



City of Longmont Customer 2012 Satisfaction Survey

Report of Results

January 2013



2955 Valmont Rd., Suite 300 • Boulder, Colorado 80301
t: 303-444-7863 • f: 303-444-1145 • www.n-r-c.com

Contents

Executive Summary	1
Survey Background	4
Survey Results	6
<i>Life in Longmont.....</i>	<i>7</i>
<i>Characteristics of Longmont.....</i>	<i>12</i>
<i>Information and Engagement</i>	<i>17</i>
<i>City Services and Employees.....</i>	<i>22</i>
<i>Potential Challenges.....</i>	<i>33</i>
<i>Policy Questions</i>	<i>37</i>
Appendix A: Respondent Characteristics	39
Appendix B: Frequency of Survey Responses	43
Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward	82
Appendix D: Verbatim Responses to Open-ended Survey Questions	86
Appendix E: Detailed Survey Methodology	130
Appendix F: Survey Questionnaire	134

Table of Figures

Figure 1: Overall Quality of Life Compared Over Time	7
Figure 2: Additional Aspects of Quality of Life Compared Over Time and Benchmarks.....	8
Figure 3: Single Word Associated with Longmont	9
Figure 4: Likelihood of Remaining in and Recommending Longmont Compared Over Time	10
Figure 5: Likelihood of Remaining in and Recommending Longmont Benchmarks	10
Figure 6: Personal Happiness.....	11
Figure 7: Favorite Aspects of Living in Longmont	12
Figure 8: Aspects of the Community Compared Over Time and Benchmarks.....	14
Figure 9: Longmont's Most Valuable Assets	16
Figure 10: Ease of Getting Information about the City of Longmont Compared Over Time	17
Figure 11: Information Sources	19
Figure 12: Likelihood of Participating in Activities.....	20
Figure 13: Preferred Future Survey Format.....	21
Figure 14: Overall Service Ratings Compared Over Time	22
Figure 15: Reasons for Overall Service Ratings.....	23
Figure 16: Service Quality Ratings Compared Over Time and Benchmarks	25
Figure 17: Longmont 2012 Action Chart™	28
Figure 18: Contact with the City to Request Services.....	29
Figure 19: Services Requested in Previous 24 Months.....	30
Figure 20: Employee Ratings Compared Over Time and Benchmarks	32
Figure 21: Challenges Facing Longmont in the Next Five Years	33
Figure 22: Potential Problems in Longmont	34
Figure 23: Perceptions of the Speed of Growth	35
Figure 24: Perceptions of the Speed of Growth Benchmarks.....	35
Figure 25: Inappropriate Treatment by City Employee	36
Figure 26: Potential Redevelopment and Parks System Funding	38
Figure 27: Respondent Length of Residency	39
Figure 28: Respondent Housing Unit Type	39
Figure 29: Respondent Housing Tenure	39
Figure 30: Respondent City of Employment	40
Figure 31: Respondent Ethnicity.....	40
Figure 32: Respondent Race	41
Figure 33: Respondent Age.....	41
Figure 34: Respondent Gender.....	41
Figure 35: Respondent Education Level	41
Figure 36: Respondent Household Income	42
Figure 37: Respondent Voter Registration Status	42

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 2012 Longmont Customer Satisfaction Survey is the 14th community-wide survey that Longmont has conducted since 1996. Of 3,000 randomly selected households, 842 completed surveys for a response rate of 29% and a margin of error of plus or minus three 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 2012 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 continued to rate the overall quality of life in Longmont favorably.

- About four in five respondents rated the overall quality of life in Longmont positively and these ratings were similar to previous years.
- One-quarter of residents rated Longmont as an "excellent" or "good" place to shop.
- White, non-Hispanic residents and homeowners often gave higher ratings than others to quality of life measures in Longmont.
- Ratings of Longmont as a place to raise children improved in 2012 from 2010 levels. Other quality of life measures remained stable during this time.
- Where comparisons were available to other communities, ratings for quality of life measures were below Front Range and national averages.

Residents thought of Longmont as a friendly community and were committed to staying for the near future.

- Thinking about Longmont, residents commented most often on the hometown feel of the community, as well as its friendly atmosphere.
- More than 8 in 10 residents said they would be likely to remain in Longmont for the next five years or recommend living in Longmont to someone else.
- Longmont residents were more likely to have plans to remain in Longmont than residents of other communities in the country.
- On the whole, Longmont residents were relatively happy with their lives; 95% of residents reported that they were "somewhat" or "very" happy.

Residents continued to value most community characteristics of Longmont, with gains for some community amenities and room for improvement in others.

- The most favored characteristic of Longmont was the availability of paths and walking trails, rated as "excellent" or "good" by around 8 in 10 respondents. Other positively rated characteristics were air quality and recreational opportunities.
- Residents were less likely to rate shopping and opportunities for employment positively.

- Of 21 community characteristics gauged in the survey, four were rated higher in 2012 than in 2010 and the rest were unchanged. Most characteristics were similar to or less favorable than national and Front Range ratings.
- A majority of Longmont residents selected general quality of life as one of their favorite aspects of living in Longmont. Around half indicated the proximity to family and friends and the affordable cost of living.
- Shopping, Downtown Longmont and dining opportunities were less commonly cited as favorite aspects of living in Longmont.
- About one in five residents highlighted Longmont's location as its most valuable asset.

Longmont residents continued to find it easy to obtain information about the community and used a variety of sources.

- As in 2010, 9 in 10 residents found it easy to obtain information about the City of Longmont. Older residents and homeowners reported finding information more easily than other residents.
- Residents relied most on word of mouth, the *Daily Times-Call* newspaper or the City Line Newsletter for information about their community.
- Of the four informational opportunities presented in the survey, residents were most likely to visit a City Council table or tent at community events and least likely to attend "Coffee with Council" meetings.

Residents rated the quality of Longmont City services favorably, with improvements in some areas.

- Nine of 10 Longmont residents rated the overall quality of City services positively, as in prior surveys, and this level was similar to the benchmarks.
- Four in 10 respondents linked their overall service ratings to the City's good, timely and reliable service.
- Out of 31 City services, the top rated services included weekly trash pick-up and firefighting and rescue services, with 9 in 10 residents reporting these as "excellent" or "good." Planning and code enforcement were the lowest rated services.
- Most received ratings in 2012 that were similar to 2010, but seven services saw ratings improve (electric conservation programs, fire inspection and fire safety education, code enforcement, timing of traffic signals, crime prevention, youth services sponsored programs and planning).
- Ratings of individual services were mostly similar to or below the national average.
- A Key Driver Analysis for the City of Longmont identified seven services as the most influential on ratings of the overall quality of City services: code enforcement, electric service, emergency dispatch, emergency police services, library services, water conservation programs and weekly trash pick up. Of these, code enforcement, emergency police services and library services were below the national benchmark; a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark.
- Longmont residents' overall impression of City employees was similar to the Front Range and national benchmarks.

Slow economic growth was a top concern of Longmont residents.

