

City of Longmont, CO 2016 Customer Satisfaction Survey

Report of Results

November 2016



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Executive Summary

Survey Background

The City of Longmont contracted with National Research Center, Inc. (NRC) to conduct a survey of resident opinion regarding quality of life, community amenities, local government performance, service quality and community priorities in Longmont. The 2016 Longmont Customer Satisfaction Survey is the 16th community-wide survey that Longmont has conducted since 1996. Of 3,200 randomly selected households, 806 completed surveys were returned for a response rate of 26% and a margin of error of plus or minus four percentage points. To ensure that survey findings were representative of Longmont's entire adult population, results were weighted by respondent characteristics.

Where possible, results of the 2016 Longmont Customer Satisfaction Survey are compared to results from previous years and to average ratings from other cities across the country and in Colorado's Front Range.

Survey Findings

Residents continue to value Longmont as a place to live and raise a family.

- In 2016, 84% of survey respondents rated their overall quality of life in Longmont as “excellent” or “good” and only two percent of respondents gave a “poor” rating. Similar ratings were given in 2014 and in other recent survey iterations. Many survey questions could be compared to NRC's national benchmarking and Front Range community databases. Ratings of the quality of life in Longmont were similar to ratings given by residents in other communities across the nation as well as in the Front Range.
- About four in five residents gave favorable ratings to their neighborhoods as a place to live and to Longmont as a place to live and to place to raise children. These ratings were stable over time and similar to both the national and Front Range benchmark comparisons.
- Residents of Ward 2 tended to give more positive ratings to Longmont as a place to live and to raise children compared to their counterparts in Ward 1 and Ward 3. Homeowners were more likely than renters to give positive ratings to Longmont as a place to live, their neighborhood as a place to live and Longmont as a place to raise children.
- Nearly 9 in 10 residents said they would be likely to remain in Longmont for the next five years (86%) or recommend living in Longmont to someone else (88%).

Ratings for several Longmont community characteristics improved from 2014 to 2016.

- In 2016, the top rated community characteristics were the availability of paths and walking trails, recreational opportunities and air quality which were given “excellent” or “good” ratings by about 8 in 10 respondents.
- Between 2014 and 2016, ratings increased by about 10% for the availability of paths and walking trails, the overall image or reputation of Longmont, ease of bicycle travel and job opportunities in the City. Ratings also increased for several other community characteristics including recreational opportunities, the cleanliness of Longmont, the openness and acceptance of the community towards people of diverse backgrounds, ease of car travel and ease of bus travel.

- Only four community characteristics saw a decline from 2014 to 2016; these were the amount of public parking, access to affordable quality healthcare, access to affordable quality child care and access to affordable quality housing.
- Where, comparisons were available, most community characteristics were similar to the national and Front Range comparisons. However, there were a few notable exceptions: ratings for the availability of walking paths and trails were higher than the national benchmark, and three characteristics received ratings that were lower than both the national and Front Range comparisons (shopping opportunities, access to affordable quality child care and access to affordable quality housing).

Residents have a few concerns about aspects of transportation in Longmont, but are willing to raise taxes to address some of these problems.

- When asked to name three of the biggest challenges facing the City of Longmont in the coming five years, about 4 in 10 residents' cited challenges related to traffic, transportation and parking. Further, when asked about potential problems in the city, about 7 in 10 respondents indicated the traffic congestion was either a "moderate" or "major" problem.
- While ratings for most transportation related community characteristics remained stable from 2014 to 2016, there were a few notable exceptions. Ratings for ease of car travel, ease of bicycle travel and ease of bus travel all increased from 2014 to 2016. However, ratings for the amount of public parking decreased during this same period.
- A majority of survey respondents would "strongly" or "somewhat" support the City's two proposed tax increases that would help address transportation-related issues. About 6 in 10 respondents reported they would at least somewhat support a permanent increase of the street sales tax by .014% to have every local bus fare be free in Longmont, while 51% of residents reported support to permanently increase the street sales tax by .10% to have every street plowed to every snow storm.
- Residents between the ages of 18-54 and renters reported higher levels of support for both street sales tax increases that would fund transportation-related initiatives. Further, participants living in Wards 1 and 2 were more likely than participants living in Ward 3 to support an increased street sales tax in order to have the street plowed during every snowstorm.

Longmont residents are engaged and invested in their community.

- About 9 in 10 respondents indicated that it was "very" or "somewhat" easy to obtain information about the City of Longmont, which was similar to ratings reported in previous years.
- A majority of respondents reported at least "very infrequently" using seven media sources to gain information about the City. Some of these sources included the Longmont Web site (84% at least "very infrequently"), the City Line Newsletter (82%), the Longmont Daily Times-Call newspaper (78%) and the quarterly Longmont Recreation brochure (77%).
- More residents reported visiting the City's social networking sites such as Facebook, YouTube and Twitter, watching a City Council meeting online, attending the City Council meeting and reading the Boulder Daily Camera in 2016 than in 2014. However, the number of respondents who reported reading "City Talk" declined during this period.
- Longmont residents are clearly invested in the future of their community: about 9 in 10 respondents reported that they are registered to vote, and 87% said they are "very" or "somewhat" likely to vote in the 2017 municipal election.

Aspects of the economy showed signs of improvement, but Longmont residents still have concerns about the cost of living.

- Ratings for Longmont as a place to work and job opportunities in Longmont increased from 2014 to 2016 and were similar to both benchmark comparisons.
- About two-thirds of residents reported that jobs growth in Longmont was “somewhat” or “much too slow;” however, this reflects about a 10% improvement in this percentage from 2014 (when about 76% reported that jobs growth was “too slow”). Further, this rating is similar to the Front Range comparison and lower than the national comparison.
- Despite these strong improvements, about one in five respondents reported that economy, jobs and cost of living will be one of the three most pressing challenges for Longmont in the next five years.
- About 3 in 10 residents gave “excellent” or “good” ratings to shopping opportunities in Longmont; a rating similar to 2014 but lower than the national benchmark and much lower than the Front Range benchmark. A similar proportion of respondents (3 in 10) felt Longmont was an “excellent” or “good” place to shop. About 45% of residents felt that retail growth in Longmont was “too slow” but this rating was similar to both benchmarks and lower than the “too slow” ratings given in 2014.
- For the first time this year, residents were also asked to report their level of worry about different issues potentially impacting their households. The highest levels of worry were reported for problems that are related to the cost of living in the city. A majority of residents were “a lot” or “a little” worried about paying for unexpected costs, such as car repair, paying for health and dental care and insurance and finding a better paying job. About 4 in 10 residents were at least “a little” worried about paying for food and groceries.

Longmont City services and the customer service provided by City employees were rated favorably by residents.

- About 9 in 10 respondents gave favorable ratings to the overall quality of City services; this rating was stable over time and similar to both benchmark comparisons.
- Thirty five of the 36 listed City services received a positive rating from at least a majority of residents. Residents’ ratings of City services were mostly similar to communities across the nation and in other Front Range communities.
- Ratings for emergency police services, youth services sponsored programs, crime prevention and traffic signal timing increased between 2014 and 2016, while ratings for electric conservation programs and plan review declined during this time.
- About 6 in 10 respondents reported having contacted the City of Longmont to request services within the past 24 months; this is similar to the contact rate reported in 2016. When asked to report which service had led them to their most recent contacts with the City, about 3 in 10 or more residents reported they had contacted the City about NextLight Broadband Services, Utility Billing and the Police.
- At least 8 in 10 residents gave positive ratings to all aspects of their impressions of City of Longmont staff. These ratings were generally similar to both the national benchmark and Front Range comparisons; however, the rating for the overall impression of City employees was higher in Longmont than in other communities nationwide and across the Front Range.

As in 2014, residents continue to list affordable housing and growth as top concerns for the community, and show support for potential approaches to improve affordable housing.

- When asked to name the top three concerns for the Longmont community in the coming five years, the number one cited concern was growth, overpopulation and planning, with almost half of residents stating this would be a problem for the community in the future.
- About 7 in 10 respondents indicated that population growth in Longmont was “somewhat” or “much too fast;” this proportion of respondents was much higher than what was seen in 2014 (when about 5 in 10 respondent reported population growth was too fast).
- Ratings for the availability of affordable quality housing in Longmont has been steadily decreasing over time from 49% “excellent” or “good” in 2012 to 33% in 2014 and to 17% in 2016.
- A majority of residents (55%) were “a lot” or “a little” worried about making housing cost payments, and 45% were at least “a little” worried about finding housing they could afford.
- At least half of respondents would support both proposed tax increases that would help address the shortage of rental housing that members of Longmont’s workforce and older adults are currently facing.
- Respondents living in Ward 2 tended to indicate a higher level of support for a dedicated sales tax increase of .025% when compared to those living in Ward 1 or Ward 3. Survey participants who were 55 years or older were less likely than their younger counterparts to support either sales tax increase (.05% or .025%).

Survey Background

Survey Purpose

The City of Longmont contracted with National Research Center, Inc. (NRC) to conduct its 16th community-wide resident survey since 1996. The Longmont Customer Satisfaction Survey serves as a consumer report card for the City by providing residents the opportunity to rate quality of life, community amenities, local government performance, service quality and community priorities in Longmont. The survey also gives residents the opportunity to provide feedback to Longmont on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps elected officials, staff and the public to set priorities for budget decisions and allows for comparison over time of community opinions about the core responsibilities of Longmont government, helping to assure opportunities to act and improve.

Survey Methods

The survey was mailed to 3,200 randomly selected Longmont households in August 2016, distributed equally among the three City Council wards. Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard mailed, residents were sent a survey packet. This packet included the 2016 survey, a letter from the Mayor explaining the study and a postage-paid pre-addressed envelope in which to return the completed survey. The cover letter included a web link to the survey for those who preferred to complete the survey online. The same packet was again sent to selected households one week after the first packet. Completed surveys were collected over an eight week period. Of the 3,200 households selected to receive a survey, 68 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 806 residents completed a survey for a response rate of 26%.

The survey results were weighted by housing unit tenure (rent or own), housing unit type (attached or detached), race, ethnicity, gender and age to ensure that the results were representative of the entire adult population in Longmont. For more information on the methodology see *Appendix E: Detailed Survey Methodology* and for a copy of the survey see *Appendix F: Survey Questionnaire*.

How the Results Are Reported

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very likely” and “somewhat likely,” “strongly support” and “somewhat support,” etc.).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Frequency of Survey Responses* and is noted in the body of this report if it is greater than 20%. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding values to the nearest whole number.

Margin of Error

The margin of error around results for the entire sample (806 respondents) is plus or minus four percentage points around any given percentage.

Comparing Survey Results Over Time and by Subgroups

Results over time are displayed and discussed for questions on the 2016 survey asked in one or more previous years. Where differences in ratings from 2014 to 2016 are six percentage points or greater, they can be considered significantly higher or lower. Selected survey results were compared to certain demographic characteristics of survey respondents and are discussed throughout the body of the report. The crosstabulation tables are presented in *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*, and where differences between subgroups are statistically significant, the results in these tables are shaded grey.

Comparing Survey Results to Other Jurisdictions

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

National and Front Range¹ benchmark comparisons have been provided when similar questions on the Longmont survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range.

Where comparisons for quality ratings were available, Longmont's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Longmont's rating to the benchmark where a rating is considered "similar" if it is within the standard margin of error (ten points or less on the 100-point scale); "higher" or "lower" if the difference between Longmont's rating and the benchmark is greater than the margin of error (greater than ten points but less than twenty points); and "much higher" or "much lower" if the difference between Longmont's rating and the benchmark is more than twice the margin of error (twenty points or greater). Comparisons for a number of items on the survey are not available in the benchmark database (e.g., some of the city services or aspects of government performance). These items are excluded from the benchmark tables.

¹ The following local government results are included in the Front Range benchmarks: Adams County, Arapahoe County, Arvada, Aurora, Boulder, Brighton, Broomfield, Castle Pines, Castle Rock, Centennial, Commerce City, Denver, Dacono, Douglas County, Edgewater, Englewood, Erie, Fort Collins, Golden, Greeley, Greenwood Village, Highlands Ranch, Lafayette, Lakewood, Larimer County, Littleton, Lone Tree, Longmont, Louisville, Monument, Northglenn, Parker, Pueblo, Thornton, Westminster and Windsor.

Survey Results

The 2016 City of Longmont Customer Satisfaction Survey covered many topics related to living in Longmont and using services in the community. The resulting report of results is organized around six topic areas. These are:

- ***Life in Longmont*** – Longmont as a place to live, work, raise children, retire and shop; the image of the City; likelihood of remaining in Longmont and recommending it to others as a place to live; and levels of personal happiness among Longmont residents.
- ***Characteristics of Longmont*** – Favorite aspects of living in Longmont, aspects of the community (including opportunities for recreation, cultural events, education, shopping and access to affordable housing, child care and health care, etc.), sense of community and perceptions of the City’s most valuable assets.
- ***Information and engagement***– Ease of getting information about the City; most commonly used information sources, voter status and likelihood of voting in 2017 municipal election, likelihood of participating or engaging in City-sponsored activities and preferred survey format.
- ***City services and employees*** – Overall ratings of City services and influential factors, ratings for individual services and the type and nature of resident contacts with the City.
- ***Potential challenges*** – The biggest challenges facing Longmont, level of worry for various household concerns such as paying housing costs and paying for food, potential problems, perceptions of growth and inappropriate treatment by City employees.
- ***Policy questions*** – Levels of support for actions related to addressing various concerns in Longmont ranging from the preservation of workforce and senior housing, the rehabilitation of City buildings, new recreation facilities and improving snow plowing on city streets among others.

Where available, this report provides Longmont’s results on these topic areas in the context of findings from other communities on the Front Range and across the nation. The 2016 results are compared alongside results from past survey years, where similar questions are asked.

Life in Longmont

The Longmont 2016 Customer Satisfaction Survey contained a set of questions related to quality of community life in the city, ranging from the overall quality of life to Longmont as a place to work and shop. Survey respondents also were asked to indicate how likely they would be to remain in the community and recommend it to others.

Overall Quality of Life

Survey respondents were asked to rate their overall quality of life in Longmont as well as specific elements related to quality of life. Residents continued the trend of favorable ratings for overall quality of life in the city. About four in five respondents (84%) reported that it was “excellent” or “good” and only two percent gave a “poor” rating. These ratings were similar to previous years. This rating was similar to the average for Colorado Front Range communities as well as jurisdictions across the country.

Survey results were compared by Ward of residency and select respondent demographic characteristics. Residents who owned their home, were between the ages of 35-54, or who were white and not Hispanic tended to give more positive ratings to the overall quality of life in Longmont compared to their counterparts. Residents living in Ward 2 rated Longmont’s quality of life more favorably than residents living in the other two Wards (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 1: Overall Quality of Life

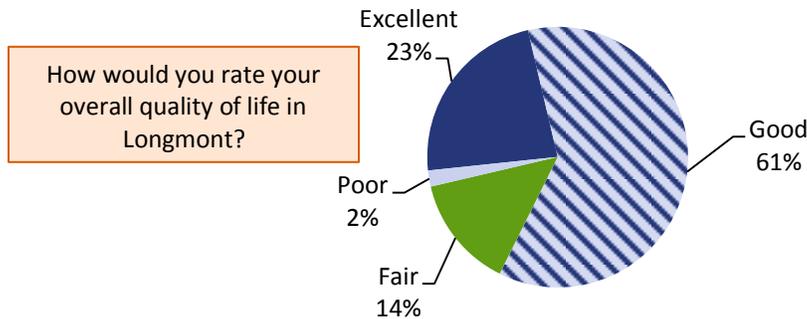
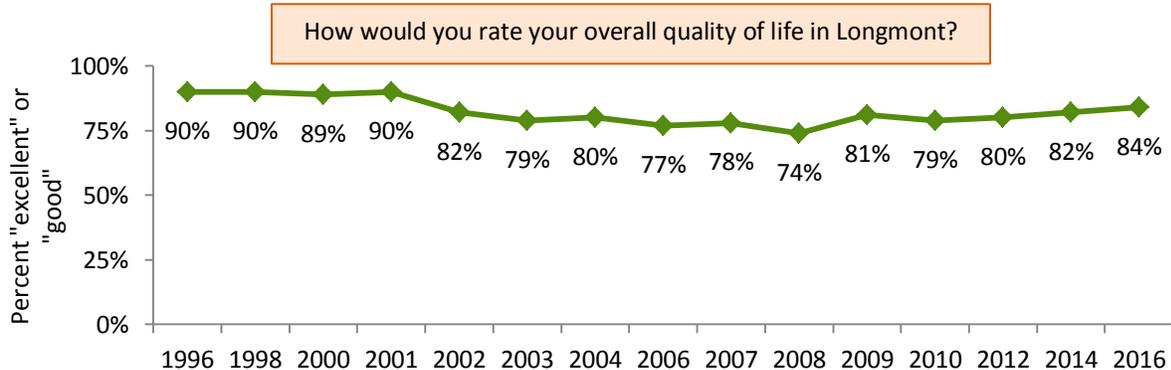


Figure 2: Overall Quality of Life Compared Over Time



Residents responding to the survey rated six additional aspects of Longmont quality of life. Longmont as a place to live and raise children, as well as their neighborhood as a place to live were rated as “excellent” or “good” by around 8 in 10 respondents or more. About 6 in 10 rated Longmont as an “excellent” or “good” place to retire or work. About 3 in 10 residents rated Longmont as an “excellent” or “good” place to shop.

Tables and graphs in the body of this report display the responses from respondents who had an opinion about a specific item. Twenty percent of respondents said “don’t know” when asked to rate Longmont as a place to work. See *Appendix B: Frequency of Survey Responses* for the full frequencies.

When 2016 results were compared to 2014 results, five of the six quality of life ratings remained stable and one increased. The rating of Longmont as an “excellent” or “good” place to work increased from 52% in 2014 to 59% in 2016. Longmont as a place to work has shown a steady increase since 2012.

Where benchmarks were available, ratings were similar to both the Front Range and national averages. Benchmark comparisons were not available for Longmont as a place to shop.

When compared by respondent characteristics, residents who owned their home were more likely to give positive ratings to Longmont as a place to live, their neighborhood as a place to live, Longmont as a place to raise children and as a place to retire than renters; however renters were more likely to give positive ratings to Longmont as a place to shop compared to homeowners. Residents ages 35 to 54 tended to give more positive ratings to Longmont as a place to work compared to their younger and older counterparts. Respondents who were white and not Hispanic rated their neighborhood as a place to live and Longmont as a place to retire higher than those that identified as Hispanic or and/or other race. Residents living in Ward 2 tended to give more positive ratings to Longmont as a place to live and raise children compared to their counterparts. Both Ward 1 and Ward 2 residents tended to give more positive ratings to Longmont as a place to shop compared to those living in Ward 3. For additional comparisons, please see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*.

Figure 3: Additional Aspects of Quality of Life Compared Over Time and Benchmarks

Please rate the following aspects of life in Longmont. (Percent "excellent" or "good")	2016	2014	2012	2010	2009	2008	2007	2006	2005	2004	National Comparison	Front Range Comparison
How would you rate Longmont as a place to live?	87%	86%	84%	82%	83%	84%	82%	80%	N/A	83%	Similar	Similar
How would you rate Longmont as a place to raise children?	83%	79%	79%	73%	76%	71%	71%	67%	N/A	71%	Similar	Similar
How would you rate your neighborhood as a place to live?	82%	83%	77%	78%	76%	75%	75%	72%	N/A	76%	Similar	Similar
How would you rate Longmont as a place to retire?	61%	61%	63%	58%	62%	59%	57%	55%	N/A	55%	Similar	Similar
How would you rate Longmont as a place to work?	59%	52%	46%	49%	54%	N/A	N/A	N/A	N/A	N/A	Similar	Similar
How would you rate Longmont as a place to shop?	29%	27%	25%	29%	37%	N/A	N/A	N/A	N/A	N/A	N/A	N/A

The survey asked residents to indicate how likely or unlikely they would be to recommend living in Longmont to someone who asked and to remain in Longmont for the next five years. Most residents said they would be likely to do each (88% and 86%, respectively, said “very” or “somewhat” likely) and this was similar to responses given since 2010. Responses for both items were similar to the national and Front Range benchmark comparisons.

Respondents who owned their home were more likely to remain in Longmont for the next five years compared to those who rented their home. Residents living in Ward 2 were more likely to report that they would recommend living in Longmont to someone who asks than respondents in other areas (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by age, or race and ethnicity.

Figure 4: Likelihood of Remaining in and Recommending Longmont Compared Over Time

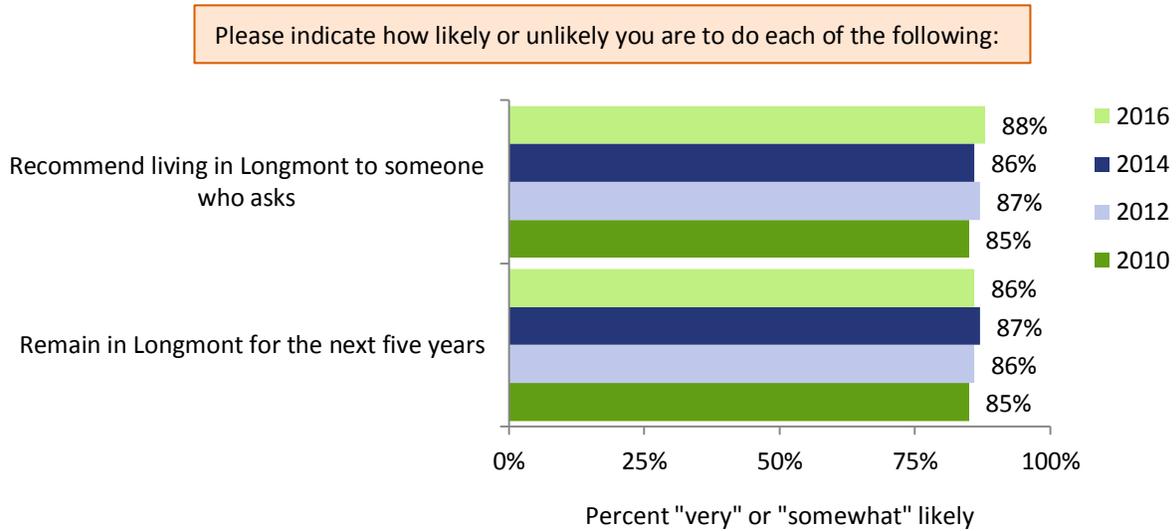


Figure 5: Likelihood of Remaining in and Recommending Longmont Benchmarks

	National Comparison	Front Range Comparison
Recommend living in Longmont to someone who asks	Similar	Similar
Remain in Longmont for the next five years	Similar	Similar

Characteristics of Longmont

As in previous years, the survey asked respondents to rate various community characteristics as they related to the City of Longmont as a whole. See Figure 6 on the following page.

The most positively rated characteristics of Longmont were availability of paths and walking trails (rated “excellent” or “good” by 81% of respondents), followed by recreational opportunities (80%) and air quality (78%). Access to affordable quality housing (17%) and access to affordable quality child care (26%) were rated least positively by residents.

Tables and graphs in the body of this report display the responses from respondents who had an opinion about a specific item. More than 20% of respondents said “don’t know” when asked to rate access to affordable quality child care (56%), services to support aging in place (52%), ease of bus travel (42%), job opportunities (26%) and ease of bicycle travel (21%). See *Appendix B: Frequency of Survey Responses* for the full frequencies.

Several ratings in 2016 increased compared to ratings in 2014, while four declined. The ratings for availability of paths and walking trails, overall image or reputation of Longmont, ease of travel by bicycle and job opportunities improved between 2014 and 2016 by nine percentage points or more. Ratings for recreational opportunities, cleanliness of Longmont, openness and acceptance of the community towards people of diverse backgrounds, ease of travel by car and ease of bus travel all improved significantly in 2016 compared to 2014. Four community characteristics decreased from 2014 to 2016; these include amount of public parking (55% “excellent” or “good” in 2014 compared to 49% in 2016), access to affordable quality healthcare (53% versus 44%), access to affordable quality child care (36% versus 26%) and access to affordable quality housing (33% versus 17%).

Most of the community characteristics listed on the survey received ratings that were similar to the Front Range and national benchmarks. Ratings for availability of paths and walking trails were similar to the Front Range comparison, but were higher than the national comparison. The rating for ease of car travel was similar to communities across the nation but lower compared to communities in the Front Range. The three lowest rated characteristics were much lower or lower than both the national and Front Range comparisons (shopping opportunities, access to affordable quality child care and access to affordable quality housing).

Ratings by area varied. Residents living in Ward 2 tended to give lower ratings to opportunities to attend cultural events, but provided higher ratings to shopping opportunities compared to residents living the other areas. Ward 1 and 2 residents gave higher ratings to the overall quality of business and service establishments compared to Ward 3 residents. Ward 1 residents were more likely to rate the air quality in Longmont positively compared to their counterparts. Where differences were significant, residents ages 35 to 54 tended to give more positive ratings to many community characteristics, such as to the overall appearance of the City and recreational opportunities and job opportunities, among others. Residents who owned their home tended to give more positive ratings to the neighborliness of residents in Longmont and access to affordable quality housing, affordable quality childcare and affordable quality healthcare compared to their counterparts; however, renters tended to give higher ratings to overall quality of business and service establishments, shopping opportunities, ease of car travel and bicycle travel compared to homeowners. Where differences occur, residents who were white and not Hispanic tended to give higher ratings to community characteristics. (See *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 6: Aspects of the Community Compared Over Time and Benchmarks

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	2016	2014	2012	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996	National Comparison	Front Range Comparison
Availability of paths and walking trails	81%	69%	83%	N/A	Higher	Similar										
Recreational opportunities	80%	74%	70%	67%	N/A	66%	69%	N/A	75%	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Air quality	78%	77%	76%	77%	N/A	72%	68%	N/A	Similar	Similar						
Cleanliness of Longmont	72%	65%	69%	N/A	Similar	Similar										
Opportunities to attend cultural activities	71%	70%	67%	65%	59%	58%	61%	N/A	60%	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Sense of community	71%	68%	66%	60%	65%	57%	59%	N/A	Similar	Similar						
Ease of walking in Longmont	70%	66%	69%	N/A	Similar	Similar										
Neighborliness of residents in Longmont	70%	65%	N/A	Similar	Similar											
Overall appearance of the City of Longmont	68%	63%	64%	64%	N/A	62%	69%	N/A	Similar	Similar						
Openness and acceptance of the community towards people of diverse backgrounds	63%	57%	59%	53%	57%	49%	51%	N/A	Similar	Similar						
Overall image or reputation of Longmont	62%	53%	64%	N/A	Similar	Similar										
Ease of bicycle travel in Longmont	60%	51%	65%	N/A	Similar	Similar										
Overall quality of business and service establishments in Longmont	59%	57%	50%	N/A	Similar	Similar										
Educational opportunities	55%	56%	55%	N/A	Similar	Similar										
Ease of car travel in the City of Longmont	53%	47%	59%	55%	N/A	51%	42%	36%	N/A	63%	57%	54%	69%	67%	Similar	Lower

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	2016	2014	2012	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996	National Comparison	Front Range Comparison
Services to support aging in place (adult day care, money management, healthcare, etc.)	52%	48%	N/A	N/A												
Amount of public parking	49%	55%	51%	N/A	Similar	Similar										
Access to affordable quality health care	44%	53%	53%	48%	N/A	41%	42%	N/A	Similar	Similar						
Ease of bus travel in the City of Longmont	43%	37%	41%	38%	N/A	37%	47%	N/A	N/A	63%	63%	56%	56%	61%	Similar	Similar
Job opportunities	37%	28%	21%	17%	N/A	23%	31%	N/A	Similar	Similar						
Shopping opportunities	28%	24%	27%	29%	N/A	39%	57%	N/A	Lower	Much lower						
Access to affordable quality child care	26%	36%	49%	39%	N/A	32%	32%	N/A	Lower	Lower						
Access to affordable quality housing	17%	33%	49%	38%	N/A	34%	31%	N/A	Lower	Lower						

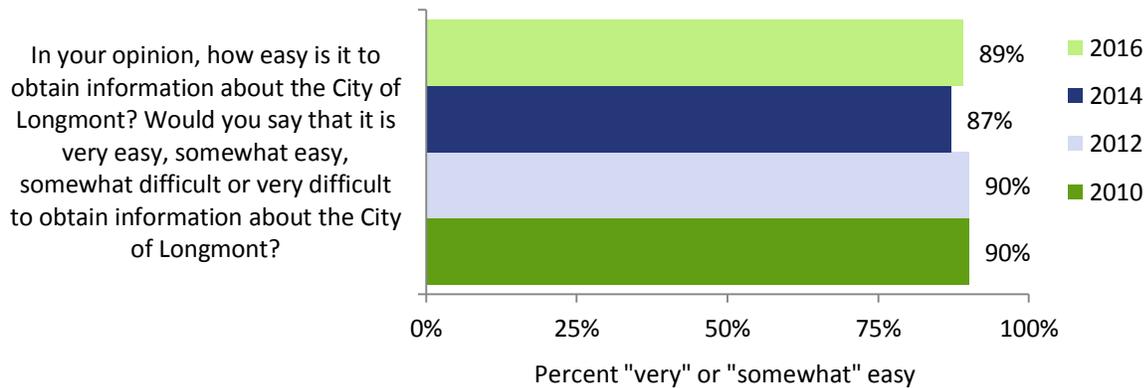
Information and Engagement

By understanding residents' level of connection to, knowledge of and participation in local government, Longmont can seek opportunities to communicate and educate residents about its mission, services, accomplishments and plans.

