



CITY OF EDGEWATER

2023 COMMUNITY SURVEY FINDINGS

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EXECUTIVE SUMMARY
INTRODUCTION

About this survey

Purpose

This survey of Edgewater residents was conducted in May 2023 to help inform the city’s leaders and staff about residents’ experiences, opinions, and preferences.

Sampling

Survey packets were mailed to every household in Edgewater.

Responses

314 households responded, accounting for 13% of households that were invited to participate.



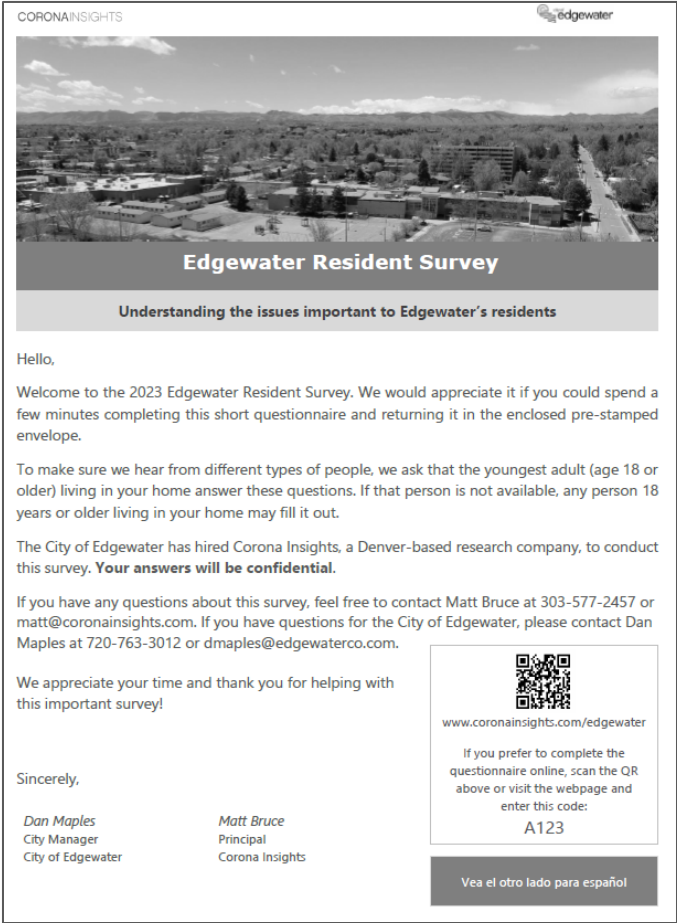
55% of responses were mailed back



45% of responses were completed online

A detailed description of the methodology is in the [Appendix](#).

Survey Cover Letter



Respondent Demographics

The demographic summary below provides context for the findings herein by describing who is represented by these results. These data are based on the weighted survey data (the weighting methodology is summarized in the [Appendix](#)).

Length of Residence

<1 year	7%
1-2 years	17%
3-5 years	18%
6-10 years	15%
11+ years	33%
Did not answer	11%

Age

18-24	2%
25-34	30%
35-44	26%
45-54	7%
55-64	11%
65 or older	18%
Did not answer	5%

Educational Attainment

High school diploma, GED, or less	13%
Some college or associate degree	38%
Bachelor’s degree or higher	41%
Did not answer	8%

Housing Situation

Rent	32%
Own	63%
Did not answer	5%

Gender

Male	33%
Female	56%
Prefer to self-describe	1%
Did not answer	9%

Race/Ethnicity

American Indian, Alaska Native, or Native American	5%
Asian	1%
Hispanic, Latinx, or Spanish origin	14%
Black or African American	1%
Native Hawaiian or Other Pacific Islander	0%
White or European American	84%
Some other race	3%
Did not answer	6%

Children in Household

Children	20%
No children	67%
Did not answer	14%

EXECUTIVE SUMMARY
KEY FINDINGS

KEY FINDING

01

Residents largely reported being satisfied with the City of Edgewater.

Just under 9 in 10 residents noted being satisfied with the overall quality of life in the City, and when asked what comes to mind when thinking of the City, many residents used positive words, such as “quaint,” “home,” and “quiet.”

KEY FINDING

02

Many residents noted a sense of belonging and acceptance in the City of Edgewater.

Over four fifths of residents agreed that the City of Edgewater is a place where all perspectives and experiences are respected and accepted, that someone like them can thrive in the City, and that the City treats all its residents fairly.

KEY FINDING

03

Over three fifths of residents rated their overall impression of Edgewater City staff as positive; few rated it as negative.

Residents were generally satisfied with the various City departments. Where satisfaction was lower, it was largely due to residents having no opinion.

Of those who had interacted with City staff, most felt they were respectful and courteous, knowledgeable of issues and concerns, and responsive to requests.

KEY FINDING

04

Community and public safety and wellbeing was a top priority among residents.

Around one quarter of residents have reported or been a victim of a crime in the past year, and although most residents reported feeling safe around Edgewater during the day, a smaller proportion of residents felt the same after dark.

SECTION 1
LIFE IN EDGEWATER

Around one third of residents think of Edgewater as quaint, cute, and/or a small town.

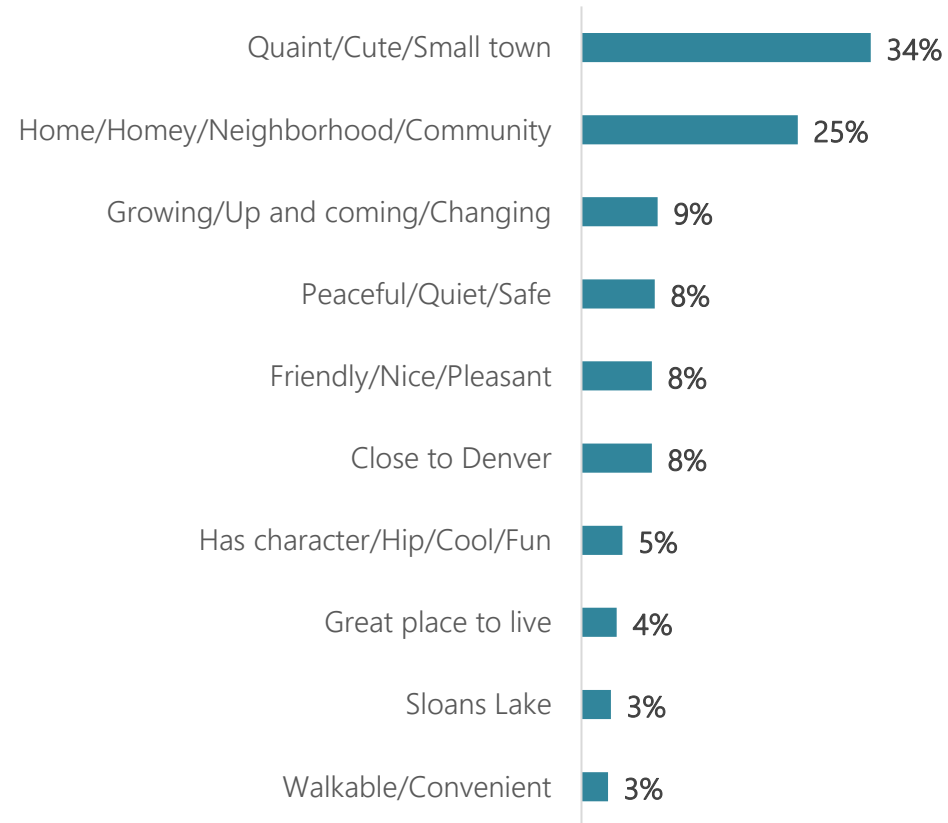
"Awesome... and getting almost too popular."
—Female, age 55-64

"Friendly, small-town atmosphere within a large metro area."
—Female, age 65 or older

"Pleasant, affordable, perfect location."
—Female, age 65 or older

Residents were asked what word or phrase comes to mind when they think of the City of Edgewater. Responses were coded by theme, and the top 10 most common words/phrases are shown at right. Verbatim comments, as well as the full coding, can be found in the accompanying Excel file.

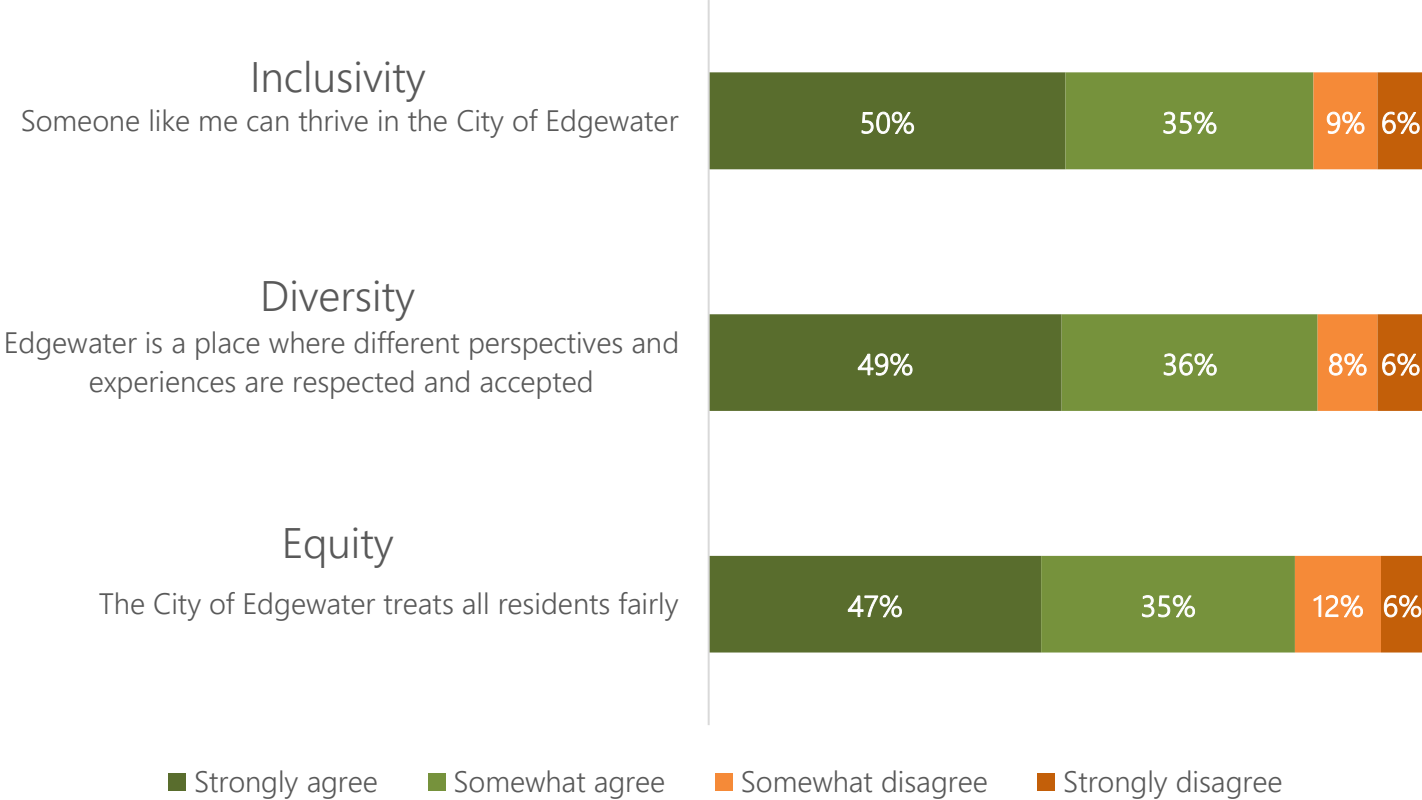
Word or Phrase That Comes to Mind When Thinking of Edgewater
Top 10 Most Common Words/Phrases Shown



Residents largely agreed with statements that represented diversity, equity, and inclusivity.

