



# Healthy and Vibrant Edgewood, Iowa

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TABLE OF CONTENTS

Acknowledgements.....2

Introduction.....3

Executive Summary.....4

Community Input.....4

Community Survey Information.....9

Community Engagement Event.....10

Demographics and Trend Report.....13

Summary of Previous Planning Documents.....17

Summary.....18

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# A HEALTHY AND VIBRANT EDGEWOOD

## INTRODUCTION

The Edgewood Economic Development Board worked with the Community Foundation of Greater Dubuque and Insite Design Solutions to complete a community input process to further support the three year plan for a Healthy and Vibrant Edgewood. The purpose of this process is to establish needs and priorities for the City of Edgewood and determine next steps for capital improvements. The process included extensive reliance on resident input. This included a series of focus groups, the distribution of a statistically valid household survey and a review of previous community engagement results. The development of a plan and recommendations were a result of these efforts. In addition, Economic Development Board members, City Council and staff were also involved in providing input into the Plan.

Previous documents were also reviewed including, the Healthy and Vibrant Edgewood, Iowa Three-Year Plan, the 2013 - 2033 Twenty-Year Vision for a Dynamic & Sustainable Edgewood and the 2013 Delaware County Comprehensive Plan. All of this information created the basis for recommendations to position the District for the future.

Edgewood is a city divided into two counties, Clayton and Delaware. Highway 3, which runs through the center of town, is the dividing line between the two counties. The Edgewood post office was established in 1852 on the Clayton side of the town. Edgewood was formally incorporated in 1892 even though it had a functioning council for some time before that. With a population of just 864, according to the 2010 census, Edgewood offers a small hometown feel and old-fashioned values. To date, there is a considerable amount of recreation given the size, including an outdoor aquatics facility, golf course, community athletic complex and special events.

The Edgewood Business and Economic Development board developed a three-year plan as part of their 20-year vision for a “Vibrant and Healthy Edgewood.” To support the plan, the Economic Development Board has decided to engage the community in a needs assessment and household survey which will determine the needs of the community and provide direction for future capital improvements within Edgewood.

To support this process, the Edgewood Business and Economic Development Board received a USDA grant to complete this phase of the project and develop a project team. The Community Foundation of Greater Dubuque and Insite Design Solutions are working with the Economic Development staff to facilitate the process.

A critical component to implementing a successful plan includes community engagement. This plan includes a variety of community engagement strategies such as a needs assessment and household survey which will determine the needs of the community and provide direction for future capital improvements within Edgewood. The following chart demonstrates the sequence of tasks and approach to the process.



## EXECUTIVE SUMMARY

The following section provides a summary of the technical reports prepared in developing the Plan and includes the key findings of each report. This is an overall summary of community input and survey results followed by system wide findings and recommendations.

### **Community Input Survey**

An important component of developing this plan was the community input process, which included key leader meetings, focus groups and public meetings at the beginning and at the end of the process. The input process included the facilitation of a series of questions related to the overall strengths, overall improvement areas needed, and residents' assessment of parks, trails, facilities and programs/services offered within the City of Edgewood. Recommended improvements included the need to further develop a trail system and connect to neighboring trail systems, an addition of a playground space at Community Dreams Sports Complex and renovation of an aquatics facility.

### **Community Survey Summary**

As part of the planning process, a Community Needs Assessment was conducted during the summer of 2015 to quantify resident household's priorities for parks, trails and recreation facilities. The survey was designed to obtain statistically valid results from households throughout the City of Edgewood. The survey was administered by a combination of mail and online. The University of Northern Iowa's, Recreation Research Services (R2S), a Division of Leisure, Youth, and Human Services managed the survey process. The sample consisted of 350 randomly selected Edgewood, Iowa households. Surveys were distributed during June 2015. The sample size of 350 is sufficient to represent the population in + 5% sampling error. The sample received an uncompleted questionnaire and a postage-paid envelope addressed to the University of Northern Iowa STEP/R2S. Due to the initial high response rate associated with the first mailing, there was not a need for a second mailing. Table 1 displays the response rate for the mail-out and the electronic surveys. The total sample size was 433; the response rate was 48% (n = 205).

### **Demographics and Trend Report**

In a review of the demographics information, from 2000 to 2010, population growth was -0.30%. It is estimated that by 2020, the City of Edgewood's population will decrease even further to an estimated 833 residents. Currently 34.2% of residents are between the ages of 35-64 and will maintain this healthy percentage over the next 5 years. It is estimated that residents ages 65 and older will slightly decrease from 2015 to 2020 from 28.6% to 23.7%.