- Problems that respondents most often mentioned as the top challenges that Longmont would face in the next five years were concerns related to the economy, dining and retail and transportation and parking.
- The most commonly cited problem for Longmont residents was growth, with about one-third citing either lack of growth or too much of it. About one in five cited issues affecting the appearance or environment of Longmont, including weeds, noise, graffiti and junk vehicles.
- Compared to 2010, fewer respondents were concerned about too little growth and more were concerned about excessive growth.
- The City's size and population growth rates were seen as the right level by a majority of respondents.
- Around two-thirds or more of respondents thought that Longmont's jobs, industrial and retail growth were "somewhat" or "much" too slow.
- Compared to other jurisdictions in the nation and on the Front Range, Longmont residents were much more likely to see jobs and retail growth as too slow, and much less likely to see population growth as too fast.
- Economy and growth concerns were reflected in residents' observations across the survey about a lack of shopping opportunities in Longmont.

Longmont residents supported assistance for redevelopment and increased funding for the Parks System.

- When thinking about potential redevelopment in Longmont (such as the Twin Peaks Mall), 8 in 10 residents "strongly" or "somewhat" supported providing financial assistance to encourage new private sector investment.
- About two-thirds of residents "strongly" or "somewhat" supported a .1% increase in sales tax or increasing the Parks Maintenance Fee up to three dollars to support the City's Parks System.
- A majority of residents opposed reducing or eliminating less used park amenities to support the City's Parks System.
- About one in six residents "strongly" or "somewhat" supported a potential 0.10% to 0.15% sales tax to address the funding gap for building out neighborhood and community parks, while about the same number "strongly" or "somewhat" opposed eliminating or reducing the size or amenities of future parks.

Survey Background

Survey Purpose

The City of Longmont contracted with National Research Center, Inc. (NRC) to conduct its 14th 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 3,000 randomly selected Longmont households in October 2012, 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 2012 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 sent to selected households one week after the first packet. Completed surveys were collected over a six week period. Of the 3,000 households selected to receive a survey, 77 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 842 residents completed a survey for a response rate of 29%.

The survey results were weighted by housing unit type (attached or detached), ethnicity (Hispanic or non-Hispanic), education and 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 satisfied” and “satisfied,” “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 (842 respondents) is plus or minus three percentage points around any given percentage.

Comparing Survey Results Over Time and by Subgroups

For questions on the 2012 survey asked in one or more previous years, results over time are displayed and discussed in the report. The margin of error for comparisons over time is plus or minus five percentage points. 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 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 "above" the benchmark, "below" 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 less" or "much above"). 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 margin of error (two points or less on the 100-point scale); "above" or "below" if the difference between Longmont's rating and the benchmark is greater than the margin of error (greater than two points but less than four points); and "much above" or "much below" if the difference between Longmont's rating and the benchmark is more than twice the margin of error (four 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 County, Boulder, Castle Pines, Castle Rock, Centennial, Clear Creek County, Colorado Springs, Commerce City, Denver Public Library, Denver, Douglas County, Englewood, Estes Park, Fort Collins, Greeley, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Lone Tree, Longmont, Louisville, Northglenn, Parker, Pueblo, Thornton, Westminster, Wheat Ridge and Windsor.

Survey Results

The 2012 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:

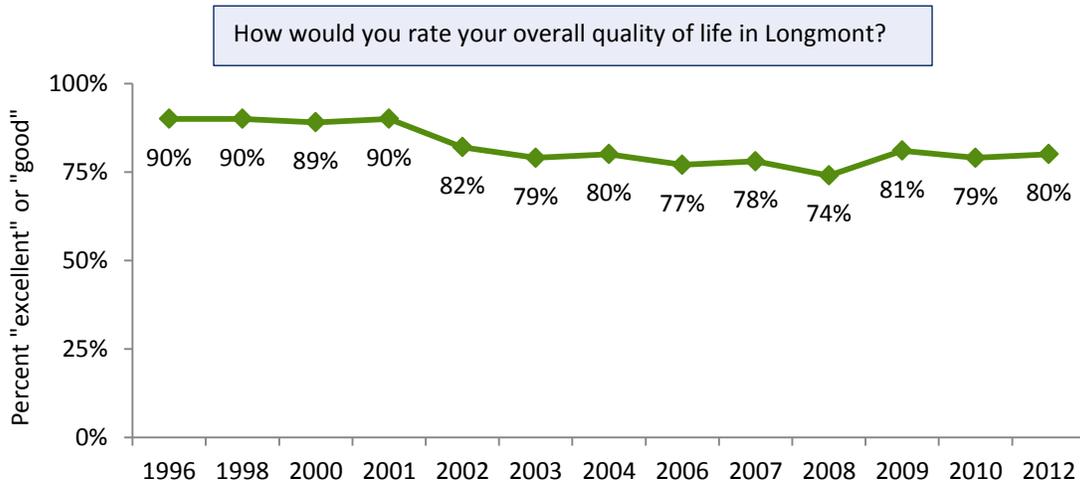
- ***Life in Longmont*** – Longmont and as a place to live, work, raise children, retire and shop; the image of the City; likelihood of remaining in Longmont and recommending it to others as a place to live; and levels of personal happiness among Longmont residents.
- ***Characteristics of Longmont*** – 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, likelihood of participating or engaging in City-sponsored activities.
- ***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, potential problems, perceptions of growth and inappropriate treatment by City employees.
- ***Policy questions*** – Potential redevelopment and funding for the parks system in Longmont, including levels of support for a potential Parks-dedicated sales tax.

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 2012 results are compared alongside results from past survey years, where similar questions are asked.

Life in Longmont

The Longmont 2012 Customer Satisfaction Survey contained a set of questions related to quality of community life in the city. 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 (80%) reported that it was “excellent” or “good” and these ratings were similar to previous years. This level of support, however, was much lower than the average for Colorado Front Range communities as well as jurisdictions across the country.

Figure 1: 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 more than three-quarters of respondents. One-quarter of residents rated Longmont as an “excellent” or “good” place to shop.

The rating of Longmont as an “excellent” or “good” place to raise children rose from 73% in 2010 to 79% in 2012. Other measures in this area remained stable compared to the 2010 survey.

