	How many Focus Groups	How many times	How many individuals
Maintain Park Amenities	2	1	0	0
No Dispensaries	2	1	0	0

Appendix I: Demographics

Table 1: Residential areas of participants in CSPH evaluation compared to Gallup-Healthways Survey. Gray areas highlight the targeted areas of City for the CSPH evaluation.

Where Participants Live	CSPH Respondents (N=47)	% of total CSPH respondents	Gallup Poll (N=511)	% of total Gallup respondents
Jefferson County Fairgrounds	6	13%	53	10.40%
Golden Ridge	6	13%	43	8.50%
Shelton Elementary school	5	11%	44	8.60%
King Soopers	12	26%	90	17.70%
Golden High School	1	2%	34	6.70%
Downtown Golden	5	11%	81	15.80%
North Table Mountain	2	4%	64	12.50%
Mitchell Elementary	2	4%	36	7.10%
Live Outside of Golden/Work in Golden	5	11%	n/a	n/a
Missing	4	9%	4	0.80%

Table 2: Participant gender in CSPH evaluation compared to Gallup-Healthways Survey.

Gender	CSPH Respondents (N=47)	% of total CSPH respondents	Gallup Poll (N=511)	% of total Gallup respondents
Female	36	77%	244	52%
Male	9	19%	266	48%

Table 3: Race and Ethnicity of participants in CSPH evaluation compared to Gallup-Healthways Survey. Gray areas highlight a higher percentage of Hispanic participants.

Race	CSPH Respondents (N=47)	% of total CSPH respondents	Gallup Poll (N=511)	% of total Gallup respondents
Hispanic	5	11%	22	4%
White	41	87%	489	96%
Black or African-American	0	0%	1	0%
Asian	0	0%	12	2%
American Indian or Alaska Native	0	0%	14	3%
Native Hawaiian or Pacific Islander	0	0%	1	0%
Don't Know	0	0%	9	2%
Missing	4	9%	n/a	n/a

Appendix J: Additional Demographics

Table 4. Additional demographic information, such as age, number of adults in the household, number of children in the household, and number of years the participants has lived in Golden, collected from participants in the CSPH evaluation compared to the Gallup-Healthways Survey.

	CSPH Respondents Min and Max (N=47)	CSPH Respondents Mean and Mode	Gallup Poll Min and Max (N=511)	Gallup Poll Mean
Age in Years	18 to 83 (missing 6)	mean 46.68 yrs, mode 31 yrs	19 to 94 (missing 3)	mean 48.41 yrs, mode 22 yrs
Number of Adults in House	1 to 6 (missing 7)	mean 1.975, mode 2	0 to 6 (missing 6)	mean 1.84, mode 2
Number of Children in House	0 to 3 (missing 7)	mean .9 mode 0	0 to 5 (missing 20)	mean .43, mode 0
Number of Years in Golden	9 months to 50 years (missing 33)	mean 17.9 years mode 3 years	n/a	n/a

Appendix K: Limitations

Several limitations should be noted for this evaluation.

Hispanic residents of Golden are a typically underrepresented group and were therefore a population we sought to recruit. However, none of the evaluation team members were fluent in Spanish, so we were unable to interview monolingual Spanish speakers. At one focus group two bilingual participants were present and kindly assisted in translating the responses of several monolingual Spanish-speaking focus group participants.

We also faced challenges in our recruitment efforts. We depended mostly on flyers that we hung at local establishments to recruit residents from different parts of Golden, however we did not receive high numbers in our scheduled focus groups. After organizing two focus groups where no participants attended, we made the decision to begin collecting data using another method - individual interviews - so that we could continue collecting data from a broad range of people. Utilizing individual interviews allowed us to collect data from individuals who were either unwilling or unable to participate in a formal focus group. Fewer questions were asked during interviews in order to accommodate interviewees' schedules; as a result, data collected during interviews did not yield the same amount of depth or detail as data collected in focus groups.