As for recreation trends in the Edgewood area, fitness activities such as walking, fishing, hunting, swimming, jogging and running are among the highest in terms of participation. Additionally, those among school ages are often involved in team sports and spend approximately \$150 per child to participate in school sports.

## COMMUNITY INPUT SUMMARY

The project team facilitated several focus groups consisting of Board members, staff, key users and partner groups to gain insight on current level of satisfaction towards the overall condition of amenities and services and programs being provided. The following is a summary of their responses to the questions asked during the focus groups:

### **When you think about Edgewood's parks and trails, how satisfied are you with them? What do you like about the parks/trails? How could they be improved?**

A majority of the participants agreed that there is a need to develop connectivity for the existing sidewalks as well as develop new trails to nearby amenities such as the Bixby State Park. Some participants expressed a desire to develop a playground at the Community Dreams Complex while others thought it would be beneficial to have an outdoor basketball court. Overall, a majority of the participants felt that the city park seemed adequate.

### **Satisfaction:**

The following were general comments with regards to the satisfaction of the parks/trails from the participants:

- The community playground seems adequate
- Very nice city park
- Park and shelter are used frequently
- The city park seems adequate
- Pavilion space is utilized most weekends
- Playground equipment is good for kids 5 and under but not much for the older kids

#### **Improvements:**

The following were general comments with regards to improvements of parks/trails from the groups:

- Trails are lacking - everyone walks in the streets
- No connectivity of trails or sidewalks
- Could be an opportunity to add a playground to the Community Dreams Complex
- There are not any trails - sidewalks that are being used are too narrow
- Would like to consider adding a trail to Bixby but it is expensive
- A trail to Bixby would be nice however there is concern with visibility and safety
- It is important to start connecting to other communities like Backbone, Greeley, Strawberry Point
- Would be nice to have a full basketball court
- Bixby Park is underutilized-would like a trail out there

#### **When you think about Edgewood's programs, how satisfied are you with them? What program offerings are missing?**

Overall, each of the focus group respondents felt that there was a variety of programs offered for youth. All of the groups agreed that there was a lack of adult and teen programming opportunities and shared that they would travel elsewhere to find opportunities to meet their needs. Participants felt like the following programs were missing:

- Adult softball league in town
- Lacking co-rec league
- More activities for couples
- Lack of winter programming
- Would be nice to have kids camps in the summer
- Teen programming is lacking
- Missing youth and adult basketball
- Grandmas and Grandpas are going to watch their grandkids recreate - there is not much else for them to do
- Exercise classes
- There are not enough programs geared to participants who are not sports oriented
- Trails that allow cyclists to travel to other communities and vice versa

#### **How would you rate the overall quality of the Community Dreams Recreation area? What improvements would you like to see?**

The majority of focus group participants felt that the Community Dreams Recreation area was a good quality. Some participants feel that the football field has excellent lighting with a nice 8-lane track. As far as improvements, a majority of the participants expressed the need to increase parking availability and to replace the gravel with a solid surface. The following were general comments with regard to the improvements that the focus group participants would like to see:

- Parking is terrible
- Bleacher space needs replaced
- Would like more restrooms
- Would like a basketball court
- Gravel is terrible for strollers and families - would like pavement in front of the concessions stand
- Nets are missing for safety
- Playground would be nice for families
- Overall the appearance should be more aesthetically appealing - shade trees

- Signage could be better especially for out-of-towners
- Lack of celebration signage - league champs, tournament champs, playoff champs
- Would like to consider seeing a trail around community dreams area - the road is there if we could afford to expand the cement area
- Not many kids ride bikes out to Community Dreams - would be nice to have something for kids on bikes
- The more things you add there is more opportunity to see damage - no one is down there and it is unsupervised
- The shelter at Community Dreams could be booked more if it was publicized
- The maintenance varies because the school maintains one side and the city maintains the other side

**How would you rate the overall quality of the Pool? What improvements would you like to see? -**

Overall, the majority of the participants felt that the quality of the pool was underwhelming. Although the pool brings a lot of happy memories for so many people, it is outdated, and below average in terms of amenities and accessibility. All of the participants expressed their concern for the money being spent to maintain the current pool. The following were general comments with regard to the improvements that the focus group participants would like to see:

- If the pool needs to be replaced then it needs to be moved
- Zero depth entry
- Heat
- More private changing rooms in the locker room area
- More lounging space around the pool area for families
- Picnic area
- More programming - water aerobics, games/contests for kids
- Swim team is not an option - there are no lanes
- Safety is lacking because it is hard for a parent to watch multiple children due to the deep water
- If there was more attendance, then a concessions stand would do well
- People from Edgewood leave town to go to a neighboring town's pool
- Pool is not setup for young children
- There are a number of days that lifeguards are not available to work and therefore the pool will need to close
- The overall condition of the pool is not good - they keep patching it together each year
- The pool is not a priority while infrastructure is a priority
- It is hard for a parent to manage more than one child if they are by themselves
- Possibly a spray park with a pool