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

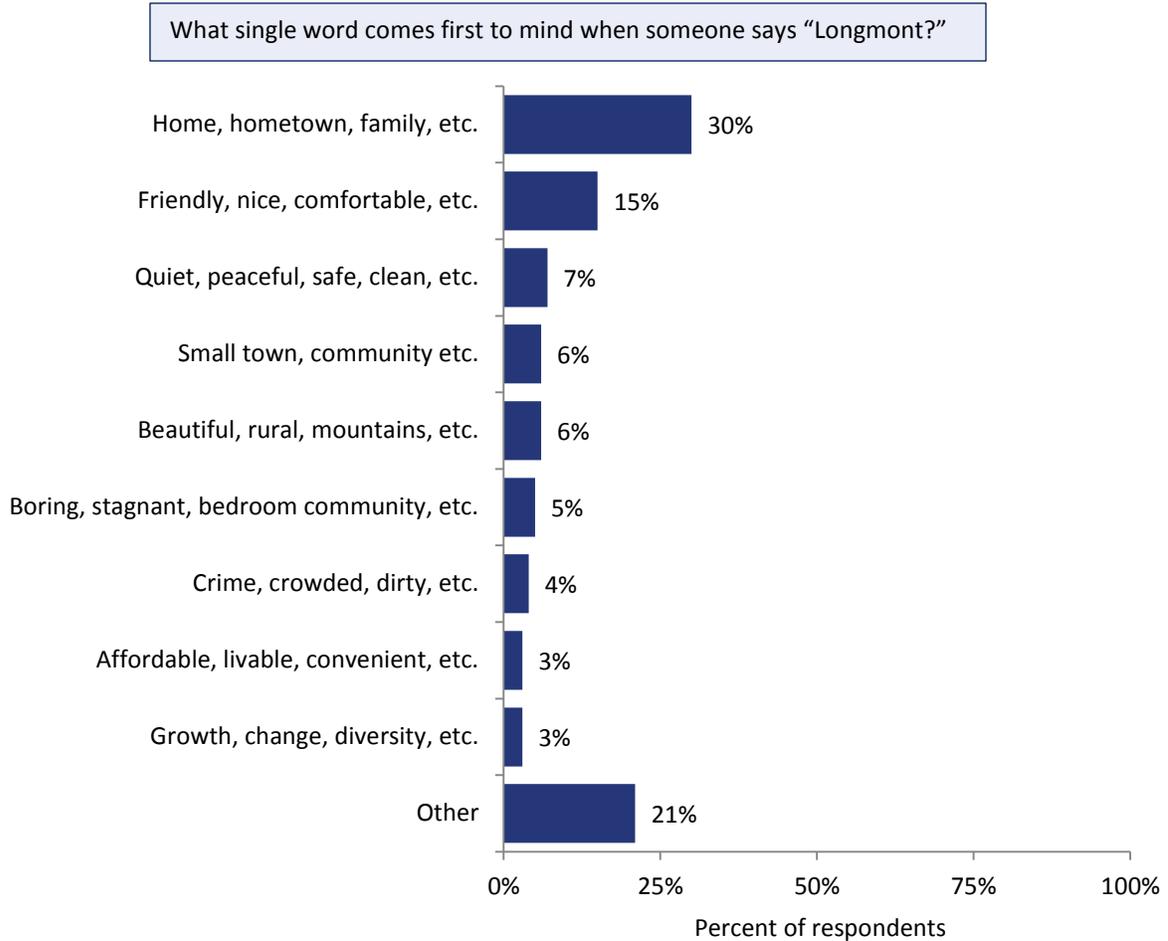
When comparing responses by select respondent demographics, older residents, White, non-Hispanic residents and those who owned their homes often gave higher ratings to aspects of life in Longmont than other residents (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics*). An exception to this pattern was that renters in Longmont were more likely to rate Longmont as an “excellent” or “good” place to shop. Residents of Ward 2 gave higher ratings than other residents for Longmont as a place to raise children and their neighborhood as a place to live. Residents of Ward 3 gave higher ratings than other wards for Longmont as a place to work.

Figure 2: Additional Aspects of Quality of Life Compared Over Time and Benchmarks

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

The survey asked participants to write on a blank line on the survey the first word that came to mind when thinking about Longmont. The individual responses were grouped into themes. About a third of residents (30%) chose words that related to the theme of hometown and family, followed by comments about the friendliness and comfortable feel of Longmont (15% of responses). Twenty-one percent wrote in words that fell outside the list of the categorized themes. All responses can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 3: Single Word Associated with Longmont



The survey asked residents to indicate how likely or unlikely they would be to remain in Longmont for the next five years and to recommend living in Longmont to someone else. Most residents said they would be likely to do each (86% and 87%, respectively, said “very” or “somewhat” likely) and this was similar to responses in 2010. Responses for both items generally were similar to the national and Front Range benchmark comparisons, but Longmont residents were more likely to have plans to remain in Longmont for the next five years than residents of other communities in the country.

As with the responses to other questions on the survey, older residents and homeowners seemed to have more of a connection with Longmont; they were more likely to have plans to remain in Longmont or to recommend living in Longmont to others than other residents (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by Ward or race and ethnicity.

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

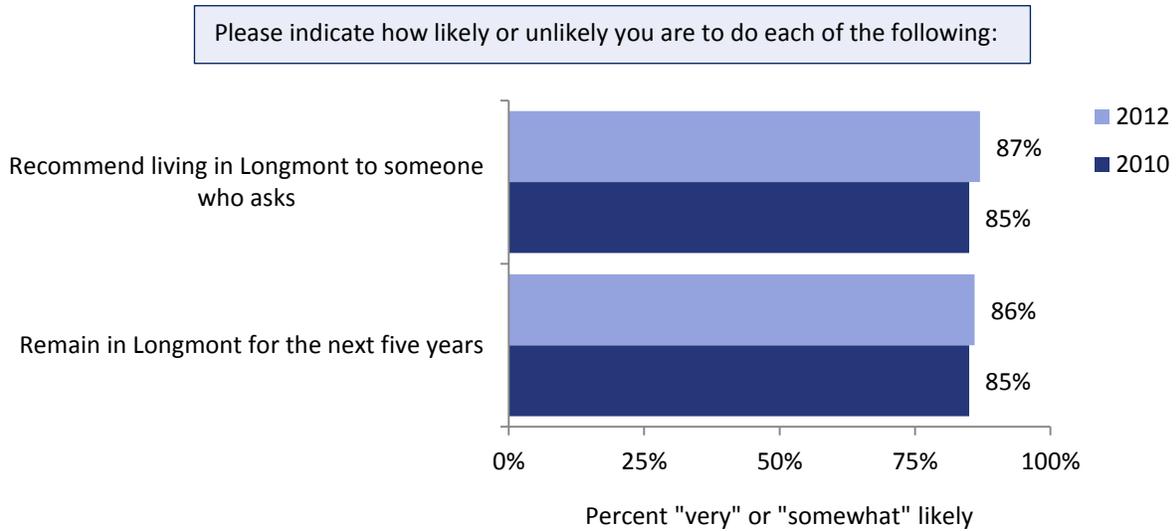


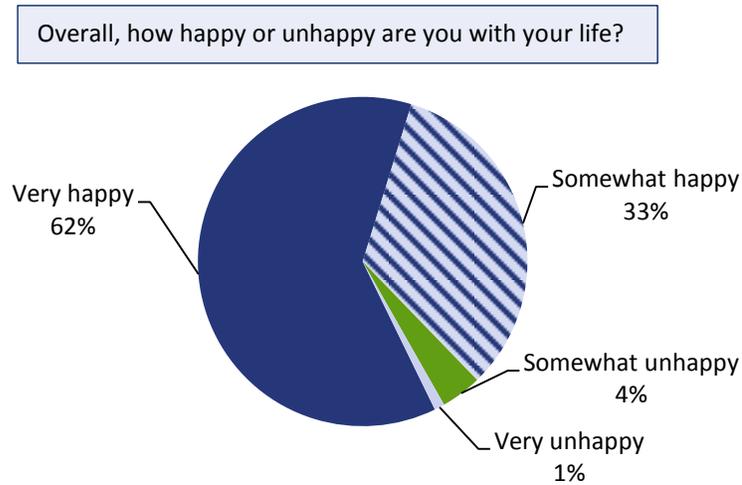
Figure 5: Likelihood of Remaining in and Recommending Longmont Benchmarks

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

A new question was added to the survey in 2012 that asked residents to indicate their level of happiness with their life. On the whole, Longmont residents were relatively happy with their lives; nearly all residents (95%) rated themselves as “very” or “somewhat” happy. No benchmarks were available for this question.