- > Over four fifths of residents (85%) somewhat or strongly agreed that someone like them can thrive in the City of Edgewater, which was a measure of inclusivity.
- > Additionally, over four fifths of residents agreed that Edgewater is a place where different perspectives and experiences are respected and accepted (85%), which was a measure of diversity acceptance, and that the City treats all residents fairly (82%), which was a measure of equity.

Sense of Belonging in Edgewater

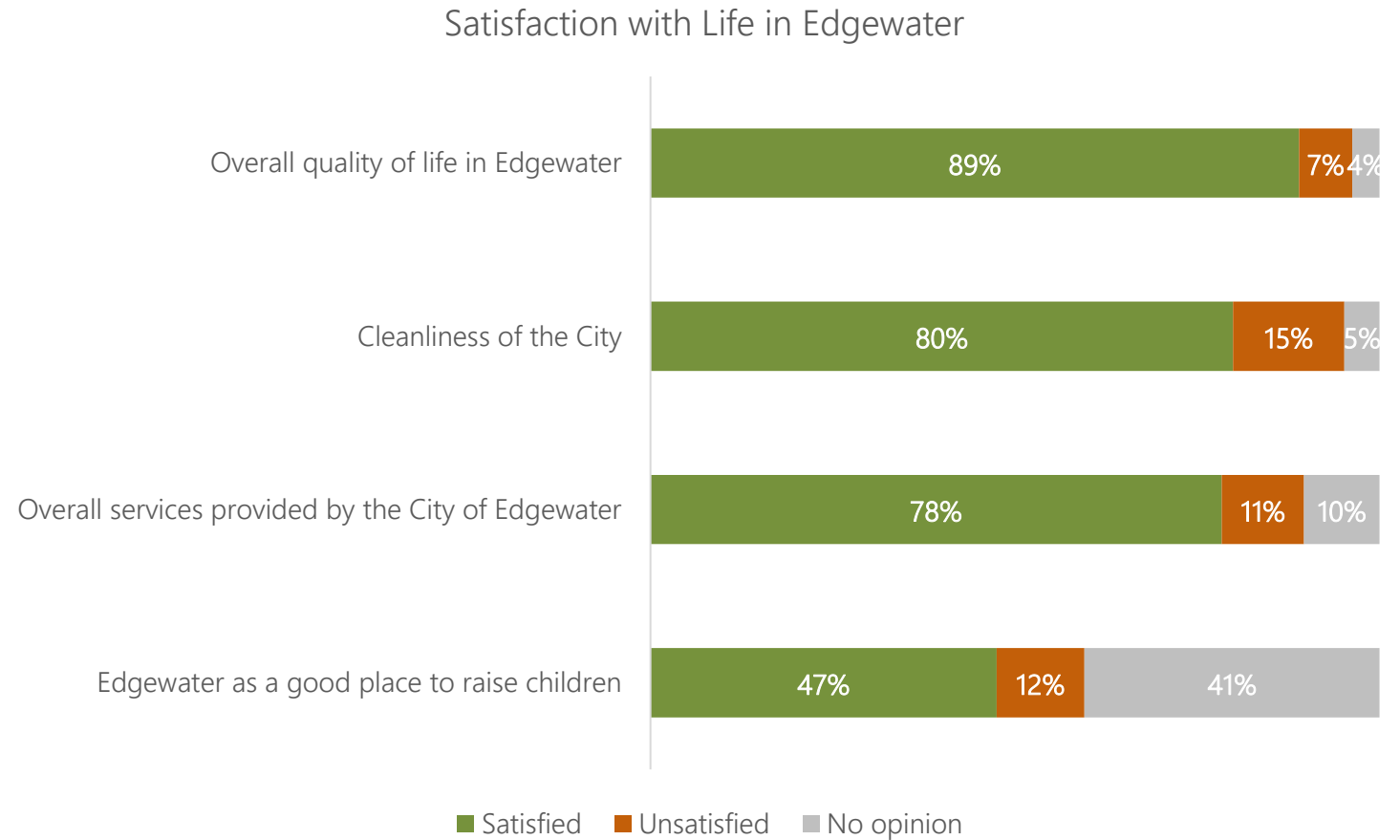


A majority of residents reported being satisfied with the overall quality of life in Edgewater.

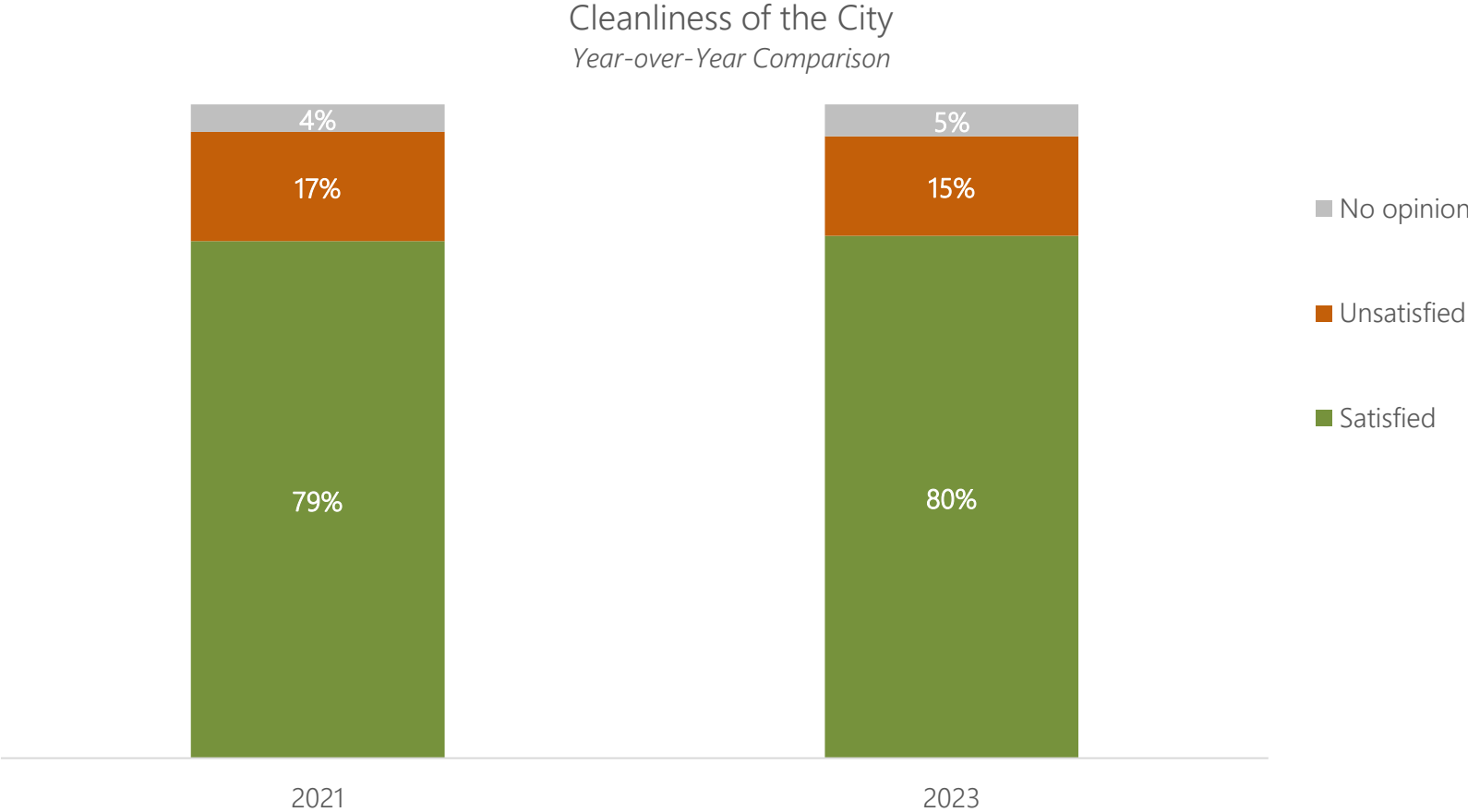
- > Four fifths of residents (80%) were satisfied with the cleanliness of the City, and just over three quarters (78%) were satisfied with the services provided by the City.
- > Fewer than half of residents (47%) were satisfied with Edgewater as a place to raise children; however, another 41% had no opinion (they may not have children in Edgewater), and only 12% were unsatisfied.

Not shown:

- > Those with children in their household (77%) were more likely to be satisfied with Edgewater as a good place to raise children.



Resident satisfaction with the cleanliness of the City remained steady from 2021 to 2023.