**What other facilities and/or recreational service providers do you use in the community? What programs are you participating in? How would you compare those services to those offered at the neighboring communities?**

The following is a list of facilities and recreational service providers that focus group participants use within the community:

- Painting with wine
- Pottery classes
- Tai Kwon Do
- Library programs - story hour, book club, summer reading program - they do a nice job

The following is a list of facilities and recreational service providers that focus group participants use outside of Edgewood:

- Cedar Rapids - Air Effects
- Guttenburg - Boating
- Backbone- Camping
- Wisconsin - Recreational/ATV trails
- Elkader/Backbone - Trails

**If Edgewood constructed a new outdoor aquatic facility, how should the operation be funded? Taxes, user fees, combination?**

All of the focus group participants agreed that a new outdoor aquatic facility should be funded through a combination of taxes, user fees and private funding.

The following were general comments from the participants:

- Private and public funding for construction and user fees should offset the operations of the pool
- If it is welcoming to the whole family and older adults then people will pay for a membership
- Would propose building the facility at community dreams due to the land available however there is a concern of the safety and access due to the trailer park
- A new pool could encourage families to move to the community and families will spend more dollars within Edgewood
- The city would not be able to put in any dollars
- There seems to be enough younger people to attempt a bond referendum
- If you want to be a viable community you need to take risks with funding

**What amenities would you like to see in a new aquatic facility?** The following were general comments about the types of amenities that participants would like to see in a new aquatic facility:

- Zero entry
- Water features
- Slides
- Space to lounge
- Lap lanes
- Pool should be heated
- There is not enough excitement around the pool and therefore there is low attendance
- Diving area
- New location - most likely community dreams

**What partnerships should Edgewood develop or strengthen?**

- Kinderwood and the school need to partner better
- Each organization needs to take more ownership of what they maintain so that things happen
- The school and the city need to better collaborate to maintain the facilities that are shared within the community
- Little League, Baseball, Softball and the Library are all coordinating well
- Would like someone to coordinate the different recreation efforts, schedules and different groups
- Community Calendars are tough to manage and we need a person to do it
- It is hard to keep up with all of the school activities when you do not have school aged children
- Grants have dried up from the past
- Once the pool is up and if it is designed correctly, user fees will support staff, city council could support the maintenance
- The school and Little League operate independently
- The Kleesner building causes a lot of issues - who sets the calendar

**What are the outcomes you are looking for in this process?** - Each of the focus groups expressed the importance of taking action that is reflective of the overall consensus of the community and not that of special interests. The following is a list of additional comments from the participants:

- Improvement of the existing facilities - address the aesthetics and marketing of these spaces
- There needs to be a coordinator for parks and recreation to coordinate all of the groups and partners
- Walking trails should be a priority
- Need better communication methods
- Would like a new pool but not sure funding will support it
- The library is nice but it could be expanded
- A new facility of some type to lead to more family engagement and appeal to all ages

- Whether it be a new trail, pool or better communication of events and programs
- Want to perpetuate our community - want to look at how to encourage younger people to want to come back to town and populate our schools
- Want a quality of life that encourages retiring population to stay
- This process should help guide some partnerships that could address some of the projects proposed
- Focus on one priority at a time and do it right - don't try and tackle all of it at once
- Older generation is looking for things that appeal to them year round

**What do you consider the three major issues facing Edgewood in the future?** -Responses regarding major issues facing Edgewood varied for each focus group. The following were comments from the participants:

- Pool
- Longevity of the school system
- Keeping the current student population
- There is a big concern with the school financial situation and would hurt the town if it went away
- Housing - to attract young people and appeal to their wants
- Getting more people to come and keep current residents to stay
- Need to convince business owners to stay and to get invested in this project
- Need to appeal to young people to keep facilities busy
- Need older people to fund the project and get their support and buy-in
- Need involvement from the next generation
- Keeping downtown businesses afloat is a priority
- Housing is a issue - tough to find available housing for middle to low income

**Any other comments or ideas that should be considered?**

The following were general comments from the participants:

- We forget who the end user is - we are all in this together and need to work together
- These facilities are what keeps people recreating in town

**COMMUNITY SURVEY INFORMATION**

The planning process includes a review of the recent community needs assessment for Edgewood. The Needs Assessment survey was distributed in June 2015 and included a total of 205 responses. A list of Edgewood households was provided by the Edgewood Chamber of Commerce and a random sample of households was selected to participate in the community survey. Additionally, an electronic survey was made available on the Chamber of Commerce website.