Comparing happiness by respondent characteristics, homeowners were more likely to be at least “somewhat” happy compared to renters (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences for other characteristics, like Ward, age or race and ethnicity.

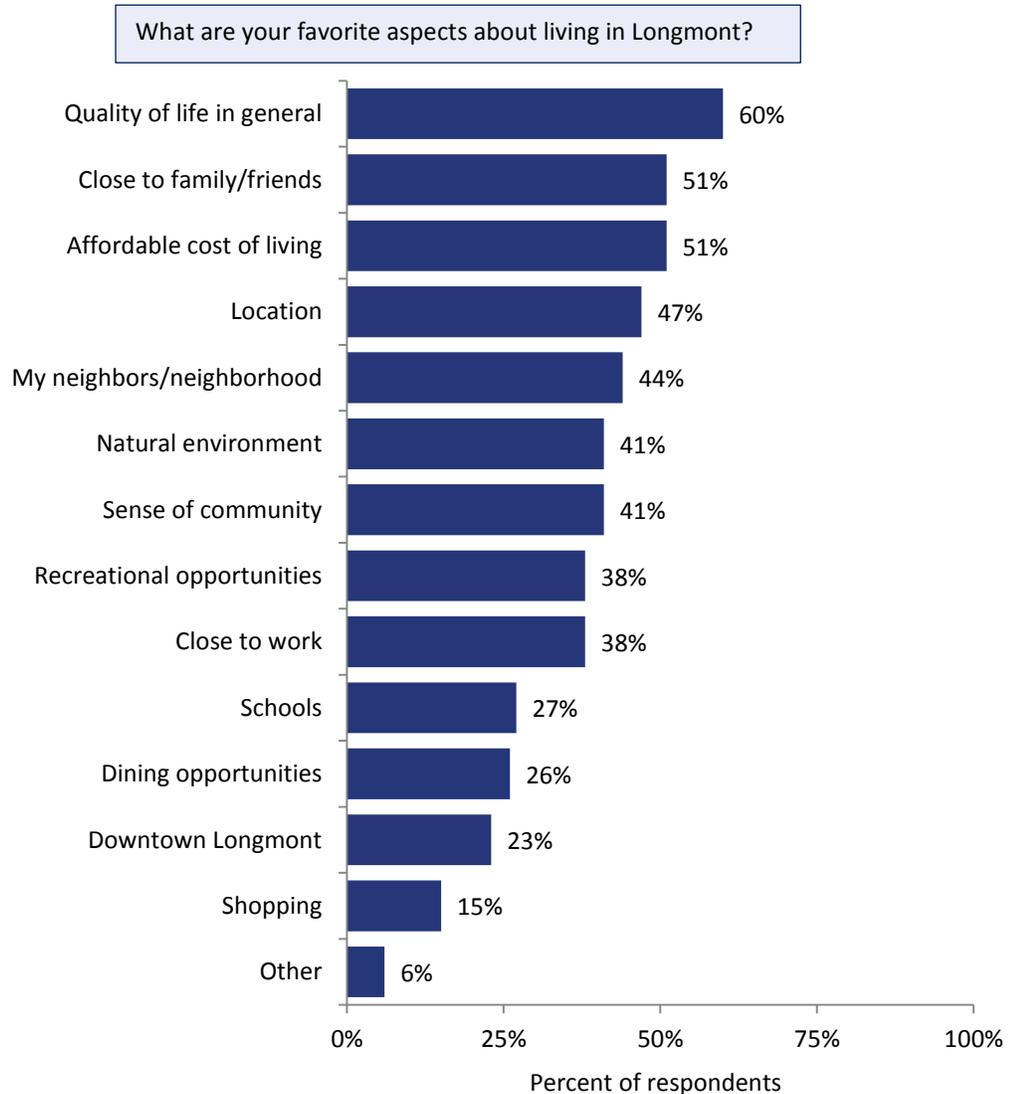
Figure 6: Personal Happiness



Characteristics of Longmont

When asked to select from a list what they considered to be their favorite aspects about living in Longmont, 60% selected quality of life in general. Around half indicated the proximity to family and friends, the affordable cost of living and the location of the city. Just under half included their neighbors or neighborhood as one of their favorite aspects of Longmont. Shopping, Downtown Longmont and dining opportunities were less commonly cited as favorite aspects (by 15%, 23% and 26%, respectively).

Figure 7: Favorite Aspects of Living in Longmont



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

As in previous years, the survey asked respondents to rate various community characteristics as they related to the City of Longmont as a whole. Of the 21 characteristics, eight were new to the 2012 survey.

The most positively rated characteristics of Longmont were the availability of paths and walking trails (rated “excellent” or “good” by 83% of respondents), followed by air quality (76%) and recreational opportunities (70%). Shopping (27%) and opportunities for employment (21%) 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, ease of bus travel and job opportunities in Longmont (see *Appendix B: Frequency of Survey Responses*).

Ratings in 2012 were similar to or higher than 2010. The four aspects of the community that received higher ratings in 2012 included openness and acceptance of the community towards people of diverse backgrounds (59% “good” or higher in 2012 compared with 53% in 2010), sense of community (66% versus 60%), access to affordable quality child care (49% versus 39%) and access to affordable quality housing (49% versus 38%).

Longmont residents rated the ease of bicycle travel more favorably than in other communities in the country though much lower than Front Range communities. The availability of paths and walking trails in Longmont was seen much more positively than the national average and as similar to the Front Range. The remaining dimensions were similar to or less favorable than national and Front Range ratings.