In Longmont, about 9 in 10 residents felt it was “very” or “somewhat” easy to obtain information about the City of Longmont. Perceptions have remained stable from since this question was first asked in 2010.

When results were compared by Ward of residency, differences did not emerge. Residents between the ages of 35 and 54, who owned their homes or who were white and not Hispanic reported that it was easier to obtain information about the City compared to their counterparts (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 7: Ease of Getting Information about the City of Longmont Compared Over Time



Longmont residents reported using a variety of sources to gain information about their community using “never,” “very infrequently,” “somewhat infrequently,” “somewhat frequently” or “very frequently.” At least 8 in 10 reported at least “very” infrequently using friends or word of mouth, the Longmont Web site and reading the City Line Newsletter. The sources used the least were Channel 16 - Government Access and watching “Behind the Badge” on public access cable television channel 8, with about three-quarters reporting “never” using these sources to gain information about the City (see *Appendix B: Frequency of Survey Responses*).

Compared to 2014, most sources of information were being used at a similar frequency in 2016. More residents in 2016 reported reading the Boulder Daily Camera (57% at least “very infrequently” in 2016 compared to 50% in 2014), visiting the City’s social networking sites such as Facebook, YouTube and Twitter (43% compared to 35%) and both watching a City Council meeting online (39% compared to 33%) or attending the City Council meeting (33% compared to 27%). The only source residents reported using less frequently in 2016 compared to 2014 was reading “City Talk”, the weekly ad in the Times-Call newspaper (48% in 2016 compared to 54% in 2014). Use of the remaining listed sources remained stable from 2014 to 2016.

Figure 8: Information Sources Compared Over Time

How often do you use the following sources to gain information about the City of Longmont? (Percent at least “very infrequently”)	2016	2014	2012
Use word of mouth/friends	88%	90%	84%
Use the Longmont Web site (www.LongmontColorado.gov)	84%	80%	70%
Read City Line Newsletter (with utility billing statement)	82%	84%	80%
Read the Longmont Daily Times-Call newspaper	78%	82%	84%
Read the quarterly Longmont Recreation brochure	77%	75%	65%
Read bulletin board or information displays in City buildings	60%	62%	56%
Read the Boulder Daily Camera newspaper	57%	50%	46%
Read the Denver Post newspaper	50%	47%	51%
Video messaging (flood damage recap, road construction update, pool safety, etc.)	49%	54%	N/A
Read “City Talk” (weekly ad in the Times-Call newspaper)	48%	54%	51%
Visit the City’s social networking sites (Facebook, YouTube, Twitter, etc.)	43%	35%	17%
Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov	39%	33%	30%
Attend a City Council meeting	33%	27%	26%
Watch a City Council meeting on public access cable television channel 8	33%	38%	40%
Subscribe to the City’s e-news services (e-News, e-Notifications, RSS Feed, etc.)	30%	28%	17%
Listen to news radio (KGUD, La Ley, AM1060)	28%	25%	23%
Read The GO (Senior Services newsletter)	28%	27%	25%
Watch “Behind the Badge” on public access cable television channel 8	24%	27%	28%
Watch Channel 16 – Government access	23%	22%	25%

Prior to 2016, "Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov" did not include "www.LongmontColorado.gov."

Figure 9: Very Frequent Use of Information Sources Compared Over Time

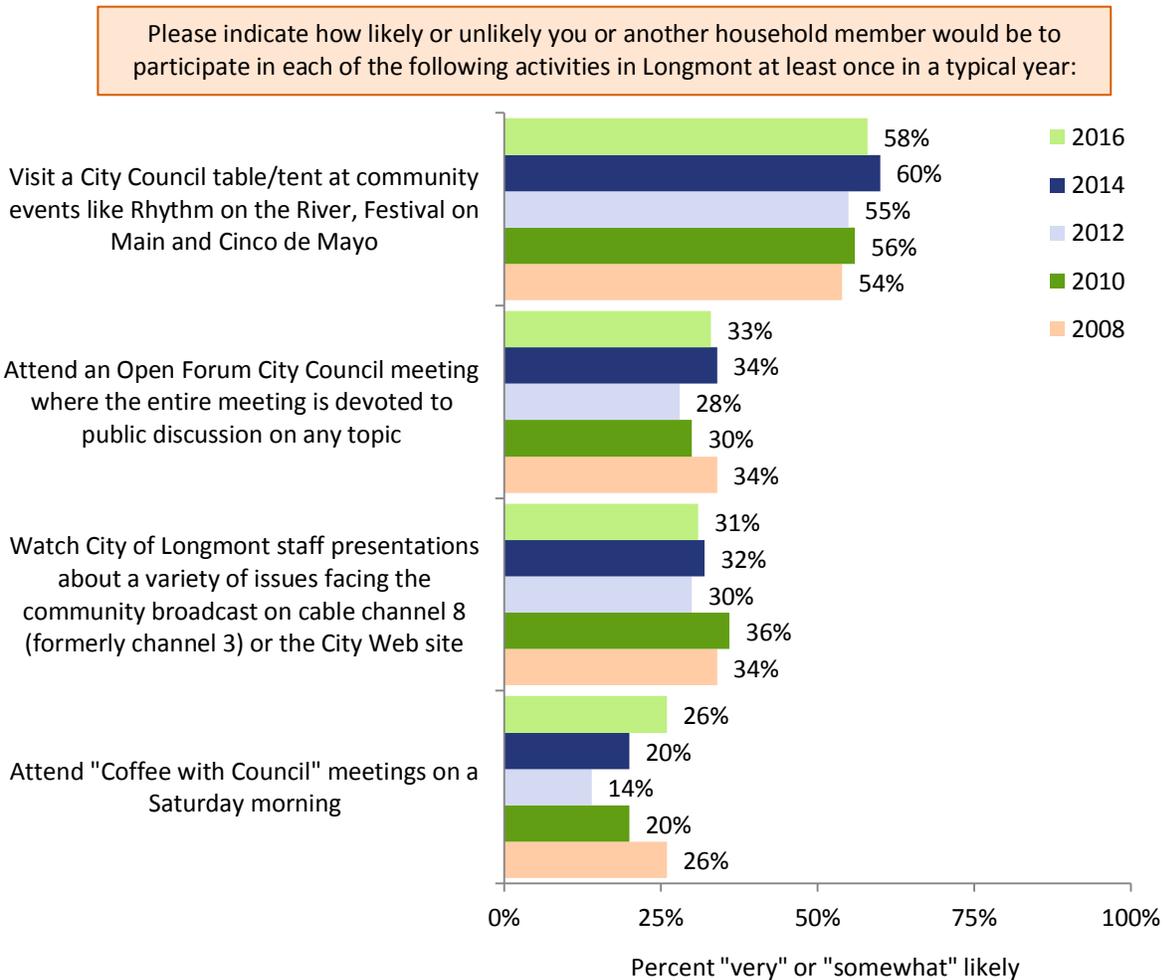
How often do you use the following sources to gain information about the City of Longmont? (Percent “very frequently”)	2016	2014	2012
Read City Line Newsletter (with utility billing statement)	30%	32%	30%
Read the Longmont Daily Times-Call newspaper	24%	30%	36%
Use word of mouth/friends	20%	23%	17%
Read the quarterly Longmont Recreation brochure	20%	24%	15%
Use the Longmont Web site (www.LongmontColorado.gov)	15%	17%	13%
Read “City Talk” (weekly ad in the Times-Call newspaper)	9%	8%	11%
Read the Boulder Daily Camera newspaper	7%	6%	4%
Read the Denver Post newspaper	7%	8%	8%
Read The GO (Senior Services newsletter)	6%	7%	4%
Subscribe to the City’s e-news services (e-News, e-Notifications, RSS Feed, etc.)	6%	8%	2%
Visit the City’s social networking sites (Facebook, YouTube, Twitter, etc.)	6%	4%	3%
Video messaging (flood damage recap, road construction update, pool safety, etc.)	4%	5%	NA
Read bulletin board or information displays in City buildings	3%	3%	2%
Listen to news radio (KGUD, La Ley, AM1060)	3%	4%	5%
Attend a City Council meeting	1%	1%	1%
Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov	1%	0%	1%
Watch a City Council meeting on public access cable television channel 8	1%	2%	2%
Watch “Behind the Badge” on public access cable television channel 8	1%	2%	2%
Watch Channel 16 – Government access	1%	2%	2%

Prior to 2016, “Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov” did not include “www.LongmontColorado.gov.”

As in 2008, 2010, 2012 and 2014 respondents were shown a list of four possible informational opportunities and asked about their likelihood of participating in each. Residents were most enthusiastic about the option to visit a City Council table or tent at community events such as Rhythm on the River, Festival on Main and Cinco de Mayo (about 6 in 10 indicated that they would be “very” or “somewhat” likely to participate). About one-third indicated that they would be at least “somewhat” likely to attend an Open Forum City Council meeting devoted to public discussion, and a similar proportion indicated they would watch City of Longmont staff presentations on cable channel 8 or the City Web site. Fewer (26%) indicated they would attend “Coffee with Council” meetings on a Saturday morning.

Participants’ reported likelihood of attending “Coffee with Council” meetings increased from 2014 to 2016, while the other options remained stable compared to 2014.

Figure 10: Likelihood of Participating in Informational Opportunities Compared Over Time

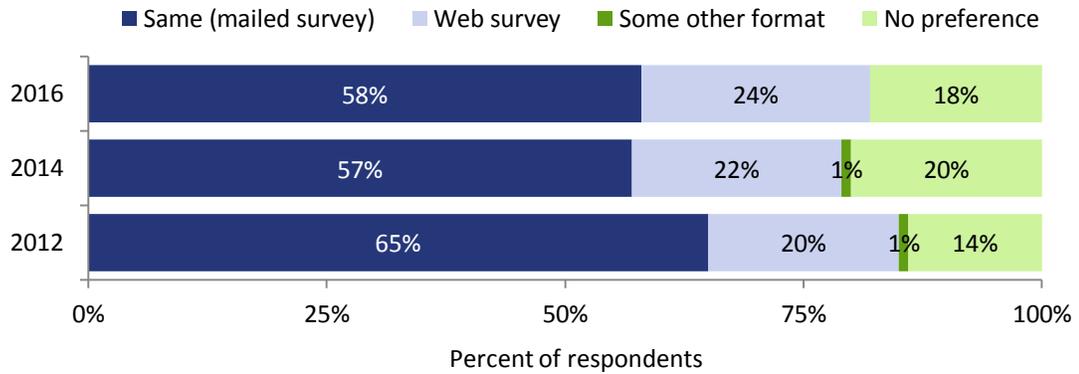


When asked about participating in future resident surveys, the majority of respondents (58%) indicated that they would prefer to fill it out in the current mail format. About one-quarter preferred a Web survey option and roughly one in five had no preference.

Compared to 2014, preferred future survey format remained stable.

Figure 11: Preferred Future Survey Format Compared Over Time

In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?



Voting Likelihood

When asked their voter registration status, 9 in 10 residents reported they were registered to vote and only 1% said they were ineligible. A question that was new to the survey in 2016 asked respondents their likelihood of voting in the 2017 City of Longmont municipal election. Nearly 9 in 10 reported that they would be somewhat likely to vote in the 2017 municipal election while 8% said they were very unlikely to vote.

Figure 12: Voter Registration Status

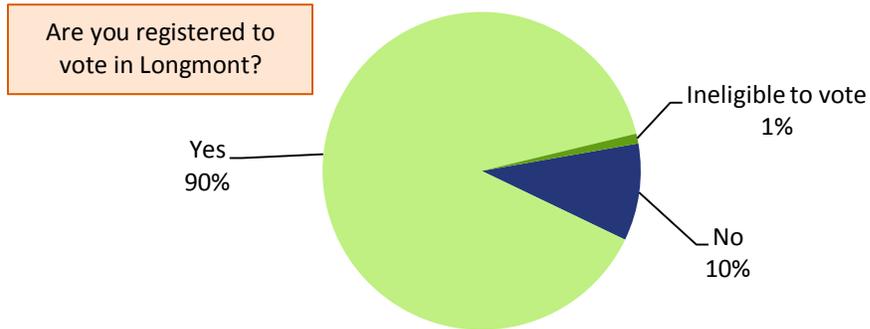
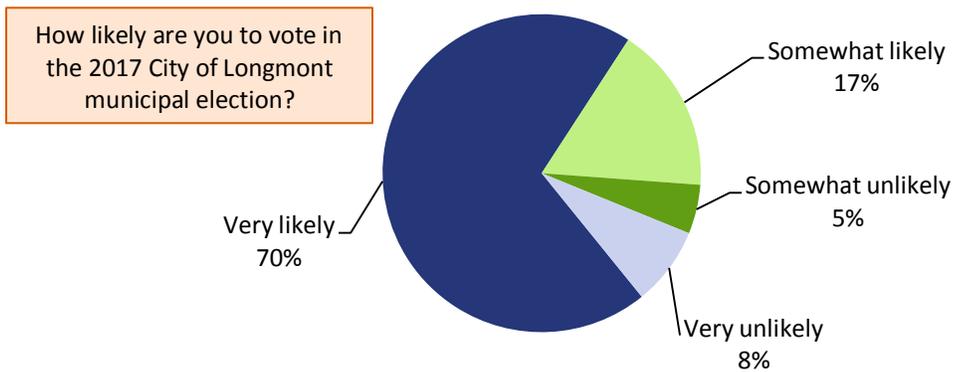


Figure 13: Likelihood of Voting in Municipal Election



City Services and Employees

Service Quality

The survey included a list of individual services to be rated, along with an opportunity to rate the quality of services overall. In 2016, 91% of Longmont residents rated the overall quality of City services positively. This rating represents a continuation of a stable trend in resident opinion over past surveys. When compared to other jurisdictions across the nation and in the Front Range, ratings of the overall quality of City services were similar to the benchmarks.

Residents that lived in Wards 1 and 2 gave higher ratings for their satisfaction with the overall quality of City services than Ward 3 residents (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by respondent age, housing tenure or race and ethnicity.

Figure 14: Overall Quality of City Services

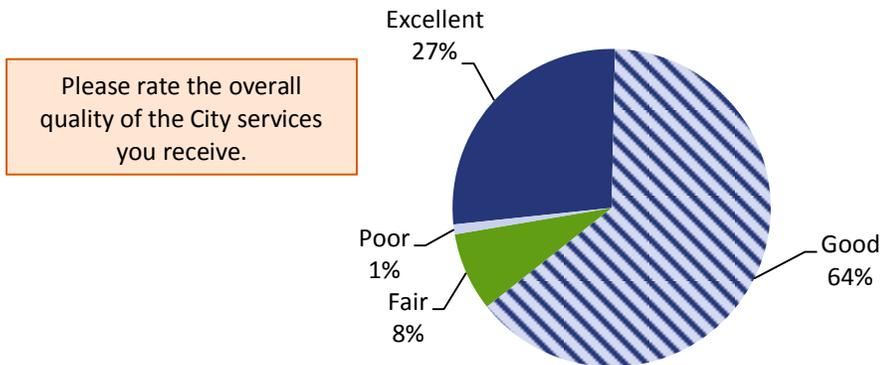
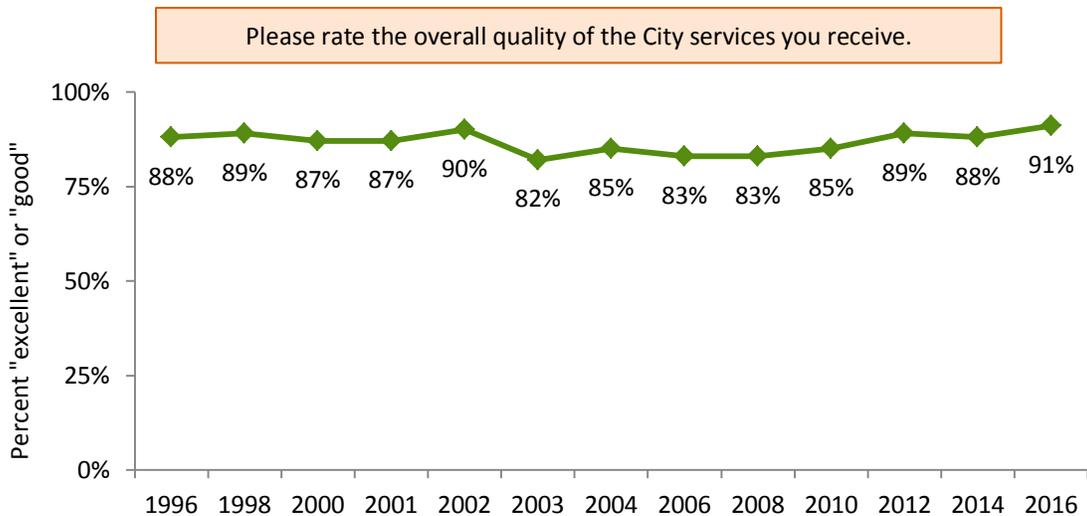


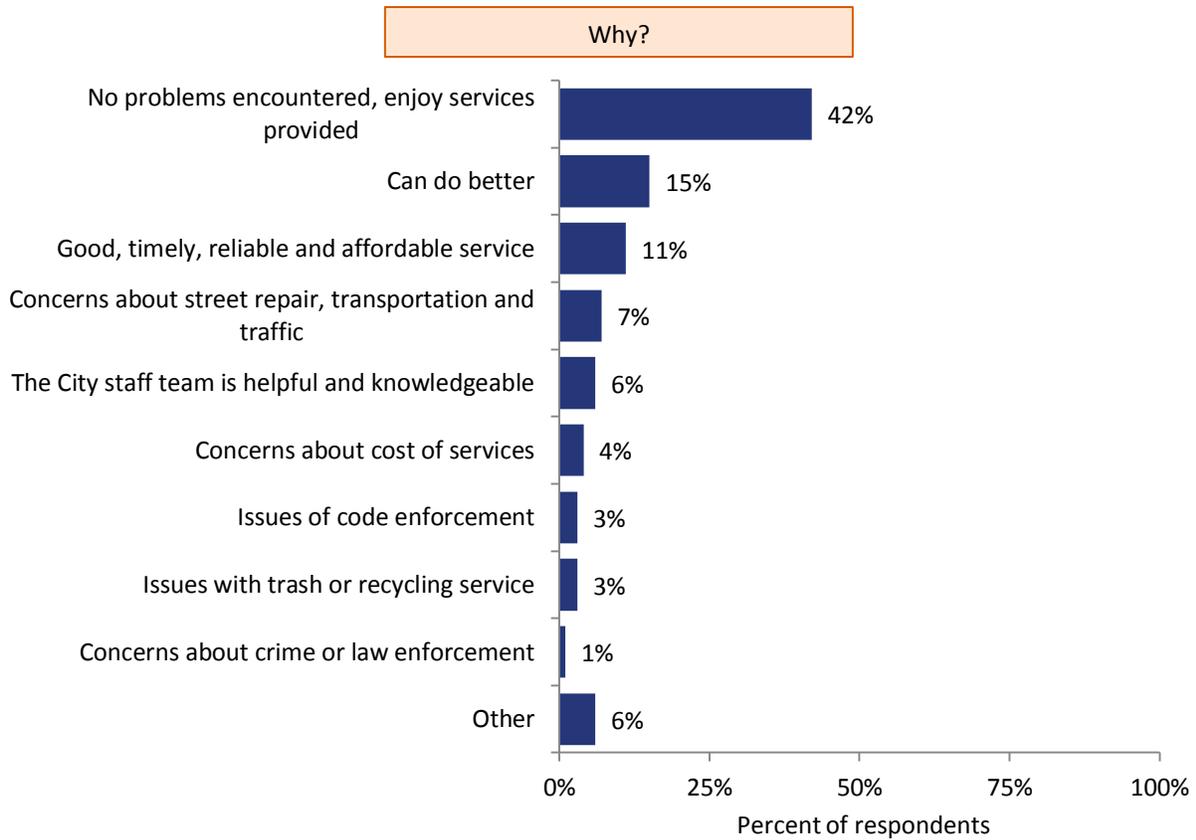
Figure 15: Overall Service Ratings Compared Over Time



In 2012, half of survey respondents were asked to "Please rate your overall satisfaction with the City services you receive," with satisfaction-themed response options, and half were asked to "Please rate the overall quality of the City services you receive." as excellent, good, fair or poor. The positive responses ("very satisfied" or "satisfied" and "excellent" or "good") were very similar and are combined here. Prior to 2012, the "satisfaction" response options were used. In 2014 and 2016 the "quality" response options were used.

When respondents were asked to specify in their own words why they had awarded such ratings to the overall quality of Longmont’s services, 4 in 10 made comments related to not having encountered any problems and enjoying the services that are provided. Fifteen percent indicated that the City could do better and only slightly fewer said their services were good, timely, reliable and their service was affordable. Fewer than 1 in 10 residents made comments related to the other categories listed. A complete list of resident responses can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 16: Reasons for Overall Service Ratings



In addition to providing an overall rating of City services, survey respondents rated the quality of 36 specific services in the City of Longmont. Top rated services included fire fighting and rescue services, sewer services and weekly trash pick-up, with about 9 in 10 residents reporting these as “excellent” or “good.” A similar proportion gave favorable ratings to library services, electric service and twice a month recycling pick up. The lowest rated services were code enforcement, timing of traffic signals and Citywide development review. See Figure 17 on the following page.

Thirty-four of the 36 services could be compared to 2014 ratings (NextLight broadband service and availability/access to parks and trails were new on the 2016 survey). Ratings in 2016 were generally similar ratings in 2014 with a few exceptions. The ratings for emergency police services increased between 2014 and 2016 (79% “excellent” or “good” in 2014 compared to 85% in 2016), as well as for youth services sponsored programs (64% compared to 73%), crime prevention (54% compared to 65%) and traffic signal timing (44% compared to 51%). Ratings for electric conservation programs decreased from 2014 to 2016 (76% “excellent” or “good” in 2014 compared to 62% in 2016), as did ratings for plan review (65% versus 56%).

More than 20% of respondents answered “don’t know” for water conservation programs; NextLight broadband service; electric conservation programs; recreation programs or classes; youth services sponsored programs; senior services/Longmont Senior Center; museum; fire fighting and rescue services; fire inspection and fire safety education; emergency police services; emergency dispatch; code enforcement; building inspection; plan review, transportation planning; long-range comprehensive planning; Citywide development review; and animal control (see *Appendix B: Frequency of Survey Responses*).

Of the 27 services that could be compared to the national average, 26 were similar to the benchmark and one was lower than the benchmark (museum). Of the 24 services that could be compared to other jurisdictions in the Front Range, all were similar to the benchmark.

Figure 17: Service Quality Ratings Compared Over Time and Benchmarks

Please rate the quality of each of the following services in Longmont. (Percent "excellent" or "good")	2016	2014	2012	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996	National Comparison	Front Range Comparison
Fire fighting and rescue services	93%	91%	90%	89%	90%	92%	92%	92%	97%	92%	95%	94%	96%	Similar	Similar
Sewer services	91%	88%	87%	84%	84%	88%	87%	82%	91%	86%	88%	87%	94%	Similar	Similar
Weekly trash pick up	90%	91%	90%	87%	84%	92%	87%	85%	93%	90%	78%	89%	85%	Similar	Similar
Library services	89%	89%	87%	85%	83%	89%	84%	89%	95%	96%	94%	96%	97%	Similar	Similar
Electric service	88%	88%	86%	84%	84%	87%	89%	85%	91%	86%	90%	93%	96%	Similar	N/A
Twice a month recycling pick up	87%	86%	87%	84%	77%	84%	83%	81%	88%	86%	77%	90%	91%	Similar	Similar
Emergency police services	85%	79%	82%	78%	77%	77%	77%	77%	85%	86%	79%	86%	91%	Similar	Similar
NextLight broadband service	84%	N/A	N/A												
Availability/access to parks and trails	83%	N/A	N/A												
Fire inspection and fire safety education	83%	83%	84%	77%	72%	71%	79%	81%	84%	80%	81%	82%	91%	Similar	Similar
Tap water (quality of drinking water)	83%	83%	78%	78%	79%	77%	78%	78%	85%	83%	79%	83%	93%	Similar	Similar
Emergency dispatch	82%	81%	80%	82%	81%	78%	77%	74%	90%	86%	84%	86%	85%	N/A	N/A
Recreation programs and classes	79%	81%	75%	71%	67%	74%	68%	70%	84%	72%	68%	77%	80%	Similar	Similar
Senior services / Longmont Senior Center	79%	79%	72%	68%	65%	78%	67%	69%	87%	79%	31%	21%	17%	Similar	Similar
Maintenance of park grounds and facilities	79%	78%	77%	76%	79%	76%	75%	77%	87%	91%	88%	91%	94%	Similar	Similar
Utility billing	78%	80%	79%	75%	74%	78%	77%	76%	85%	77%	83%	83%	85%	Similar	Similar
Recreation facilities	77%	78%	76%	76%	69%	74%	74%	77%	83%	65%	66%	63%	74%	Similar	Similar
Animal control	77%	73%	74%	71%	70%	67%	69%	N/A	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Water conservation programs	75%	73%	70%	71%	59%	68%	68%	67%	72%	67%	64%	70%	74%	N/A	N/A
Museum	74%	71%	68%	65%	56%	65%	63%	34%	24%	31%	35%	67%	74%	Lower	N/A
Youth services sponsored programs	73%	64%	68%	57%	53%	58%	49%	57%	66%	63%	53%	39%	36%	Similar	Similar
Snow removal from major streets	73%	76%	78%	78%	73%	76%	84%	83%	77%	78%	78%	74%	70%	Similar	Similar
Street lighting	69%	70%	68%	69%	68%	71%	71%	67%	76%	82%	81%	79%	81%	Similar	Similar
Building inspection	68%	67%	60%	55%	52%	61%	55%	52%	69%	67%	70%	65%	67%	Similar	Similar

Please rate the quality of each of the following services in Longmont. (Percent "excellent" or "good")	2016	2014	2012	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996	National Comparison	Front Range Comparison
Street cleaning	67%	65%	68%	67%	64%	71%	72%	66%	74%	79%	76%	81%	84%	Similar	Similar
Maintaining landscaping along the public right of way	67%	65%	66%	64%	62%	63%	62%	59%	76%	84%	73%	79%	84%	N/A	N/A
Crime prevention	65%	54%	64%	53%	51%	43%	51%	55%	68%	72%	69%	66%	68%	Similar	Similar
Enforcing traffic laws	64%	61%	66%	61%	57%	54%	57%	45%	33%	27%	68%	71%	71%	Similar	Similar
Electric conservation programs	62%	76%	74%	68%	59%	67%	63%	63%	74%	63%	66%	69%	N/A	N/A	N/A
Plan review	56%	65%	N/A	N/A											
Transportation planning (transit, bike, pedestrian)	55%	50%	52%	40%	36%	42%	42%	41%	62%	56%	50%	57%	55%	N/A	N/A
Street repair and maintenance	54%	50%	58%	53%	50%	62%	56%	44%	54%	56%	48%	52%	50%	Similar	Similar
Long range comprehensive planning	51%	49%	N/A	Similar	N/A										
Development review (Citywide)	50%	48%	N/A	N/A											
Timing of traffic signals	51%	44%	57%	47%	47%	44%	48%	46%	59%	62%	50%	56%	49%	Similar	Similar
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	47%	47%	46%	39%	37%	35%	37%	33%	52%	61%	48%	53%	52%	Similar	Similar

In 2012 and prior, "Transportation planning (transit, bike, pedestrian)" was "Planning," "Senior services / Longmont Senior Center" was "Services for seniors" and "Building inspection" was "Building and housing inspection."