The survey included questions relating to the following:

- Usage of recreation areas/facilities
- Winter activity usage
- Safety at recreation locations
- Potential facilities
- Funding preferences for updated/new recreation amenities

**Needs Assessment Survey**

Recreation Research & Service, R2S, conducted a needs assessment survey for the Healthy and Vibrant Edgewood project. The purpose of the survey was to help determine important factors for growth in order to meet the 20-year vision of the Edgewood community. The report summarizes recreation and leisure needs and preferences of the citizens of Edgewood, and provides recommendations for developing, maintaining and improving existing and future services.

R2S worked with the project team to develop the survey questionnaire. This collaboration allowed the survey to be tailored and provide direction which will inform the Edgewood Economic Development Board and Chamber of Commerce on next steps.

The sample size of the mail survey was 388 households which is sufficient to represent +/-5% sampling error. There was a high return rate of mailed surveys and 205 surveys were completed and returned for a response rate of 48%.

#### The Following Pages Summarize Major Survey Findings

- Park facilities and recreation programs are important to the respondents. Only a few respondents felt that park facilities and recreation programs were not important aspects in the quality of their lives.
- Most of the respondents felt the current overall supply of recreational resources in the community were sufficient. Respondents did indicate that of the four options (parks, facilities, trails, and programs) there could be more trails in Edgewood.
- Most respondents indicated they would engage in ice skating if winter activity programs and/or facilities were available in Edgewood. Respondents also indicated cross country skiing, snowshoeing, ice hockey and sledding would be good alternatives as well.
- Most residents feel safe and comfortable recreating at the various facilities and areas offered in Edgewood.
- Respondents noted that if action steps are taken for potential recreation areas or facilities, they would most often use an interconnected walking/running/biking trail system, inclusive of the current sidewalks and trails. A good portion of the respondents also indicated they would use an indoor pool, an indoor exercise facility, as well as a splash park.
- For households that have children under the age of 18, most respondents indicated their children use the city park, Community Dreams Sports Complex, and the pool. Some households also spend a significant amount of time recreating outside of Edgewood.
- Over 85% of the respondents indicated they would be willing to pay additional tax revenue in order to develop new recreation areas and facilities in Edgewood.
- Respondents stated the most important action steps the Edgewood community can take regarding recreational opportunities were developing new walking/running/biking trails, inclusive of connecting the existing walking/running/biking trails, and upgrading the existing outdoor pool. The prioritization of these three choices is also inclusive of additional tax revenue, if needed.

### COMMUNITY ENGAGEMENT

The Community Survey was completed in June 2015 and in an effort to determine next steps for the City of Edgewood, the Project Team facilitated a Community Engagement event on November 5, 2015. During the event, participants heard about the progress of the project, results from the community survey and identified top priorities which would drive action during the next few years for Edgewood. The following is a summary of their responses to the questions asked during the event:

#### **What do you feel would be best for Edgewood today, Aquatic Development or Trail Development?**

Community participants felt that Edgewood should focus on the development or improvements of aquatic facilities. However, trail development was also a strong desire by a number of participants and many mentioned that although aquatic facilities should be a priority there is still a need to have safe access for residents to visit the aquatic facilities. The following is a list of additional comments from the participants:

- A trail can be used year round while an outdoor aquatic facility is used for a short time
- The pool does not open until school is out
- The pool is too costly
- Trails should be the focus because they appeal to all ages and are year round
- Trails are expandable over time, you can start small and then add each year

- There are opportunities to connect to Bixby or add a trail around Woods Edge
- A splash park could be less expensive

#### **How could pool improvements, splash park or a multi-use plaza best suit Edgewood?**

The following is a list of additional comments from the participants: The following is a list of additional comments from the participants:

- Would like to see a splash park in the center of town
- If possible, update the pool
- It would help to have a heated pool
- If the pool is renovated a splash pad could be placed next to it
- Would like to see a zero depth entry for better accessibility
- Would like a new location and bigger
- Slides
- Lanes for lap swimmers and water aerobics
- Would like wide decks for lounging
- Add like a nice concession stand
- No fancy slides
- A splash park because it requires less staff
- An indoor pool could be a possibility because there is nothing like it in the area and the schools would be able to use it for swim team

#### **Of the top three aquatic improvements listed, which do you feel is best suited for Edgewood?**

The top aquatic improvements that participants would like to see were as follows:

- Splash park because it is most feasible
- A multi-use plaza is out of our range
- Zero depth area
- Would like to see the current pool renovated and a new filtration system added
- Would like a splash park

#### **If a new aquatics facility or splash park was to be constructed, where should it be located?**

A majority of the participants expressed that Community Dreams is the ideal location for a new aquatics facility or splash park.