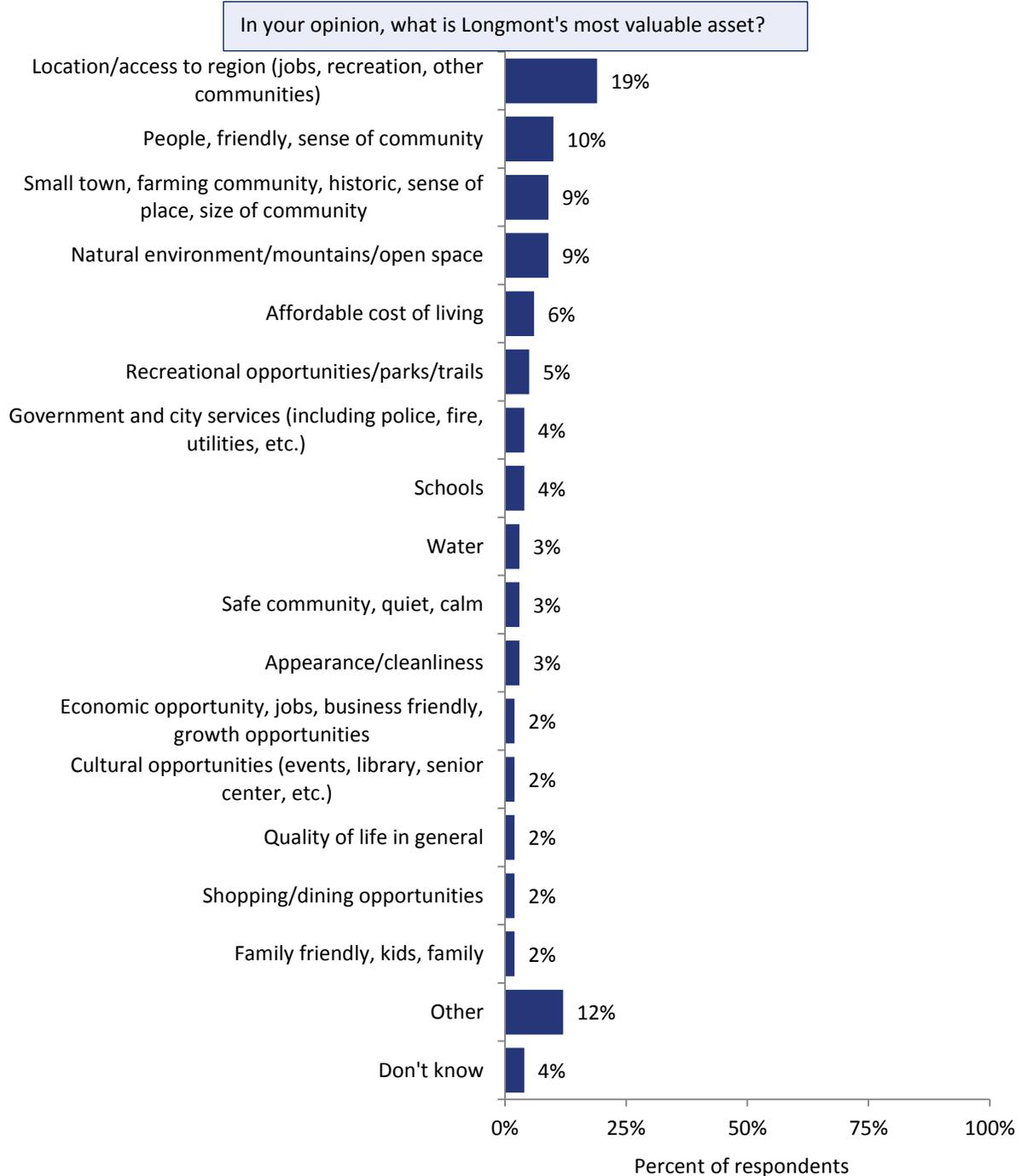
Figure 8: Aspects of the Community Compared Over Time and Benchmarks

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	2012	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996	National comparison	Front Range Comparison
Availability of paths and walking trails	83%	N/A	Much above	Similar										
Air quality	76%	77%	N/A	72%	68%	N/A	Below	Below						
Recreational opportunities	70%	67%	N/A	66%	69%	N/A	75%	N/A	N/A	N/A	N/A	N/A	Similar	Much below
Cleanliness of Longmont	69%	N/A	Much below	Much below										
Ease of walking in Longmont	69%	N/A	Similar	Much below										
Opportunities to attend cultural activities	67%	65%	59%	58%	61%	N/A	60%	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Sense of community	66%	60%	65%	57%	59%	N/A	Much below	Below						
Ease of bicycle travel in Longmont	65%	N/A	Above	Much below										
Overall appearance of the City of Longmont	64%	64%	N/A	62%	69%	N/A	Much below	Much below						
Overall image or reputation of Longmont	64%	N/A	Much below	Much below										
Openness and acceptance of the community towards people of diverse backgrounds	59%	53%	57%	49%	51%	N/A	Much below	Much below						
Ease of car travel in the City of Longmont	59%	55%	N/A	51%	42%	36%	N/A	63%	57%	54%	69%	67%	Below	Much below
Educational opportunities	55%	N/A	Much below	Much below										
Access to affordable quality health care	53%	48%	N/A	41%	42%	N/A	Below	Much below						
Amount of public parking	51%	N/A	Similar	Below										
Overall quality of business and service establishments in Longmont	50%	N/A	Much below	Much below										
Access to affordable quality housing	49%	38%	N/A	34%	31%	N/A	Similar	Below						

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	2012	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996	National comparison	Front Range Comparison
Access to affordable quality child care	49%	39%	N/A	32%	32%	N/A	Similar	Below						
Ease of bus travel in the City of Longmont	41%	38%	N/A	37%	47%	N/A	N/A	63%	63%	56%	56%	61%	Much below	Much below
Shopping opportunities	27%	29%	N/A	39%	57%	N/A	Much below	Much below						
Job opportunities	21%	17%	N/A	23%	31%	N/A	Much below	Much below						

The survey asked residents to write in their own words a description of Longmont’s most valuable asset. These responses were grouped into themes and the full verbatim responses appear in *Appendix D: Verbatim Responses to Open-ended Survey Questions*. About one in five residents (19%) highlighted Longmont’s location as its most valuable asset. This was followed by the friendliness of the community, the small town feel of the community and Longmont’s natural environment, each of which were noted by 1 in 10 respondents.

Figure 9: Longmont's Most Valuable Assets



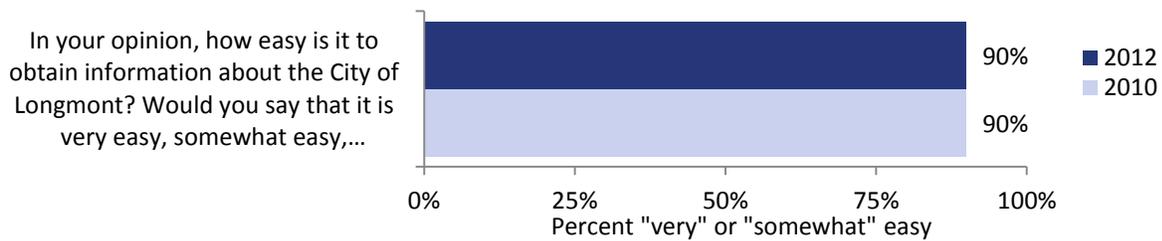
Information and Engagement

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, 9 in 10 residents felt it was “very” or “somewhat” easy to obtain information about the City of Longmont. Perceptions remained stable from 2010 to 2012.

Older residents and homeowners gave higher ratings for ease of obtaining information about the City than other residents (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by Ward or race and ethnicity.