Contact with the City

In 2016, 59% of respondents indicated that they had contacted the City of Longmont to request services within the two years prior to the survey. This proportion is higher than what was reported in 2010 and 2012, but similar to the 2014 rating.

Residents were asked to specify up to three services they had requested in the 12 months prior to the survey as well as which department was the most recent contact (see Figure 19 on the next page). In 2016, respondents who had contacted the City about a service within the past two years were most likely to have done so for NextLight Broadband, with about 4 in 10 respondents indicating this service (and 22% reporting it as their most recent contact). About one-third had contacted the City regarding utility billing or police services and about one in five had contacted the City regarding the electric utility or recreation services. Few, if any, had inquired about services relating to airport services, forestry services or the City Attorney/Prosecutor.

Most rates of contact were similar compared to 2014; however fewer reported contacting the City about utility billing in 2016 compared to 2014 (34% versus 48% respectively) as well as for recreation center(s) services, library services and trash/recycling services. NextLight Broadband services was a new item on the 2016 survey.

Figure 18: Contact with the City to Request Services Compared Over Time

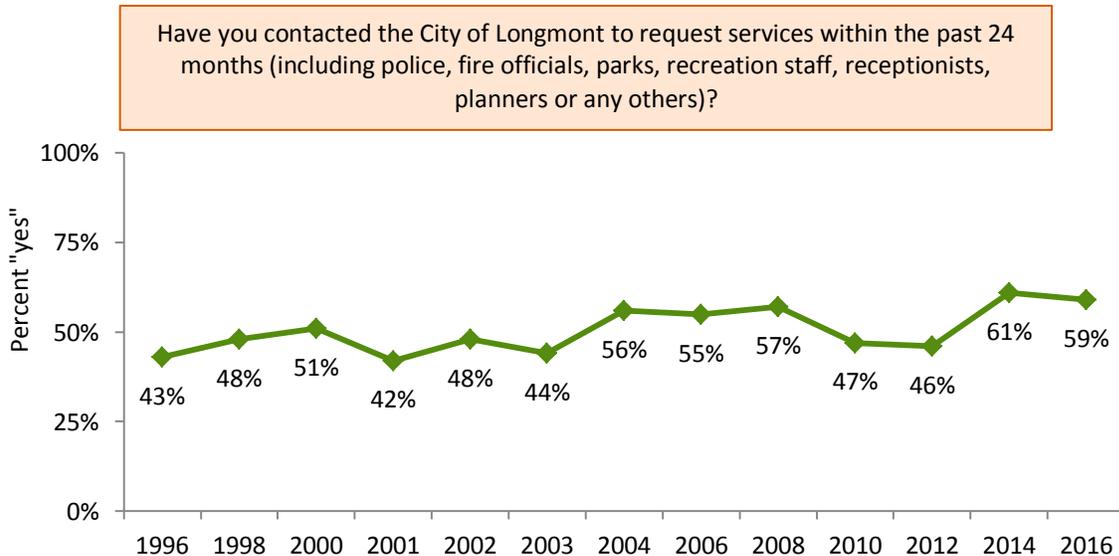


Figure 19: Services Requested in Previous 24 Months Compared Over Time

For which service or services did you...	2016		2014		2012	
	Contact the City within the past 24 months?*	Most recently contact the City?	Contact the City within the past 24 months?*	Most recently contact the City?	Contact the City within the past 24 months?*	Most recently contact the City?
NextLight Broadband Services	43%	22%	N/A	N/A	N/A	N/A
Utility Billing (Water, Electric, Sewer and Trash)	34%	14%	48%	21%	42%	17%
Police	32%	16%	27%	18%	33%	16%
Longmont Power & Communications (Electric Utility)	23%	9%	18%	4%	17%	5%
Recreation Center(s)	20%	8%	28%	14%	33%	13%
Library	13%	5%	20%	6%	34%	7%
Water/Sewer	12%	2%	13%	4%	9%	3%
Parks	8%	2%	12%	3%	17%	5%
Animal Control	8%	4%	9%	5%	16%	6%
Trash/Recycling	7%	3%	14%	6%	19%	7%
Senior services / Longmont Senior Center	6%	2%	8%	3%	4%	2%
Code Enforcement	6%	3%	7%	3%	13%	3%
Planning and Development Services	5%	3%	1%	0%	2%	0%
Building Inspection	5%	2%	7%	3%	15%	7%
Fire	4%	1%	6%	4%	7%	3%
Streets/Snow Removal	3%	1%	5%	1%	5%	1%
Youth services	3%	0%	3%	1%	3%	1%
Museum	2%	0%	3%	2%	9%	0%
Human Resources	2%	0%	1%	0%	9%	3%
Sales Tax	2%	0%	1%	1%	2%	1%
Housing	1%	0%	3%	1%	3%	1%
Golf services	1%	1%	3%	1%	N/A	N/A
City Manager's Office	1%	0%	2%	1%	1%	0%
Municipal Court	1%	0%	0%	0%	4%	0%
City Attorney/Prosecutor	0%	0%	0%	0%	1%	0%
Forestry	0%	1%	N/A	N/A	N/A	N/A
Airport	0%	0%	N/A	N/A	N/A	N/A

*Total may exceed 100% as respondents could select up to three answers

Prior to 2016, "Planning and Development Services" was "Economic Development." In 2012 and prior, "Parks" was "Parks/Golf" whereas in 2014 "Golf services" was a new item. In 2012 and prior, "Senior services / Longmont Senior Center" was "Senior services."

Survey respondents who had contacted the City were asked to reflect on their interaction with City employees in their most recent contact. Longmont residents approved of the performance of City employees, with about 8 in 10 or more rating all aspects of employee engagement as “excellent” or “good”. See Figure 20 on the following page.

When compared to 2014 ratings, most impressions related to staff interactions remained stable over time; the only exception was the ease of getting in touch with city employees, which declined from 88% in 2014 to 82% in 2016. Where benchmark comparisons were available, most ratings were similar to both the national and Front Range comparisons with the exception of overall impression, which was rated higher in both comparisons.

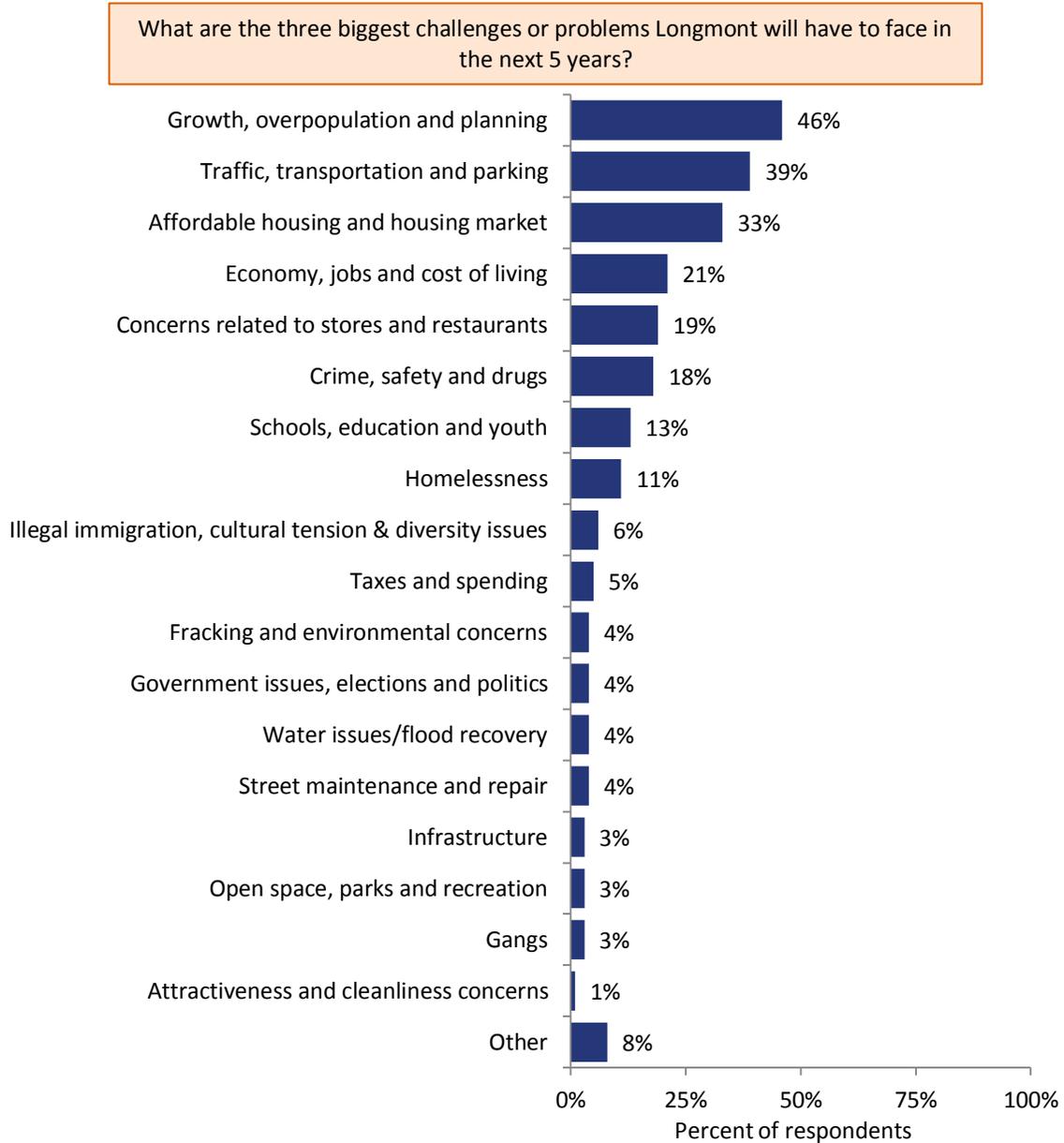
Figure 20: Employee Ratings Compared Over Time and Benchmarks

What was your impression of employees of the City of Longmont in your most recent contact? (Percent "excellent" or "good")	2016	2014	2012	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996	National Comparison	Front Range Comparison
Treated you with respect	88%	90%	90%	85%	86%	82%	85%	81%	91%	89%	85%	89%	83%	Similar	Similar
Willingness to help or understand	86%	87%	85%	81%	79%	77%	81%	73%	85%	85%	78%	81%	82%	N/A	N/A
Knowledge of issue	85%	87%	88%	86%	83%	79%	83%	82%	86%	80%	79%	85%	83%	Similar	Similar
Overall impression	85%	83%	83%	79%	80%	75%	77%	74%	84%	84%	77%	83%	80%	Higher	Higher
How easy it was to get in touch with the employee	82%	88%	86%	79%	78%	77%	77%	72%	82%	83%	81%	86%	81%	Similar	Similar
How quickly the issue was handled	82%	81%	83%	N/A	N/A										

Potential Challenges

An open-ended question on the survey invited respondents to write in their own words the three most pressing problems for Longmont in the upcoming five-year time frame. The problems that the residents most often cited was related to growth, overpopulation and planning (cited by 46% of residents); traffic, transportation and parking (39%); and affordable housing (33%). The full verbatim responses appear in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 21: Challenges Facing Longmont in the Next Five Years



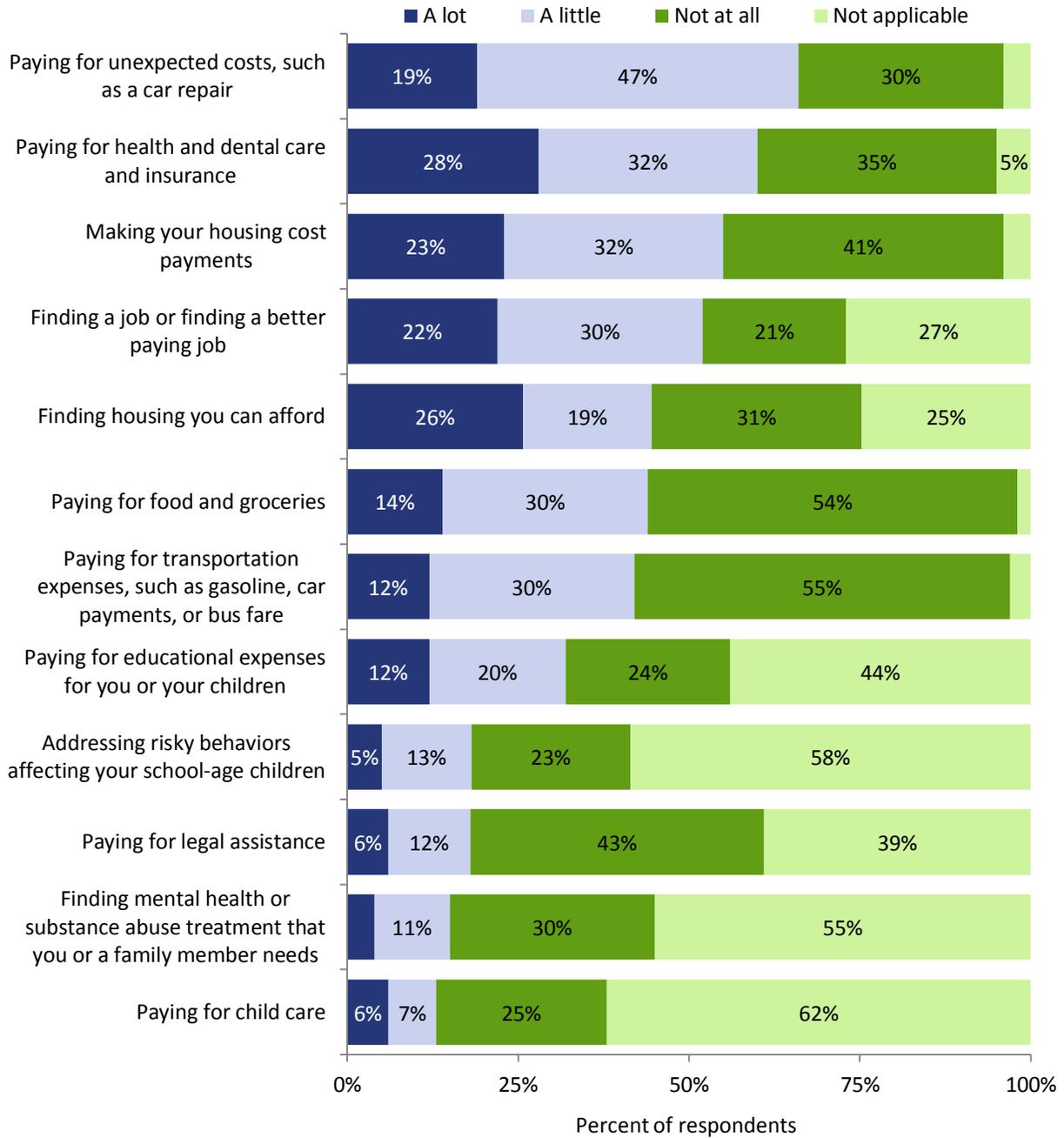
Total may exceed 100% as respondents could give more than one answer.

A new question on the 2016 survey sought to learn the extent to which residents were worried about potential concerns within their household. Residents reported they were most worried about paying for unexpected costs such as a car repair (66% rating it as “a little” or “a lot” worried) and paying for health and dental care and insurance (60%). Around half of respondents still said they were at least a little worried about making their housing cost payments (55%) or finding a job or finding a better paying job (52%). Residents seemed least worried about paying for food and groceries (54% “not at all” worried) or paying for transportation expenses such as gas, car payments or bus fare (55%). Around half or more of residents stated that addressing risky behaviors affecting their school-age children, finding mental health or substance abuse treatment, and paying for child care was not applicable to them. See Figure 22 on the following page.

When comparing results by Ward, residents living in Ward 2 were most likely to say they were worried about paying for educational expenses for themselves or for their children, and Ward 1 residents were more concerned with addressing risky behaviors affecting their school-aged children than residents living in the other areas of the city. Residents between the ages of 18-34 were more concerned about making housing cost payments, finding housing they could afford, paying for transportation expenses, paying for unexpected costs such as car repair, paying for child care and finding a job or finding a better paying job than were older residents. Renter’s tended to report higher levels of worry compared to homeowners where differences were significant. Residents who identified as Hispanic and/or other race tended to report higher levels of concern about paying for health and dental care and insurance, paying for food and groceries, paying for child care and addressing risky behaviors affecting their school-aged children compared to their counterparts.

Figure 22: Household Concerns

To what extent have you or members of your household worried about each of the following in the last 12 months:



The survey listed 15 potential problems and asked respondents to rate the extent to which each was a problem in Longmont. The potential issues considered most problematic were crime (95% indicated this was at least a “minor” problem) followed by homelessness (95%), drugs (94%), traffic congestion (91%) and vandalism (90%). Lack of growth was considered at least a “minor” problem by 36% of residents followed by home foreclosures (69%), weeds (78%), graffiti (78%), unsupervised youth (78%) and junk vehicles (79%).

More than 20% of respondents answered “don’t know” when asked the degree to which methamphetamine labs and home foreclosures were a problem in Longmont (see *Appendix B: Frequency of Survey Responses*).

Compared to 2014, fewer respondents were concerned about lack of growth (48% at least a “minor” problem in 2014 versus 36% in 2016) and home foreclosures (86% versus 69%), while more were concerned about too much growth (77% at least a “minor” problem in 2014 versus 86% in 2016). Trains sounding their horns was a new problem added to the 2016 survey and therefore is the only item without trend data. All other listed problems for which there were trend data remained stable between 2014 and 2016.

Figure 23: Potential Problems in Longmont Compared Over Time

To what degree, if at all, are each of the following a problem in Longmont? (Percent at least a “minor” problem)	2016	2014	2012	2010	2008	2006	2004	2002	2001	2000	1998	1996
Crime	95%	95%	96%	98%	97%	98%	96%	N/A	N/A	N/A	N/A	N/A
Homelessness	95%	90%	90%	88%	89%	85%	87%	N/A	N/A	N/A	N/A	N/A
Drugs	94%	94%	95%	95%	96%	96%	97%	N/A	N/A	N/A	N/A	N/A
Traffic congestion	91%	94%	87%	89%	92%	96%	94%	86%	84%	92%	84%	80%
Vandalism	90%	93%	93%	95%	95%	95%	98%	N/A	N/A	N/A	N/A	N/A
Run-down buildings	87%	85%	88%	88%	90%	86%	86%	N/A	N/A	N/A	N/A	N/A
Too much growth	86%	77%	66%	75%	82%	92%	91%	N/A	N/A	N/A	N/A	N/A
Methamphetamine labs	86%	91%	87%	90%	93%	91%	93%	N/A	N/A	N/A	N/A	N/A
Noise	81%	79%	77%	79%	80%	85%	86%	N/A	N/A	N/A	N/A	N/A
Trains sounding their horns	81%	N/A										
Junk vehicles	79%	78%	78%	82%	85%	88%	85%	N/A	N/A	N/A	N/A	N/A
Unsupervised youth	78%	81%	85%	89%	91%	91%	96%	N/A	N/A	N/A	N/A	N/A
Graffiti	78%	80%	78%	92%	93%	96%	91%	N/A	N/A	N/A	N/A	N/A
Weeds	78%	76%	76%	84%	82%	80%	83%	N/A	N/A	N/A	N/A	N/A
Home foreclosures	69%	86%	93%	97%	97%	N/A						
Lack of growth	36%	48%	65%	55%	44%	30%	27%	N/A	N/A	N/A	N/A	N/A

The survey included a question asking respondents to rate the speed of population, retail, industrial and jobs growth as it related to Longmont over the past two years, as well as the rate of growth in the physical size of the City. In 2016, the growth of the city’s boundaries was seen as the right level of growth by a majority of respondents (63%), as was the level of industrial growth (51%). About 4 in 10 indicated that the speed of retail growth (45%) was the “right amount” and slightly fewer (33%) indicated that the same for jobs growth.

Jobs growth was seen as “somewhat” or “much” too slow by 65% of respondents. For industrial growth, the physical size of the City and jobs growth, “don’t know” was chosen by more than 20% of respondents (see *Appendix B: Frequency of Survey Responses*).

Compared to other jurisdictions in the nation and on the Front Range, Longmont residents were less likely to see job growth as too slow and were more likely to see population growth as too fast. They were on par with the perception of retail growth being too slow. Benchmark comparisons were not available for the other dimensions of growth.

The proportion of residents indicating that there was the right amount of population growth declined from 45% in 2014 to 27% in 2016; the proportion of residents who thought the physical size of the city was growing at the right amount also declined during this period (72% compared to 63%). However, the percentage of residents who thought there was the “right amount” of growth increased between the two survey years for industrial growth (from 40% in 2014 to 51% in 2016) and for retail growth (31% compared to 41%). See Figure 26 on the following page.

Figure 24: Perceptions of the Speed of Growth

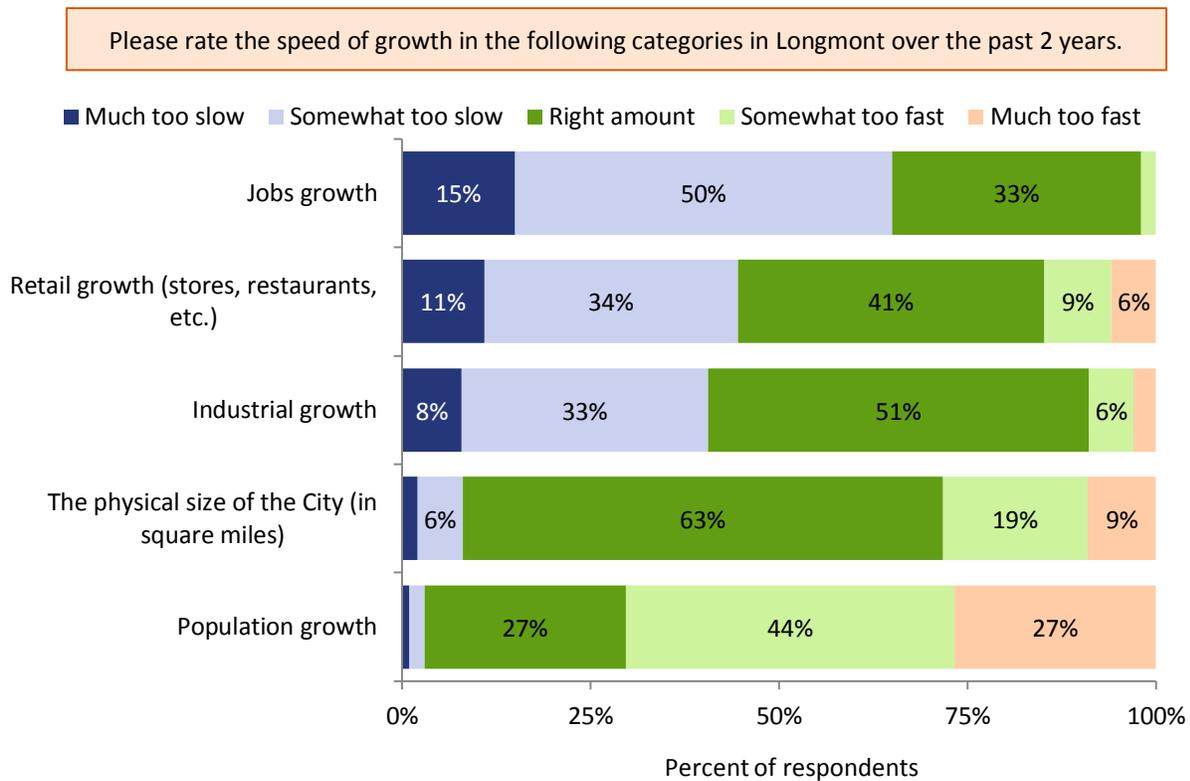


Figure 25: Perceptions of the Speed of Growth Benchmarks

	National Comparison	Front Range Comparison
Jobs growth seen as too slow	Lower	Similar
Retail growth (stores, restaurants, etc.) seen as too slow	Similar	Similar
Population growth seen as too fast	Much higher	Much higher

Figure 26: Perceptions of the Speed of Growth Compared Over Time

Please rate the speed of growth in the following categories in Longmont over the past 2 years.		2016	2014	2012
Population growth	Much too slow	1%	1%	2%
	Somewhat too slow	2%	2%	6%
	Right amount	27%	45%	59%
	Somewhat too fast	44%	37%	25%
	Much too fast	27%	15%	8%
	Total	100%	100%	100%
The physical size of the City (in square miles)	Much too slow	2%	2%	3%
	Somewhat too slow	6%	7%	8%
	Right amount	63%	72%	73%
	Somewhat too fast	19%	13%	10%
	Much too fast	9%	7%	7%
	Total	100%	100%	100%
Industrial growth	Much too slow	8%	14%	19%
	Somewhat too slow	33%	41%	45%
	Right amount	51%	40%	30%
	Somewhat too fast	6%	4%	4%
	Much too fast	3%	2%	2%
	Total	100%	100%	100%
Retail growth (stores, restaurants, etc.)	Much too slow	11%	19%	22%
	Somewhat too slow	34%	42%	45%
	Right amount	41%	31%	26%
	Somewhat too fast	9%	6%	4%
	Much too fast	6%	2%	3%
	Total	100%	100%	100%
Jobs growth	Much too slow	15%	23%	28%
	Somewhat too slow	50%	53%	59%
	Right amount	33%	24%	12%
	Somewhat too fast	2%	0%	0%
	Much too fast	0%	0%	0%
	Total	100%	100%	100%

Discrimination

Discrimination by City employees was explored in a pair of questions on the survey. A small number of survey respondents (24) reported having been treated inappropriately by a City employee in the 12 months prior to the survey because of race, national origin, age, religious affiliation, sexual orientation or gender. Of those respondents, four stated that they reported the inappropriate behavior to a public official.

Compared to 2014, the number of respondents that reported having been treated inappropriately by a City employee in the 12 months increased, and those that reported the inappropriate behavior to a public official decreased in 2016.

Figure 27: Inappropriate Treatment by City Employee Compared Over Time

	Number of respondents		
	2016	2014	2012
During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliation or gender?	24	18	28
If yes, did you report the inappropriate behavior to a public official?	4	8	4

Policy Questions

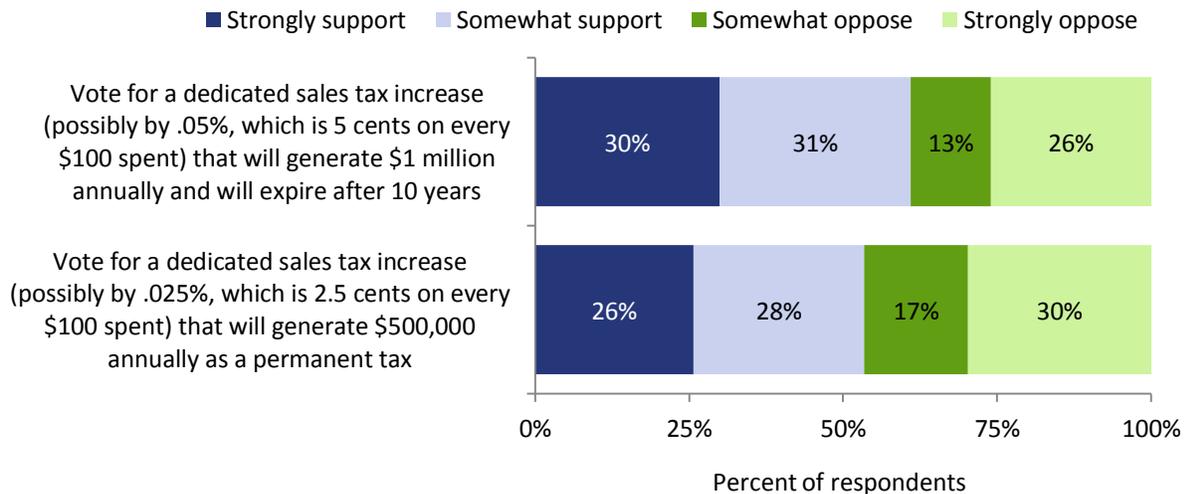
Several new questions included on the survey asked residents about their level of support for various policies. All new questions asked respondents about their support for various tax increases via sales tax or through issuing new bonds. The first question asked about different approaches to publicly fund the construction and preservation of workforce and senior housing.