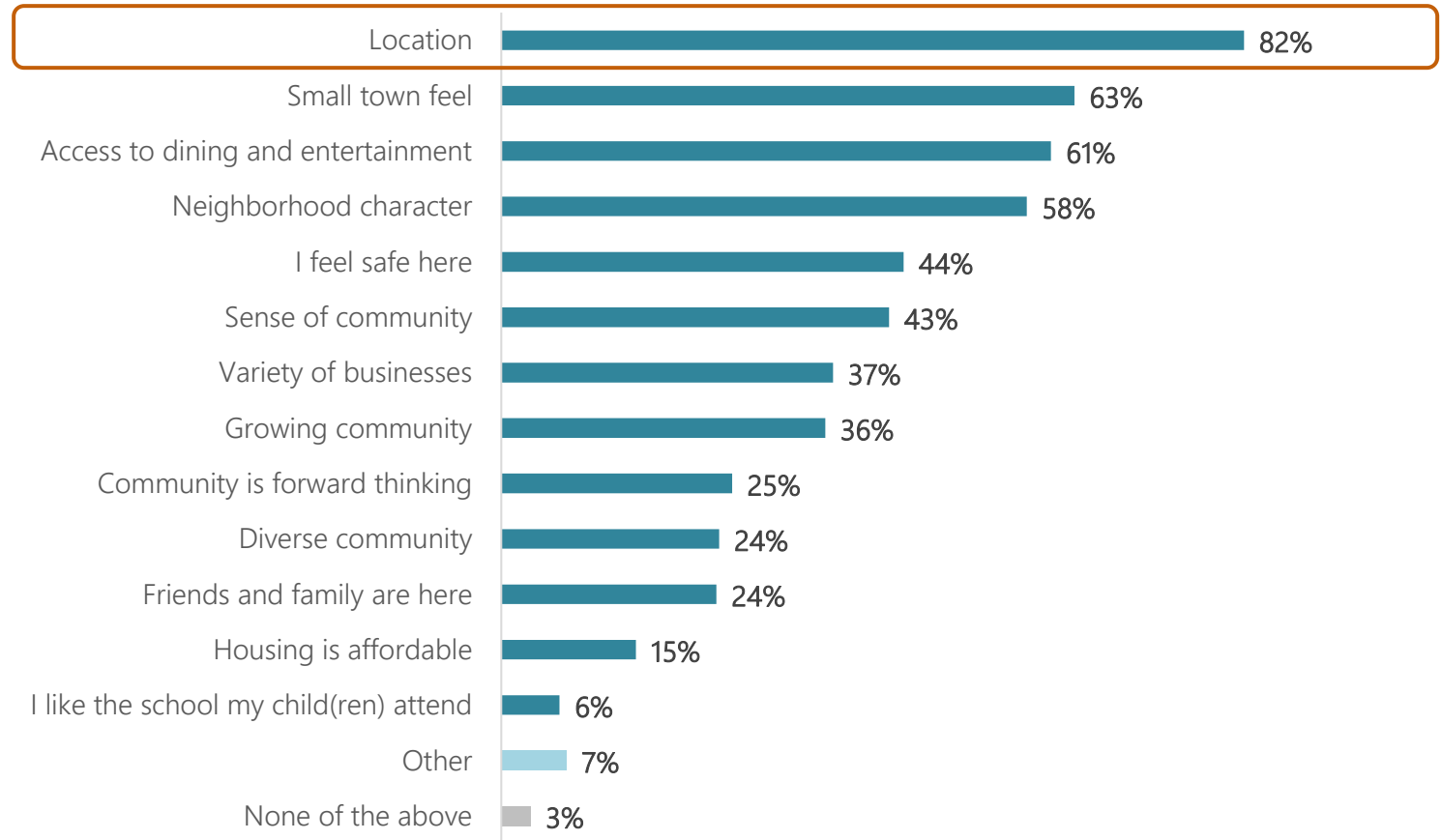
Location was indicated as the most important reason that residents live in Edgewater.

- > Over four fifths of residents (82%) noted location as one of the most important reasons why they live in Edgewater.
- > Other common reasons for living in Edgewater included its small-town feel (63%), access to dining and entertainment (61%), and neighborhood character (58%).

Not shown:

- > Those who reported or were a victim of crime in the past 12 months were less likely to report feeling safe as an important reason for living in Edgewater (19%) than those who had not reported or been a victim of a crime (53%).

Important Reasons for Living in Edgewater



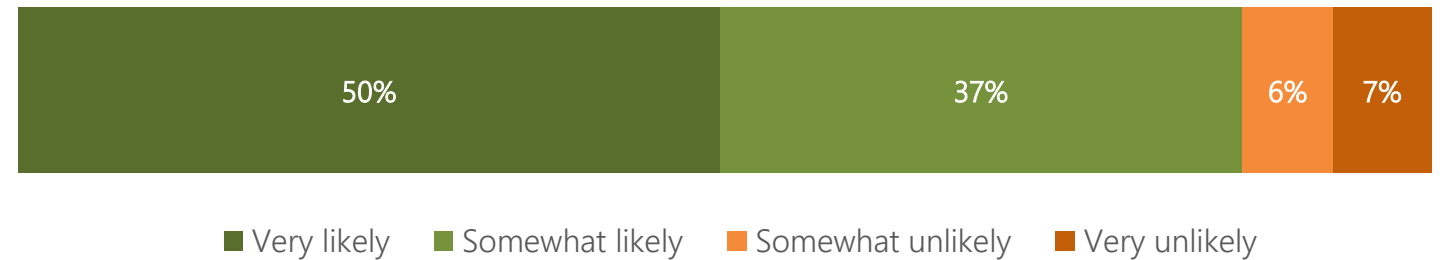
A majority of residents reported that they plan to remain in Edgewater for the next five years.

- > A majority of residents (87%) noted that they were somewhat or very likely to remain in Edgewater over the next 5 years.
- > Around one in eight (13%) reported being somewhat or very unlikely to remain in Edgewater for the next five years.

Not shown:

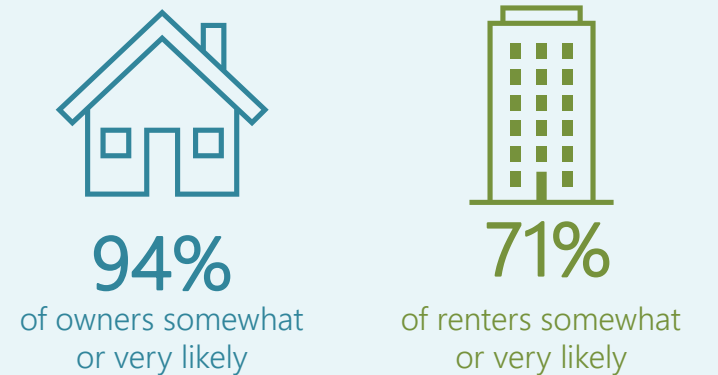
- > Residents ages 65 or older (73%) were more likely than other residents to report being “very likely” to remain in Edgewater for the next 5 years.

Likelihood of Remaining in Edgewater for the Next 5 Years

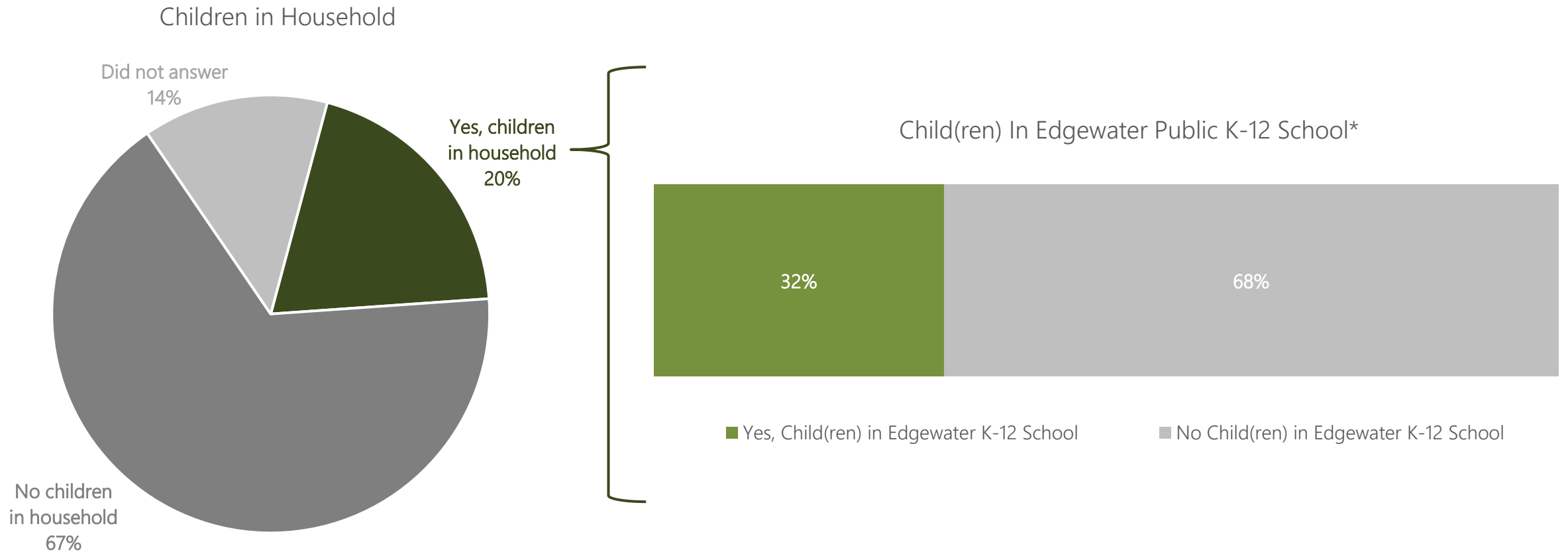


Residents who own their home were more likely to report planning to remain in Edgewater than those who rent, though the majority of renters also reported planning to remain in the City.

Likely to Remain in Edgewater for Next 5 Years



One fifth of residents have children under the age of 18 in their household, and of those, one third have children in a public K-12 school in Edgewater.