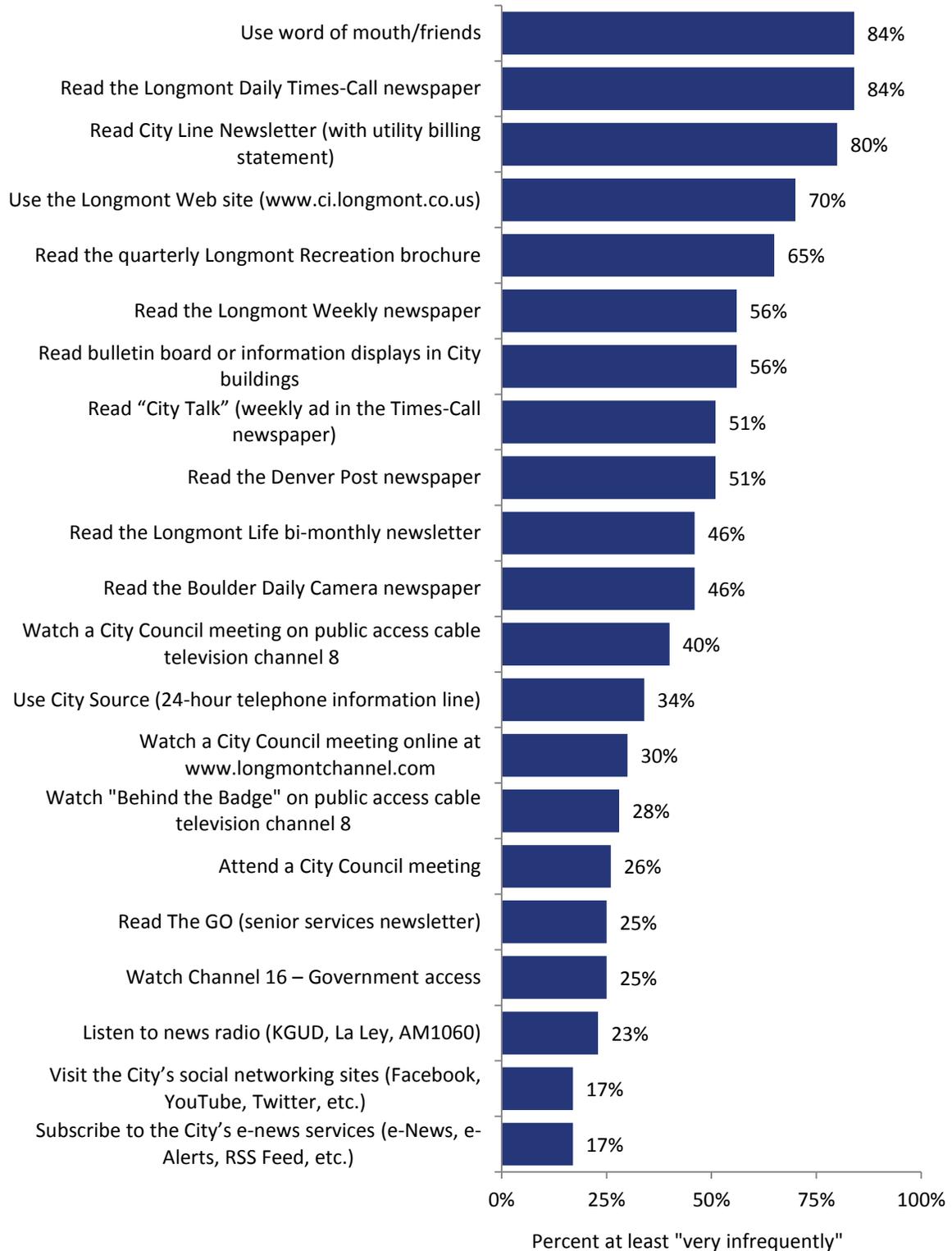
Figure 10: Ease of Getting Information about the City of Longmont Compared Over Time



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 “somewhat” infrequently or more often using friends or word of mouth, reading the Longmont *Daily Times-Call* newspaper or reading the City Line Newsletter. About two-thirds referred to ever using the Longmont Web site or reading the quarterly Longmont Recreation brochure. Seventeen percent each reported visiting the City’s social networking sites or subscribing to the City’s e-news services at least “somewhat” infrequently. In the case of reading the Longmont *Daily Times-Call* newspaper and City Line Newsletter, more than 20% of respondents said “don’t know” (see *Appendix B: Frequency of Survey Responses*).