To address the shortage of rental housing that members of Longmont’s workforce and older adults are facing, a majority of residents were in support of voting for a dedicated sales tax increase of .05% generating \$1 million annually (61% “somewhat” or “strongly” support) and fewer were in support of voting for a dedicated sales tax increase of .025% that would generate \$500,000 (54%). About 3 in 10 participants were “strongly” opposed to voting for a dedicated sales tax increase in the amount of .025%, and slightly fewer (26%) were “strongly” opposed to voting for a dedicated sales tax increase in the amount of .05%.

Respondents living in Ward 2 tended to indicate more support for voting for a dedicated sales tax increase of .025% compared to those living in Ward 1 or Ward 3. Residents who were aged 55 years or older were less likely to support for an increase of either size (.05% or .025%) than their younger counterparts. Furthermore, those who rented their homes were more likely to report that they would support either sales tax increase than homeowners (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 28: Support for Preservation of Workforce and Senior Housing

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the cost of housing both for sale and for rent. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of workforce and senior housing:

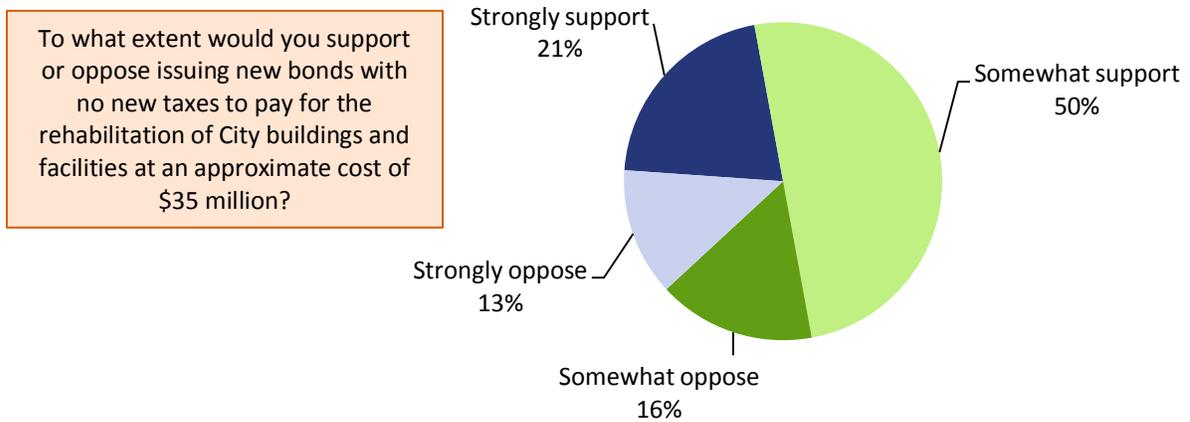


The second policy-related question asked residents the extent to which they supported or opposed issuing new bonds that did not include any new taxes that would be used for rehabilitation of City buildings and facilities. The total cost of the project was estimated to be around \$35 million.

Around 2 in 10 residents strongly supported issuing new bonds (21%) and as many as 5 in 10 reported that they somewhat supported the measure (50%). Less than one-third of residents slightly or strongly opposed issuing new bonds for the building and facility rehabilitation.

Respondents who identified as white and not Hispanic were more likely to support the measure of issuing new bonds to pay for rehabilitation of City buildings compared to their counterparts. There were no statistically significant differences seen among Wards, age groups or housing tenure (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

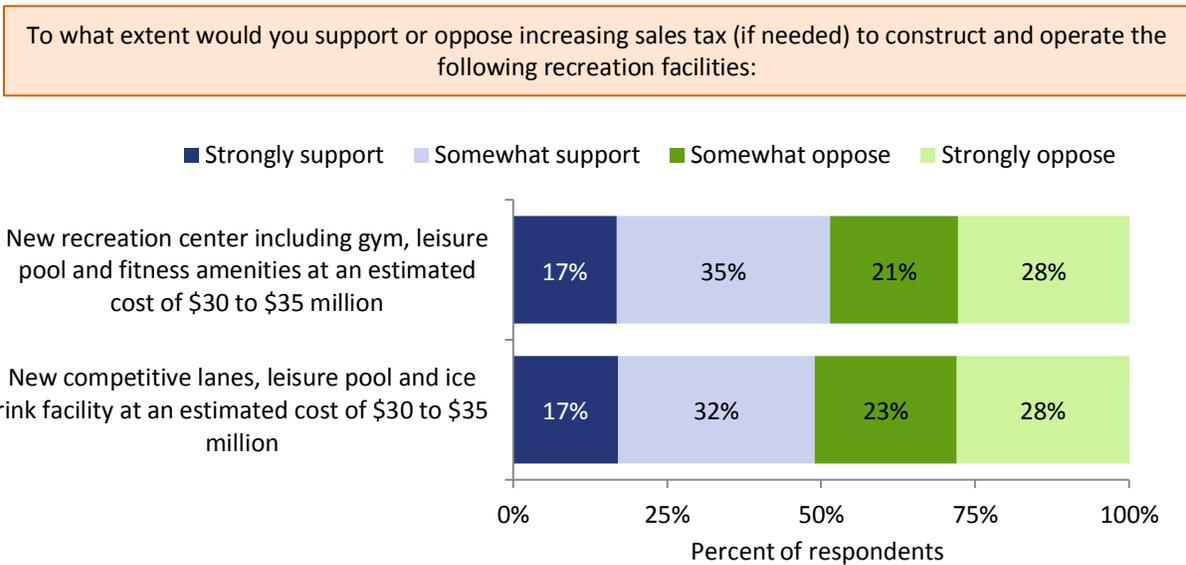
Figure 29: Rehabilitation of City Buildings and Facilities



Another policy question gauged resident support for increasing sales tax to construct and operate various recreational facilities. Roughly similar proportions at least somewhat supported a potential increase in sales tax for both a new recreation center as well as for competitive lanes, leisure pool and ice rink with the same potential costs of \$30 to \$35 million each (52% “strongly” and “somewhat support” and 49% respectively).

Older residents (55+) tended to be in less favor of supporting a sales tax increase to construct and operate either of the new facilities compared to their younger counterparts. Residents who identified as white alone were generally more in favor of supporting the construction and operation of new competitive lanes, leisure pool and ice rink facility than those who identified as Hispanic and/or other race (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 30: Recreation Facilities Funding



Next residents were asked about their support for increasing taxes to fund various projects, including free local bus fares in the city of Longmont, snow plowing during every snow storm and eliminating train horn noise. Residents most strongly supported a potential street sales tax to have every local bus fare be free in Longmont and which would cost a total of \$275,000 (61% “strongly” or “somewhat” support). About half of respondents (51%) would “strongly” or “somewhat” support permanently increasing the street sales tax by .10% to have every street plowed during every snow storm, at a total cost of 2.1 million dollars. Residents were least likely to support an increase in the street sales tax to eliminate trains sounding their horns in the City of Longmont (44% “strongly” or “somewhat” support), which would cost the \$6 million over the course of six years. Residents ratings of the extent to which trains sounding their horns was a problem in Longmont were compared to their ratings of support and generally, those who felt this was a problem were more likely to support an increase in the street sales tax (see Figure 32 on the following page).

Respondents living in Wards 1 and 2 tended to indicate more support for increasing the sales tax in order to have the street plowed during every snow storm than residents living in Ward 3. Additionally, residents who were between the ages of 18-54 or who rented their home generally showed higher levels of support for each of the street sales tax increase measures when compared against older residents or those who owned their home (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 31: Support for Increased Taxes for Various Projects

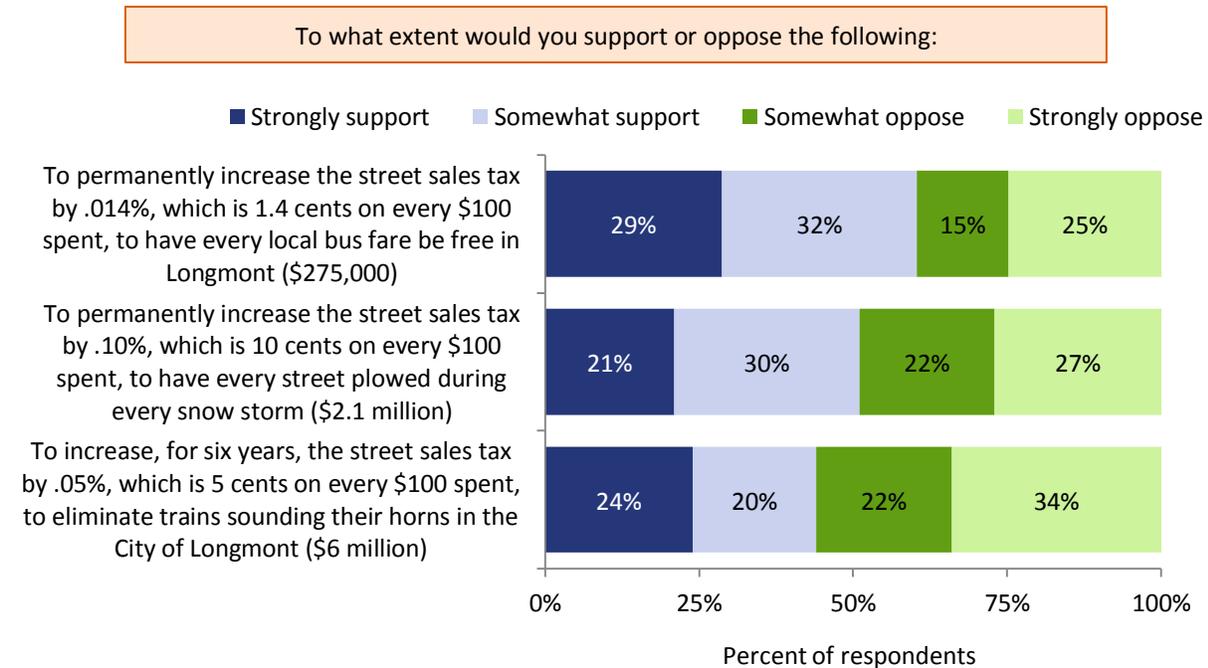


Figure 32: Problem Ratings for Train Noise Compared by Support for Increase in Sales Tax

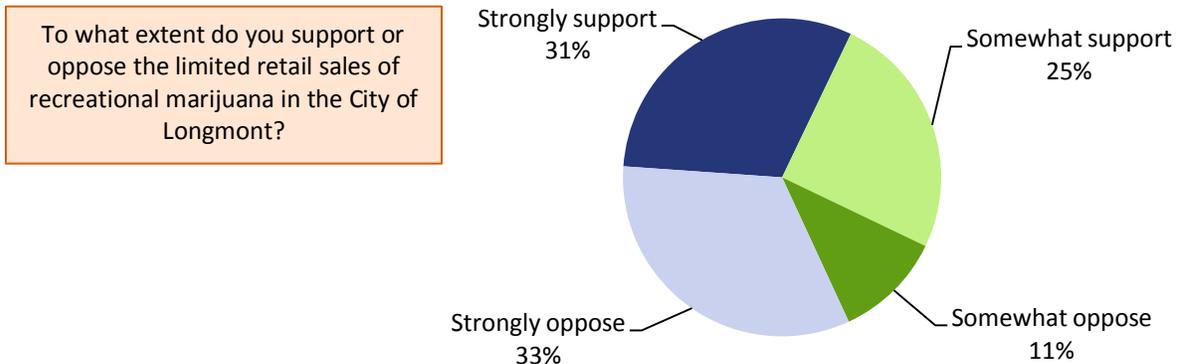
To increase, for six years, the street sales tax by .05%, which is 5 cents on every \$100 spent, to eliminate trains sounding their horns in the City of Longmont (\$6 million)	Trains sounding their horns				Overall
	Not a problem	Minor problem	Moderate problem	Major problem	
Strongly support	8%	7%	30%	57%	24%
Somewhat support	11%	23%	24%	18%	20%
Somewhat oppose	21%	31%	21%	9%	22%
Strongly oppose	60%	39%	25%	16%	34%
Total	100%	100%	100%	100%	100%

Statistical testing could not be performed because of the small number of respondents in several of the subcategories.

The final policy question garnered responses on the topic of limited retail sales of recreational marijuana in the City of Longmont. Nearly one-third of respondents “strongly” supported the measure, while one-quarter “somewhat” supported limited sales in the City of Longmont.

Several differences were seen between the different area and demographic groups. Participants living in Ward 2 were more likely to support the limited retail sales of recreational marijuana compared to other participants while Ward 1 residents indicated the least amount of support. Residents between the ages of 18 to 34 tended to be more supportive of the measure compared to older residents. Also, white residents were generally more supportive of the limited retail sale of recreational marijuana compared to their counterparts (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 33: Support for Limited Retail Sales of Recreational Marijuana



Appendix A: Respondent Characteristics

The following tables and charts display characteristics of the survey respondents.

Figure 34: Respondent Length of Residency

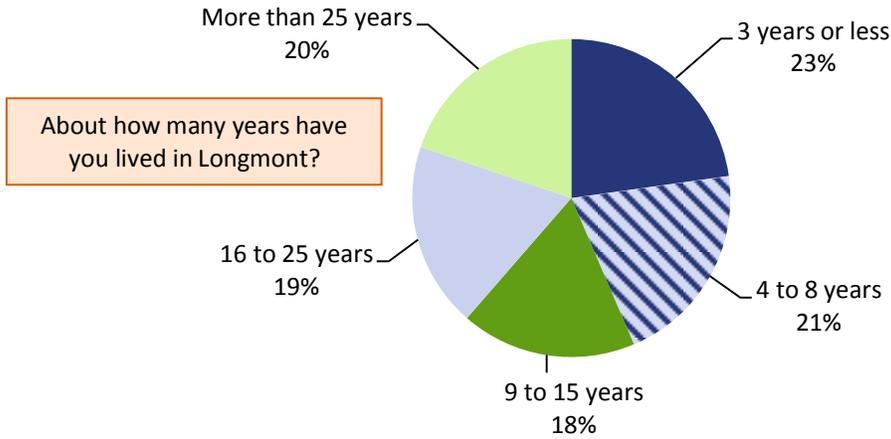


Figure 35: Respondent Housing Unit Type

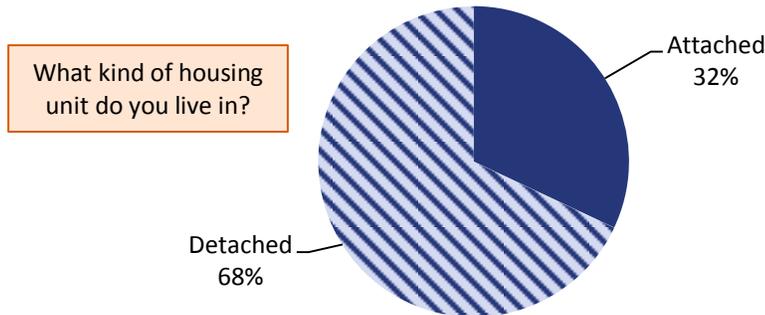


Figure 36: Respondent Housing Tenure

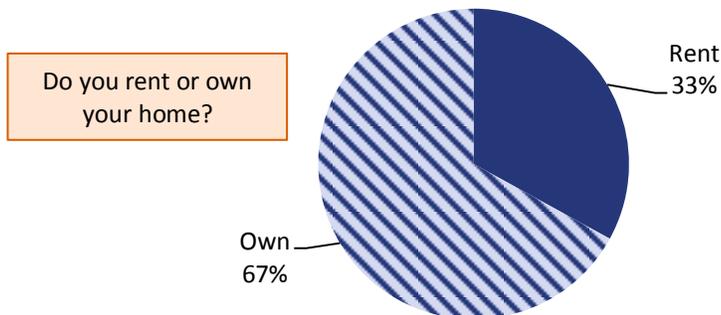


Figure 37: Respondent City of Employment

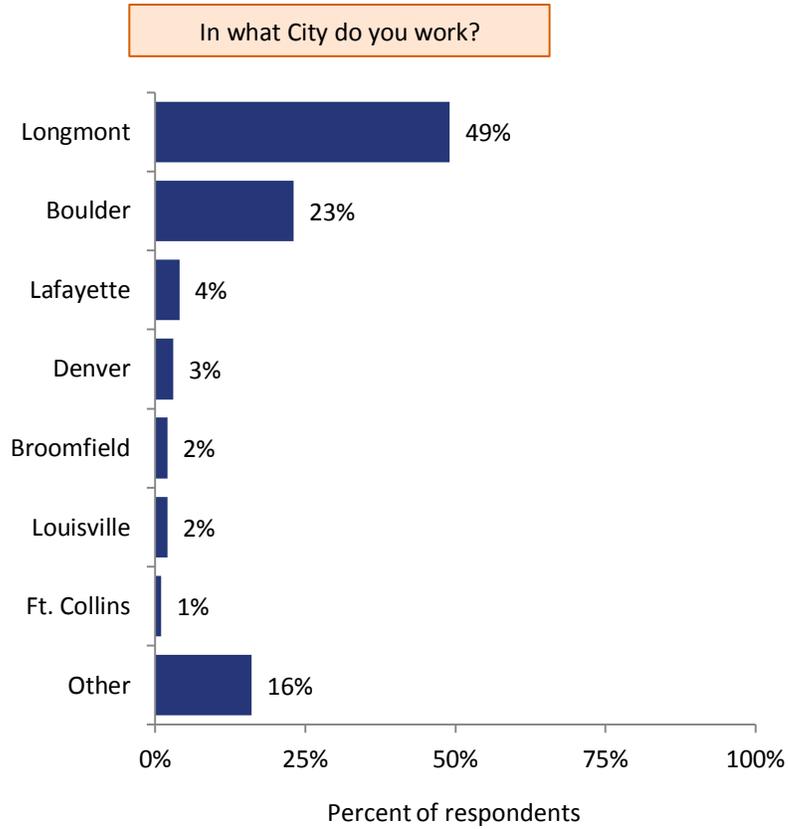


Figure 38: Respondent Ethnicity

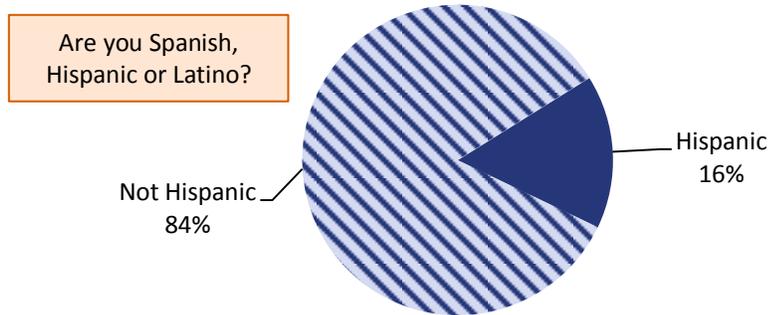


Figure 39: Respondent Race

What is your race?	Percent of respondents
American Indian or Alaskan native	3%
Asian or Pacific Islander	4%
Black/African American	1%
White/Caucasian	89%
Other	8%

Total may exceed 100% as respondents could give more than one answer.

Figure 40: Respondent Age

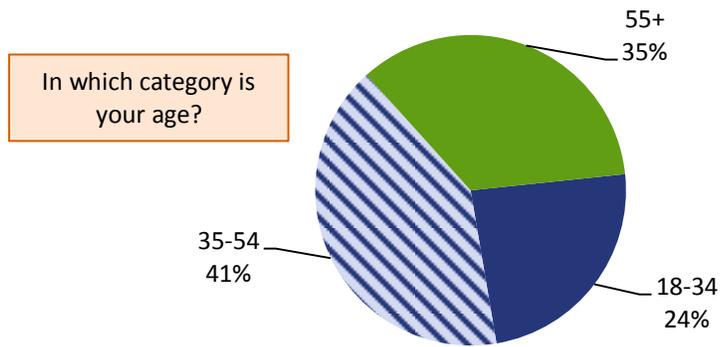


Figure 41: Respondent Gender

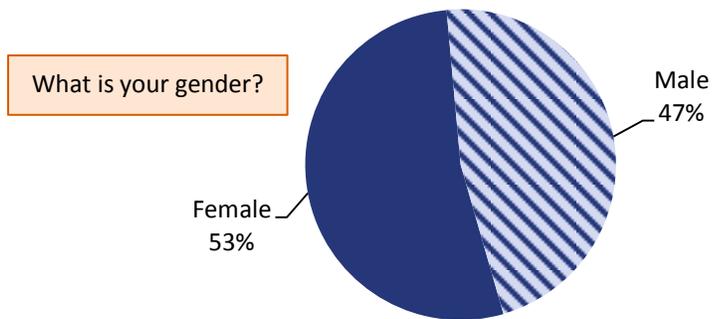


Figure 42: Respondent Education Level

What is the highest degree or level of school you have completed?	Percent of respondents
12th grade or less, no diploma	4%
High school diploma	9%
Some college, no degree	21%
Associate's degree (e.g., AA, AS)	8%
Bachelor's degree (e.g., BA, AB, BS)	35%
Graduate degree or professional degree	23%
Total	100%

Figure 43: Respondent Household Income

About how much was your household's total income before taxes for all of 2015?	Percent of respondents
Less than \$24,999	13%
\$25,000 to \$49,999	23%
\$50,000 to \$99,999	30%
\$100,000 to \$149,999	22%
\$150,000 to \$199,999	7%
\$200,000 or more	5%
Total	100%

Appendix B: Frequency of Survey Responses

Frequencies Excluding “Don’t know” Responses

This section contains the complete frequency of responses to the survey questions, excluding “don’t know” responses. Most of the analyses in the body of the report were for respondents who had an opinion.

Table 1: Question 1

Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Total
How would you rate Longmont as a place to live?	35%	52%	12%	1%	100%
How would you rate your neighborhood as a place to live?	36%	46%	16%	2%	100%
How would you rate Longmont as a place to raise children?	30%	52%	15%	2%	100%
How would you rate Longmont as a place to retire?	20%	41%	29%	10%	100%
How would you rate Longmont as a place to shop?	5%	24%	40%	32%	100%
How would you rate Longmont as a place to work?	13%	46%	32%	9%	100%
How would you rate your overall quality of life in Longmont?	23%	61%	14%	2%	100%

Table 2: Question 2

What are the three biggest challenges or problems Longmont will have to face in the next 5 years?	Percent
Growth, overpopulation and planning	46%
Traffic, transportation and parking	39%
Illegal immigration, cultural tension and diversity issues	6%
Schools, education and youth	13%
Street maintenance and repair	4%
Gangs	3%
Water issues/flood recovery	4%
Crime, safety and drugs	18%
Attractiveness and cleanliness concerns	1%
Economy, jobs and cost of living	21%
Affordable housing and housing market	33%
Concerns related to stores and restaurants	19%
Taxes and spending	5%
Open space, parks and recreation	3%
Government issues, elections and politics	4%
Fracking and environmental concerns	4%
Homelessness	11%
Infrastructure	3%
Other	8%

Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions. Total may exceed 100% as respondents could give up to three answers.

Table 3: Question 3

To what degree, if at all, are each of the following a problem in Longmont:	Not a problem	Minor problem	Moderate problem	Major problem	Total
Crime	5%	43%	45%	7%	100%
Drugs	6%	34%	39%	21%	100%
Too much growth	14%	21%	33%	32%	100%
Lack of growth	64%	23%	10%	2%	100%
Graffiti	22%	55%	19%	4%	100%
Noise	19%	49%	22%	9%	100%
Trains sounding their horns	19%	33%	27%	21%	100%
Run-down buildings	13%	43%	35%	9%	100%
Junk vehicles	21%	47%	25%	7%	100%
Traffic congestion	9%	22%	40%	30%	100%
Unsupervised youth	22%	42%	25%	11%	100%
Homelessness	5%	30%	36%	29%	100%
Weeds	22%	46%	23%	9%	100%
Methamphetamine labs	14%	35%	31%	19%	100%
Vandalism	10%	44%	34%	12%	100%
Home foreclosures	31%	47%	18%	4%	100%

Table 4: Question 4

Please rate each of the following characteristics as they relate to the City of Longmont as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	16%	55%	24%	5%	100%
Neighborliness of residents in Longmont	13%	56%	25%	5%	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	52%	30%	7%	100%
Overall appearance of the City of Longmont	10%	58%	30%	2%	100%
Cleanliness of Longmont	15%	57%	26%	2%	100%
Opportunities to attend cultural activities	21%	51%	26%	3%	100%
Overall quality of business and service establishments in Longmont	9%	51%	30%	11%	100%
Shopping opportunities	6%	23%	37%	35%	100%
Air quality	16%	62%	20%	2%	100%
Recreational opportunities	24%	56%	17%	4%	100%
Availability of paths and walking trails	33%	48%	16%	3%	100%
Job opportunities	3%	34%	45%	18%	100%
Educational opportunities	8%	47%	38%	7%	100%
Access to affordable quality housing	4%	14%	34%	48%	100%
Access to affordable quality child care	5%	21%	42%	32%	100%
Access to affordable quality health care	10%	34%	39%	17%	100%
Ease of car travel in the City of Longmont	8%	45%	33%	14%	100%
Ease of bus travel in the City of Longmont	11%	32%	36%	21%	100%

Please rate each of the following characteristics as they relate to the City of Longmont as a whole:	Excellent	Good	Fair	Poor	Total
Ease of bicycle travel in Longmont	13%	48%	31%	9%	100%
Ease of walking in Longmont	16%	54%	26%	4%	100%
Amount of public parking	10%	39%	39%	12%	100%
Overall image or reputation of Longmont	9%	53%	33%	6%	100%
Services to support aging in place (adult day care, money management, healthcare, etc.)	10%	42%	36%	12%	100%

Table 5: Question 5

Please rate the quality of each of the following services in Longmont.	Excellent	Good	Fair	Poor	Total
Snow removal from major streets	16%	57%	21%	5%	100%
Street repair and maintenance	5%	48%	36%	11%	100%
Street cleaning	10%	57%	27%	6%	100%
Street lighting	10%	59%	26%	5%	100%
Timing of traffic signals	5%	46%	35%	14%	100%
Tap water (quality of drinking water)	38%	45%	14%	4%	100%
Sewer services	27%	64%	8%	1%	100%
Water conservation programs	16%	58%	21%	4%	100%
Electric service	36%	52%	11%	1%	100%
NextLight broadband service	54%	30%	12%	5%	100%
Electric conservation programs	13%	49%	30%	8%	100%
Utility billing	19%	59%	19%	3%	100%
Weekly trash pick up	38%	52%	9%	1%	100%
Twice a month recycling pick up	38%	49%	10%	3%	100%
Recreation facilities	24%	53%	19%	4%	100%
Recreation programs and classes	25%	53%	18%	3%	100%
Availability/access to parks and trails	32%	51%	14%	3%	100%
Library services	41%	48%	10%	1%	100%
Youth services sponsored programs	17%	57%	22%	5%	100%
Senior services / Longmont Senior Center	25%	54%	17%	4%	100%
Museum	19%	55%	23%	3%	100%
Enforcing traffic laws	11%	53%	25%	11%	100%
Crime prevention	10%	56%	28%	6%	100%
Fire fighting and rescue services	36%	56%	7%	1%	100%
Fire inspection and fire safety education	20%	63%	15%	2%	100%
Emergency police services	29%	55%	13%	2%	100%
Emergency dispatch	32%	50%	14%	3%	100%
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	8%	40%	34%	19%	100%
Building inspection	8%	60%	24%	8%	100%

Please rate the quality of each of the following services in Longmont.	Excellent	Good	Fair	Poor	Total
Plan review	7%	49%	30%	14%	100%
Transportation planning (transit, bike, pedestrian)	10%	45%	34%	12%	100%
Long range comprehensive planning	5%	46%	34%	15%	100%
Development review (Citywide)	6%	45%	34%	16%	100%
Maintaining landscaping along the public right of way	11%	56%	26%	7%	100%
Maintenance of park grounds and facilities	21%	58%	19%	2%	100%
Animal control	18%	60%	19%	4%	100%

Table 6: Question 6

Please rate the overall quality of the City services you receive.	Percent
Excellent	27%
Good	64%
Fair	8%
Poor	1%
Total	100%

Table 7: Question 6a

Why?	Percent
No problems encountered, enjoy services provided	42%
Good, timely, reliable and affordable service	11%
Concerns about crime or law enforcement	1%
Issues with trash or recycling service	3%
Issues of code enforcement	3%
Can do better	15%
The City staff team is helpful and knowledgeable	6%
Concerns about cost of services	4%
Concerns about street repair, transportation and traffic	7%
Other	6%
Total	100%

Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 8: Question 7

Please rate the speed of growth in the following categories in Longmont over the past 2 years.	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	2%	27%	44%	27%	100%
Retail growth (stores, restaurants, etc.)	11%	34%	41%	9%	6%	100%
Industrial growth	8%	33%	51%	6%	3%	100%
The physical size of the City (in square miles)	2%	6%	63%	19%	9%	100%
Jobs growth	15%	50%	33%	2%	0%	100%

Table 9: Question 8

Have you contacted the City of Longmont to request services within the past 24 months (including police, fire officials, parks, recreation staff, receptionists, planners or any others)?	Percent
Yes	59%
No	41%
Total	100%

Table 10: Question 9

For which service or services did you contact the City within the past 24 months?	Percent
Water/Sewer	12%
Utility Billing (Water, Electric, Sewer and Trash)	34%
Longmont Power & Communications (Electric Utility)	23%
NextLight Broadband Services	43%
Streets/Snow Removal	3%
Recreation Center(s)	20%
Parks	8%
Youth services	3%
Senior services / Longmont Senior Center	6%
Police	32%
Fire	4%
Building Inspection	5%
Trash/Recycling	7%
Human Resources	2%
Animal Control	8%
Sales Tax	2%
Library	13%
Airport	0%
City Manager's Office	1%
Planning and Development Services	5%
Code Enforcement	6%

For which service or services did you contact the City within the past 24 months?	Percent
Housing	1%
City Attorney/Prosecutor	0%
Municipal Court	1%
Museum	2%
Golf Services	1%
Forestry	0%

This question was asked only of those who reported having contact with the City of Longmont in the past 24 months. Percents total more than 100% as respondents could check up to 3 services.