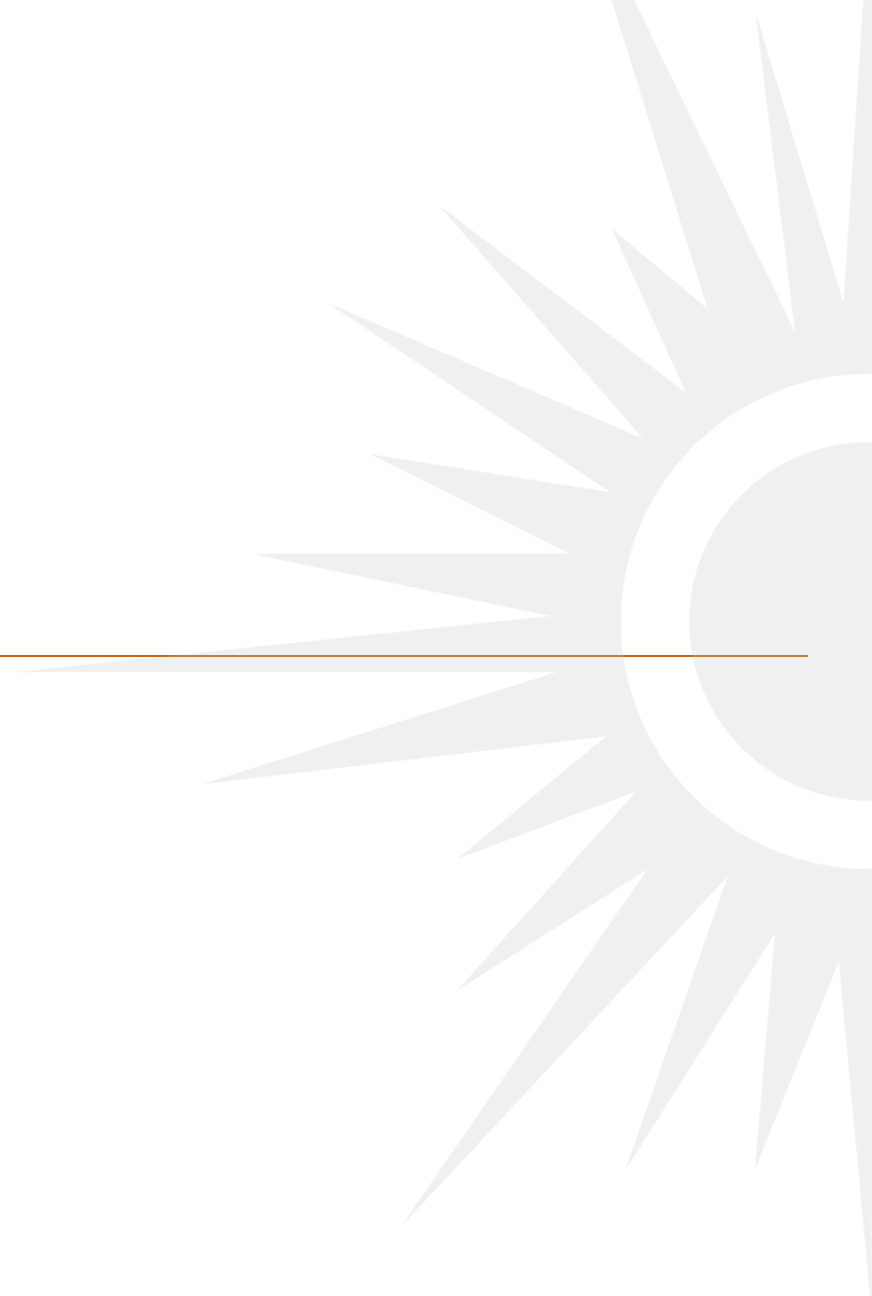


Q19. Including yourself, how many people in your home are...?

Q20. If school age kids live in your home, do they attend a public K-12 school in Edgewater?

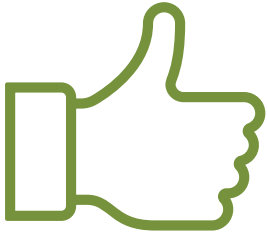
* Sample size is small (n=46), and findings should be interpreted with caution

SECTION 2
INTERACTING WITH EDGEWATER



Over three fifths of residents rated their overall impression of Edgewater City staff as positive; few rated it as negative.

Rating of Overall Impression of Edgewater City Staff



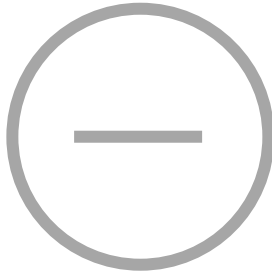
62%

positive



6%

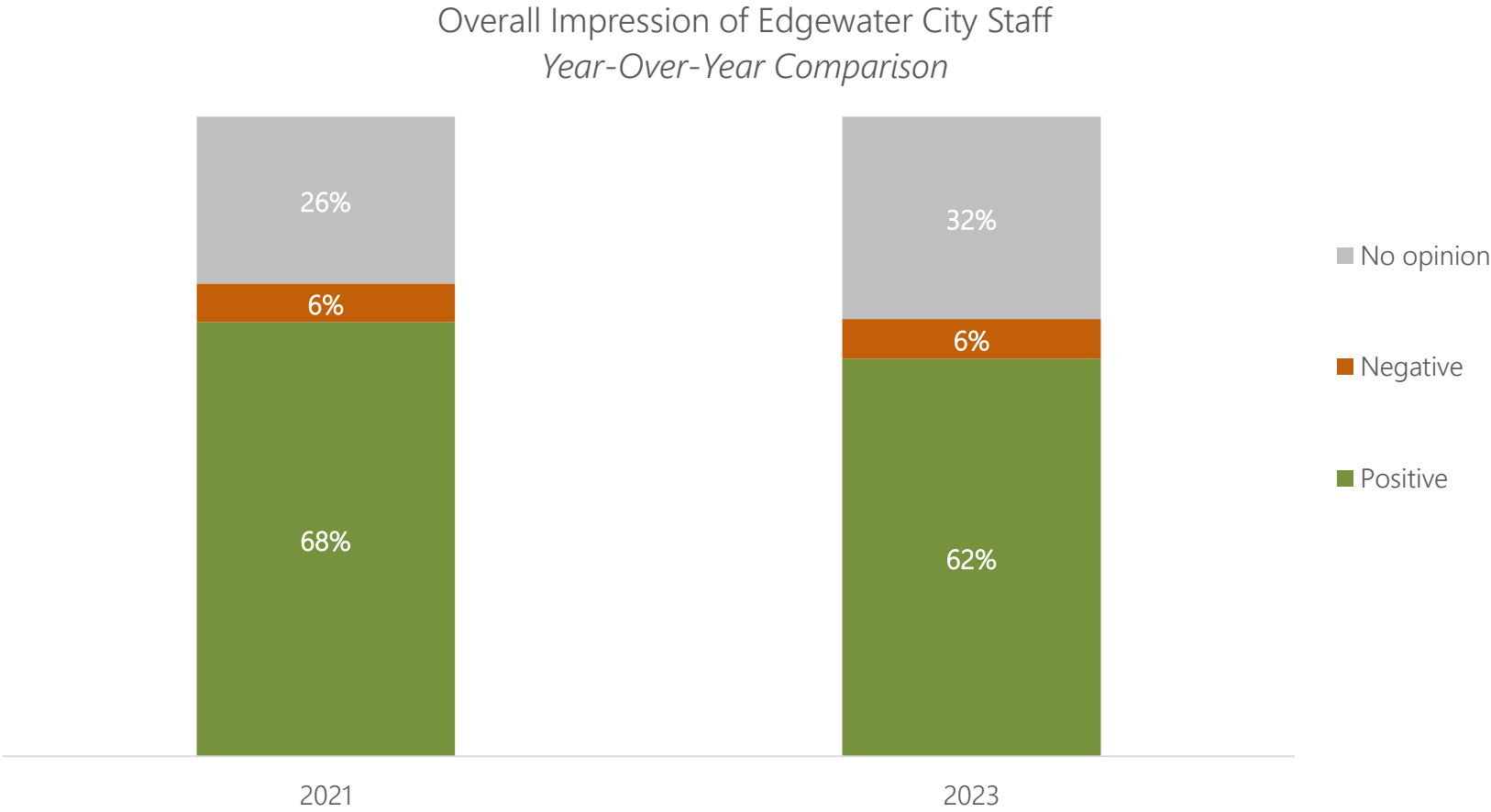
negative



32%

no opinion

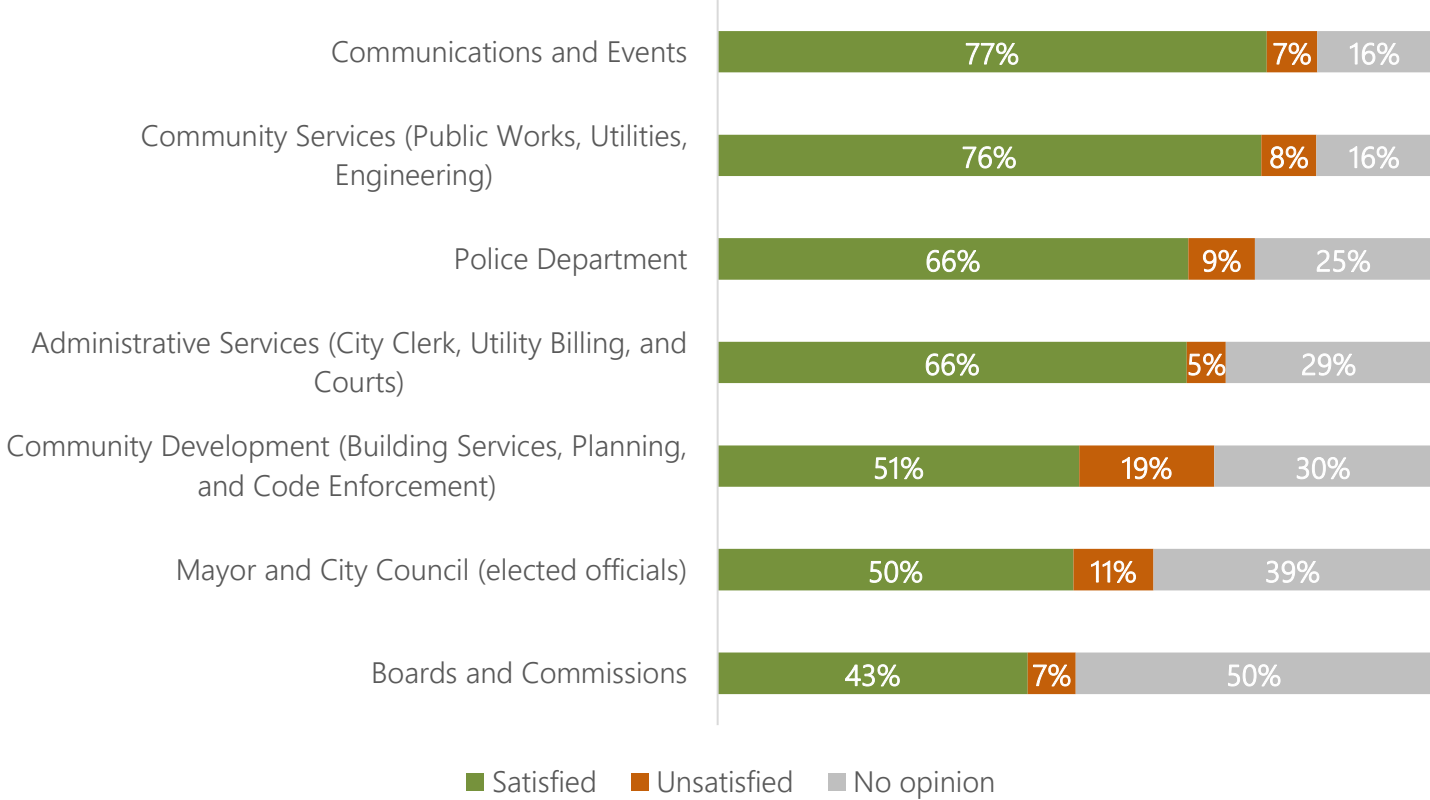
Among residents with an opinion, ratings of City staff remained as positive in 2023 as in 2021.