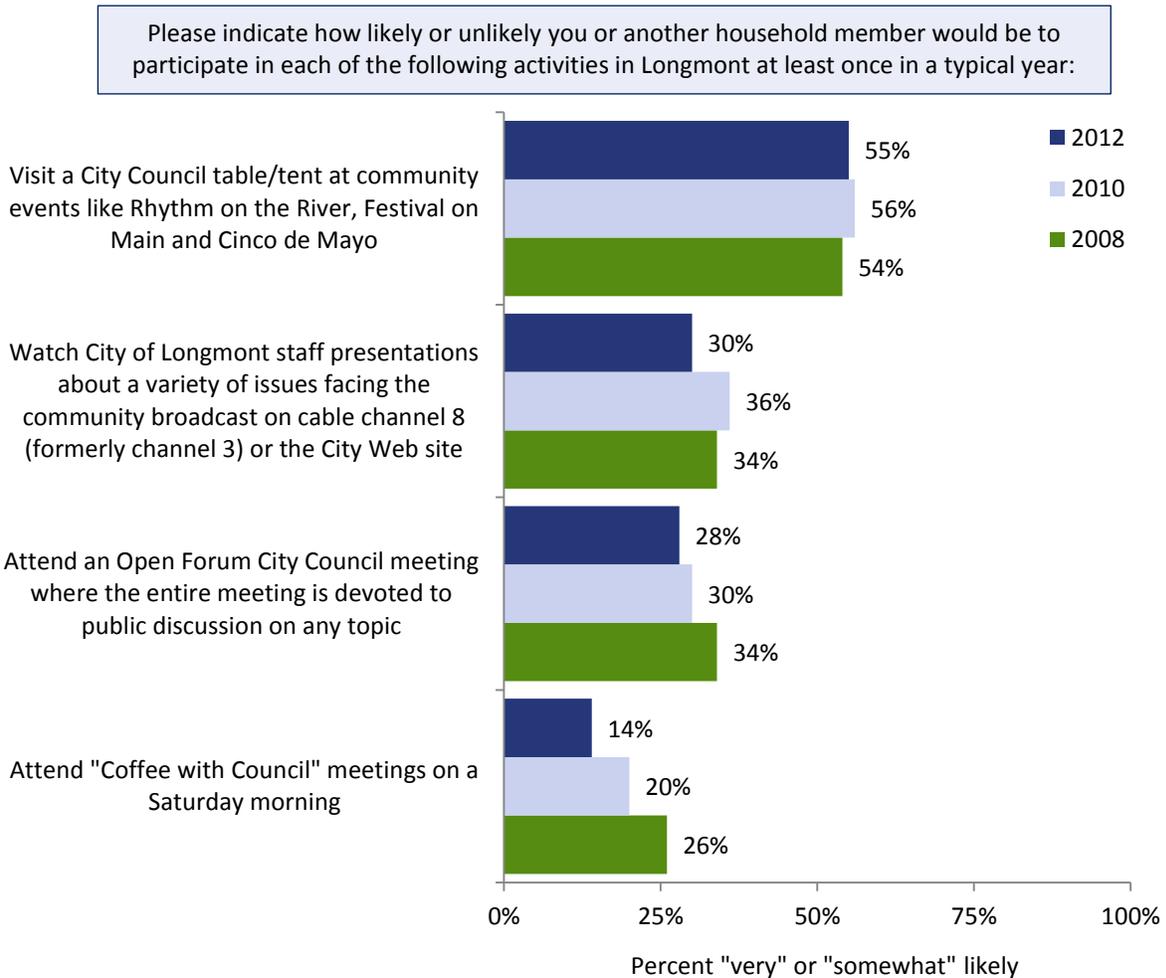
Figure 11: Information Sources

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



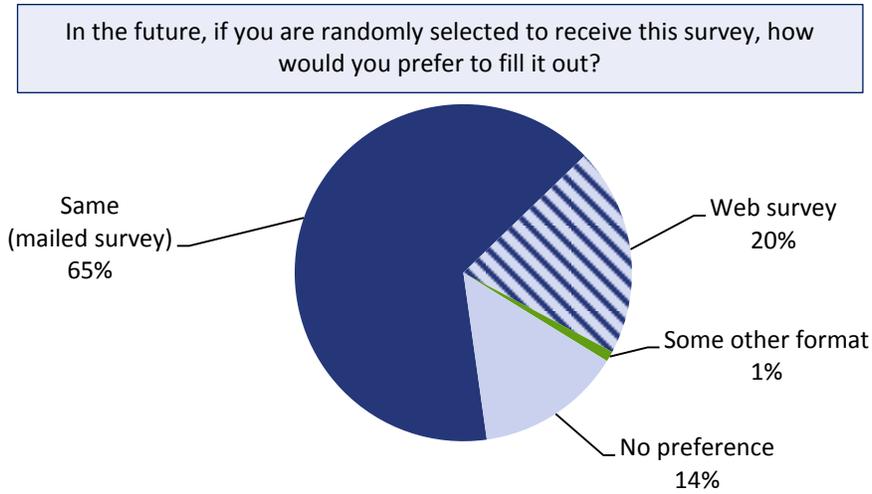
As in 2008 and 2010, survey respondents were shown a list of four possible informational opportunities and asked about their likelihood of participating in each. Residents were most enthusiastic about the option to visit a City Council table or tent at community events such as Rhythm on the River, Festival on Main and Cinco de Mayo (about half indicated that they would be “very” or “somewhat” likely). Three in 10 indicated that they would be at least “somewhat” likely to watch City of Longmont staff presentations on cable channel 8 or the City Web site, and a similar proportion indicated they would attend an Open Forum City Council meeting devoted to public discussion. Fewer (14%) indicated they would attend “Coffee with Council” meetings on a Saturday morning. The likelihood of watching staff presentations or attending “Coffee with Council” meetings declined from 2010 to 2012, while the other options remained stable.

Figure 12: Likelihood of Participating in Activities



When asked about participating in future resident surveys, the majority of respondents (65%) indicated that they would prefer to fill it out in the current mail format. One in five preferred a Web survey option, 1% preferred some other format and 14% had no preference.

Figure 13: Preferred Future Survey Format



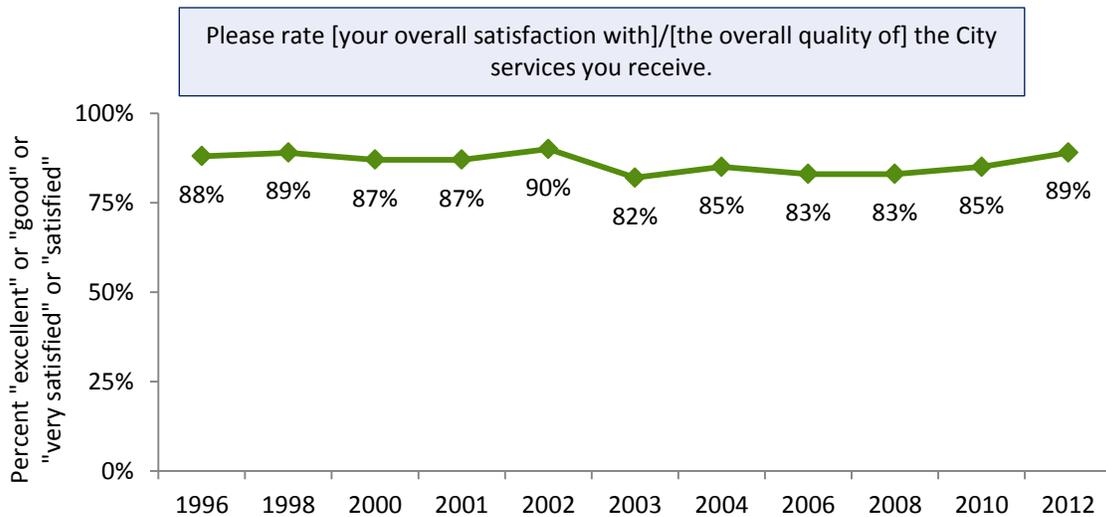
City Services and Employees

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 2012, 89% of Longmont residents rated positively the overall quality of City services (note the detail beneath Figure 14 that describes the response options on the survey). 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.

Older residents and homeowners gave higher ratings to their satisfaction with and overall quality of City services than other residents (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by Ward or race and ethnicity.

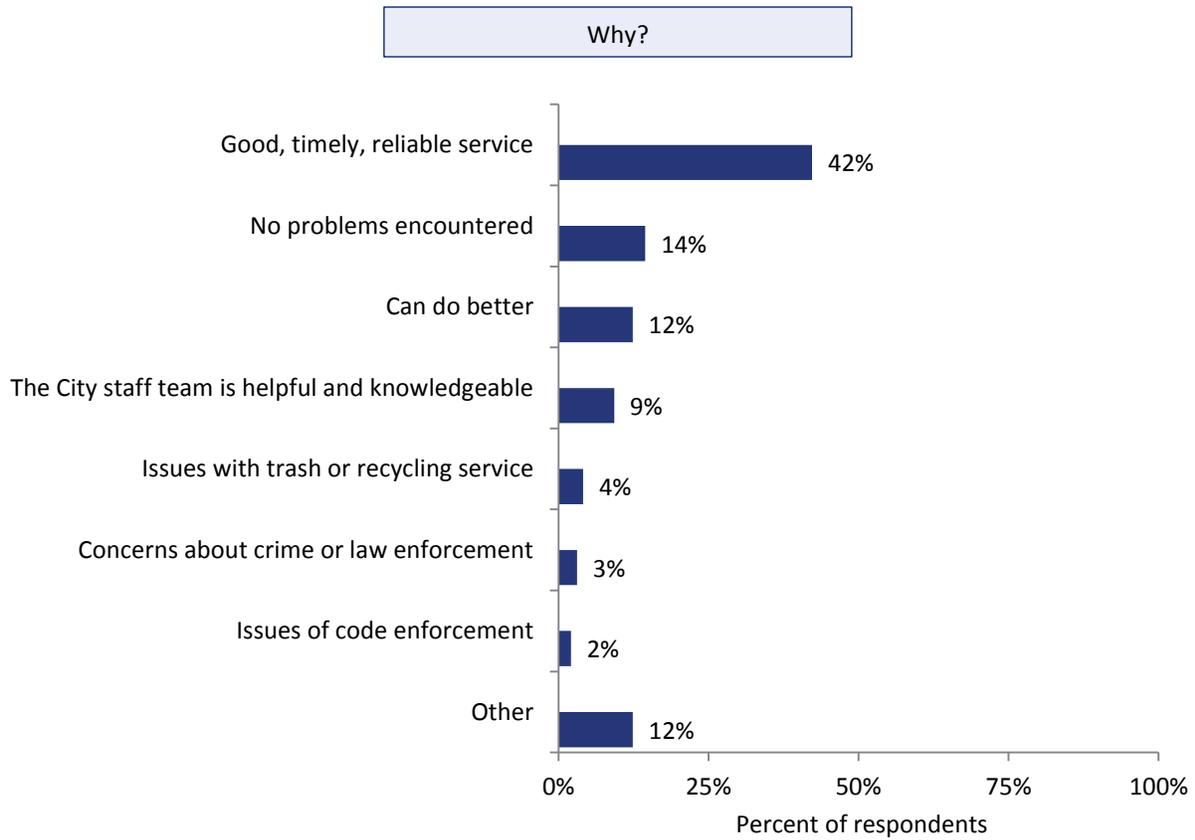
Figure 14: Overall Service Ratings Compared Over Time