Table 11: Question 10

For which service did you most recently contact the City?	Percent
Water/Sewer	2%
Utility Billing (Water, Electric, Sewer and Trash)	14%
Longmont Power and Communications (Electric Utility)	9%
NextLight Broadband Services	22%
Streets/Snow Removal	1%
Recreation Center(s)	8%
Parks	2%
Youth services	0%
Senior services / Longmont Senior Center	2%
Police	16%
Fire	1%
Building Inspection	2%
Trash/Recycling	3%
Human Resources	0%
Animal Control	4%
Sales Tax	0%
Library	5%
Airport	0%
City Manager's Office	0%
Planning and Development Services	3%
Code Enforcement	3%
Housing	0%
City Attorney/Prosecutor	0%
Municipal Court	0%
Museum	0%
Golf Services	1%
Forestry	1%
Total	100%

This question was asked only of those who reported having contact with the City of Longmont in the past 24 months.

Table 12: Question 11

What was your impression of employees of the City of Longmont in your most recent contact? (Rate each characteristic below.).	Excellent	Good	Fair	Poor	Total
Knowledge of issue	55%	30%	10%	5%	100%
Treated you with respect	63%	25%	7%	4%	100%
Willingness to help or understand	58%	28%	8%	6%	100%
How easy it was to get in touch with the employee	51%	31%	14%	4%	100%
How quickly the issue was handled	54%	28%	10%	8%	100%
Overall impression	54%	30%	9%	6%	100%

This question was asked only of those who reported having contact with the City of Longmont in the past 24 months.

Table 13: Question 12

During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliation or gender?	Percent
Yes	3%
No	97%
Total	100%

Table 14: Question 12a

If yes, did you report the inappropriate behavior to a public official?	Percent
Yes	23%
No	77%
Total	100%

Table 15: Question 13

In your opinion, how easy is it to obtain information about the City of Longmont? Would you say that it is very easy, somewhat easy, somewhat difficult or very difficult to obtain information about the City of Longmont?	Percent
Very easy	35%
Somewhat easy	54%
Somewhat difficult	9%
Very difficult	2%
Total	100%

Table 16: Question 14

Please indicate how likely or unlikely you or another household member would be to participate in each of the following activities in Longmont at least once in a typical year:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Attend “Coffee with Council” meetings on a Saturday morning	4%	22%	20%	54%	100%
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	7%	27%	27%	39%	100%
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 or the City’s Web site	8%	23%	24%	44%	100%
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	17%	41%	19%	23%	100%

Table 17: Question 15

How often do you use the following sources to gain information about the City of Longmont?	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Total
Attend a City Council meeting	67%	24%	8%	1%	1%	100%
Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov	61%	23%	10%	5%	1%	100%
Watch a City Council meeting on public access cable television channel 8	67%	18%	11%	4%	1%	100%
Watch “Behind the Badge” on public access cable television channel 8	76%	14%	7%	2%	1%	100%
Read bulletin board or information displays in City buildings	40%	25%	17%	14%	3%	100%
Watch Channel 16 – Government access	77%	15%	5%	2%	1%	100%
Read City Line Newsletter (with utility billing statement)	18%	9%	15%	29%	30%	100%
Read The GO (Senior Services newsletter)	72%	9%	7%	6%	6%	100%
Use the Longmont Web site (www.LongmontColorado.gov)	16%	14%	25%	31%	15%	100%
Read the Longmont Daily Times-Call newspaper	22%	16%	20%	18%	24%	100%
Read the Boulder Daily Camera newspaper	43%	24%	16%	11%	7%	100%

How often do you use the following sources to gain information about the City of Longmont?	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Total
Read the Denver Post newspaper	50%	22%	13%	8%	7%	100%
Read "City Talk" (weekly ad in the Times-Call newspaper)	52%	18%	12%	10%	9%	100%
Subscribe to the City's e-news services (e-News, e-Notifications, RSS Feed, etc.)	70%	12%	5%	6%	6%	100%
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.)	57%	14%	13%	11%	6%	100%
Read the quarterly Longmont Recreation brochure	23%	14%	18%	26%	20%	100%
Listen to news radio (KGUD, La Ley, AM1060)	72%	11%	9%	6%	3%	100%
Use word of mouth/friends	12%	11%	25%	32%	20%	100%
Video messaging (flood damage recap, road construction update, pool safety, etc.)	51%	19%	18%	8%	4%	100%

Table 18: Question 16

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Longmont to someone who asks	50%	38%	5%	7%	100%
Remain in Longmont for the next five years	62%	25%	7%	7%	100%

Table 19: Question 17

To what extent have you or members of your household worried about each of the following in the last 12 months:	A lot	A little	Not at all	Total
Making your housing cost payments, including rent/mortgage, utilities, taxes and maintenance	24%	33%	43%	100%
Finding housing you can afford	34%	25%	41%	100%
Paying for health and dental care and insurance	29%	34%	37%	100%
Paying for food and groceries	14%	31%	55%	100%
Paying for transportation expenses, such as gasoline, car payments, or bus fare	12%	31%	57%	100%
Paying for legal assistance	10%	19%	71%	100%
Paying for unexpected costs, such as a car repair	19%	49%	32%	100%
Paying for child care	15%	19%	66%	100%
Finding mental health or substance abuse treatment that you or a family member needs	10%	24%	67%	100%
Paying for educational expenses for you or your children	21%	35%	44%	100%

To what extent have you or members of your household worried about each of the following in the last 12 months:	A lot	A little	Not at all	Total
Addressing risky behaviors affecting your school-age children, such as truancy, bullying, substance abuse, or emotional issues	13%	30%	57%	100%
Finding a job or finding a better paying job	31%	41%	29%	100%

Table 20: Question 18

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the cost of housing both for sale and for rent. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of workforce and senior housing:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Vote for a dedicated sales tax increase (possibly by .05%, which is 5 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years	30%	31%	13%	26%	100%
Vote for a dedicated sales tax increase (possibly by .025%, which is 2.5 cents on every \$100 spent) that will generate \$500,000 annually as a permanent tax	26%	28%	17%	30%	100%

Table 21: Question 19

To what extent would you support or oppose issuing new bonds with no new taxes to pay for the rehabilitation of City buildings and facilities at an approximate cost of \$35 million?	Percent
Strongly support	21%
Somewhat support	50%
Somewhat oppose	16%
Strongly oppose	13%
Total	100%

Table 22: Question 20

To what extent would you support or oppose increasing sales tax (if needed) to construct and operate the following recreation facilities:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
New competitive lanes, leisure pool and ice rink facility at an estimated cost of \$30 to \$35 million	17%	32%	23%	28%	100%
New recreation center including gym, leisure pool and fitness amenities at an estimated cost of \$30 to \$35 million	17%	35%	21%	28%	100%

Table 23: Question 21

To what extent would you support or oppose the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To permanently increase the street sales tax by .014%, which is 1.4 cents on every \$100 spent, to have every local bus fare be free in Longmont (\$275,000)	29%	32%	15%	25%	100%
To increase, for six years, the street sales tax by .05%, which is 5 cents on every \$100 spent, to eliminate trains sounding their horns in the City of Longmont (\$6 million)	24%	20%	22%	34%	100%
To permanently increase the street sales tax by .10%, which is 10 cents on every \$100 spent, to have every street plowed during every snow storm (\$2.1 million)	21%	30%	22%	27%	100%

Table 24: Question 22

To what extent do you support or oppose the limited retail sales of recreational marijuana in the City of Longmont?	Percent
Strongly support	31%
Somewhat support	25%
Somewhat oppose	11%
Strongly oppose	33%
Total	100%

Table 25: Question D1

About how many years have you lived in Longmont? (If less than 6 months, enter "0.")	Percent
3 years or less	23%
4 to 8 years	21%
9 to 15 years	18%
16 to 25 years	19%
More than 25 years	20%
Total	100%

Table 26: Question D2

What kind of housing unit do you live in?	Percent
Single family house	68%
Apartment	20%
Condo	4%
Townhouse	6%
Mobile Home	1%
Other	2%
Total	100%

Table 27: Question D3

Do you rent or own your home?	Percent
Rent	33%
Own	67%
Total	100%

Table 28: Question D4

In what City do you work?	Percent
Longmont	49%
Boulder	23%
Denver	3%
Ft. Collins	1%
Lafayette	4%
Louisville	2%
Broomfield	2%
Other	16%
Total	100%

Table 29: Question D5

Are you Spanish, Hispanic or Latino?	Percent
Yes	16%
No	84%
Total	100%

Table 30: Question D6

What is your race?	Percent
American Indian or Alaskan native	3%
Asian or Pacific Islander	4%
Black/African American	1%
White/Caucasian	89%
Other	8%

Total may exceed 100% as respondents could give more than one answer.

Table 31: Question D7

In which category is your age?	Percent
18-24	4%
25-34	20%
35-44	16%
45-54	25%
55-64	13%
65-74	13%
75-84	6%
85+	3%
Total	100%

Table 32: Question D8

What is your gender?	Percent
Female	53%
Male	47%
Total	100%

Table 33: Question D9

What is the highest degree or level of school you have completed?	Percent
12th grade or less, no diploma	4%
High school diploma	9%
Some college, no degree	21%
Associate's degree (e.g., AA, AS)	8%
Bachelor's degree (e.g., BA, AB, BS)	35%
Graduate degree or professional degree	23%
Total	100%

Table 34: Question D10

About how much was your household's total income before taxes for all of 2015?	Percent
Less than \$24,999	13%
\$25,000 to \$49,999	23%
\$50,000 to \$99,999	30%
\$100,000 to \$149,999	22%
\$150,000 to \$199,999	7%
\$200,000 or more	5%
Total	100%

Table 35: Question D11

Are you registered to vote in Longmont?	Percent
No	10%
Yes	90%
Ineligible to vote	1%
Total	100%

Table 36: Question D12

How likely are you to vote in the 2017 City of Longmont municipal election?	Percent
Very likely	70%
Somewhat likely	17%
Somewhat unlikely	5%
Very unlikely	8%
Total	100%

Table 37: Question D13

In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?	Percent
Same (mailed survey)	58%
Web survey	24%
Some other format	0%
No preference	18%
Total	100%

Frequencies Including “Don’t know” Responses

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents and the number of respondents for each response option for each question are included in each table.

Table 38: Question 1

Please rate the following aspects of life in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
How would you rate Longmont as a place to live?	35%	N=282	52%	N=413	12%	N=92	1%	N=10	0%	N=0	100%	N=797
How would you rate your neighborhood as a place to live?	36%	N=289	46%	N=366	16%	N=126	2%	N=16	0%	N=0	100%	N=797
How would you rate Longmont as a place to raise children?	27%	N=212	46%	N=364	13%	N=105	2%	N=16	12%	N=96	100%	N=794
How would you rate Longmont as a place to retire?	18%	N=139	36%	N=284	25%	N=197	9%	N=70	13%	N=104	100%	N=794
How would you rate Longmont as a place to shop?	5%	N=40	24%	N=186	39%	N=310	31%	N=248	0%	N=3	100%	N=786
How would you rate Longmont as a place to work?	10%	N=82	36%	N=286	26%	N=203	7%	N=56	20%	N=160	100%	N=788
How would you rate your overall quality of life in Longmont?	23%	N=186	61%	N=485	14%	N=112	2%	N=14	0%	N=0	100%	N=797

Table 39: Question 2

What are the three biggest challenges or problems Longmont will have to face in the next 5 years?	Percent	Number
Growth, overpopulation and planning	46%	N=302
Traffic, transportation and parking	39%	N=256
Illegal immigration, cultural tension and diversity issues	6%	N=43
Schools, education and youth	13%	N=85
Street maintenance and repair	4%	N=23
Gangs	3%	N=18
Water issues/flood recovery	4%	N=26
Crime, safety and drugs	18%	N=120
Attractiveness and cleanliness concerns	1%	N=4
Economy, jobs and cost of living	21%	N=139
Affordable housing and housing market	33%	N=218
Concerns related to stores and restaurants	19%	N=125
Taxes and spending	5%	N=30

What are the three biggest challenges or problems Longmont will have to face in the next 5 years?	Percent	Number
Open space, parks and recreation	3%	N=18
Government issues, elections and politics	4%	N=23
Fracking and environmental concerns	4%	N=29
Homelessness	11%	N=71
Infrastructure	3%	N=20
Don't know	0%	N=1
Other	8%	N=53

Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions. Total may exceed 100% as respondents could give up to three answers.

Table 40: Question 3

To what degree, if at all, are each of the following a problem in Longmont:	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime	5%	N=40	42%	N=329	43%	N=339	6%	N=51	4%	N=32	100%	N=791
Drugs	5%	N=38	29%	N=232	34%	N=269	19%	N=148	13%	N=106	100%	N=793
Too much growth	14%	N=107	20%	N=157	32%	N=252	31%	N=242	2%	N=18	100%	N=777
Lack of growth	61%	N=477	22%	N=174	10%	N=75	2%	N=18	5%	N=36	100%	N=780
Graffiti	20%	N=159	50%	N=397	18%	N=139	4%	N=33	8%	N=60	100%	N=787
Noise	19%	N=151	49%	N=384	22%	N=172	9%	N=69	2%	N=13	100%	N=790
Trains sounding their horns	19%	N=147	32%	N=257	26%	N=204	20%	N=161	3%	N=23	100%	N=792
Run-down buildings	12%	N=98	41%	N=327	33%	N=263	8%	N=67	4%	N=33	100%	N=787
Junk vehicles	20%	N=153	44%	N=343	23%	N=181	7%	N=55	7%	N=53	100%	N=785
Traffic congestion	9%	N=69	21%	N=168	39%	N=310	29%	N=232	1%	N=10	100%	N=789
Unsupervised youth	19%	N=152	36%	N=283	21%	N=169	10%	N=78	13%	N=103	100%	N=785
Homelessness	5%	N=38	28%	N=221	34%	N=269	28%	N=219	5%	N=41	100%	N=788
Weeds	21%	N=162	43%	N=338	22%	N=170	8%	N=66	6%	N=48	100%	N=783
Methamphetamine labs	9%	N=68	22%	N=172	19%	N=150	12%	N=95	38%	N=297	100%	N=782
Vandalism	8%	N=66	38%	N=296	29%	N=226	10%	N=78	15%	N=114	100%	N=780
Home foreclosures	20%	N=154	29%	N=229	11%	N=87	3%	N=20	38%	N=294	100%	N=783

Table 41: Question 4

Please rate each of the following characteristics as they relate to the City of Longmont as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sense of community	16%	N=122	53%	N=419	23%	N=179	5%	N=38	3%	N=26	100%	N=784
Neighborliness of residents in Longmont	13%	N=101	53%	N=420	24%	N=187	5%	N=40	5%	N=41	100%	N=789
Openness and acceptance of the community towards people of diverse backgrounds	10%	N=81	47%	N=372	27%	N=216	7%	N=52	9%	N=69	100%	N=789
Overall appearance of the City of Longmont	10%	N=78	57%	N=454	30%	N=237	2%	N=18	1%	N=5	100%	N=792
Cleanliness of Longmont	15%	N=115	56%	N=445	26%	N=203	2%	N=19	1%	N=8	100%	N=791
Opportunities to attend cultural activities	19%	N=151	47%	N=372	24%	N=191	3%	N=22	7%	N=55	100%	N=790
Overall quality of business and service establishments in Longmont	9%	N=67	50%	N=392	29%	N=231	10%	N=82	2%	N=14	100%	N=786
Shopping opportunities	5%	N=43	22%	N=176	37%	N=292	34%	N=269	1%	N=8	100%	N=788
Air quality	16%	N=126	61%	N=483	20%	N=155	2%	N=13	2%	N=17	100%	N=793
Recreational opportunities	23%	N=183	54%	N=428	16%	N=127	4%	N=29	3%	N=24	100%	N=790
Availability of paths and walking trails	32%	N=253	46%	N=366	15%	N=121	3%	N=21	4%	N=30	100%	N=791
Job opportunities	3%	N=20	25%	N=199	33%	N=263	13%	N=105	26%	N=204	100%	N=791
Educational opportunities	7%	N=55	39%	N=305	32%	N=251	6%	N=45	16%	N=125	100%	N=781
Access to affordable quality housing	3%	N=24	11%	N=90	28%	N=223	40%	N=317	17%	N=135	100%	N=789
Access to affordable quality child care	2%	N=16	9%	N=72	18%	N=143	14%	N=110	56%	N=440	100%	N=781
Access to affordable quality health care	8%	N=64	29%	N=225	33%	N=259	14%	N=109	16%	N=122	100%	N=779
Ease of car travel in the City of Longmont	8%	N=64	44%	N=347	32%	N=252	14%	N=106	2%	N=18	100%	N=787
Ease of bus travel in the City of Longmont	6%	N=50	19%	N=148	21%	N=164	12%	N=96	42%	N=331	100%	N=789
Ease of bicycle travel in Longmont	10%	N=80	38%	N=297	24%	N=193	7%	N=55	21%	N=164	100%	N=789
Ease of walking in Longmont	16%	N=124	51%	N=405	25%	N=197	4%	N=29	4%	N=35	100%	N=790
Amount of public parking	9%	N=73	38%	N=303	38%	N=303	11%	N=90	2%	N=19	100%	N=788
Overall image or reputation of Longmont	8%	N=65	52%	N=406	32%	N=249	6%	N=44	2%	N=17	100%	N=780
Services to support aging in place (adult day care, money management, healthcare, etc.)	5%	N=38	20%	N=160	17%	N=138	6%	N=45	52%	N=412	100%	N=793

Table 42: Question 5

Please rate the quality of each of the following services in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal from major streets	16%	N=125	55%	N=437	21%	N=164	5%	N=42	3%	N=22	100%	N=790
Street repair and maintenance	5%	N=39	48%	N=377	35%	N=277	11%	N=84	1%	N=9	100%	N=787
Street cleaning	9%	N=72	55%	N=430	26%	N=207	6%	N=44	4%	N=31	100%	N=785
Street lighting	10%	N=76	58%	N=458	26%	N=206	5%	N=38	1%	N=6	100%	N=784
Timing of traffic signals	5%	N=36	46%	N=360	35%	N=272	14%	N=107	1%	N=7	100%	N=782
Tap water (quality of drinking water)	37%	N=291	44%	N=344	13%	N=104	3%	N=27	3%	N=23	100%	N=789
Sewer services	24%	N=187	57%	N=447	7%	N=57	1%	N=8	11%	N=84	100%	N=783
Water conservation programs	10%	N=82	37%	N=292	13%	N=105	3%	N=22	36%	N=287	100%	N=788
Electric service	34%	N=270	50%	N=394	11%	N=84	1%	N=8	4%	N=31	100%	N=788
NextLight broadband service	27%	N=214	15%	N=117	6%	N=45	2%	N=18	50%	N=388	100%	N=782
Electric conservation programs	6%	N=49	24%	N=189	15%	N=113	4%	N=31	51%	N=394	100%	N=775
Utility billing	18%	N=139	57%	N=445	18%	N=142	3%	N=26	4%	N=28	100%	N=782
Weekly trash pick up	36%	N=285	49%	N=388	8%	N=67	1%	N=8	5%	N=40	100%	N=788
Twice a month recycling pick up	36%	N=281	45%	N=358	10%	N=76	3%	N=20	7%	N=55	100%	N=790
Recreation facilities	22%	N=170	48%	N=375	17%	N=132	4%	N=31	10%	N=79	100%	N=787
Recreation programs and classes	19%	N=151	40%	N=316	14%	N=109	2%	N=18	24%	N=192	100%	N=785
Availability/access to parks and trails	31%	N=243	49%	N=387	14%	N=107	3%	N=24	3%	N=23	100%	N=783
Library services	35%	N=279	41%	N=320	9%	N=68	1%	N=6	15%	N=115	100%	N=788
Youth services sponsored programs	7%	N=56	25%	N=194	9%	N=74	2%	N=16	56%	N=440	100%	N=781
Senior services / Longmont Senior Center	10%	N=81	23%	N=176	7%	N=57	2%	N=12	58%	N=452	100%	N=778
Museum	13%	N=99	37%	N=286	15%	N=117	2%	N=16	33%	N=260	100%	N=778
Enforcing traffic laws	9%	N=70	45%	N=350	21%	N=168	9%	N=73	16%	N=125	100%	N=787
Crime prevention	8%	N=62	45%	N=356	23%	N=181	5%	N=41	19%	N=146	100%	N=785
Fire fighting and rescue services	26%	N=208	41%	N=325	5%	N=38	1%	N=5	27%	N=210	100%	N=786
Fire inspection and fire safety education	11%	N=82	33%	N=257	8%	N=60	1%	N=8	48%	N=372	100%	N=779
Emergency police services	20%	N=154	37%	N=293	9%	N=69	1%	N=12	33%	N=258	100%	N=786
Emergency dispatch	21%	N=161	32%	N=248	9%	N=70	2%	N=17	36%	N=282	100%	N=778

Please rate the quality of each of the following services in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	6%	N=46	31%	N=241	26%	N=204	15%	N=116	22%	N=173	100%	N=781
Building inspection	3%	N=25	23%	N=183	9%	N=74	3%	N=25	61%	N=475	100%	N=782
Plan review	3%	N=20	18%	N=136	11%	N=83	5%	N=40	64%	N=498	100%	N=777
Transportation planning (transit, bike, pedestrian)	6%	N=50	30%	N=230	22%	N=172	8%	N=59	34%	N=267	100%	N=778
Long range comprehensive planning	3%	N=20	23%	N=178	17%	N=132	7%	N=57	51%	N=395	100%	N=782
Development review (Citywide)	2%	N=17	18%	N=140	14%	N=105	7%	N=50	59%	N=453	100%	N=766
Maintaining landscaping along the public right of way	10%	N=79	53%	N=416	25%	N=193	6%	N=48	6%	N=43	100%	N=780
Maintenance of park grounds and facilities	20%	N=159	57%	N=443	18%	N=143	2%	N=16	2%	N=19	100%	N=780
Animal control	14%	N=107	46%	N=363	15%	N=114	3%	N=26	22%	N=172	100%	N=782

Table 43: Question 6

Please rate the overall quality of the City services you receive.	Percent	Number
Excellent	27%	N=213
Good	64%	N=502
Fair	8%	N=60
Poor	1%	N=8
Don't know	0%	N=3
Total	100%	N=786

Table 44: Question 6a

Why?	Percent	Number
No problems encountered, enjoy services provided	42%	N=146
Good, timely, reliable and affordable service	11%	N=39
Concerns about crime or law enforcement	1%	N=5
Issues with trash or recycling service	3%	N=11
Issues of code enforcement	3%	N=11
Can do better	15%	N=53
The City staff team is helpful and knowledgeable	6%	N=21
Concerns about cost of services	4%	N=14
Concerns about street repair, transportation and traffic	7%	N=26
Don't know/no opinion	1%	N=4
Other	6%	N=19
Total	100%	N=350

Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 45: Question 7

Please rate the speed of growth in the following categories in Longmont over the past 2 years.	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Population growth	1%	N=8	2%	N=13	25%	N=199	41%	N=324	25%	N=197	6%	N=48	100%	N=790
Retail growth (stores, restaurants, etc.)	11%	N=82	32%	N=252	39%	N=305	9%	N=68	5%	N=42	3%	N=26	100%	N=775
Industrial growth	5%	N=41	22%	N=172	34%	N=266	4%	N=30	2%	N=14	33%	N=257	100%	N=781
The physical size of the City (in square miles)	2%	N=15	5%	N=39	51%	N=398	15%	N=119	7%	N=57	20%	N=158	100%	N=787
Jobs growth	10%	N=78	33%	N=259	21%	N=169	2%	N=12	0%	N=1	34%	N=269	100%	N=788

Table 46: Question 8

Have you contacted the City of Longmont to request services within the past 24 months (including police, fire officials, parks, recreation staff, receptionists, planners or any others)?	Percent	Number
Yes	59%	N=448
No	41%	N=309
Total	100%	N=758

Table 47: Question 9

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)	Percent	Number
Water/Sewer	12%	N=55
Utility Billing (Water, Electric, Sewer and Trash)	34%	N=152
Longmont Power & Communications (Electric Utility)	23%	N=102
NextLight Broadband Services	43%	N=190
Streets/Snow Removal	3%	N=12
Recreation Center(s)	20%	N=88
Parks	8%	N=33
Youth services	3%	N=13
Senior services / Longmont Senior Center	6%	N=28
Police	32%	N=141
Fire	4%	N=18
Building Inspection	5%	N=21
Trash/Recycling	7%	N=30
Human Resources	2%	N=8
Animal Control	8%	N=34
Sales Tax	2%	N=8
Library	13%	N=58
Airport	0%	N=2
City Manager's Office	1%	N=6
Planning and Development Services	5%	N=20
Code Enforcement	6%	N=24

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)	Percent	Number
Housing	1%	N=2
City Attorney/Prosecutor	0%	N=1
Municipal Court	1%	N=2
Museum	2%	N=9
Golf Services	1%	N=5
Forestry	0%	N=1

This question was asked only of those who reported having contact with the City of Longmont in the past 24 months. Percents total more than 100% as respondents could check up to 3 services.

Table 48: Question 10

For which service did you most recently contact the City?	Percent	Number
Water/Sewer	2%	N=10
Utility Billing (Water, Electric, Sewer and Trash)	14%	N=62
Longmont Power and Communications (Electric Utility)	9%	N=38
NextLight Broadband Services	22%	N=95
Streets/Snow Removal	1%	N=5
Recreation Center(s)	8%	N=35
Parks	2%	N=8
Youth services	0%	N=0
Senior services / Longmont Senior Center	2%	N=11
Police	16%	N=69
Fire	1%	N=4
Building Inspection	2%	N=10
Trash/Recycling	3%	N=14
Human Resources	0%	N=1
Animal Control	4%	N=15
Sales Tax	0%	N=1
Library	5%	N=23
Airport	0%	N=0
City Manager's Office	0%	N=1
Planning and Development Services	3%	N=14

For which service did you most recently contact the City?	Percent	Number
Code Enforcement	3%	N=12
Housing	0%	N=0
City Attorney/Prosecutor	0%	N=0
Municipal Court	0%	N=0
Museum	0%	N=2
Golf Services	1%	N=2
Forestry	1%	N=3
Total	100%	N=437

This question was asked only of those who reported having contact with the City of Longmont in the past 24 months.

Table 49: Question 11

What was your impression of employees of the City of Longmont in your most recent contact? (Rate each characteristic below).	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge of issue	54%	N=237	30%	N=130	9%	N=41	5%	N=24	1%	N=5	100%	N=437
Treated you with respect	63%	N=277	25%	N=110	7%	N=32	4%	N=19	1%	N=3	100%	N=442
Willingness to help or understand	57%	N=250	27%	N=121	8%	N=34	6%	N=26	2%	N=10	100%	N=440
How easy it was to get in touch with the employee	50%	N=221	30%	N=134	13%	N=59	4%	N=19	2%	N=7	100%	N=440
How quickly the issue was handled	52%	N=229	27%	N=118	9%	N=41	8%	N=36	3%	N=14	100%	N=438
Overall impression	54%	N=236	30%	N=133	9%	N=39	6%	N=28	1%	N=3	100%	N=439

This question was asked only of those who reported having contact with the City of Longmont in the past 24 months.