The Communications & Events and Community Services departments were rated most satisfactory.

- > Residents were also largely satisfied with the Police Force (66%) and Administrative Services (66%).
- > Residents were least satisfied with Boards and Commissions (43%); however, residents were most dissatisfied with Community Development (19%).
- > More respondents were satisfied with each department than dissatisfied. Likewise, more respondents had no opinion than were dissatisfied.

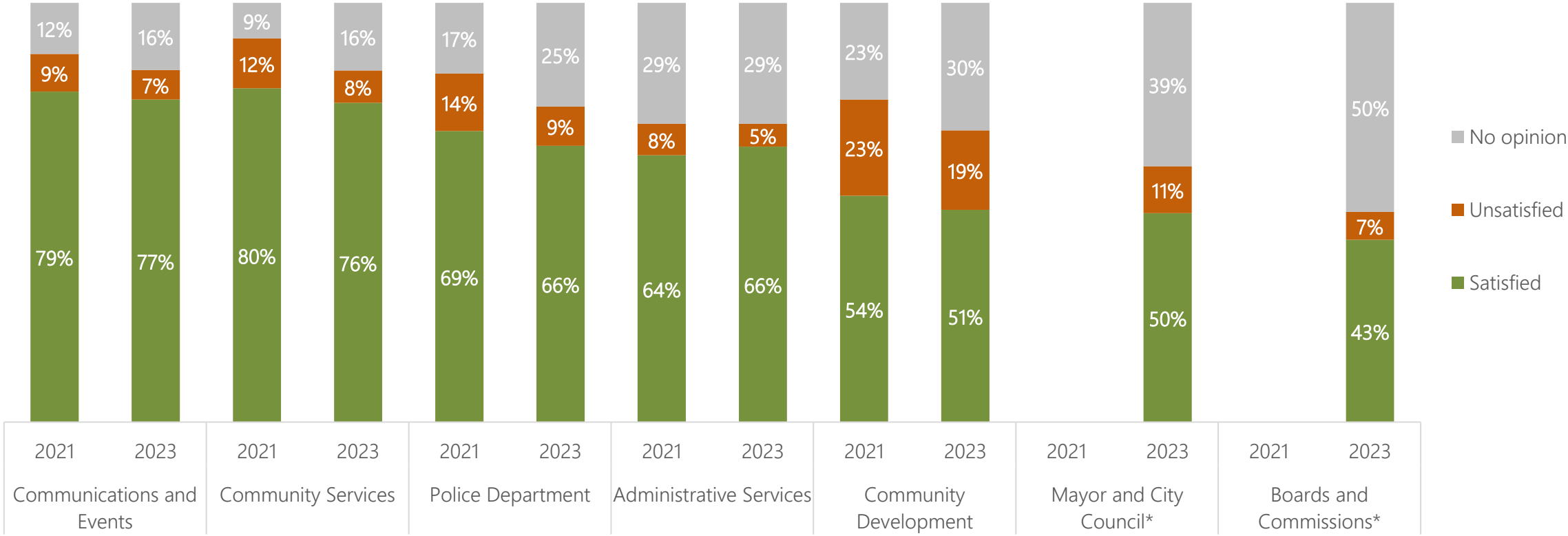
Satisfaction with City Departments



Q2. Within the past 12 months, have you been satisfied with each of the following City departments?

Satisfaction with City departments has remained relatively steady from 2021 to 2023.

Satisfaction with City Services
Year-Over-Year Comparison



Q2. Within the past 12 months, have you been satisfied with each of the following City departments?

* These City departments were not asked about on the 2021 Community Survey.

When asked about their satisfaction or dissatisfaction, residents provided an array of responses.

Residents were asked why they were satisfied or dissatisfied with City departments. Due to the array of responses and lack of themes, these data were not coded. Rather, select quotes are shown at right, and all verbatim comments can be found in the accompanying Excel file.

Satisfied:

"Good communication around events. Police make me feel safe and the parks are well maintained."

—Female, age 25-34

"We utilize the Civic Center often. The programs and staff have always been great!"

—Female, age 18-24

"No issues, everything runs smoothly. Communication to residents is great and we have lots of community events."

—Male, age 35-44

Dissatisfied:

"I'm newer to Edgewater (three years) but I walk a lot and am so frustrated by the lack of snow shovel enforcement. I have fallen a lot."

—Female, age 45-54

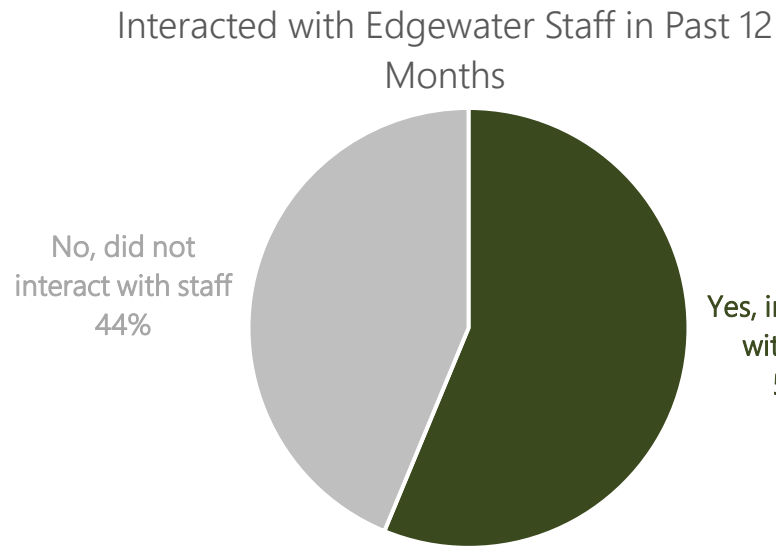
"Need a contact available Monday-Friday from 8:00 to 4:30 daily! All calls go to voicemail. Cannot leave a message. System is full. Or if by chance you can leave a message, calls are never returned."

—Gender unknown, age 35-44

"Think a little more work could be done on alley code enforcement and new construction mess."

—Male, age 55-64

Of those who interacted with staff, over four fifths felt City staff were respectful and courteous.



- > Over half of residents (56%) reported having interacted with Edgewater City staff.
- > Of those, a majority were satisfied with City staff's respectfulness and courtesy (83%), knowledge of their issue or concern (80%), and responsiveness to their request (70%).

Satisfaction with Edgewater City Staff Interaction

Respectfulness and courtesy towards you



Knowledge of issue or concern



Responsiveness to your request

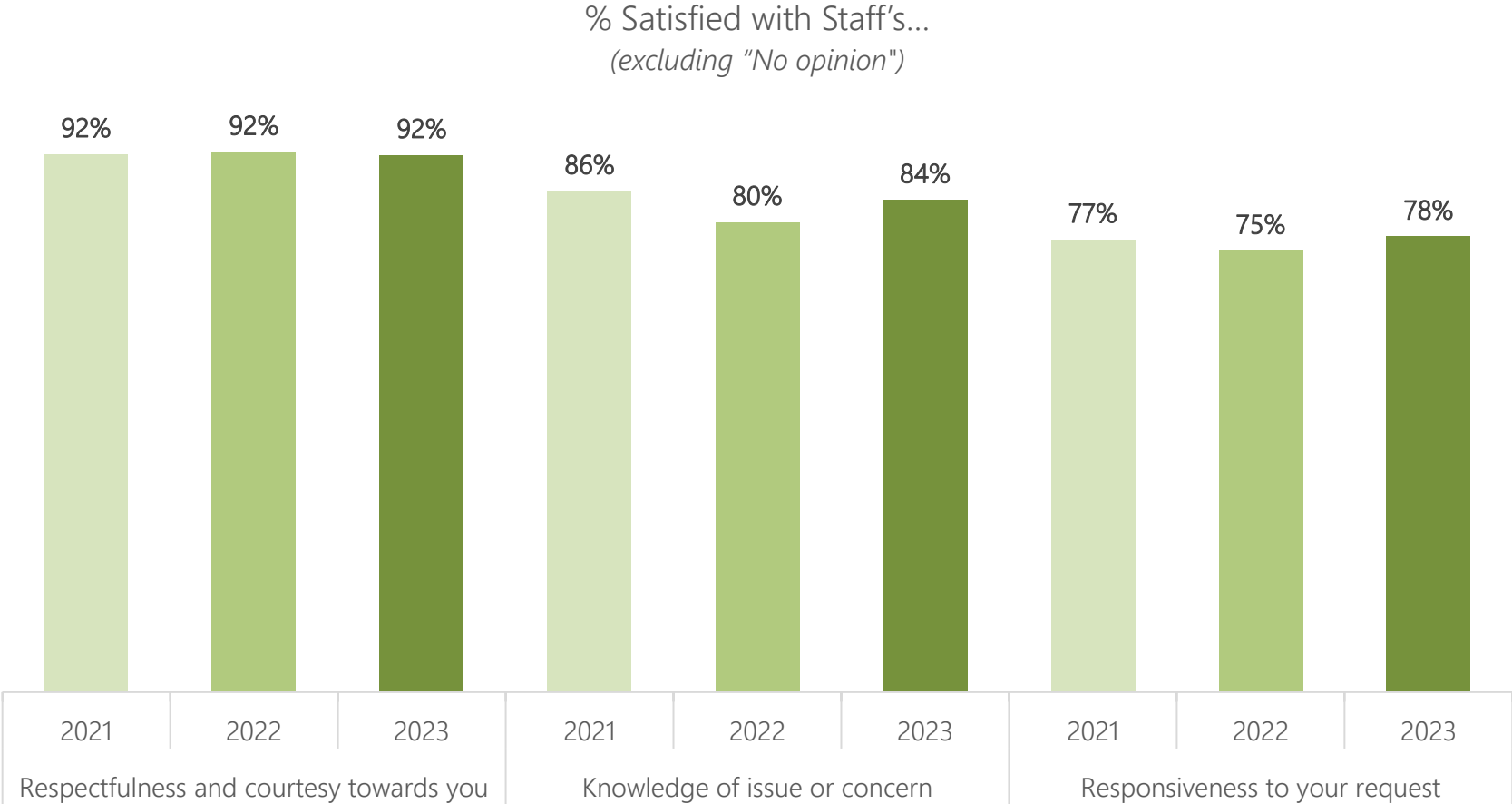


■ Satisfied ■ Unsatisfied ■ No opinion

Q8. In the past 12 months, have you interacted with Edgewater City staff?