#### **What types of amenities would you like to see in a new aquatics development?**

The following is a list of amenities that residents would like to see in a new aquatics development:

- Diving boards and slides
- Zero Depth area
- Sheltered area
- Indoor Pool with retractable roof
- Sand Volleyball courts
- Spray features
- Lounge area with tables
- Would rather have a functional and simple pool that is affordable than a lots of slides and features

#### **What ideas do you have to help with financial sustainability of new aquatics developments?**

A majority of the participants expressed that a combination of revenue streams would need to support and sustain any new aquatics developments or improvements. Below is a list of comments from participants:

- We need to do private fundraising
- Bonds
- New facilities will attract more people and therefore revenues will be higher
- We need to explore grant opportunities

#### **How could a new trail system be developed to best suit Edgewood?**

Participants were asked about the development of new trails, bike lanes and connectivity of existing sidewalks. A number of participants expressed an interest in a new trail around Woods Edge Golf Course

and a trail around Community Dreams. Additionally, trails were viewed very positively by a majority of the participants and a desire for new trail development was viewed as a priority. Below is a list of comments from participants:

- Community Dreams could be an access point and users could park in the parking lot that already exists
- Any trail development should be evaluated in terms of maintenance, any new trail will be exposed to the elements and could result in more maintenance
- Trails may seem like an opportunity for tourism however Edgewood isn't that big
- Would like more street lighting near existing sidewalks and any potential development

#### **What are some important places to connect via the trail system?**

The following is a list of participant comments related to connectivity and new trail development:

- Would like trails to and around the school
- More connectivity downtown
- Bike lanes would be a nice addition on one side of street
- Trails around and to Community Dreams
- Trails to the rodeo
- Would like connections to Bixby and Backbone
- Would like improvements to existing sidewalks
- I wish it was easier to get to Community Dreams
- Would be nice to have a trail that people could take to get to the Museum, City Park, Community Dreams and Woods Edge
- Is there a possibility of adding a trail on Locust Street between Woods Edge and S. Locust?

#### **Do you prefer isolated trails, shared roadways, sidewalks or a combination of all of the afore mentioned trail types?**

When asked about a preference of trail types, the majority of participants felt that a combination of isolated trails, shared roadways and sidewalks would best suit Edgewood for the future.

#### **In an effort to achieve a healthy and vibrant Edgewood, what should community leaders do next?**

The following is a list of responses from participants regarding next steps for community leaders:

- Continue making collaborations
- Created a new position for a Recreation Coordinator
- Keep the momentum going
- Make sure community input is key in any decision making
- Think big picture and development a plan that will focus on continued growth of the community
- Establish a committee with a leader
- Evaluate the numbers and determine if any project is feasible
- Look into what the current budget is for pool maintenance and compare to operating expenses
- Study surrounding areas and their aquatic facilities
- Develop a trail system
- Decide on a priority and then develop a plan with a working group
- Be conservative
- Should consider a plan that appeals to the masses
- Continue to engage the School, Community members, Economic Development, City Council and other partners

## DEMOGRAPHICS AND TREND REPORT

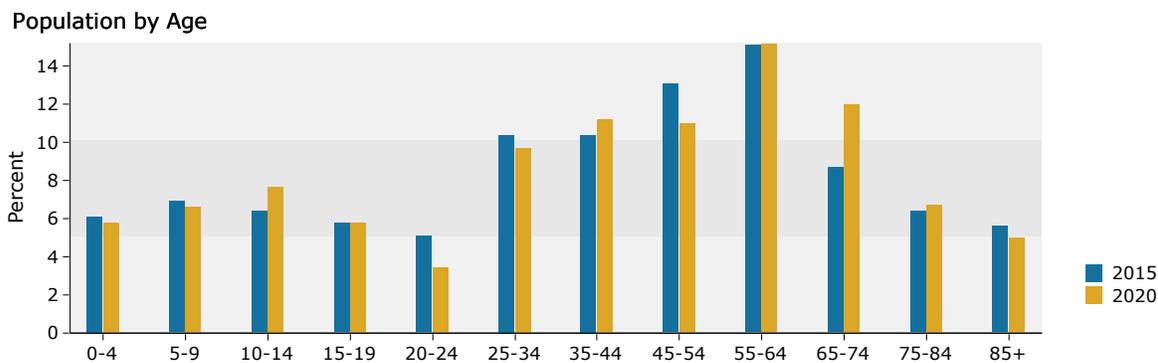
### Methodology

Demographic data used for the analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in August 2015, and reflects actual numbers as reported in the 2010 US Bureau of the Census and demographic projections for 2015 and 2020 as estimated by ESRI. The City of Edgewood was utilized as the demographic analysis boundary.