Table 50: Question 12

During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliation or gender?	Percent	Number
Yes	3%	N=24
No	97%	N=749
Total	100%	N=773

Table 51: Question 12a

If yes, did you report the inappropriate behavior to a public official?	Percent	Number
Yes	23%	N=4
No	77%	N=14
Total	100%	N=18

Table 52: Question 13

In your opinion, how easy is it to obtain information about the City of Longmont? Would you say that it is very easy, somewhat easy, somewhat difficult or very difficult to obtain information about the City of Longmont?	Percent	Number
Very easy	32%	N=246
Somewhat easy	50%	N=388
Somewhat difficult	8%	N=62
Very difficult	2%	N=16
Don't know	8%	N=61
Total	100%	N=773

Table 53: Question 14

Please indicate how likely or unlikely you or another household member would be to participate in each of the following activities in Longmont at least once in a typical year:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Attend "Coffee with Council" meetings on a Saturday morning	4%	N=31	20%	N=157	19%	N=146	51%	N=395	5%	N=42	100%	N=771
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	6%	N=49	26%	N=197	26%	N=204	38%	N=293	4%	N=29	100%	N=773
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 or the City's Web site	8%	N=58	22%	N=172	23%	N=180	43%	N=326	4%	N=32	100%	N=767
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	17%	N=129	39%	N=303	18%	N=141	22%	N=171	4%	N=28	100%	N=772

Table 54: Question 15

How often do you use the following sources to gain information about the City of Longmont?	Never		Very infrequently		Somewhat infrequently		Somewhat frequently		Very frequently		Total	
Attend a City Council meeting	67%	N=521	24%	N=184	8%	N=59	1%	N=7	1%	N=10	100%	N=781
Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov	61%	N=472	23%	N=179	10%	N=77	5%	N=35	1%	N=8	100%	N=770
Watch a City Council meeting on public access cable television channel 8	67%	N=516	18%	N=136	11%	N=83	4%	N=28	1%	N=10	100%	N=773
Watch “Behind the Badge” on public access cable television channel 8	76%	N=590	14%	N=111	7%	N=54	2%	N=15	1%	N=10	100%	N=779
Read bulletin board or information displays in City buildings	40%	N=308	25%	N=196	17%	N=131	14%	N=109	3%	N=25	100%	N=770
Watch Channel 16 – Government access	77%	N=596	15%	N=114	5%	N=39	2%	N=15	1%	N=9	100%	N=772
Read City Line Newsletter (with utility billing statement)	18%	N=136	9%	N=70	15%	N=112	29%	N=220	30%	N=232	100%	N=770
Read The GO (Senior Services newsletter)	72%	N=552	9%	N=72	7%	N=55	6%	N=45	6%	N=48	100%	N=771
Use the Longmont Web site (www.LongmontColorado.gov)	16%	N=121	14%	N=108	25%	N=193	31%	N=236	15%	N=113	100%	N=771
Read the Longmont Daily Times-Call newspaper	22%	N=167	16%	N=126	20%	N=152	18%	N=141	24%	N=187	100%	N=775
Read the Boulder Daily Camera newspaper	43%	N=333	24%	N=183	16%	N=121	11%	N=82	7%	N=52	100%	N=772
Read the Denver Post newspaper	50%	N=382	22%	N=171	13%	N=99	8%	N=59	7%	N=56	100%	N=768
Read “City Talk” (weekly ad in the Times-Call newspaper)	52%	N=399	18%	N=136	12%	N=93	10%	N=73	9%	N=66	100%	N=768
Subscribe to the City’s e-news services (e-News, e-Notifications, RSS Feed, etc.)	70%	N=542	12%	N=94	5%	N=41	6%	N=47	6%	N=47	100%	N=771
Visit the City’s social networking sites (Facebook, YouTube, Twitter, etc.)	57%	N=444	14%	N=106	13%	N=99	11%	N=84	6%	N=44	100%	N=777
Read the quarterly Longmont Recreation brochure	23%	N=178	14%	N=106	18%	N=138	26%	N=202	20%	N=159	100%	N=783
Listen to news radio (KGUD, La Ley, AM1060)	72%	N=556	11%	N=82	9%	N=68	6%	N=43	3%	N=23	100%	N=772
Use word of mouth/friends	12%	N=92	11%	N=84	25%	N=192	32%	N=246	20%	N=154	100%	N=768
Video messaging (flood damage recap, road construction update, pool safety, etc.)	51%	N=393	19%	N=142	18%	N=141	8%	N=63	4%	N=30	100%	N=769

Table 55: Question 16

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Longmont to someone who asks	50%	N=380	38%	N=285	5%	N=37	7%	N=54	0%	N=3	100%	N=760
Remain in Longmont for the next five years	60%	N=453	24%	N=181	7%	N=50	7%	N=51	2%	N=15	100%	N=751

Table 56: Question 17

To what extent have you or members of your household worried about each of the following in the last 12 months:	A lot		A little		Not at all		Not applicable		Total	
	%	N	%	N	%	N	%	N	%	N
Making your housing cost payments, including rent/mortgage, utilities, taxes and maintenance	23%	N=182	32%	N=249	41%	N=322	4%	N=32	100%	N=784
Finding housing you can afford	26%	N=203	19%	N=149	31%	N=240	25%	N=194	100%	N=785
Paying for health and dental care and insurance	28%	N=219	32%	N=251	35%	N=274	5%	N=38	100%	N=781
Paying for food and groceries	14%	N=108	30%	N=237	54%	N=424	2%	N=14	100%	N=784
Paying for transportation expenses, such as gasoline, car payments, or bus fare	12%	N=95	30%	N=236	55%	N=431	3%	N=23	100%	N=785
Paying for legal assistance	6%	N=50	12%	N=92	43%	N=339	39%	N=302	100%	N=783
Paying for unexpected costs, such as a car repair	19%	N=146	47%	N=367	30%	N=238	4%	N=33	100%	N=784
Paying for child care	6%	N=46	7%	N=57	25%	N=196	62%	N=483	100%	N=781
Finding mental health or substance abuse treatment that you or a family member needs	4%	N=34	11%	N=82	30%	N=231	55%	N=432	100%	N=780
Paying for educational expenses for you or your children	12%	N=90	20%	N=154	24%	N=190	44%	N=342	100%	N=777
Addressing risky behaviors affecting your school-age children, such as truancy, bullying, substance abuse, or emotional issues	5%	N=42	13%	N=98	23%	N=182	58%	N=454	100%	N=776
Finding a job or finding a better paying job	22%	N=174	30%	N=231	21%	N=164	27%	N=212	100%	N=782

Table 57: Question 18

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the cost of housing both for sale and for rent. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of workforce and senior housing:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Vote for a dedicated sales tax increase (possibly by .05%, which is 5 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years	28%	N=219	29%	N=227	12%	N=93	24%	N=187	7%	N=54	100%	N=780
Vote for a dedicated sales tax increase (possibly by .025%, which is 2.5 cents on every \$100 spent) that will generate \$500,000 annually as a permanent tax	24%	N=182	26%	N=198	15%	N=117	27%	N=209	8%	N=60	100%	N=766

Table 58: Question 19

To what extent would you support or oppose issuing new bonds with no new taxes to pay for the rehabilitation of City buildings and facilities at an approximate cost of \$35 million?	Percent	Number
Strongly support	18%	N=142
Somewhat support	43%	N=337
Somewhat oppose	13%	N=105
Strongly oppose	11%	N=87
Don't know	15%	N=117
Total	100%	N=787

Table 59: Question 20

To what extent would you support or oppose increasing sales tax (if needed) to construct and operate the following recreation facilities:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
New competitive lanes, leisure pool and ice rink facility at an estimated cost of \$30 to \$35 million	15%	N=121	30%	N=236	22%	N=171	26%	N=205	6%	N=49	100%	N=782
New recreation center including gym, leisure pool and fitness amenities at an estimated cost of \$30 to \$35 million	16%	N=123	33%	N=250	20%	N=150	26%	N=201	5%	N=42	100%	N=765

Table 60: Question 21

To what extent would you support or oppose the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
To permanently increase the street sales tax by .014%, which is 1.4 cents on every \$100 spent, to have every local bus fare be free in Longmont (\$275,000)	27%	N=215	30%	N=239	14%	N=111	23%	N=184	5%	N=40	100%	N=790
To increase, for six years, the street sales tax by .05%, which is 5 cents on every \$100 spent, to eliminate trains sounding their horns in the City of Longmont (\$6 million)	23%	N=176	18%	N=143	20%	N=158	31%	N=246	7%	N=58	100%	N=781
To permanently increase the street sales tax by .10%, which is 10 cents on every \$100 spent, to have every street plowed during every snow storm (\$2.1 million)	20%	N=158	29%	N=227	21%	N=168	26%	N=206	4%	N=28	100%	N=787

Table 61: Question 22

To what extent do you support or oppose the limited retail sales of recreational marijuana in the City of Longmont?	Percent	Number
Strongly support	29%	N=229
Somewhat support	24%	N=184
Somewhat oppose	11%	N=84
Strongly oppose	32%	N=248
Don't know	5%	N=40
Total	100%	N=784

Table 62: Question D1

About how many years have you lived in Longmont? (If less than 6 months, enter "0.")	Percent	Number
3 years or less	23%	N=177
4 to 8 years	21%	N=160
9 to 15 years	18%	N=138
16 to 25 years	19%	N=148
More than 25 years	20%	N=157
Total	100%	N=781

Table 63: Question D2

What kind of housing unit do you live in?	Percent	Number
Single family house	68%	N=536
Apartment	20%	N=159
Condo	4%	N=33
Townhouse	6%	N=46
Mobile Home	1%	N=5
Other	2%	N=13
Total	100%	N=793

Table 64: Question D3

Do you rent or own your home?	Percent	Number
Rent	33%	N=256
Own	67%	N=528
Total	100%	N=784

Table 65: Question D4

In what City do you work?	Percent	Number
Longmont	49%	N=351
Boulder	23%	N=168
Denver	3%	N=23
Ft. Collins	1%	N=5
Lafayette	4%	N=27
Louisville	2%	N=15
Broomfield	2%	N=12
Other	16%	N=114
Total	100%	N=716

Table 66: Question D5

Are you Spanish, Hispanic or Latino?	Percent	Number
Yes	16%	N=127
No	84%	N=652
Total	100%	N=779

Table 67: Question D6

What is your race?	Percent	Number
American Indian or Alaskan native	3%	N=20
Asian or Pacific Islander	4%	N=31
Black/African American	1%	N=6
White/Caucasian	89%	N=688
Other	8%	N=59

Total may exceed 100% as respondents could give more than one answer.

Table 68: Question D7

In which category is your age?	Percent	Number
18-24	4%	N=35
25-34	20%	N=156
35-44	16%	N=123
45-54	25%	N=197
55-64	13%	N=105
65-74	13%	N=105
75-84	6%	N=45
85+	3%	N=20
Total	100%	N=786

Table 69: Question D8

What is your gender?	Percent	Number
Female	53%	N=409
Male	47%	N=364
Total	100%	N=773

Table 70: Question D9

What is the highest degree or level of school you have completed?	Percent	Number
12th grade or less, no diploma	4%	N=29
High school diploma	9%	N=69
Some college, no degree	21%	N=168
Associate's degree (e.g., AA, AS)	8%	N=66
Bachelor's degree (e.g., BA, AB, BS)	35%	N=273
Graduate degree or professional degree	23%	N=178
Total	100%	N=784

Table 71: Question D10

About how much was your household's total income before taxes for all of 2015?	Percent	Number
Less than \$24,999	13%	N=95
\$25,000 to \$49,999	23%	N=174
\$50,000 to \$99,999	30%	N=225
\$100,000 to \$149,999	22%	N=163
\$150,000 to \$199,999	7%	N=49
\$200,000 or more	5%	N=37
Total	100%	N=743

Table 72: Question D11

Are you registered to vote in Longmont?	Percent	Number
No	9%	N=74
Yes	87%	N=690
Ineligible to vote	1%	N=7
Don't know	2%	N=20
Total	100%	N=790

Table 73: Question D12

How likely are you to vote in the 2017 City of Longmont municipal election?	Percent	Number
Very likely	70%	N=550
Somewhat likely	17%	N=136
Somewhat unlikely	5%	N=36
Very unlikely	8%	N=59
Total	100%	N=781

Table 74: Question D13

In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?	Percent	Number
Same (mailed survey)	58%	N=452
Web survey	24%	N=188
Some other format	0%	N=1
No preference	18%	N=141
Total	100%	N=783

Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward

The following pages contain breakdowns of the survey results by respondent demographic characteristics and geographic location within Longmont. Where differences between subgroups are statistically significant ($p < 0.05$), they are shaded grey.

Table 75: Question 1 by Ward, Age, Tenure and Race/Ethnicity

Please rate the following aspects of life in Longmont. (Percent "excellent" or "good")	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
How would you rate Longmont as a place to live?	89%	90%	83%	86%	90%	86%	81%	90%	88%	85%	87%
How would you rate your neighborhood as a place to live?	80%	89%	79%	85%	82%	80%	74%	87%	85%	75%	82%
How would you rate Longmont as a place to raise children?	82%	83%	83%	84%	84%	81%	77%	86%	85%	79%	83%
How would you rate Longmont as a place to retire?	64%	58%	61%	55%	61%	65%	53%	65%	69%	40%	61%
How would you rate Longmont as a place to shop?	32%	34%	21%	31%	29%	27%	38%	25%	29%	29%	29%
How would you rate Longmont as a place to work?	61%	59%	57%	51%	66%	54%	56%	60%	60%	54%	59%
How would you rate your overall quality of life in Longmont?	86%	90%	77%	83%	88%	80%	79%	87%	87%	76%	84%

Table 76: Question 4 by Ward, Age, Tenure and Race/Ethnicity

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Sense of community	70%	71%	73%	71%	75%	68%	68%	73%	72%	73%	71%
Neighborliness of residents in Longmont	68%	70%	71%	71%	74%	64%	65%	72%	71%	69%	70%
Openness and acceptance of the community towards people of diverse backgrounds	67%	61%	61%	76%	61%	56%	59%	65%	66%	53%	63%
Overall appearance of the City of Longmont	69%	67%	66%	62%	72%	67%	69%	67%	69%	65%	68%
Cleanliness of Longmont	70%	73%	72%	70%	76%	68%	76%	70%	72%	73%	72%
Opportunities to attend cultural activities	75%	64%	74%	59%	76%	74%	69%	72%	74%	63%	71%
Overall quality of business and service establishments	64%	63%	51%	63%	61%	56%	65%	57%	62%	52%	59%
Shopping opportunities	29%	36%	20%	27%	30%	27%	44%	21%	28%	27%	28%
Air quality	84%	75%	76%	80%	81%	74%	77%	80%	81%	73%	78%
Recreational opportunities	82%	83%	75%	72%	85%	79%	80%	80%	83%	68%	80%
Availability of paths and walking trails	81%	82%	81%	76%	87%	79%	82%	82%	82%	81%	81%
Job opportunities	42%	32%	37%	32%	45%	31%	37%	38%	40%	33%	37%
Educational opportunities	59%	56%	50%	35%	62%	59%	51%	57%	56%	54%	55%
Access to affordable quality housing	19%	16%	17%	12%	21%	16%	5%	25%	19%	9%	17%
Access to affordable quality child care	21%	39%	22%	15%	34%	23%	16%	30%	31%	15%	26%
Access to affordable quality health care	44%	48%	41%	29%	48%	48%	31%	50%	49%	28%	44%
Ease of car travel in the City of Longmont	54%	57%	49%	58%	61%	41%	61%	50%	53%	58%	53%
Ease of bus travel in the City of Longmont	50%	38%	42%	36%	49%	41%	46%	43%	42%	48%	43%
Ease of bicycle travel in Longmont	68%	56%	56%	58%	68%	52%	67%	58%	60%	61%	60%
Ease of walking in Longmont	73%	65%	72%	68%	76%	66%	75%	68%	70%	73%	70%
Amount of public parking	49%	55%	43%	60%	52%	37%	50%	49%	50%	47%	49%
Overall image or reputation of Longmont	66%	66%	53%	55%	65%	63%	59%	63%	62%	62%	62%
Services to support aging in place (adult day care, money management, healthcare, etc.)	55%	52%	49%	49%	57%	50%	52%	52%	55%	45%	52%

Table 77: Question 6 by Ward, Age, Tenure and Race/Ethnicity

(Percent "excellent" or "good")	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Please rate the overall quality of the City services you receive	93%	94%	88%	95%	90%	90%	93%	91%	92%	93%	91%

Table 78: Question 13 by Ward, Age, Tenure and Race/Ethnicity

(Percent "very" or "somewhat" easy)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
In your opinion, how easy is it to obtain information about the City of Longmont? Would you say that it is very easy, somewhat easy, somewhat difficult or very difficult to obtain information about the City of Longmont?	91%	90%	87%	87%	94%	86%	83%	92%	91%	85%	89%

Table 79: Question 16 by Ward, Age, Tenure and Race/Ethnicity

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Recommend living in Longmont to someone who asks	85%	92%	87%	90%	88%	88%	90%	87%	90%	84%	88%
Remain in Longmont for the next five years	86%	87%	85%	81%	88%	88%	80%	90%	87%	86%	86%

Table 80: Question 17 by Ward, Age, Tenure and Race/Ethnicity

To what extent have you or members of your household worried about each of the following in the last 12 months: (Percent "a lot" or "a little")	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Making your housing cost payments, including rent/mortgage, utilities, taxes and maintenance	54%	58%	60%	72%	54%	51%	79%	46%	56%	62%	57%
Finding housing you can afford	61%	59%	59%	79%	50%	55%	89%	39%	59%	62%	59%
Paying for health and dental care and insurance	62%	66%	62%	69%	59%	64%	77%	56%	61%	70%	63%
Paying for food and groceries	46%	42%	46%	48%	44%	44%	58%	38%	42%	56%	45%
Paying for transportation expenses, such as gasoline, car payments, or bus fare	47%	42%	41%	54%	37%	44%	55%	37%	42%	48%	43%
Paying for legal assistance	34%	28%	27%	17%	28%	39%	37%	25%	27%	37%	29%
Paying for unexpected costs, such as a car repair	69%	68%	67%	78%	67%	63%	82%	61%	67%	73%	68%
Paying for child care	35%	37%	31%	45%	31%	23%	32%	35%	30%	46%	34%
Finding mental health or substance abuse treatment that you or a family member needs	31%	35%	34%	28%	39%	32%	39%	30%	36%	28%	33%
Paying for educational expenses for you or your children	55%	70%	44%	49%	65%	40%	53%	58%	56%	60%	56%
Addressing risky behaviors affecting your school-age children, such as truancy, bullying, substance abuse, or emotional issues	55%	39%	38%	31%	48%	45%	38%	46%	39%	54%	43%
Finding a job or finding a better paying job	74%	70%	69%	80%	69%	63%	84%	64%	71%	73%	71%

Table 81: Question 18 by Ward, Age, Tenure and Race/Ethnicity

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the cost of housing both for sale and for rent. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of workforce and senior housing: (Percent "strongly" or "somewhat" support)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Vote for a dedicated sales tax increase (possibly by .05%, which is 5 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years	58%	62%	65%	68%	63%	56%	79%	53%	62%	64%	61%
Vote for a dedicated sales tax increase (possibly by .025%, which is 2.5 cents on every \$100 spent) that will generate \$500,000 annually as a permanent tax	49%	61%	52%	57%	59%	47%	68%	47%	56%	51%	54%

Table 82: Question 19 by Ward, Age, Tenure and Race/Ethnicity

(Percent "strongly" or "somewhat" support)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
To what extent would you support or oppose issuing new bonds with no new taxes to pay for the rehabilitation of City buildings and facilities at an approximate cost of \$35 million?	68%	74%	72%	76%	74%	67%	74%	71%	78%	55%	71%

Table 83: Question 20 by Ward, Age, Tenure and Race/Ethnicity

To what extent would you support or oppose increasing sales tax (if needed) to construct and operate the following recreation facilities: (Percent "strongly" or "somewhat" support)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
New competitive lanes, leisure pool and ice rink facility at an estimated cost of \$30 to \$35 million	45%	51%	50%	56%	55%	37%	53%	47%	52%	42%	49%
New recreation center including gym, leisure pool and fitness amenities at an estimated cost of \$30 to \$35 million	48%	56%	51%	58%	57%	41%	57%	50%	54%	47%	52%

Table 84: Question 21 by Ward, Age, Tenure and Race/Ethnicity

To what extent would you support or oppose the following: (Percent "strongly" or "somewhat" support)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
To permanently increase the street sales tax by .014%, which is 1.4 cents on every \$100 spent, to have every local bus fare be free in Longmont (\$275,000)	62%	60%	60%	67%	63%	55%	79%	52%	61%	62%	61%
To increase, for six years, the street sales tax by .05%, which is 5 cents on every \$100 spent, to eliminate trains sounding their horns in the City of Longmont (\$6 million)	47%	46%	39%	47%	50%	35%	52%	41%	46%	42%	44%
To permanently increase the street sales tax by .10%, which is 10 cents on every \$100 spent, to have every street plowed during every snow storm (\$2.1 million)	53%	56%	43%	58%	54%	42%	62%	46%	50%	56%	51%

Table 85: Question 22 by Ward, Age, Tenure and Race/Ethnicity

(Percent "strongly" or "somewhat" support)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
To what extent do you support or oppose the limited retail sales of recreational marijuana in the City of Longmont?	46%	64%	57%	71%	55%	46%	59%	54%	60%	41%	55%

- Rate of growth.
- Residential growth.
- Revitalize run down areas.
- Rising population - congestion.
- Rising Population.
- Roads to handle the growth.
- Run controlled growth.
- Slowing growth.
- Smart growth
- Speed of growth (esp. in school system).
- Sprawl
- Supporting expanding growth.
- Sustainable growth.
- The growth of giant box houses is unchecked, as it was in 2000. There is no thought put in to quality of living, just sprawl.
- The number of people moving into Longmont.
- To big growth not enough streets, housing, pools.
- To fast/ much growth.
- To many people to little space.
- To much growth.
- To much growth.
- To much growth.
- To much traffic.
- Too crowded, schools overcrowded! City didn't plan to pay for those before allowing so many homes!
- Too many apartment complexes - creating traffic & density issues.
- Too many housing developments - too much traffic!
- Too many implants from other states.
- Too many people coming here.
- Too many people moving here.
- Too many people moving here.
- too many people, too much growth, too much traffic
- Too many people.
- Too many people.
- Too many people.
- Too much apartment growth.
- Too much development on Longmont southwest side.
- Too much expansion.
- Too much growth! Which generates more congestion, crowding, crime etc, etc & water.
- Too much growth.
- Too much growth.
- Too much growth.

- Too much growth.
- Too much growth/ people coming in.
- Too much high density growth.
- Too much population growth.
- Towns growing too fast.
- Unregulated growth.
- Urban sprawl.
- Urban sprawl.
- Visitors from out of state. Stated Main St looks like the skid-road w/ all the panhandlers & transits squatting and a lot of corners of town.
- When will we stop the flood of people moving here?

Traffic, transportation and parking

- addressing the train-horn noise issue negatively impacting quality-of-life & property values
- air plane noise
- Alternative transportation.
- Auto traffic.
- Better partnership with RTD for transportation services to Denver including rail & buses.
- Better public transportation.
- Bicycle safety.
- Buses stop way to early-inability for teens & poor to get to work places.
- Busy streets-traffic, lots of accidents.
- City bus system - instead of shrinking routes, make more logical stops.
- Commuter rail service
- Commuters through town.
- Congested roads /traffic.
- Congestion on 119 & Hwy 66
- Congestion- roads/ streets inadequate for amount of traffic.
- Congestion used to [?] lights.
- Congestion.
- Crowded streets (driving).
- Downtown Parking.
- Eliminating railroad from passing through Longmont.
- Expand city bus service to later in night and on weekends.
- Filling up village @ the peaks. 4. Light rail in Longmont.
- Getting a train driver to honk only times not 10 times.
- Growth creating traffic problems
- Helping residents effectively deal with neighborhood issues (traffic,

- Skyrocketing cost of housing, especially rental
- The price of housing. property tax on new values is high and rent is sky-high. pricing out middle income residents
- To provide more affordable housing.
- Too high real estate prices.
- Too much focus on low income housing
- Too much low cost housing. Bad element.

Economy, jobs and cost of living

- Affordability
- Affordability.
- Affordable business growth: Warehouses, buildings, etc...
- Affordable space for small/medium business.
- Affordable standard of living.
- Affordable workforce.
- Attracting business a professional Jobs.
- Attracting business given the school district reputation is mediocre in comparison to boulder valley and other competitive areas.
- Attracting corporations.
- Attracting industry.
- Attractive business & technology.
- Be aware of some high-end job getting away as some industry consolidation.
- Bring more employers to Longmont (Too many empty offices).
- Bringing in business to make up for loss of 2 big employers.
- Bringing in higher paying tech & professional businesses.
- Bringing industry.
- Business retail slump, affordable housing.
- Competing with Denver & Boulder for high-tech companies & jobs.
- Competitive job market.
- Continued success in bringing new companies & jobs into Longmont.
- Continuing increase in utilities.
- Continuing to attract businesses large enough to hire.
- Cost of living is too high.
- Cost of living Longmont is very expensive.
- Cost of living.
- Cost of living.
- Cost of public services.
- Cost of rent and homes and homeless population growth.
- Cost of services.

- Cost of water.
- Economic/business development
- Economy
- Elect cost.
- Electric utility billing going to high.
- Electrical and water increase.
- Employment opportunities.
- Employment; A solid employee base.
- Encouraging small business.
- Energy Price.
- Enough high-wage tech jobs.
- Expense of living.
- Expensive living.
- Expensive.
- Financial economy.
- Finding a job.
- Good high tech jobs.
- good jobs
- Good paying jobs.
- High utilities.
- Higher water & electric rates.
- Housing cost increases.
- Increase COL
- Increase in water rates.
- increased cost of living due to #1 above
- Increased cost of living.
- Increased utility costs.
- Increasing costs of living.
- Increasing costs of utilities and services.
- Increasing utility costs.
- Job creation.
- Job growth.
- Job growth.
- Job market.
- Job opportunities
- Job.
- Jobs
- Jobs
- jobs
- Jobs
- Jobs for everyone.
- Jobs!!!!
- Jobs.
- Keep utility rates low.
- Keeping high paying jobs in Longmont.
- Keeping high tech jobs here.
- Lack of doren employment and travel.
- Lack of employment within the city

- lack of high paying jobs
- Lack of jobs.
- lack of professional jobs/companies
- Local jobs with a living wage.
- Local jobs.
- Loss of businesses.
- Loss of jobs not business friendly.
- Low wages & high rent.
- maintaining reasonable utility rates, under pressure from proposed project bond-funding
- Middle class affording utilities.
- Missing utility costs & taxes.
- More business friendly
- More industries & schools.
- More jobs & manufacturing.
- Need more professional jobs.
- Need more professional jobs.
- Need primary jobs.
- Not enough big/ small businesses.
- Poor trash pick up for high price.
- Pricing people out w/ the H2O bills & sewer.
- Primary employers.
- Promoting and supporting small business expansion.
- Providing good employment opportunities.
- Raising utility rates
- Raising wages to meet cost of living increases.
- Rate increases - water, electric etc.
- Rent Increases.
- Rising cost of living.
- Rising cost of living.
- Rising cost to live in Boulder county
- Rising utility costs.
- Senior services-utility rates.
- Skyrocketing real estate & rental offices.
- Small Businesses.
- Social economical balance out of work.
- Supporting local businesses to meet community needs.
- To overpriced.
- To provide more work opportunities.
- Too expensive.
- Trash and recycling getting to high.
- Unemployment
- utilities and fees going up and up
- Utilities are costly.
- Utilities to high! and getting higher-water getting to high.
- Utilities.

- Utility costs.
- Vacant business buildings.
- Wages.
- Water cost.
- Water rates!!!
- Water utility billing too high and keep going up!
- Work force that does not want to work.