Q9. If you have interacted with Edgewater City staff, how satisfied are you with the following?

Among those with an opinion, satisfaction with staff has remained relatively consistent since 2021.



Q9. If you have interacted with Edgewater City staff, how satisfied are you with the following?

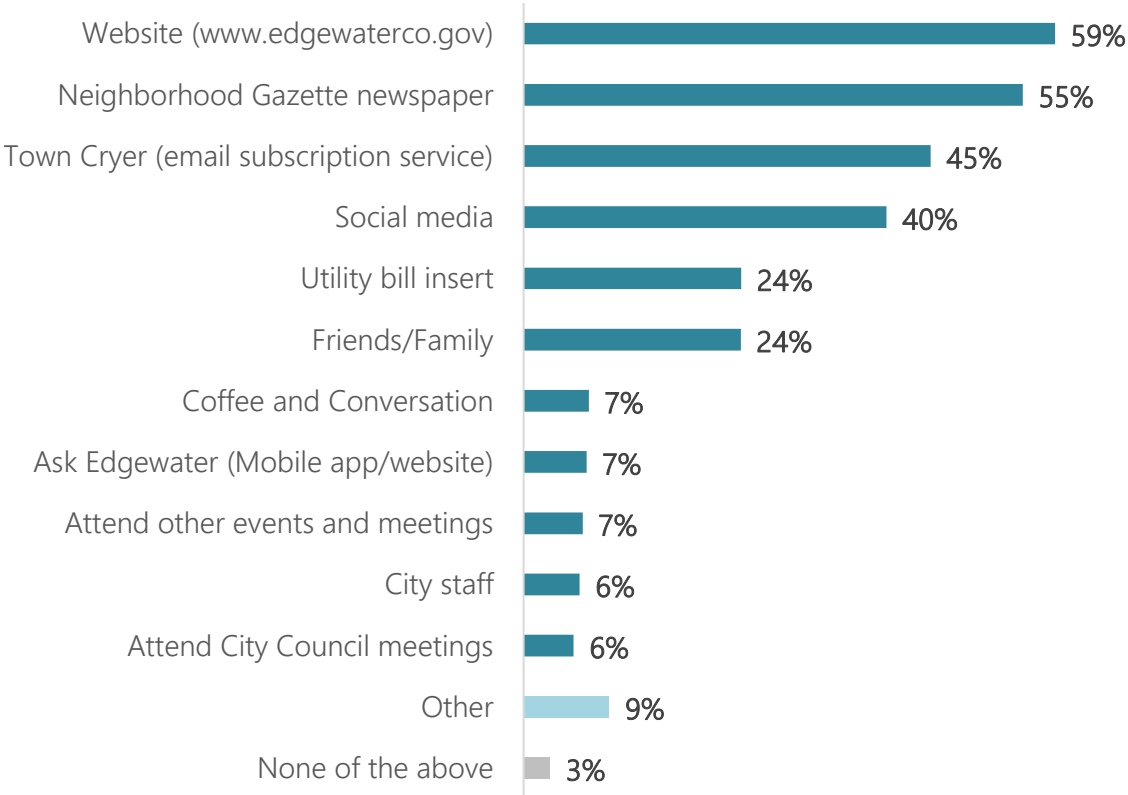
Over half of residents reported using the City website and/or the Neighborhood Gazette to access information about the City.

- > Around three fifths of residents (59%) noted that they access information about Edgewater from the City website.
- > Just over half of residents (55%) accessed information from the Neighborhood Gazette.
- > Other common sources of information included the Town Cryer (45%) and social media (40%).

Not shown:

- > Those 65 and older were less likely to access information about the City via the website (37%) or social media (18%) compared to those of other age groups.
- > Homeowners were more likely to receive information about the City from their utility bill insert (36%) than renters (2%).

How Residents Access Information About Edgewater



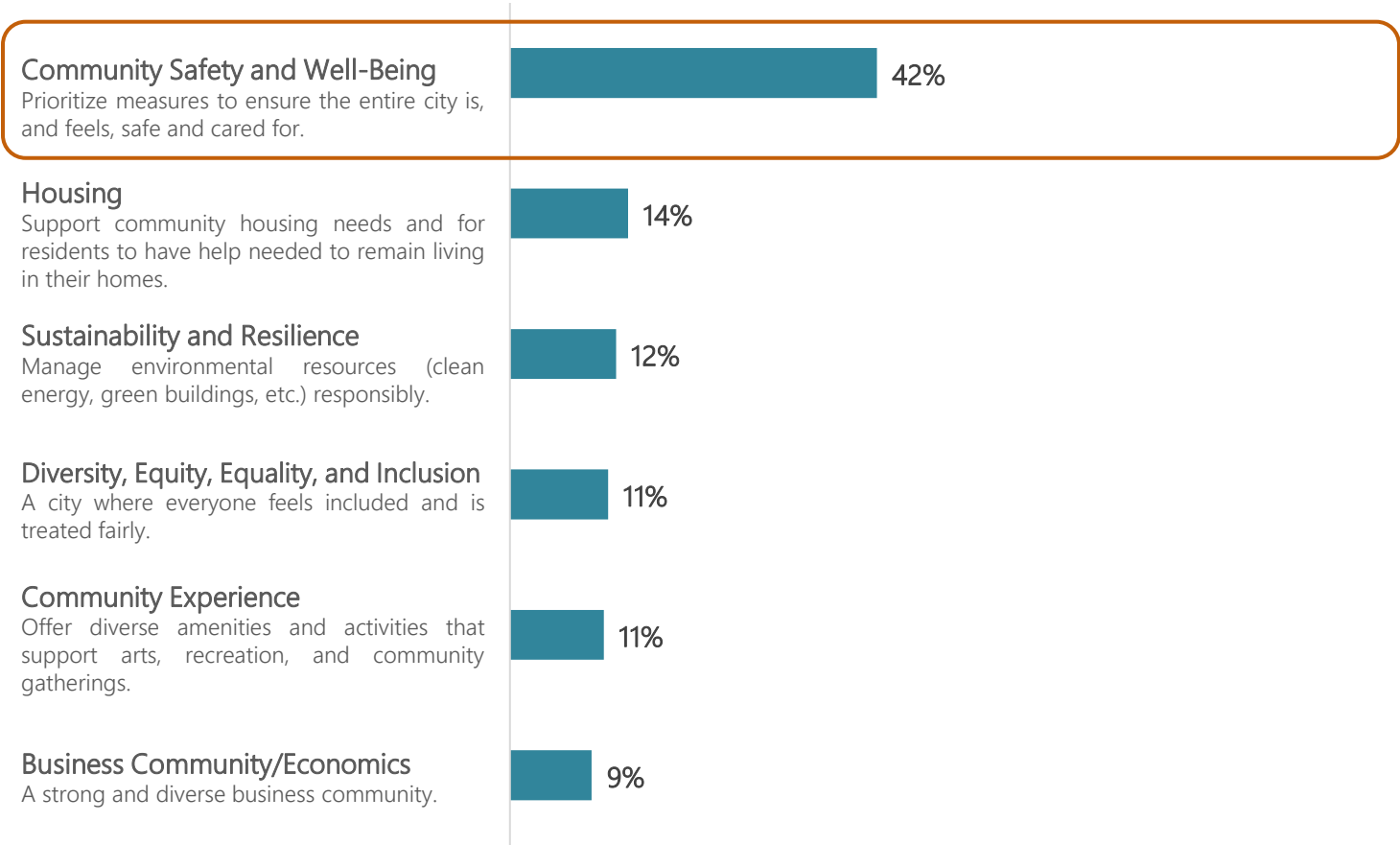
Q10. How do you currently access information about the City of Edgewater?
Select all that apply.

Residents were most likely to rank community safety as their top priority for the next few years.

- > By far, residents were most likely to rank Community Safety and Well-Being as their top priority among the City’s strategic plan initiatives.
- > Generally, there was little difference among the other initiatives, though Business Community/Economics was the least likely to be ranked as a top priority among residents.

The chart at right shows the probability of a resident selecting that initiative from the Strategic Plan as their top priority. By taking into account the overall ranks of each initiative, as well as the impact of some residents not answering, probability is a more reliable measure than the proportion of residents who selected an initiative as their top priority.