### Age Segment and Gender

Age segments for the City of Edgewood have changed slightly from 2010 to 2015 with small increases among the younger population and decreases in those ages 65 and older. Overall, males represent 45.7% of the population while females represent 54.3%.

Population by Age	Number	2010 %	Number	2015 %	Number	2020 %
0-4.....	54	6.3%	52	6.1%	48	5.8%
5-9.....	46	5.3%	58	6.9%	55	6.6%
10-14.....	56	6.5%	54	6.4%	64	7.7%
15-19.....	43	5.0%	49	5.8%	48	5.8%
20-24.....	39	4.5%	43	5.1%	28	3.4%
25-34.....	83	9.6%	88	10.4%	81	9.7%
35-44.....	94	10.9%	88	10.4%	93	11.2%
45-54.....	104	12.0%	111	13.1%	92	11.0%
55-64.....	98	11.3%	128	15.1%	127	15.2%
65-74.....	83	9.6%	74	8.7%	100	12.0%
75-84.....	89	10.3%	54	6.4%	56	6.7%
85+.....	75	8.7%	47	5.6%	42	5.0%



### Race and Ethnicity

Race and ethnicity is primarily White with 99.1% of the population in 2010. This White population is projected to reduce slightly to 98.1% by 2020. Increases in Black, American Indian and Hispanic populations contribute to the slight decrease in White population at less than 1% increases for each of the afore mentioned ethnicities.

Race and Ethnicity	Number	2010 %	Number	2015 %	Number	2020 %
White Alone.....	856	99.1%	832	98.7%	818	98.1%
Black Alone.....	0	0.0%	4	0.5%	7	0.8%
American Indian Alone.....	1	0.1%	1	0.1%	1	0.1%
Asian Alone.....	0	0.0%	0	0.0%	0	0.0%
Pacific Islander Alone.....	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone.....	1	0.1%	1	0.1%	1	0.1%
Two or More Races.....	6	0.7%	5	0.6%	7	0.8%
Hispanic (Any Race)	6	0.7%	4	0.5%	5	0.6%

## Households and Income

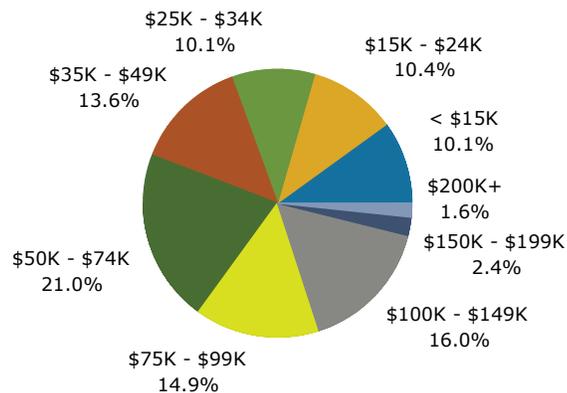
Based on the 2010 census, 385 households are in the City of Edgewood with an average household size of 2.09 persons. The median age is 46.5 which will decrease slightly to 45 through 2020. Of these households, 216 were identified as families, representing 56.1% of the total households.

Summary	2010	2015	2020
Population.....	864	843	833
Households.....	385	377	374
Families.....	216	251	247
Average Household Size.....	2.09	2.15	2.13
Owner Occupied Housing Units....	267	285	282
Renter Occupied Housing Units....	118	92	92
Median Age.....	46.5	44	45

The average household income is currently estimated as \$54,988 and is projected to increase to \$64,067 by 2020.

Households by Income	Number	2015 %	Number	2020 %
<\$15,000.....	38	10.1%	34	9.1%
\$15,000 - \$24,999.....	39	10.4%	28	7.5%
\$25,000 - \$34,999.....	38	10.1%	28	7.5%
\$35,000 - \$49,999.....	51	13.6%	45	12.0%
\$50,000 - \$74,999.....	79	21.0%	79	21.1%
\$75,000 - \$99,999.....	56	14.9%	65	17.4%
\$100,000 - \$149,999.....	60	16.0%	77	20.6%
\$150,000 - \$199,999.....	9	2.4%	10	2.7%
\$200,000+.....	6	1.6%	8	2.1%

### 2015 Household Income



## RECREATION TRENDS

### Local Trends

Recreation trends information was also derived from ESRI and is a report entitled Sports and Leisure Market Potential. These data are based upon national propensities to use various products and services, applied to the local demographic composition of the City of Edgewood. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Based on projected population, the top recreational activities that Edgewood residents will participate in (based on percentage of population as well as above the national average with an MPI over 100) include:

<b>Product/Consumer Behavior</b>	<b>Number of Adults</b>	<b>% Population</b>	<b>MPI</b>
Participated in walking for exercise.....	174	27	96
Participated in fishing (freshwater).....	138	21.4	173
Participated in hunting (with shotgun).....	94	14.6	361
Participated in swimming.....	78	12.1	76
Participated in hunting (rifle).....	61	9.5	205
Participated in golf.....	60	9.3	98
Participated in jogging/running.....	57	8.8	69
Participated in bicycling.....	57	8.8	90
Participated in basketball.....	47	7.3	88
Participated in hiking.....	46	7.1	71

During the focus groups and in the community survey, Edgewood residents indicated that recreation programs were important to them. A number of focus group participants mentioned having children participate in school sports and activities while many of them participate in fitness-related programming. However, there seems to be a need for teen and older adult programs.

Additionally, many participants indicated that the community has a lot of activities and programs that are taking place but there is not clear communication between providers and often residents are not always aware of these offerings. A suggestion was made in several meetings to hire and place a Recreation Coordinator who could develop, market and facilitate recreation programming and services for the City of Edgewood.

**National Trends**

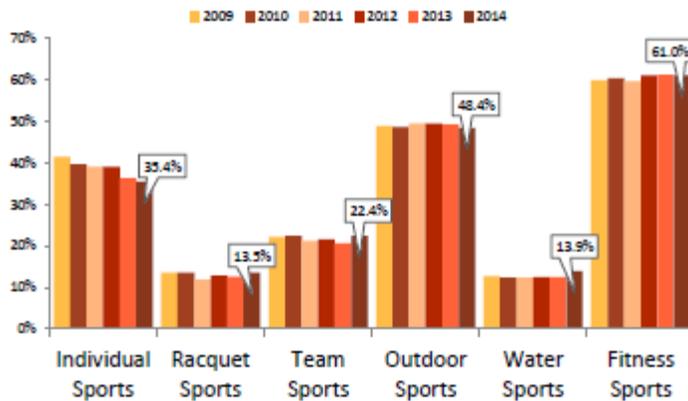
Additional recreational trends were derived from the Sports, Fitness & Leisure Activities Topline Participation Report (2015) developed by The Sports and Fitness Industry Association formerly known as the Sporting Goods Manufacturers Association, a top national researcher in the sports and fitness industry. The data and reflecting national trends stem from a statistically valid survey in which a total of 10,778 online surveys were compiled and analyzed. These surveys were then weighted against a total population of 292,064,000 ages 6 and up.

Overall, participation in sports activities seems to be experiencing slight increases for sports such as racquet, team and water sports. However, outdoor sports are experiencing some slight declines while fitness activities seem to remain consistent. In general, the survey reveals the following:

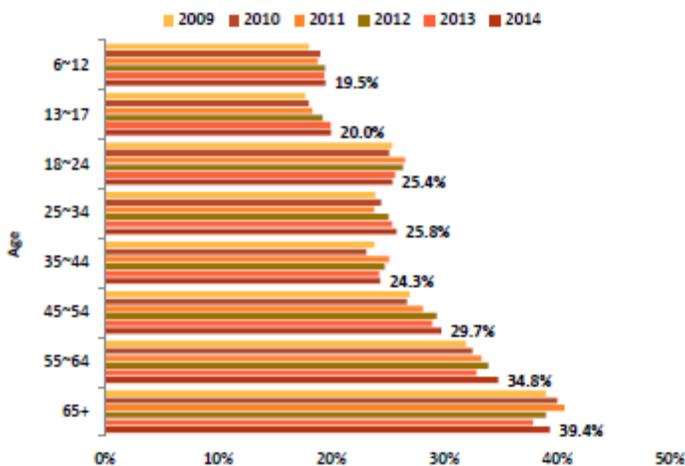
- Overall levels of inactivity have increased marginally from 27.6% to 28.3% for those ages 6 and older
- Those participants who are active seem to be participating in recreational activities more often and in multiple activities
- Of those born in this millennium, Generation Z, continue to dominate the team sports category while Millennials and Generation X groups maintain the fitness category. All of these generation categories are involved however, in outdoor sports and individual sports activities.
- Swimming is near the top for all age groups looking for fitness activities, followed by outdoor activities

In particular, the categories of participation include individual sports, racquet sports, team sports, outdoor sports, winter sports, water sports and fitness sports. Although there was some decrease in recreation activity in 2014, racquet, team and water sports experienced participation increases as the chart below reveals.