Concerns related to stores and restaurants

- 0 shopping mall & clothing.
- A destination for shopping (mall is a joke).
- A lot of big box stores.
- A nice department store.
- Adequate shopping.
- Apparel shopping.
- Attract some high end restaurant and stores
- Attracting new restaurants & clothing stores.
- Attracting nice department stores- Such as Dillards.
- Behind in recreational & retail opportunities compared to surrounding communities.
- Better mall so kids can stay in town.
- Better restaurant.
- Better restaurants.
- Better retail shopping.
- Better stores at the new mall/ food court.
- Bringing in more downtown shops.
- Business development - good retail shopping.
- City council generating profit to developing (shopping centers).
- Dillard's out of town mortgaging 30 million of city buildings and supporting.
- Disappointment. My teen girls and I still have to go elsewhere to shop.
- Entertainment.
- Filling retail real estate such as "Big box stores".
- Filling the shops in the new Village mall
- Finish the mall with some good shops for women.
- Getting Dillards on Macy.
- Getting more stores in the new mall.
- Getting more upscale shopping and restaurants
- Good apparel shopping in new mall!
- Grocery store closer to downtown.
- Improve retail

- Increase quality of higher end shopping.
- Keeping older shopping areas alive & viable.
- Keeping retail shopping in the city.
- Lack of clothing chains at mall.
- Lack of clothing retail stores.
- Lack of clothing stores. What was the part of the new mall?
- Lack of department stores.
- Lack of good restaurants.
- Lack of large name retail store.
- Lack of major dept stores for shopping.
- Lack of quality clothing store.
- Lack of quality shopping opportunities- this lashing tax income for city.
- Lack of retail city is not going to live major tenant when they sue old ones.
- Lack of retail shopping.
- Lack of retail.
- Lack of retail.
- Lack of retail.
- Lack of retailers - clothing and others
- Lack of shopping runaway utility bills.
- Lack of shopping.
- Lack of shopping.
- Limited clothing shopping.
- Longmont desperately needs some night life. There is nothing to do.
- Loss of tail revenue from lack of quality shopping.
- Modern facilities to have fun - lack of.
- More big box stores
- More retail shopping options.
- More retail shopping.
- More shopping- clothing.
- More variety in places to shop.
- Need better clothing stores.
- Need of a department store.
- Need shopping.
- New mall no store just food!
- Nice restaurants.
- No book stores - Major stores for new books.
- No clothes shopping.
- No clothing stores
- No decent restaurant.
- No decent shopping for clothes/shoes.
- No decent shopping mall is a disaster - totally ignorant planning.
- No department stores to shop @ new mall.
- No good bookstore.
- No good quality department store.
- No place to shop for clothing or shoes.
- No places to shop - my family always leaves town to shop.
- No quality shopping/ we've lost so many opportunities.
- No retail clothing stores (not enough).
- No retail growth & (the mall is terrible) no jobs Lousy schools.
- No shopping for clothing & shoes in mall.
- Not enough mid range retail.
- Not enough retail for population.
- Not enough shopping! Need dept. stores on 3rd Ave.
- Not mostly stores to shop-new mall is mostly food.
- Not sure Mall will make it w/o more retail anchors.
- People shopping out of town.
- Poor retail & restaurants.
- Poor shopping at new mall.
- Poor shopping choices will are more people to shop elsewhere.
- Poor shopping choices-especially clothing stores.
- Poor shopping experience.
- Poor shopping/rental - Love mall but just a food court.
- Poor upscale retail selection.
- restaurants
- Retail development.
- Retail shopping - we are shopping out of town - loss of tax revenue.
- Retail shopping so residents don't spend their money in other cities .
- Retail shopping.
- retail shopping--lack of
- Sad excuse for a mall.
- Services-shops.
- Shopping
- Shopping
- Shopping
- Shopping
- shopping
- Shopping - Especially for the elderly who don't want to go out of town.
- Shopping - I go out of town to shop.
- Shopping - is horrible.
- Shopping - Little more high end.
- Shopping - piecemeal shopping.
- shopping (its a property tax issue that is already crippling local stores and is just getting get worse and worse)

- Crime.
- Crime.
- Crime.
- Crime.
- Crimes involving drugs
- Decreasing crime.
- Downtown parking.
- Drug & alcohol.
- Drug abuse and other crime.
- Drug addiction.
- Drug Use
- Drug use/distribution in low income neighborhoods.
- Drugs
- Drugs
- Drugs & crime.
- Drugs and crime continue to increase across the nation, including Longmont
- Drugs in parks.
- Drugs in the parks.
- Drugs with crimes associated with them.
- Drugs, Drugs Homeless, Rich people.
- Drugs.
- Drugs. Place to live and price.
- Drugs-crime-homeless people.
- El consumo de la Marijuana.
- Enforcement.
- Ghettos.
- Illegal drugs
- Impact of marijuana on safety, health of citizens.
- Inappropriate behavior from police officers.
- increase in crime
- Increased involvement of drug use and sales-bad for youth.
- Increasing crime
- Influence of Marijuana Sales
- Legalized marijuana use & abuse.
- Line of sight (at road entry points blocked by parked cars, foliage etc.
- Managing Marijuana and those in town because of it.
- marijuana
- Marijuana Policy
- Marijuana regulations.
- Marijuana Shop.
- Marijuana, heroin, homelessness.
- Marijuana.
- Marijuana/drugs (heroin & meth)
- Mass emergency response. Improvement from Sept 2013.
- Meth & heroin from organized criminals.
- Meth users.
- Need more law enforcement.
- Need more police for population.
- No more pot
- Over-development of lower grade housing will increase crime.
- Petty crime.
- Police and fire protection (more).
- Police brutality.
- Police/Fire safety.
- Policing.
- Recreational marijuana being sold in city limits.
- Rising crime.
- Safety
- Safety
- Safety: Recruitment and hire of multiple police and fire(w/higher wages) cont. ed. & dev. progs.
- Security
- Selling drugs for rec destroying children and family life.
- Sexual abuse.
- Showing support of new police dept. Respect for religion and elderly.
- State of colorado's legalization of pot effects of families from neighbors.
- That's your source of junk, vandalism etc.
- There are real sketchy people that weren't here 5 yrs ago
- Vandalism.
- Vandalism.
- Violence.
- Windy gap - If water rates increase people will neglect their yards. Smoking it.

Schools, education and youth

- School system.
- Keeping the school system K-12 Robust.
- Over crowded schools.
- Schools for increased population.
- School funding.
- New schools for new families.
- Schools.
- Schools.
- Scrutinize waste with St Vrain school district.

- Schools.
- Increasing number of students in some areas (need more schools).
- Schools on east side of town.
- Education changes & growth.
- Overpopulation in schools/ building more schools.
- Overcrowded schools.
- Financial support for schools not adequate.
- School overcrowding.
- Schools.
- Schools.
- Schools
- Adequate schools.
- Funding education.
- Maintaining high quality life for all including good schools.
- Finding quality education.
- Education
- Danger of shortchanging children (weaker families, crappy schools) or public resources to the aging
- Attracting good teachers and helping (remediation) or firing bad ones.
- Improvement of schools to attract more home buyers & increase prop value.
- Schools
- Common core education
- Overcrowding in the schools.
- Schools
- Nothing for kids to do.
- Education in grades K-12 Longmont currently ranks average/below.
- Not enough schools.
- School district always asking for more money.
- Quality education with increase of population.
- Higher quality of schools/education.
- Quality schools-need more charter.
- Over crowding of schools at the rate we are building.
- Schools.
- Education.
- School district is spread out across too many miles.
- Building new schools on expanding the current ones.
- Maintaining enough schools & high level of education.
- Overcrowding in schools (East & west parts of town).
- Expanding schools.
- Large class sizes in schools.
- Teenager room the stress (nothing to feel there time).
- Education.
- Schools.
- Schools
- Crowded school.
- Youth Discontent.
- Lack of activities for preteen & teens.
- Affordable stuff for kids/teens to do.
- Creating culturally responsive class rooms.
- Overcrowded Schools.
- Overcrowded schools.
- Overcrowded Schools.
- Making school system comparable to Boulder.
- More facilities for the teenagers.
- Schools/ Surveys this long.
- SVVSD keeping up with growth.
- Growing in public schools.
- Education.
- Public schools.
- Overcrowded schools.
- SW side school overcrowding.
- Public school education.
- Education- both for students & teachers pay.
- School capacity.
- Improving educational and employment opportunities.
- Improve levels of education - school district.
- School class size.
- Schooling - horrible rates on E side of town.
- Crowded schools.
- Too many new homes lack of schools.
- Schools
- Schools.
- Quality of schools.
- Schools over crowding.
- Quality of education
- Schools built to match population growth.
- Overcrowded schools.
- The public schools are terrible. We need better teachers in general.
- Schools to keep pace with growth schooling

Homelessness

- Addressing the homeless issue.
- Aggressive panhandling.
- Beggars-makes our city look trashy and unsafe.
- But giving to homeless, make them get jobs.
- Chronic Homeless.
- Dealing with homeless and beggars on every corner.
- Emerald ash borer.
- Gente sin hogar
- Getting the homeless and beggars off city street.
- Helping homeless.
- Homeless
- Homeless
- Homeless & panhandling population.
- Homeless (for money).
- Homeless and drugs.
- Homeless beggars.
- Homeless issue is getting worse
- Homeless issue.
- Homeless issues.
- Homeless on streets.
- Homeless people
- Homeless People
- Homeless people begging everywhere.
- Homeless people.
- Homeless people.
- Homeless people.
- Homeless people.
- Homeless Population
- Homeless population growth.
- Homeless population.
- Homeless population.
- Homeless population.
- Homeless.
- Homeless/ vagrant individuals.
- Homelessness
- Homelessness, transients and corner panhandling.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.

- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness-somewhat aggressive panhandling.
- Housing for homeless, poor, senior population.
- Housing for the homeless.
- Housing the homeless.
- How to help homeless people- (no Shelter - sad).
- Increasing homeless population.
- Lack of city managing "Low Income"/ Homeless.
- Many More homeless.
- Overpopulation of homeless that have immigrated here from other cities.
- Pan handlers at almost every sleeping center.
- Panhandlers.
- Reduce vagrancy in town.
- Reigrants.
- The homeless.
- The homeless.
- Too many homeless moving into the area and Longmont embracing them
- Transient homeless population.
- Transient population- we were broken into.
- Transients.
- vagrants/homelessness/crime/vandalism

Illegal immigration, cultural tension and diversity issues

- Changing demographic/political make up.
- Changing demographics and cultural makeup.
- Diversity.
- Ensuring a diverse community
- Ethnic diversity.
- Growing Latino percentage.
- Historic presentation housing needed.
- Illegal alien.
- Illegal Aliens
- Illegal aliens
- Illegal aliens moving into town. There is a lot of illness in town.
- Illegal Imigration
- Illegal immigrants

- Illegal immigrants.
- Illegal immigrants.
- Illegal immigrants.
- Illegal Immigration.
- Illegal Mexicans & not assimilating into USA culture.
- Illegal Stall their kids.
- Illegal/ undocumented aliens.
- Illegals
- Illegals.
- I'm white & feel I'm the minority. I should not have to learn Spanish - if they're in this country they should learn English or/ go home. We should not change for them!
- Immigrants.
- Increased illegal immigration.
- Issue of diversity and inclusiveness.
- Issues stemming for socio-racial inequities and tensions.
- Lack of diversity in leadership positions
- Lack of diversity.
- Making English the official language for the city.
- Making minorities work to earn their way & learn birth control!!!
- Non english speaking population
- People from south of the border.
- People who don't speak English and refuse to learn.
- Stop illegals.
- Undocumented.
- Will anyone still speak English.

Taxes and spending

- Budget.
- Constantly rising taxes.
- Continuing increase of taxes (property).
- Continuous increase in fees and taxes.
- Cost-rise in taxes and utilities.
- Council raising taxes and or rates continuously.
- Ever increasing taxes.
- High Boulder County/ City fees & taxes.
- High taxes
- High taxes.
- If Longmont & Boulder county continue to increase the burden on tax payers, I will leave!
- Increase in taxes , home, schools, sales.
- Increased taxes.
- Increasing property taxes.
- Inflation
- Inflation.

- keeping civic costs at a reasonable level
- Keeping taxes down.
- Keeping taxes lower.
- Keeping taxes where they are.
- Lack of city funds.
- Limiting new programs.
- Living within its budget - always wanting more taxes.
- Loss of tax dollars to retail in other towns.
- Money problems due to foolish spending Partnering with shoddy developers using money.
- Not raising taxes.
- Or fees on services.
- Paying off debt of city buildings based on inaccurate tax revenue from village TP.
- paying off Longmont's debt
- property taxes - you keep putting everything on the backs on homeowners
- Raising taxes creating problems esp for retirees.
- Raising taxes.
- Resend taxes.
- Shopping.
- Stopping all the fee increases.
- Tax base growth.
- Taxes
- Taxes @ [?]
- Taxes going up too much.
- Taxes rising.
- Taxes- utility rates.
- Taxes.
- Taxes.
- Taxes.
- Taxes.
- Too many handouts to low income that middle pays for.
- Using funds wisely and for all the people.

Street maintenance and repair

- Always construction
- Construction project take too long-streets a mess.
- Dealing with old rundown roads.
- Fix Main St
- Improve gateways-S main /66 & Main.
- Improve roads
- Maintaining roads and other infrastructure
- Maintenance of streets/facilities.
- Road Maint.
- Road maintenance
- Road Maintenance.

- Road maintenance.
- Roads
- Roads.
- Roads.
- Roads.
- Roads.
- Roads.
- Roads-more potholes.
- Street maint.
- Street maintenance/ traffic noise/ speeding.
- Street Repair
- Street repair
- Street repair.
- Streets
- Too many walking trails/ paths, not enough road repair/ maintenance.
- Upkeep-roads, parks, public buildings.

Water issues/flood recovery

- Clear water?
- Conflict between states for agriculture & water for increased population of city (county).
- Continued renewal after flood.
- Flooding.
- My concern is our water source, where will we be in 10 years if we keep doing this?
- Paying off flood damage.
- Raw water.
- Recovery of bike paths since the flood.
- Water
- Water
- water
- Water availability.
- Water Availability
- Water management.
- Water needs - spiraling & Water sources decreasing.
- Water prices.
- Water quality
- Water shortage.
- Water supplies-drought & higher demand.
- Water supply.
- Water supply.
- Water uses.
- Water.
- Water.
- Water.
- Water.
- Water.

- Water.
- Water.
- Water.
- Water.
- Water.
- Water.
- Water-control & Flood damage repair.
- Water-they are building lots of new housing without buying new water.
- Water-utilities.

Government issues, elections and politics

- A city council that pays no attention to citizens wishes.
- Bad decisions by city leadership on picking economic winners which are losers.
- Better communication with residents for long term plans.
- City council catering to big money & no concerned average citizens.
- City council incompetence or worse corruption example running.
- City Council.
- City services.
- Corrupt city government.
- Corrupt federal government.
- Cost of Governance.
- Council asses to many handling charges.
- Council seems to have their agenda not residents.
- Electing.
- Fiscal discipline as "Utopian demands" are pushed onto government.
- Idiots in city council charging high user fees (water fees for [?]).
- Incompetence of city council.
- Keeping city services at the high level they are new.
- Lack of council to move forward into this century.
- Leadership.
- Liberal city government.
- Not succumb to Boulder people moving here and foisting their liberal ideas on us (City Hall).
- Picking a new president.
- Poor city management.
- Poor leadership - getting money back from bad decision/ called 3rd work council 3 times no return call.
- President Trump or Clinton.
- Progressive politics

- Providing city services.
- Responsible government w/ population growth.
- Rising rates caused by the city council.
- Stopping Progressive Over Reach.
- Surrogate politics to town of boulder. When boulder decides, Longmont fetches the favor.
- Too much gov't regulation involvement in personal issues.
- Using only growth revenue to pay for new infrastructure.

Fracking and environmental concerns

- Ash Trees Shopping.
- Climate change.
- Concerns about fracking.
- Emerald ash borer.
- energy
- Environment (global climate change floods/drought).
- Environmental issues, e.g fracking, flooding, fires.
- fracking
- Fracking
- Fracking too close to populated areas.
- Fracking.
- Fracking.
- Fracking.
- Fracking. on all fronts this is horrible. we voted against this and I am upset that it does not matter
- Fracking's.
- Keeping fracking away.
- Keeping fracking out of city limits.
- Keeping fracking out of the area.
- No new parks.
- Parks.
- Possible fracking (very opposed to fracking).
- Possibly fracking.
- Protecting parks & Environment.
- Sustaining and conserving the environment.
- Threat from fracking.
- Tracking.
- Upgrading county far ground.

Gangs

- Crime gangs.
- Crime-gangs.
- Gang activity.

- Gang crimes.
- Gang/ Graffiti.
- Gangs
- Gangs
- Gangs.
- Gangs.
- Graffiti and gang activity.
- Regulations that hurt young entrepreneur sl. A. Penal system gangs.

Open space, parks and recreation

- Amenities for the growing population like another rec center
- Balance housing with open space.
- Boulder county/Open space purchases.
- Hanging to open space.
- Loss of open space
- Maintaining open space - farm land.
- Maintaining wild spaces as it grows.
- More rec areas-pool/ice rink, another rec center.
- More recreation centers.
- Need a second rec center.
- Need rec center on the west side of town.
- Open space, need to maintain for quality of life.
- Open space.
- Planned improvements for open space developments for parks & recreation (exp. soccer fields).
- Preservation of natural areas and I mean preserve, no restore after it has been trashed!
- Recreation centers, Lap pools.
- Special - It's ruralness & wide open spaces.
- Urban sport.

Infrastructure

- Aging infrastructure.
- Failing infrastructure.
- Finishing nextlight how.
- Growth related infrastructure stresses.
- Infrastructure
- Infrastructure (roads, housing, etc.) to support #1 above.
- Infrastructure Improvements and Upgrades, ie Roads, Power, Water, Sewer
- Infrastructure in respect to overcrowding.
- Infrastructure maintenance planning for growth of population.
- Infrastructure needs to keep up with growth (which is much too fast).

- Infrastructure repair
- Infrastructure replacements.
- Infrastructure to keep up with growth.
- Infrastructure.
- Infrastructure.
- Infrastructure.
- Infrastructure. 4. Many state, reefer madness fearing city council members. Learn & grow up.
- Infrastructure: Repair and new development-Roads, Utilities, City Services.
- Infrastructure's inability to keep up with too fast growth.
- Maintaining, infrastructure.
- Nextlight
- Over development without infrastructure improvement.
- Poor infrastructure esp roads.
- Proactive maintenance of infrastructure-including streets & sidewalks
- Upgrade crumbling infrastructure.
- Water for increasing population / Building.

Attractiveness and cleanliness concerns

- Clean up area between 1st and 3rd on Main.
- Enforcing codes- Lawns, parking
- Low income housing becoming trashy, not kept up.
- More restrictions & enforcement on trashy yards. Example; between Ashley & Martin on North Side.
- Overall Quality of city property upkeep.
- Run down neighborhoods /buildings.
- Unkempt neighborhoods.

Other

- "Boulderization" of Longmont.
- [?] location.
- Aging population
- Aging population.
- Aging population-Affordable accessible healthcare.
- Airplane noise-small airplanes buzzing over neighborhoods.
- Airport noise.
- Assuring all businesses, builders pay all fees i.e. no waivers.
- Attracting a younger generation.
- Auto trade.
- Awful wooden fences.

- Be moving variety or needs and interests.
- Become too much like Boulder.
- Becoming a more inclusive community for all residents.
- Bikers.
- Boulderization, Californication.
- Bringing in younger residents.
- Change in Longmont atmosphere.
- Connectivity of the hubs (mall rec center, downtown, fairgrounds).
- Continuing to foster neighborliness.
- County fair.
- Doctors leaving town.
- Don't Care.
- Encouraging local sense of place.
- Energy.
- Fire chief is on a power trip.
- Firestone
- Free loaders.
- Get rid of something rating[?] of longmont.
- Getting older - worthy to retire to a warmer climate.
- Health care battles between big corporate health care.
- Health care.
- Health care.
- Healthcare.
- Help for seniors.
- Helping seniors citizen.
- Hipster crap.
- Infill.
- Keeping citizens excited about staying.
- Landlords have too much power, no protection at all for tenants.
- Longmont has the worst website ever. working hard to navigate recreation section is terrible.
- Losing small town feel.
- Mental illness.
- Mosquitor.
- Moving away from coal power.
- Need for mental health facility.
- Need Maintenance.
- Neighborhood segregation/eastside ghetto.
- Noise pollution.
- Not 40 Boulderize Longmont.
- Not becoming another Boulder.
- Not being a bland place to live.
- Poor design of rebuild of mall not handicap friendly.
- Preparing for disasters.

- Retirement.
- senior citizen assisted living
- Something we don't know about yet.
- Sufficient mental health resources.
- Sustaining quality of neighborhoods throughout the city.
- Ter response management.
- The loss of small city/ town feelings.
- To run the quality of life & what makes Longmont.
- Tons of people/families living in single family homes.
- Too many free loaders who don't contribute.
- Too many kids.
- Train whisle noise.
- Trying to copy what Boulder does.
- waste management
- We are 10 yrs behind the rest of colorado & outlying areas.
- We are not boulder! (and we don't need to be!).

Question 6a: Why? (Please rate the overall quality of the City services you receive.)

No problems encountered, enjoy services provided

- A man named Kenny waste management, is very good and knows what going is very helpful need more people like him.
- A progressive/city which gives value for tax revenues generally speaking.
- Accurate, efficient, matches our needs.
- All i secured is good.
- All public services are excellent. No problem.
- Any that I have received seem to be very good.
- Because I love if here and have never had problems that were not solved in a timely fashion.
- Because I really don't have problems and if i do they solve it.
- Because it runs smoothly.
- City does pretty well for a growing community.
- Compared to many other cities in 5 states.
- Comparing to other cities Longmont has good quality city services.
- Consistently good.
- Don't often use city services, but great response when I do.
- Everything seems to work well.
- Excellent trash service, etc - water, electric great service - polite, knowledgeable city employees.
- For those we uses, we have been very satisfied.
- For what I have received all done correctly/ on time/ no issues.
- Garbage pick up - Excellent - We are a 2nd class city as compared to Loveland or Boulder.
- Generally doing good job on those services I know about.
- Generally, the city offices are very responsive.
- Had no problems.
- Have it had to call in with a complaint.
- Have no major complains.
- Have no problems with services nor bear of any.
- Have not used them much, those I do are acceptable.
- Haven't had a problem to date.
- Haven't had any major issues.
- Haven't had any problems but would like next light.
- Haven't had any problems.
- I am happy with the services I personally receive. I can't speak about the west.
- I appreciate city services a lot but sometimes don't know where the lines or city personal responsibility.
- I believe city of Longmont is doing good!
- I don't have any problems with City services, but am very excited to get NextLight service.
- I don't need anything, it's always taken care of.
- I enjoy living here.
- I feel the government cares about the people who live here. I am really happy I live here.
- I have never had an issue with any and have lived here 37 years off and on in several location.
- I have no complaints of the city services - Thank you.
- I have no complaints.
- I have no complaints.
- I haven't debt with a lot but the police dept is very good!
- I just love it here!
- I live happily here and almost can always get service I need.
- I love the rec center, sunset pool, memorial blvd, etc.

- I love the sense of community the emphasis on the arts (symphony, theater, art shows, dance). I am most pleased with the work mike butler has done to connect with the community. There are plenty of restaurants wish there were more clothing store little on higher end. I know we tried!
- I love the utilities and recreation here!
- I'm happy to be here.
- I'm not aware of any problems, so that's good!
- In 14 yrs we have had no outages.
- It is well organized and managed.
- It works.
- Its a nice city thats mostly well kept, maintained, run.
- I've never had to call the city; everything seems to run just fine.
- I've only lived here 1.5 years, but I haven't had any trouble.
- Longmont is doing pretty darn good!
- Longmont is fantastic! Amazing and affordable services
- Longmont is the first town/city I've lived in that I really feel is a great place to live. Local government does a great job here. Thank you.
- Longmont provides overall quality services in our sixteen years here.
- Longmont recreation, library, and parks are all excellent.
- Longmont seems very ambitious to provide services-perhaps too ambitious. The library's great! Helpful people and free computer services has been very useful me. I enjoy the free concerts in the summer- I hope they aren't expensive considering the small portion of the population which shows up. Guidance for low income people is also good.
- Love our Nextlight. Affordable & better than competition.
- Love the cultural opportunities concerts etc. The Rec centers also all the regular services trash of we good.
- Meet my families needs.
- Meet our needs.
- Much more resident friendly than other adjacent communities.
- Needs have been met adequately
- Neighborhood park always maintained, trash & recycling employees are quick.
- Never had a complaint about any city provided serv.
- Never had issue with services.
- Never have problems.
- Nice to have trash & recycle at Curbside.
- No complaints from us.
- No complaints, and I'm pretty low maintenance.
- No complaints.
- No issues thus far! Interest in future water costs.
- No issues.
- No major problems for us.
- No one has done us wrong yet.
- No problems - So that is good.
- No problems not taken care of quickly.
- No problems up to now.
- No problems with anything.
- No problems.
- No significant problems.
- Nunca he tenido problemas con nada
- Only have ever had minor problems over the years.
- Only receive electrical personally-that's been very good.
- Our utility providers do a great job.
- Overall i feel Longmont is safe, clean, low crime and fulfills my basic needs for quality living.
- Overall, Life is good.

- Payment is easy, and I have had no issues with service. I can't recall ever having issues with city services wish means everything is being done right.
- Porque soy feliz viviendo en logmont,me siento segura y veo el esfuerzo del departamento de a ciudad para mejorarla.
- Public utilities are excellent.
- quality of service
- Rarely feel a need to complain.
- Recreation services & museum are top rate. Sr service are better than anywhere else.
- Seems to always work.
- Seldom any problem with services.
- Service are adequate, nothing special in terms of service or costs.
- Services are consistent are seem reasonably priced.
- Services in proximate Location to my residence is commendable.
- So Far, so good, But have not lived here Long enough to say Excellent.
- Streets are plowed, police presence adequate.
- Svs I've used have responded well.
- The service I use has been excellent.
- They are consistent & responsive.
- They are good at what they do and are willing to correct problems.
- They are trying their best.
- Trash pick-up is excellent . No probs w/ utilities to date.
- Trash/Recycling/City utilities are great.
- Utilities trash, water and recycling are efficiently organised and carried out.
- Water, electricity, trash/recyclable collection, next light are all excellent. Police fire services appear very good.
- We don't use many city services, but we have no complaints about what we do use.
- We have no problems with city services.
- We have the senior ctr & rec ctr.
- We haven't had any issues with our city services and utilities. We are glad to have the fiber internet as an affordable and reliable isp.
- Well i have everything I need.
- We're still new! Seems good enough.
- What I get is excellent, but I want NextLight. What's the hold up?
- You continue to be forward thinking in the needs of the people and the community.

Can do better

- Always room for improvement.
- Because all they say is we can't do anything for you.
- Call someone your lucky if they come some day.
- Don't need some services, awaiting NextLight to our area!!
- Happy but room for constant revaluation.
- Happy for the most part. Definitely room from improvement.
- I don't like calling water services to clean out your ditch Inside my property.
- I feel like most basic needs are met, could be more attended to but comparatively very good.
- I have had a city ditch witch tear up my yard with no notice! City cut my trees down @ 7:00 am on work day. Police are intrusive. Levi is a \$ making business- not a community asset.
- Longmont is really nice, but not the best.
- Longmont needs better street lighting. Storm drains totally inadequate or need to be cleaned out. The added fees on utility bills should be property owner responsibility - not tenants.
- Love the parks & trails. Tap water smells fishy at times. Utility billing service is out dated and not user friendly. LED should be standard for street lightning.
- Mainly because of consistency-they have a problem with that.