Probability of Ranking Strategic Plan Initiatives as Most Important



Q11. Please rank the following in order of importance to you. (1 = Most important, 6 = Least important)

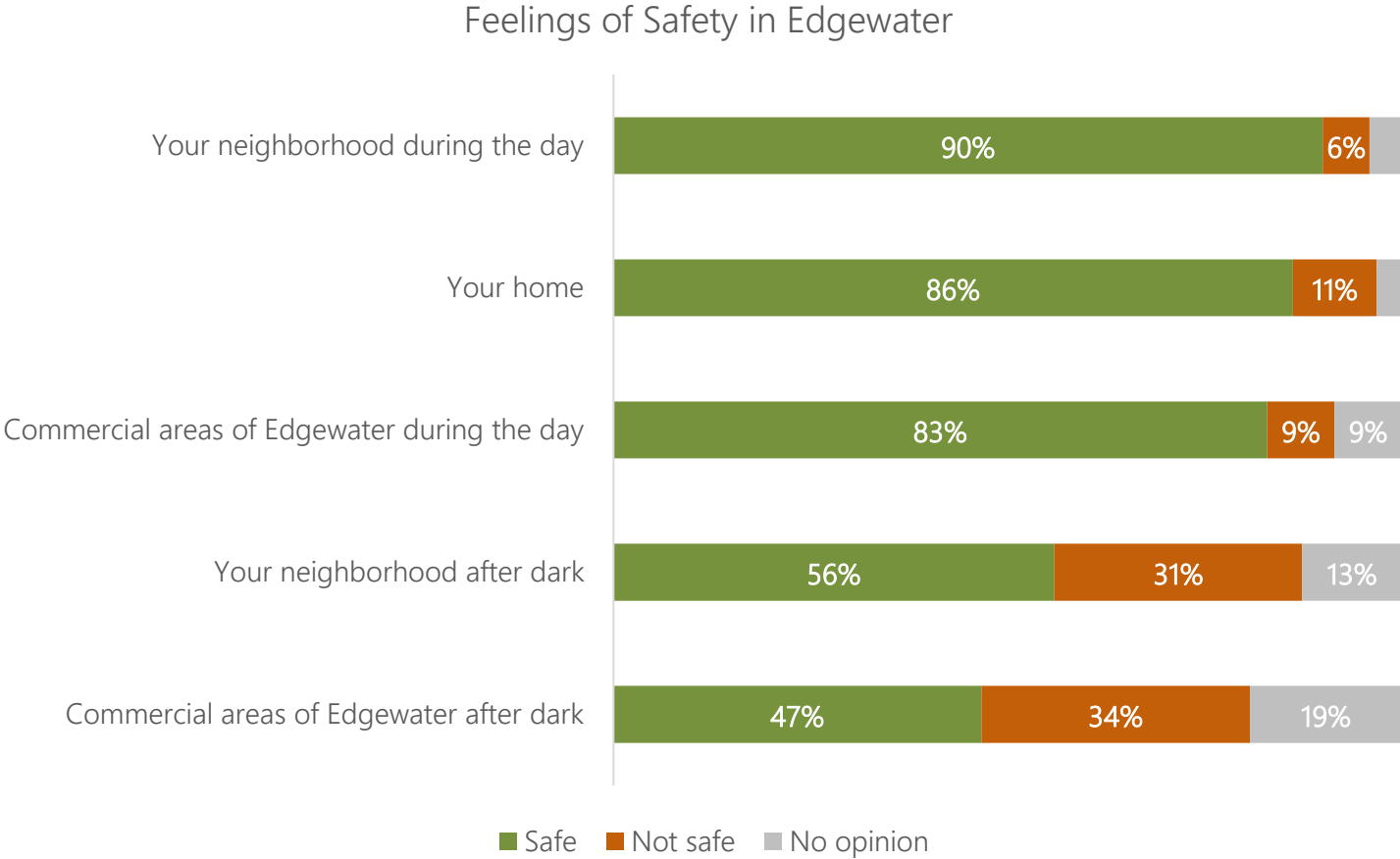
SECTION 3
PUBLIC SAFETY

Residents reported feeling safe in their home and around the city during the day, but fewer reported feeling safe after dark.

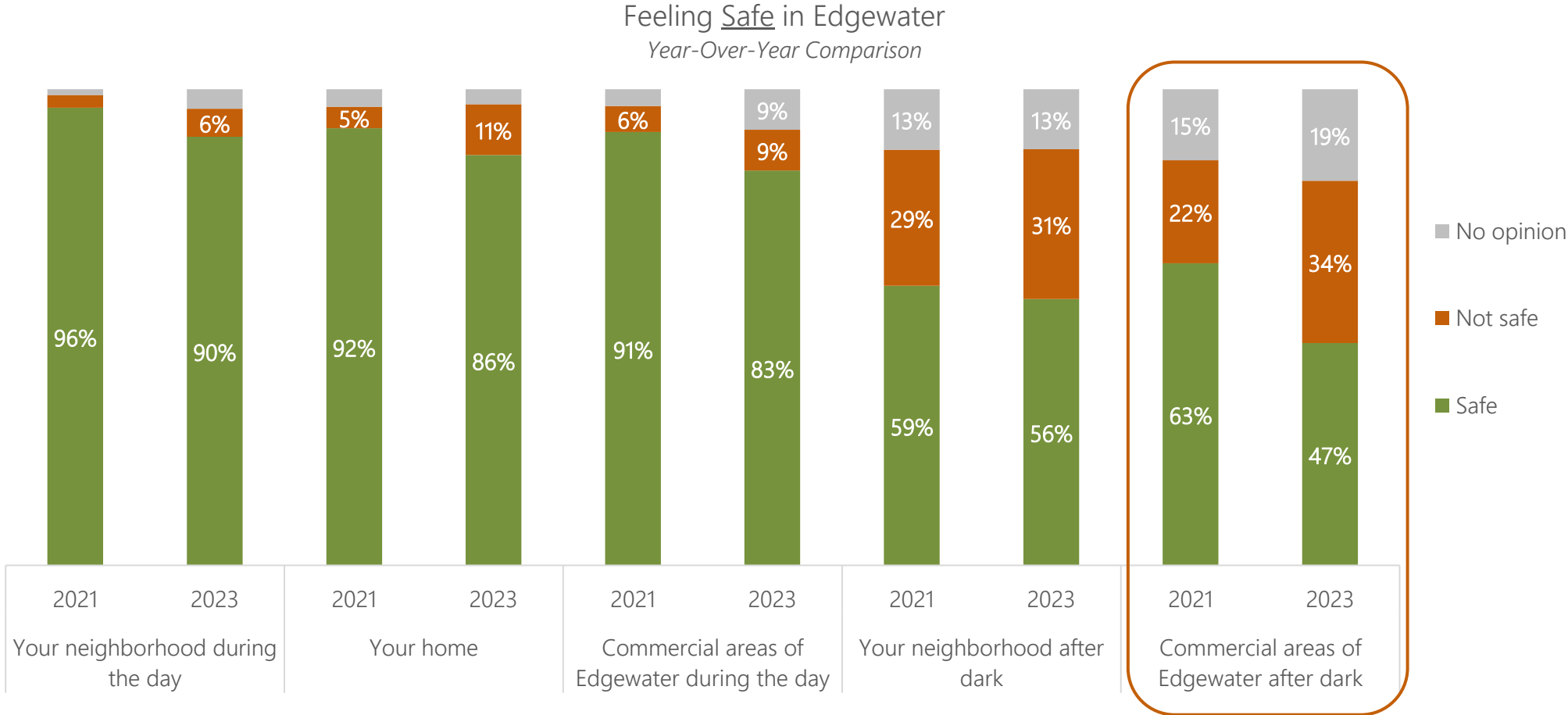
- > Generally, residents reported feeling safe in their home (86%), in their neighborhood during the day (90%), and in commercial areas of Edgewater during the day (83%).
- > However, fewer residents reported feeling safe in their neighborhood after dark (56%) or in commercial areas after dark (47%).

Not shown:

- > Men (75%) were more likely than women (46%) to feel safe in their neighborhood after dark.
- > Those who had reported or been a victim of a crime in the past 12 months were more likely to report feeling unsafe in their home (32%) and in their neighborhood after dark (53%) than those who had not reported a crime (3% and 24%, respectively).

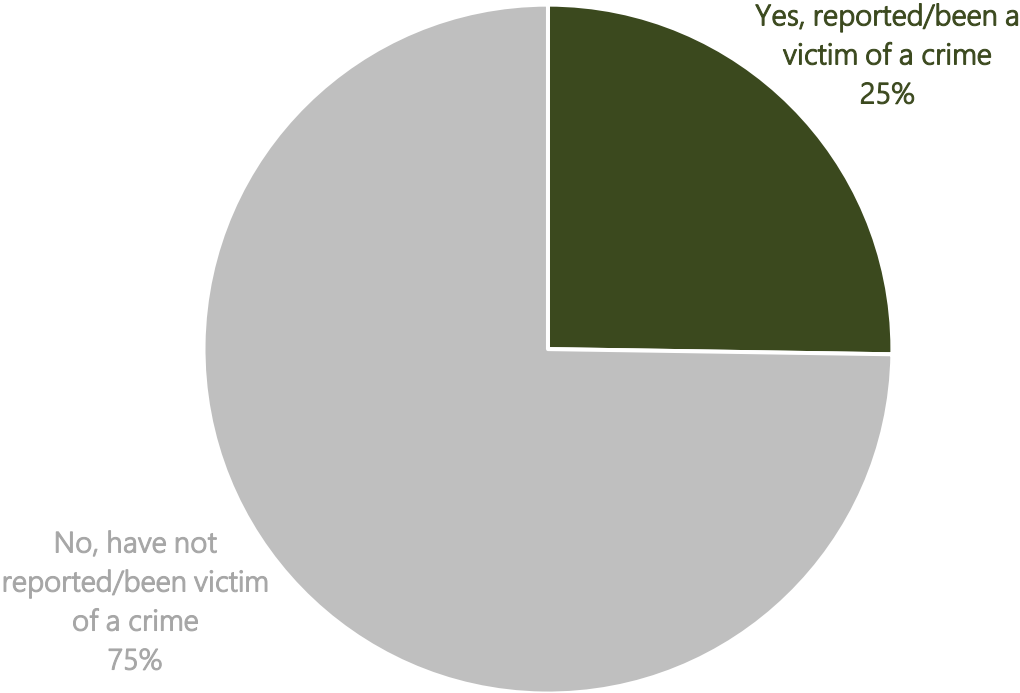


Feelings of safety did not change much from prior years; however, residents were less likely to feel safe in commercial areas after dark.



One quarter of residents have been a victim of a crime or reported a crime to Edgewater police in the past 12 months.