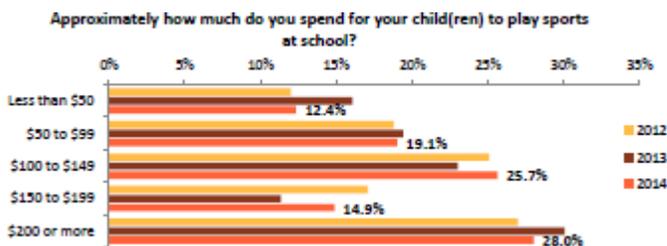
### Participation Rates: % of Individuals Ages 6+



During 2014, recreation in the U.S. has experienced the highest percentage of inactivity in the last six years. It seems that Americans struggle more with physical activity and commitment due to extreme weather conditions and bouncing back from a difficult economy. As overall inactivity continues to increase, rates are higher than compared to 2009. In 2013, those ages 45 and over, a decrease in inactivity occurred however, this age group was the most inactive in 2014. According to SFIA, “this fluctuation could be due to possible issues with health related to a commitment to fitness”. Those ages 18-24 continue to trend downward however while those ages 6 to 12 remain constant. Below is a chart that demonstrates the levels of inactivity from 2009 to 2014.



For those children who are playing sports in middle or high school, parents are often paying a flat rate for their participation. Of these, almost half paid more in 2014 compared to 2013. A majority of parents are paying under \$150 per child but a significant number of parents are paying over \$200 per child to the school.



For those that are not interested in team sports, swimming is among the top as it appeals to a wide range of participants. Additionally, almost all age groups, according to the report were interested in outdoor activities such as camping, biking and hiking.

## SUMMARY OF PREVIOUS PLANNING EFFORTS

Previous planning and community engagement efforts were reviewed as part of the Healthy and Vibrant Edgewood project. The following information provides details about the results of these initiatives.

### **20-Year Vision for Dynamic and Sustainable Edgewood**

In 2012 the City of Edgewood completed a Strategic Planning process facilitated by Corbin Consulting. A group of thirteen community leaders worked together to develop a vision for the next 20 years for the City of Edgewood. The main objectives of this plan included *Housing*, *Business Growth* and a *New Pool*. These leaders recognized the strength of community collaboration and partnerships that sustained a dynamic and charming community for Edgewood.

### **Delaware County Comprehensive Plan**

The Delaware County Comprehensive Plan includes the cities of Earlville, Edgewood and Hopkinton. The plan identified goals for each community in the areas of economic development, housing, public infrastructure and utilities, transportation, land use & zoning, and recreation. In addition to community goals, a vision statement was developed for the County: **“Delaware County envisions a community that encourages healthy active living, promotes economic development and the preservation of agricultural land.”**

For purposes of this report, the focus will be on the City of Edgewood. During 2011-2012, residents of Edgewood were invited to participate in public input meetings, a community survey and a public hearing. Following the conclusion of the community input meetings and a survey, a vision statement for the City of Edgewood was developed: **“The City of Edgewood strives to stand out as a welcoming community that is dedicated to providing business opportunities and attracting new residents.”**

As it relates to recreation, the plan recognized the strong desire to provide a safe park and recreation system that meets the needs of Edgewood’s residents. The following were identified as goals for Edgewood Recreation:

- Maintain existing facilities
- Strive to improve the existing park system by looking into additional amenities such as tennis courts
- Continue to identify potential park, recreation and trail sites to meet the needs identified in the Comprehensive Plan
- Continue to identify funding sources and partnerships for park and recreational facilities
- Strive to develop a comprehensive hike/bike trail system throughout the City
- New swimming pool

## SUMMARY

The City of Edgewood has proven its charm and strong dynamic of collaboration and partnerships through a history of planning and achievement of strong business and recreation development over the past several years. Overall, the City has a number of recreational amenities that appeals to a large number of community members such as Community Dreams, City Park, the pool and Wood's Edge Golf Course. Additionally, the City holds a number of special events that draw in large numbers of tourists such as the Rodeo, the annual Meat Locker Open House and number of sporting events.

Residents of Edgewood view recreation programs and park facilities as important to their daily lives and overall are satisfied with the supply of recreational resources within the community. The basic tenet, moving forward, is for the Edgewood Board of Economic Development to develop plan for recreation that includes improvements or development of existing trails and aquatics facilities. This will result in a recreation system that will meet a significant unmet need for programs within the community.

## BLUEPRINT FOR ACTION

This report can now be used as a guide for community decision making facilitated by the Edgewood Business and Economic Development Board and other community leaders within the City of Edgewood. The following is a list of items that these community leaders will be able to plan and implement:

- Capital Improvements - facilities and infrastructure
- Budget Planning
- Policy Improvements/Implementation
- Personnel Planning