- Meets my expectations but certainly doesn't exceed them.
- Most city services are good, a few being excellent a few being fair or poor. So overall good.
- Most of the items in #S are good or excellent - just a few things need improvement.
- My yard has a leaning light post. Would be nice if it was straight. I have no issues, however, Next light crews are digging up our lawns & not placing back very well.
- Not much for teenagers in Longmont. All street lights need to be retrofitted with dark skies lamps. We need more preserved natural habitat.
- Overall good, need to water trees along roads (hour).
- Overall quality of city services are good comparing other towns- but there is room to improve
- Overall, but much room for growth.
- Parks, recycling, public art, streets.
- Poor city mangt.
- Poor services but routes seem to still go up board see me have there on a agenda-not what is best for population, retail poor, parking poor, overcrowded, trash park poor snow plowing-poor-road maintenance & speed limit-poor.
- Services are better than council, bad decisions & condescending.
- Services are good but always room for improvement.
- Services are wonderful but city staff slow to respond (often) and lack of coordination between depts seems apparent (city clerk-city admin).
- Some areas need improvement.
- Some could use improvement.
- Some parts of town are great - some parts are terrible.
- Tap water stinky under par & confirmed prior algae issues. Needs better inspections. Too many restaurants & city had no business providing funds for new mall. Where are the stores going in? Just restaurants.
- The employees do a pretty good job in spite of the management starting with dominguez and a few directors.
- There is nothing that stands out as exceptional service. All encounters have been acceptable, but not great.
- There's always room for improvement; hence, the "good" rating. However, I think overall Longmont excels in providing the core services such as trash pickup, electricity, water, broadband & phone.
- There's always room for improvement-Thus "Good".
- They fail some at times.
- Utility bills not readable as they used to be.
- Visibility of services, improvements.
- When, I do need it, It is blowed off; It is like know one cares.
- Why is next light taking so long to finish phase 2?
- You need more customer service reps.

Good, timely, reliable and affordable service

- Always dependable and costs are kept down can't wait to get Nextlight!!
- Any dealings with City have been easy to understand, didn't take forever to get an answer, and people always seemed to care the item was resolved.
- Available when you need it.
- Billing services is user friendly.
- Cheap reliable power and gas. Low cost high speed internet.
- City's electric utility conservation opportunity has served us well. Communication from the city always seems thorough and timely.
- Emergency services are # 1-water-best in state.
- Everything gets done on time for a reasonable cost.
- Everything seems to be on time.
- Everything works all the time - question answered when needed.
- Excellent response time for any service needed.

- Excellent service & fair price.
- Good communication/ prompt response.
- Good customer service, easy to pay, dependable.
- Good price.
- Great free maintenance/police response.
- Great recreation information high quality utility services.
- I enjoy the rec programs. Criminal control was helpful with a barking dog problem. Snow removal is taken care of speedily. Streets are clean as is city.
- I use services of quality. Those of poor quality, I stopped using.
- Longmont has exceptional service, low cost utilities, reliable.
- Love city utilities & customer service is always excellent.
- Next light & municipal power are great!
- Next light is an excellent service.
- No problems with electrical and the city always looks nice. The city does an excellent job with the thing for which it is responsible.
- On time & available.
- Problems corrected quickly-so far reasonable rates.
- Professional & timely.
- Quick response to an occasional question.
- Rates are fair.
- Rates are reasonable and reliable.
- Reliability good.
- Reliable, high quality, & consistent.
- Reliable.
- Reliable; rec center great & helpful; good programs at park.
- Response better than experience elsewhere.
- Responsive and Comprehensive.
- Responsive when have needs, consistent.
- The services are affordable and when there in an outage-workers are prompt & competent.
- Though I have not found it necessary to request many services I have gotten answers by phone of regular maintenance.
- Timely & efficient.
- Trash is picked up on time, utilities costs are reasonable, police are always visible on the streets.
- We are low maintenance but when we need something/ someone it has been efficient.
- We get excellent services for very reasonable rates.
- When power goes out - comes back on fast.
- Whenever I have needed something, response in fast and kind and helpful.
- Your communications are excellent (monthly newsletter in util bill, etc) rec catalogs etc.

Concerns about street repair, transportation and traffic

- 12 Seconds to cross main st in downtown is too short. Pedestrians compete with vehicular traffic at 4th, 5th and 6th avenues all the time to cross main st. The Longmont library is one of the best things about this town.
- Electricity water and nextlight are awesome but traffic and infrastructure are poor.
- From what I've seen/ experienced, our city employees do what they're supposed to do and do it well. We do need more help with snow removal on all our streets. And we must continue to fight fracking!
- Great electric, water, wastewater, & recycling. Great service good execution. Note: Snow removal street/ traffic light road repair is all very disappointing - these things push me closer to moving out of town every day.
- I use the Senior Center, an excellent facility. I do not have a car so I walk & take the bus all over town. My main complaint is bicycles on the downtown sidewalks. Dangerous
- Left turn on 119 W to 95th st 5 is horrible. Fire the traffic mgr.

- Longmont doesn't care about its failing infrastructure broken H2O main on S. pratt pkwy broken sewer main an S. pratt pkwy city doesn't take responsibility for their issue breaks my pipes.
- Loud dogs, campers parks on streets, boats[?] on streets- it's unsafe.
- Most I have never used I had I never have to find out how quick the FD responds. If you want some ticket revenue hide a cop @3rd and martin in the evening and pull over on the jackasses blasting out of that stoplight.
- Poor snow removal or none on side streets & sewer issues in mobile home parks/. Low water pressure.
- Services are reliable. No snow removal on my cul de sac, which is dangerous for elderly and inconvenient for working residents
- Snow removal - Tree limbs.
- Snow removal in neighborhoods such! Need to maintain sidewalks city.
- Snow removal on side streets would be nice. Trash/recycle is one of best I've had anywhere.
- The city is very responsive to needs & requests, but there are services like transportation planning that need a lot of improvement.
- Unnecessary repairs in streets and they destroy one day later the repair they did yesterday.
- Utility services. Planning & doing street repair. Half of the month/ South Main Streets in Lgmt under construction causing traffic problems. Random lane closures for no appropriate reason.
- Water is poor, potholes are poor, and even with heavy snow our community is never plowed.
- Water, trash, NextLight, Electrical are all excellent. Street maintenance is poor.

The City staff team is helpful and knowledgeable

- Appropriate responses to an problems i have had.
- As a senior citizen I receive great respect from the overall contact of people of Longmont.
- Attentive, customer service oriented, easy to find online links & [?] numbers.
- Considering how understaffed every department is; I feel employees do their best.
- Courteous, helpful, knowledgeable staff.
- Every employee I have ever dealt with has been very helpful.
- Helpful personnel.
- I have alway talked to courteous people that have been very helpful.
- I have been pleased with the city programs/officials I have used/been in contact with.
- Intelligent city employees.
- I've had great interactions w/city staff.
- Nice people, know their job.
- Only "Good" based on animal control response & staff & ground crews caring for our parks!!
- People are mostly friendly & helpful.
- Positive experience with city staff/services would like to see services expanded.
- Public officials working hard to maintain overall quality.
- Staff are responsive & services dependable.
- The employees are all very respectful responsive.
- The people are helpful & there are a lot of services aval.
- The times I have called the services seem responsive and polite.
- Workers have all been friendly and willing to find info if they didn't know the answer.
- You have nice people working for you.

Concerns about cost of services

- City shouldn't be into private businesses broadband & utilities. I've called about electric rate for all electric houses - way too high for average family - now water too. Good services, need more frequent recycle pickup.
- Cost hurts those that can afford them the most.
- Cost.
- Do not raise taxes it is getting cost prohibitive to live here

- Electric has risen 40% & due to building and station services.
- Fees keep going up council members think there is no end to tax per money.
- Great services & personal - Increasing costs tough on us.
- I am concerned about proposed rate hikes to city utilities.
- I don't have much interaction-new next light way too expensive.
- Mostly I use the parks and trails, utilities and library, all of which are excellent. At this time, for myself personally, life here is very good. However, I have concerns about the future; I'm 69 years old and can't afford to retire.
- New water rates will eat me alive-you guys screwed up!
- Prices are high but i understand why.
- Quality good but not happy with proposed increases, water, trash etc.
- Services are fine, rising costs are concerning.
- Services are good in the city (cost of living high). We have a two adult only household with decent wages but with the cost of living utility bills are high still. We want to stay in Longmont though.
- Still expensive, but good work.
- The service provided is good the cost of electric water ect is very expensive.
- Too expensive!

Issues of code enforcement

- Code enforcement can harass one house on "The List" but not bother the pathetic houses on down the block II - are they blind - do they only visit the house on "The List" ??
- Code enforcement letter concerning address missing from house while, my house was being pointed use common sense!
- Code informant is losey.
- Need more enforcement on pet waste pick-up in Parks & trails.
- Our neighborhood has a problem with an older lady who litters and we can't set city to help.
- Police don't enforce laws ! texting speeding, show removal, noise, traffic.
- police don't give out tickets, council members have personal agenda rather than community
- Poor structures and shabby houses need cleaned up weeds and junk cars are popping up all over.
- Rec center on Quail had a lot of trash in parking lot recently.
- The two poor marks are about st vrain greenway & loose dogs/Homelessness/(could be improved upon) standard & critical services consistently good.
- This is unfair. If I'm going to weed for the city, pay me! Our part of town is neglected. We are made to weed & care for a stop of land in the public right of way.
- We have good services, many people don't take care of yards.

Issues with trash or recycling service

- I wish recycling pick up was every week.
- I would like weekly recycling and for my HOA to adopt composting. Thankfully I've never interacted w/police / fire, so may be if I know more about them I would think excellent.
- It would be excellent if I had next light and if the trash collection workers were more polite ie. Putting trash cans upright.
- Most all great-trash pickup always late in the day.
- No problem w/utilities, library best programming live ever experienced (esp kids prg.) tap water tastes super- chlorinated more recycling service would be nice.
- Service for most is good, some not needed (Compost recycling).
- Services are adequate. I would love to see weekly recycling & curbside compost pickup.
- What we need, we get. Where's the new lid for my recycling container?
- Would prefer to have recycle pickup weekly.

Concerns about crime or law enforcement

- Longmont employees and services good need more police officers.

- Neighborhood & city have had increased crime & illegal immigration preventing a great experience.
- Other than vandalism to vehicles & local police interest all direct services have been efficiently cordially provided by intelligence trained personnel.
- Overall a mixed bag. Parks are drying up and vandalized some good some need improving.
- Police not very visible in neighborhood.
- PRO: For the most part city services (water, electrical, parks, library) are great. CON: frowning transient/homelessness and associated crime and vandalism is a concern. Need to clean up downtown and parks nearby. Spilling over into downtown neighborhoods.

Other

- As expected, certain areas excel as seen above.
- Because I am an upper-middle class white person.
- Because I am of the wrong race! I'm not Hispanic!
- because i said so
- Because I said so.
- General opinion.
- Gigabit internet, utilities maintenance, city employees (for the most part) involve community in planning, decisions.
- I am happy with all services except reviews for growth.
- I am retired and in good health a/c rec. center exercise classes.
- I like having everything in one bill - Tried calling nextlight- never could get through.
- Keeping normal life going!
- Look at 3's & 4's.
- My encounters were with cranky employees.
- Nextlight isn't available in my area yet, once it is excellent.
- No problems except seeing dogs off leash-Ute creek & St Vrain Greenway golf course area.
- Rating is based on average via above contacts/ ratings.
- Residential services are good values. Small biz is tougher (Fire marshal is terrible Nextlight too much \$).
- Why wasn't this done locally? There are many Colorado firms that do surveys. Total waste of money by city council!!

Appendix E: Detailed Survey Methodology

Developing the Questionnaire

The City of Longmont Customer Satisfaction Survey first was administered in 1996. General resident surveys, such as this one, ask recipients their perspectives about the quality of life in Longmont, their opinion on policy issues facing the City and their assessment of City service delivery. The 2016 survey was created by using the 2014 survey as a starting point and revised iteratively until arriving at the final five-page version that captured the important topics for Longmont. The City of Longmont funded this research. Please contact Rigo Leal of the City of Longmont at Rigo.Leal@longmontcolorado.gov if you have any questions about the survey.

Selecting Survey Recipients

Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data as the first step in selecting the households within Longmont.

All addresses falling into Longmont zip codes were “geocoded” to eliminate addresses from the list that were outside the study boundaries and identify into which of Longmont’s three wards each address was located. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. Any addresses that were outside of the city limits were removed and 3,200 households were selected at random and equally split between the three wards (1,067 from Ward 1 and Ward 2 and 1,066 from Ward 3). In prior survey years, the mailings were sent to 3,000 total households; but due to declining response rates, an additional 200 households were selected in 2016 in an effort to maintain an overall number of responses similar to past years (846 in 2012, 746 in 2014 and 806 in 2016).

An individual within each household was selected randomly to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Survey Administration and Response

Each of the 3,200 households was contacted three times. First, a prenotification postcard announcement was sent, informing the household members that they had been selected to participate in the City of Longmont 2016 Customer Satisfaction Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the Mayor enlisting participation. A second survey packet was mailed contained the same material. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both waves of survey materials invited respondents to take the survey online. These packets also contained a postage-paid pre-addressed return envelope in which the survey recipients could return the completed questionnaire to NRC.

The mailings began August 16, 2016. Completed surveys were collected over the following eight weeks. About 68 of the 3,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,132 households that have received the survey mailings, 806 completed the survey (52 of which were completed online), providing a response rate of 26%. The table below shows the response rates by each of the three wards.

Table 86: Response Rates by Ward

Ward	Number Mailed	Number Undeliverable	Number Returned	Response Rate
Ward 1	1,067	20	291	28%
Ward 2	1,067	24	228	22%
Ward 3	1,066	24	287	28%
Total	3,200	68	806	26%

Margin of Error

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some resident opinions are relied on to estimate all opinions. The margin of error around results for the entire sample (806 respondents) is plus or minus four percentage points around any given percentage.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents indicate that they thought something was “essential,” then a 4% margin of error (for the 95% confidence level) indicates that the range of likely responses for the entire target population is between 71% and 79%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all desired households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Results for subgroups will have wider confidence intervals. The margin of error rises to plus or minus 14% for a sample size of 50 and plus or minus 10% for 100 completed surveys. Therefore, where estimates are given for subgroups, they are less precise than the overall margin of error.

Survey Processing (Data Entry)

Mailed surveys were returned to NRC via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to select one response out of a list of five, but the respondent checked two; staff would choose randomly one of the two selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from the web surveys were automatically collected and stored while respondents answered the questions. The online survey data were downloaded, cleaned as necessary and appended to the mail survey data to create a final, complete dataset.

Survey Analysis

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2013 American Community Survey (ACS) estimates for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the City. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting.

Several different weighting “schemes” are tested to ensure the best fit for the data. The variables used for weighting were respondent housing tenure, housing unit type, race, ethnicity, sex and age to ensure that the results were representative of the entire adult population in Longmont. The results of the weighting scheme are presented in the table on the following page.

Table 87: City of Longmont 2016 Customer Satisfaction Survey Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	37%	15%	33%
Own home	63%	85%	67%
Detached unit*	66%	76%	68%
Attached unit*	34%	24%	32%
Race and Ethnicity			
White	86%	92%	86%
Not white	14%	8%	14%
Not Hispanic	80%	94%	84%
Hispanic	20%	6%	16%
Sex and Age			
Female	51%	57%	53%
Male	49%	43%	47%
18-34 years of age	29%	9%	24%
35-54 years of age	41%	27%	41%
55+ years of age	30%	65%	35%
Females 18-34	14%	5%	13%
Females 35-54	21%	17%	21%
Females 55+	16%	35%	18%
Males 18-34	15%	4%	12%
Males 35-54	20%	11%	20%
Males 55+	14%	29%	15%

* ACS 2013

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Frequency of Survey Responses*.

Also included are results by respondent characteristics (*Appendix C: Comparisons of Select Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Appendix F: Survey Questionnaire

The following pages display the 2016 Longmont Customer Satisfaction Survey.

2016 City of Longmont Customer Satisfaction Survey

Please have an adult age 18 or older that most recently had a birthday complete this survey. Year of birth plays no role in the selection. Your responses are anonymous and will be reported in group form only. Thank you for completing this survey!

1. Please rate the following aspects of life in Longmont.

	Excellent	Good	Fair	Poor	Don't know
How would you rate Longmont as a place to live?.....	1	2	3	4	5
How would you rate your neighborhood as a place to live?	1	2	3	4	5
How would you rate Longmont as a place to raise children?.....	1	2	3	4	5
How would you rate Longmont as a place to retire?	1	2	3	4	5
How would you rate Longmont as a place to shop?.....	1	2	3	4	5
How would you rate Longmont as a place to work?.....	1	2	3	4	5
How would you rate your overall quality of life in Longmont?	1	2	3	4	5

2. What are the three biggest challenges or problems Longmont will have to face in the next 5 years?

1. _____
2. _____
3. _____

3. To what degree, if at all, are each of the following a problem in Longmont?

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime.....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth.....	1	2	3	4	5
Graffiti.....	1	2	3	4	5
Noise.....	1	2	3	4	5
Trains sounding their horns.....	1	2	3	4	5
Run-down buildings.....	1	2	3	4	5
Junk vehicles.....	1	2	3	4	5
Traffic congestion.....	1	2	3	4	5
Unsupervised youth.....	1	2	3	4	5
Homelessness.....	1	2	3	4	5
Weeds.....	1	2	3	4	5
Methamphetamine labs.....	1	2	3	4	5
Vandalism.....	1	2	3	4	5
Home foreclosures.....	1	2	3	4	5

4. Please rate each of the following characteristics as they relate to the City of Longmont as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community.....	1	2	3	4	5
Neighborliness of residents in Longmont.....	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of the City of Longmont.....	1	2	3	4	5
Cleanliness of Longmont.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Overall quality of business and service establishments in Longmont.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Job opportunities.....	1	2	3	4	5
Educational opportunities.....	1	2	3	4	5
Access to affordable quality housing.....	1	2	3	4	5
Access to affordable quality child care.....	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in the City of Longmont.....	1	2	3	4	5
Ease of bus travel in the City of Longmont.....	1	2	3	4	5
Ease of bicycle travel in Longmont.....	1	2	3	4	5
Ease of walking in Longmont.....	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Overall image or reputation of Longmont.....	1	2	3	4	5
Services to support aging in place (adult day care, money management, healthcare, etc.)....	1	2	3	4	5

5. Please rate the quality of each of the following services in Longmont.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Snow removal from major streets	1	2	3	4	5
Street repair and maintenance	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Timing of traffic signals	1	2	3	4	5
Tap water (quality of drinking water)	1	2	3	4	5
Sewer services	1	2	3	4	5
Water conservation programs	1	2	3	4	5
Electric service	1	2	3	4	5
NextLight broadband service	1	2	3	4	5
Electric conservation programs	1	2	3	4	5
Utility billing	1	2	3	4	5
Weekly trash pick up	1	2	3	4	5
Twice a month recycling pick up	1	2	3	4	5
Recreation facilities	1	2	3	4	5
Recreation programs and classes	1	2	3	4	5
Availability/access to parks and trails	1	2	3	4	5
Library services	1	2	3	4	5
Youth services sponsored programs	1	2	3	4	5
Senior services / Longmont Senior Center	1	2	3	4	5
Museum	1	2	3	4	5
Enforcing traffic laws	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire fighting and rescue services	1	2	3	4	5
Fire inspection and fire safety education	1	2	3	4	5
Emergency police services	1	2	3	4	5
Emergency dispatch	1	2	3	4	5
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	1	2	3	4	5
Building inspection	1	2	3	4	5
Plan review	1	2	3	4	5
Transportation planning (transit, bike, pedestrian)	1	2	3	4	5
Long range comprehensive planning	1	2	3	4	5
Development review (Citywide)	1	2	3	4	5
Maintaining landscaping along the public right of way	1	2	3	4	5
Maintenance of park grounds and facilities	1	2	3	4	5
Animal control	1	2	3	4	5

6. Please rate the overall quality of the City services you receive.

- Excellent
- Good
- Fair
- Poor
- Don't know

6a. Why?

7. Please rate the speed of growth in the following categories in Longmont over the past 2 years.

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Industrial growth	1	2	3	4	5	6
The physical size of the City (in square miles)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

8. Have you contacted the City of Longmont to request services within the past 24 months (including police, fire officials, parks, recreation staff, receptionists, planners or any others)?

- Yes [go to question 9] No [go to question 12]

9. For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)

- | | | |
|-----------------------------------------------------------------------------|----------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Water/Sewer | <input type="checkbox"/> Police | <input type="checkbox"/> City Manager's Office |
| <input type="checkbox"/> Utility Billing (Water, Electric, Sewer and Trash) | <input type="checkbox"/> Fire | <input type="checkbox"/> Planning and Development Services |
| <input type="checkbox"/> Longmont Power & Communications (Electric Utility) | <input type="checkbox"/> Building Inspection | <input type="checkbox"/> Code Enforcement |
| <input type="checkbox"/> NextLight Broadband Services | <input type="checkbox"/> Trash/Recycling | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Streets/Snow Removal | <input type="checkbox"/> Human Resources | <input type="checkbox"/> City Attorney/Prosecutor |
| <input type="checkbox"/> Recreation Center(s) | <input type="checkbox"/> Animal Control | <input type="checkbox"/> Municipal Court |
| <input type="checkbox"/> Parks | <input type="checkbox"/> Sales Tax | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Youth services | <input type="checkbox"/> Library | <input type="checkbox"/> Golf Services |
| <input type="checkbox"/> Senior services / Longmont Senior Center | <input type="checkbox"/> Airport | <input type="checkbox"/> Forestry |

10. For which service did you most recently contact the City? (Check only one.)

- | | | |
|-----------------------------------------------------------------------------|----------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Water/Sewer | <input type="checkbox"/> Police | <input type="checkbox"/> City Manager's Office |
| <input type="checkbox"/> Utility Billing (Water, Electric, Sewer and Trash) | <input type="checkbox"/> Fire | <input type="checkbox"/> Planning and Development Services |
| <input type="checkbox"/> Longmont Power & Communications (Electric Utility) | <input type="checkbox"/> Building Inspection | <input type="checkbox"/> Code Enforcement |
| <input type="checkbox"/> NextLight Broadband Services | <input type="checkbox"/> Trash/Recycling | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Streets/Snow Removal | <input type="checkbox"/> Human Resources | <input type="checkbox"/> City Attorney/Prosecutor |
| <input type="checkbox"/> Recreation Center(s) | <input type="checkbox"/> Animal Control | <input type="checkbox"/> Municipal Court |
| <input type="checkbox"/> Parks | <input type="checkbox"/> Sales Tax | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Youth services | <input type="checkbox"/> Library | <input type="checkbox"/> Golf Services |
| <input type="checkbox"/> Senior services / Longmont Senior Center | <input type="checkbox"/> Airport | <input type="checkbox"/> Forestry |

11. What was your impression of employees of the City of Longmont in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge of issue	1	2	3	4	5
Treated you with respect	1	2	3	4	5
Willingness to help or understand	1	2	3	4	5
How easy it was to get in touch with the employee.....	1	2	3	4	5
How quickly the issue was handled	1	2	3	4	5
Overall impression	1	2	3	4	5

12. During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliation or gender?

- Yes [go to question 12a] No [go to question 13]

12a. If yes, did you report the inappropriate behavior to a public official?

- Yes No

13. In your opinion, how easy is it to obtain information about the City of Longmont? Would you say that it is very easy, somewhat easy, somewhat difficult or very difficult to obtain information about the City of Longmont?

- Very easy Somewhat easy Somewhat difficult Very difficult Don't know

14. Please indicate how likely or unlikely you or another household member would be to participate in each of the following activities in Longmont at least once in a typical year:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Attend "Coffee with Council" meetings on a Saturday morning.....	1	2	3	4	5
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic.....	1	2	3	4	5
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 or the City's Web site.....	1	2	3	4	5
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	1	2	3	4	5

15. How often do you use the following sources to gain information about the City of Longmont?

	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently
Attend a City Council meeting	1	2	3	4	5
Watch a City Council meeting online at www.longmontchannel.com or at www.LongmontColorado.gov	1	2	3	4	5
Watch a City Council meeting on public access cable television channel 8	1	2	3	4	5
Watch "Behind the Badge" on public access cable television channel 8.....	1	2	3	4	5
Read bulletin board or information displays in City buildings.....	1	2	3	4	5
Watch Channel 16 – Government access.....	1	2	3	4	5
Read City Line Newsletter (with utility billing statement).....	1	2	3	4	5
Read The GO (Senior Services newsletter)	1	2	3	4	5
Use the Longmont Web site (www.LongmontColorado.gov)	1	2	3	4	5
Read the Longmont Daily Times-Call newspaper	1	2	3	4	5
Read the Boulder Daily Camera newspaper	1	2	3	4	5
Read the Denver Post newspaper.....	1	2	3	4	5
Read "City Talk" (weekly ad in the Times-Call newspaper)	1	2	3	4	5
Subscribe to the City's e-news services (e-News, e-Notifications, RSS Feed, etc.).....	1	2	3	4	5
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.)	1	2	3	4	5
Read the quarterly Longmont Recreation brochure.....	1	2	3	4	5
Listen to news radio (KGUD, La Ley, AM1060)	1	2	3	4	5
Use word of mouth/friends.....	1	2	3	4	5
Video messaging (flood damage recap, road construction update, pool safety, etc.).....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Longmont to someone who asks	1	2	3	4	5
Remain in Longmont for the next five years	1	2	3	4	5

17. To what extent have you or members of your household worried about each of the following in the last 12 months:

	A lot	A little	Not at all	Not applicable
Making your housing cost payments, including rent/mortgage, utilities, taxes and maintenance ..	1	2	3	4
Finding housing you can afford.....	1	2	3	4
Paying for health and dental care and insurance.....	1	2	3	4
Paying for food and groceries.....	1	2	3	4
Paying for transportation expenses, such as gasoline, car payments, or bus fare.....	1	2	3	4
Paying for legal assistance	1	2	3	4
Paying for unexpected costs, such as a car repair.....	1	2	3	4
Paying for child care.....	1	2	3	4
Finding mental health or substance abuse treatment that you or a family member needs.....	1	2	3	4
Paying for educational expenses for you or your children	1	2	3	4
Addressing risky behaviors affecting your school-age children, such as truancy, bullying, substance abuse, or emotional issues	1	2	3	4
Finding a job or finding a better paying job.....	1	2	3	4

18. Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the cost of housing both for sale and for rent. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of workforce and senior housing:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Vote for a dedicated sales tax increase (possibly by .05%, which is 5 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years.....	1	2	3	4	5
Vote for a dedicated sales tax increase (possibly by .025%, which is 2.5 cents on every \$100 spent) that will generate \$500,000 annually as a permanent tax.....	1	2	3	4	5

19. To what extent would you support or oppose issuing new bonds with no new taxes to pay for the rehabilitation of City buildings and facilities at an approximate cost of \$35 million?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

20. To what extent would you support or oppose increasing sales tax (if needed) to construct and operate the following recreation facilities:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
New competitive lanes, leisure pool and ice rink facility at an estimated cost of \$30 to \$35 million.....	1	2	3	4	5
New recreation center including gym, leisure pool and fitness amenities at an estimated cost of \$30 to \$35 million.....	1	2	3	4	5

21. To what extent would you support or oppose the following:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
To permanently increase the street sales tax by .014%, which is 1.4 cents on every \$100 spent, to have every local bus fare be free in Longmont (\$275,000)...	1	2	3	4	5
To increase, for six years, the street sales tax by .05%, which is 5 cents on every \$100 spent, to eliminate trains sounding their horns in the City of Longmont (\$6 million).....	1	2	3	4	5
To permanently increase the street sales tax by .10%, which is 10 cents on every \$100 spent, to have every street plowed during every snow storm (\$2.1 million).....	1	2	3	4	5

22. To what extent do you support or oppose the limited retail sales of recreational marijuana in the City of Longmont?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. About how many years have you lived in Longmont? (If less than 6 months, enter "0.")

_____ years

D2. What kind of housing unit do you live in?

- Single family house Townhouse
 Apartment Mobile home
 Condo Other

D3. Do you rent or own your home?

- Rent Own

D4. In what City do you work?

- Longmont Lafayette
 Boulder Louisville
 Denver Broomfield
 Ft. Collins Other

D5. Are you Spanish, Hispanic or Latino?

- Yes No

D6. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black/African American
 White/Caucasian
 Other

D7. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75-84 years
 45-54 years 85 years or older

D8. What is your gender?

- Female Male

D9. What is the highest degree or level of school you have completed? (Mark one box.)

- 12th grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g., AA, AS)
 Bachelor's degree (e.g., BA, AB, BS)
 Graduate degree or professional degree

D10. About how much was your household's total income before taxes for all of 2015? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 to \$199,999
 \$200,000 or more

D11. Are you registered to vote in Longmont?

- No Ineligible to vote
 Yes Don't know

D12. How likely are you to vote in the 2017 City of Longmont municipal election?

- Very likely Somewhat unlikely
 Somewhat likely Very unlikely

D13. In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?

- Same (mailed survey)
 Web survey
 Some other format
 No preference

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
 National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922.