Victim of or Reported a Crime to Edgewater Police



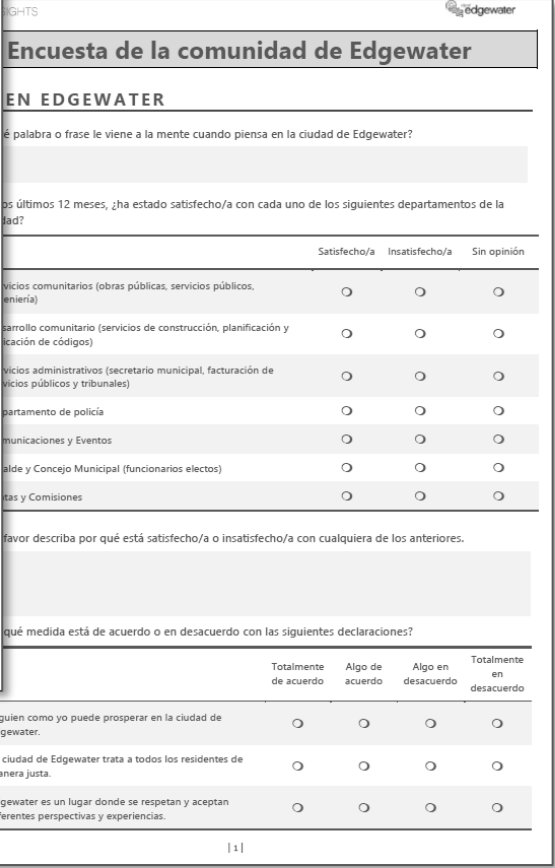
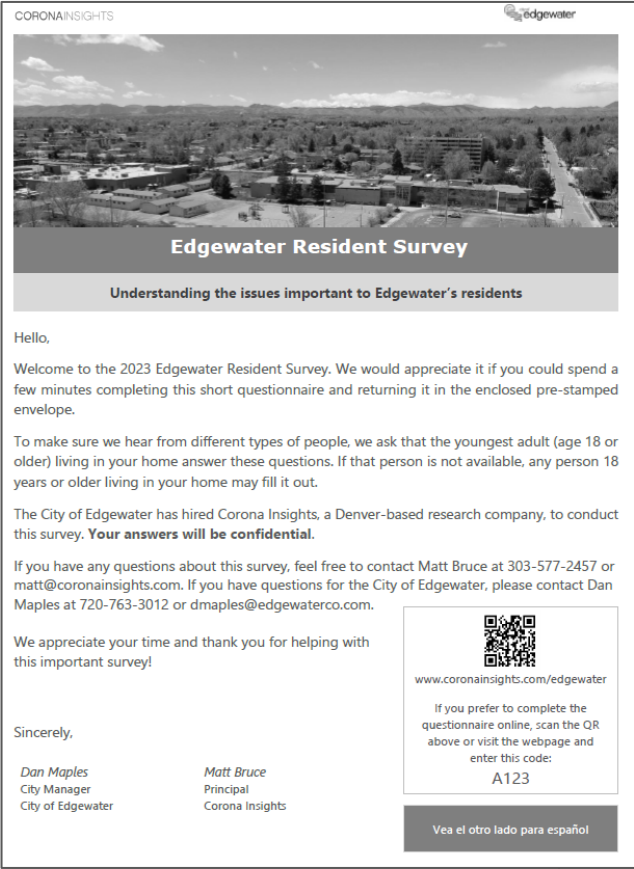
Residents ages 18-34 were more likely to have reported or been a victim of a crime in the past 12 months, while those ages 65 and older were less likely to have experienced this.

Q13. Within the past 12 months, have you been the victim of a crime in Edgewater or reported a crime to Edgewater Police?

APPENDIX

Questionnaire Design

- > The cover letter (see right) was developed by Corona Insights, with feedback provided by City of Edgewater staff.
- > The questionnaire design was initiated by City of Edgewater staff after considering the value of questions asked on prior surveys and needs for this year. Corona Insights used this initial input to compose the questionnaire, which was revised through an iterative process of change and feedback.
- > The final questionnaire was translated into Spanish by in-house staff.

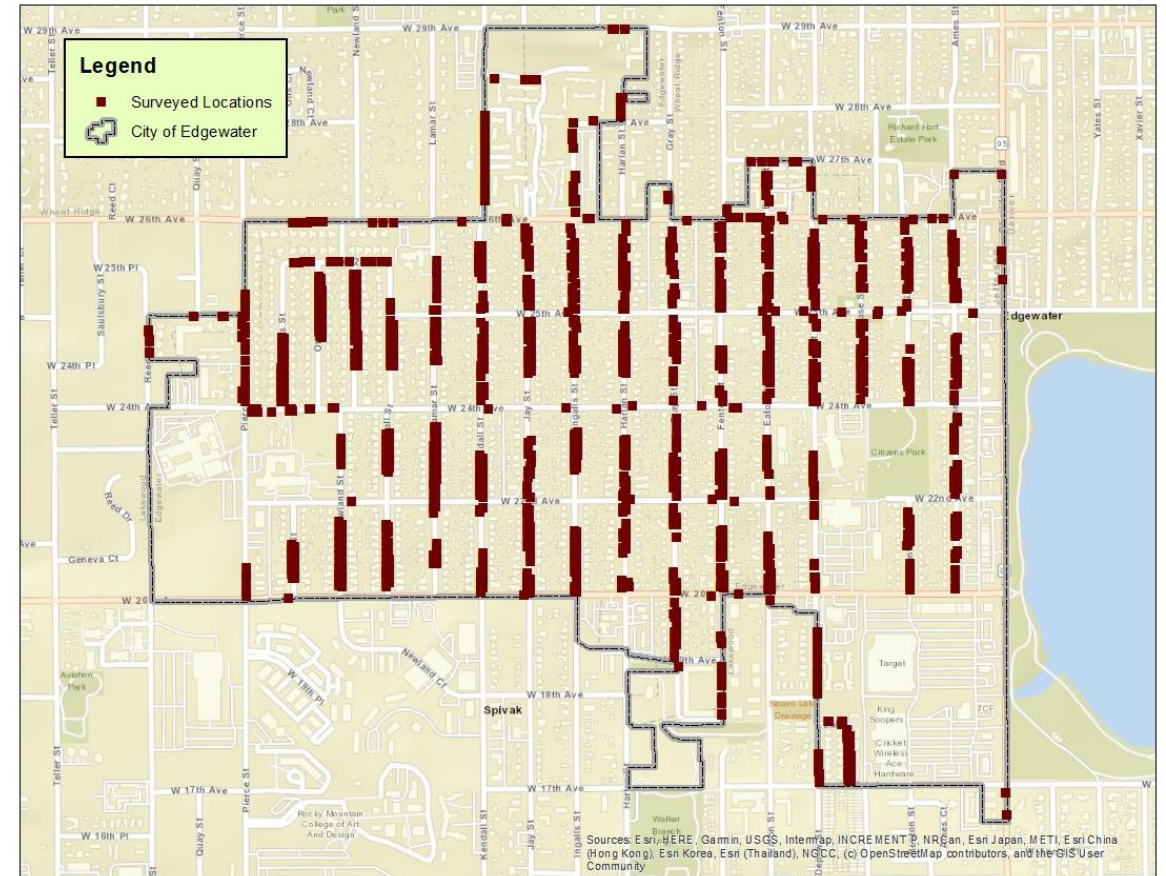


- > **Survey Sponsor and Funder:** City of Edgewater, City Manager's Office
- > **Survey Conducted by:** Corona Insights (www.CoronaInsights.com)
- > **Definition of population:** Adult residents of the City of Edgewater, Colorado
- > **Geography:** City of Edgewater boundaries as defined by the U.S. Census Bureau
- > **Dates of data collection:** May 8 to May 30, 2023
- > **Survey mode:** Hardcopy survey packets were mailed to residents who could either return the questionnaire by pre-paid mail or could reply online using a QR code or weblink and unique ID.
- > **Languages:** English and Spanish
- > **Description of sampling frame(s):**
 - Coverage: All residential homes in Edgewater, Colorado with a USPS mailing address
 - Segments not covered: Homeless residents (estimated population size: unknown)
- > **Sample size:** 2,417 home addresses
- > **Incentive:** None offered
- > **Sample supplier:** Marketing Systems Group (www.m-s-g.com)

Survey Details (2 of 3)

- > **Sample design:** Every residential mailing address was included in the sample (see map).
- > **Number of responses:** 314 useable responses were collected.
- > **Responses by subgroups:**
 - Age 18-34: 77
 - Age 35-64: 160
 - Age 65 or older: 64
 - Male: 105
 - Female: 182
 - Less than a Bachelors degree: 81
 - Bachelors' degree or higher: 214
 - Home renters: 71
 - Homeowners: 229
 - English: 311
 - Spanish: 3
- > **Response rate:** 13% overall (55% mail back and 45% online)

Survey invitations were mailed to these addresses.



- > **Weighting:** See next page
- > **Margin of sampling error:** Before adjusting for weighting effects, the total sample had a margin of sampling error of $\pm 5.2\%$ within a 95% confidence interval. After adjusting for weighting, the total sample has a margin of sampling error of $\pm 7.7\%$ within a 95% confidence interval.
- > **Data entry:** Data capture of mailed back hardcopy questionnaires was completed by Adapt (<http://www.adaptdata.com>)

- > Not everyone in a community is equally likely to participate in a mail survey. Therefore, we applied weights to correct for differences in the profile of survey respondents relative to their proportions within the City's population.
- > To calculate weights, we first compared the differences in response patterns by various demographic characteristics. Then we compared the profile of respondents to the profile of Edgewater residents overall, as estimated by the U.S. Census Bureau. Younger residents and those with less education participated in the survey at lower rates than their proportion of the population. Lower response rates among these demographic groups has been seen in other surveys.
- > Therefore, we calculated weights for the sample based on age (18-44, 45+) and education (less than a bachelor's vs. a bachelor's or greater). Population estimates for age by educational attainment were obtained from the 2021 American Community Survey 5-Year Estimates.
- > The largest weight was 9.5 (i.e., residents younger than 45 with some college or less education), but it was artificially capped at 4.7. The smallest weight was 0.35 (i.e., residents age 45+ with a Bachelor's degree or greater).
- > The weighting process created a design effect of 2.25.

The following additional files have been provided separately:

- > Workbook of analysis tables, crosstabulations, and verbatim responses to open-ended questions (Excel)
- > Cover letter and questionnaire, English version (Word)
- > Cover letter and questionnaire, Spanish version (Word)
- > Reminder postcard (PDF)

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