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. The decision to use one set of response options or the other will be made for future surveys. Prior to 2012, the "satisfaction" 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 the City’s good, timely and reliable service. About 1 in 10 cited the helpfulness and knowledge of City staff or an “other” reason, and a similar proportion indicated that they had not encountered any problems with their services. Some felt the City could do a better job at providing these services (12%). A complete list of resident responses can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 15: Reasons for Overall Service Ratings



In addition to providing an overall rating of City services, survey respondents rated the quality of 31 specific services in the City of Longmont. Top rated services included weekly trash pick-up and firefighting and rescue services, with 9 in 10 residents reporting these as “excellent” or “good.” A similar proportion gave favorable ratings to sewer services, recycling pick-up, library services and electric services. Lowest rated were planning and code enforcement, with about half of respondents granting positive ratings of quality.

Twenty-four services received ratings in 2012 that were similar to 2010, while seven improved; electric conservation programs, up to 74% “excellent” or “good” from 68% in 2010; fire inspection and fire safety education, 84% in 2012 versus 77% in 2010; code enforcement, 46% versus 39%; timing of traffic signals, 57% versus 47%; crime prevention, 64% versus 53%; youth services sponsored programs, 68% versus 57%; and planning, 52% versus 40%.

More than 20% of respondents answered “don’t know” for youth services sponsored programs, services for seniors, building and housing inspection, planning, fire inspection and fire safety education, emergency dispatch, museum, water conservation programs, electric conservation programs, emergency police services and code enforcement (see *Appendix B: Frequency of Survey Responses*).

Of the 28 services that could be compared to the national average, three were above, 12 were similar to, five were below and eight were much below the benchmark. Of the 23 services that could be compared to other jurisdictions in the Front Range, only recycling pick-up was rated above the benchmark; eight services were rated similar to the benchmark, three were below and eleven much below. Services that were much below both benchmarks included code enforcement, crime prevention, enforcing traffic laws, parks maintenance, library services and firefighting and rescue services.

Figure 16: Service Quality Ratings Compared Over Time and Benchmarks

Please rate the quality of each of the following services in Longmont. (Percent "excellent" or "good")	2012	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996	National comparison	Front Range Comparison
Weekly trash pick up	90%	87%	84%	92%	87%	85%	93%	90%	78%	89%	85%	Similar	Similar
Fire fighting and rescue services	90%	89%	90%	92%	92%	92%	97%	92%	95%	94%	96%	Much below	Much below
Sewer services	87%	84%	84%	88%	87%	82%	91%	86%	88%	87%	94%	Similar	Similar
Twice a month recycling pick up	87%	84%	77%	84%	83%	81%	88%	86%	77%	90%	91%	Above	Above
Library services	87%	85%	83%	89%	84%	89%	95%	96%	94%	96%	97%	Much below	Much below
Electric service	86%	84%	84%	87%	89%	85%	91%	86%	90%	93%	96%	Similar	N/A
Fire inspection and fire safety education	84%	77%	72%	71%	79%	81%	84%	80%	81%	82%	91%	Similar	Similar
Emergency police services	82%	78%	77%	77%	77%	77%	85%	86%	79%	86%	91%	Below	Similar
Emergency dispatch	80%	82%	81%	78%	77%	74%	90%	86%	84%	86%	85%	N/A	N/A
Utility billing	79%	75%	74%	78%	77%	76%	85%	77%	83%	83%	85%	Below	N/A
Snow removal from major streets	78%	78%	73%	76%	84%	83%	77%	78%	78%	74%	70%	Above	Much above
Tap water (quality of drinking water)	78%	78%	79%	77%	78%	78%	85%	83%	79%	83%	93%	Similar	Much below
Maintenance of park grounds and facilities	77%	76%	79%	76%	75%	77%	87%	91%	88%	91%	94%	Much below	Much below
Recreation facilities	76%	76%	69%	74%	74%	77%	83%	65%	66%	63%	74%	Similar	Much below
Recreation programs and classes	75%	71%	67%	74%	68%	70%	84%	72%	68%	77%	80%	Below	Much below
Electric conservation programs	74%	68%	59%	67%	63%	63%	74%	63%	66%	69%	N/A	N/A	N/A
Animal control	74%	71%	70%	67%	69%	N/A	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Services for seniors	72%	68%	65%	78%	67%	69%	87%	79%	31%	21%	17%	Above	Similar
Water conservation programs	70%	71%	59%	68%	68%	67%	72%	67%	64%	70%	74%	N/A	N/A
Street cleaning	68%	67%	64%	71%	72%	66%	74%	79%	76%	81%	84%	Below	Below
Street lighting	68%	69%	68%	71%	71%	67%	76%	82%	81%	79%	81%	Similar	Below
Youth services sponsored programs	68%	57%	53%	58%	49%	57%	66%	63%	53%	39%	36%	Below	Much below
Museum	68%	65%	56%	65%	63%	34%	24%	31%	35%	67%	74%	Much below	N/A
Enforcing traffic laws	66%	61%	57%	54%	57%	45%	33%	27%	68%	71%	71%	Much below	Much below

Please rate the quality of each of the following services in Longmont. (Percent "excellent" or "good")	2012	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996	National comparison	Front Range Comparison
Maintaining landscaping along the public right of way	66%	64%	62%	63%	62%	59%	76%	84%	73%	79%	84%	Much below	N/A
Crime prevention	64%	53%	51%	43%	51%	55%	68%	72%	69%	66%	68%	Much below	Much below
Building and housing inspection	60%	55%	52%	61%	55%	52%	69%	67%	70%	65%	67%	Similar	Below
Street repair and maintenance	58%	53%	50%	62%	56%	44%	54%	56%	48%	52%	50%	Similar	Similar
Timing of traffic signals	57%	47%	47%	44%	48%	46%	59%	62%	50%	56%	49%	Similar	Similar
Planning	52%	40%	36%	42%	42%	41%	62%	56%	50%	57%	55%	Similar	N/A
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	46%	39%	37%	35%	37%	33%	52%	61%	48%	53%	52%	Much below	Much below

Key Driver Analysis

Knowing where to focus limited resources to improve services or communication, and therefore also residents' opinions of local government, requires information that targets the service areas that are most important to residents. In local government, core services – like fire protection or others directed at safety– invariably land at the top of the list created when residents are asked about the most important City services. While these are essential, and should remain the focus of continuous monitoring and improvement where necessary, they are unlikely to fully explain residents' opinions of the city.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

By using Key Driver Analysis, NRC's approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services.

A Key Driver Analysis (KDA) was conducted for the City of Longmont by examining the relationships between ratings of each service and ratings of the City's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Longmont can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2012 City of Longmont Action Chart™ on the following page combines three dimensions of performance:

- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey.
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

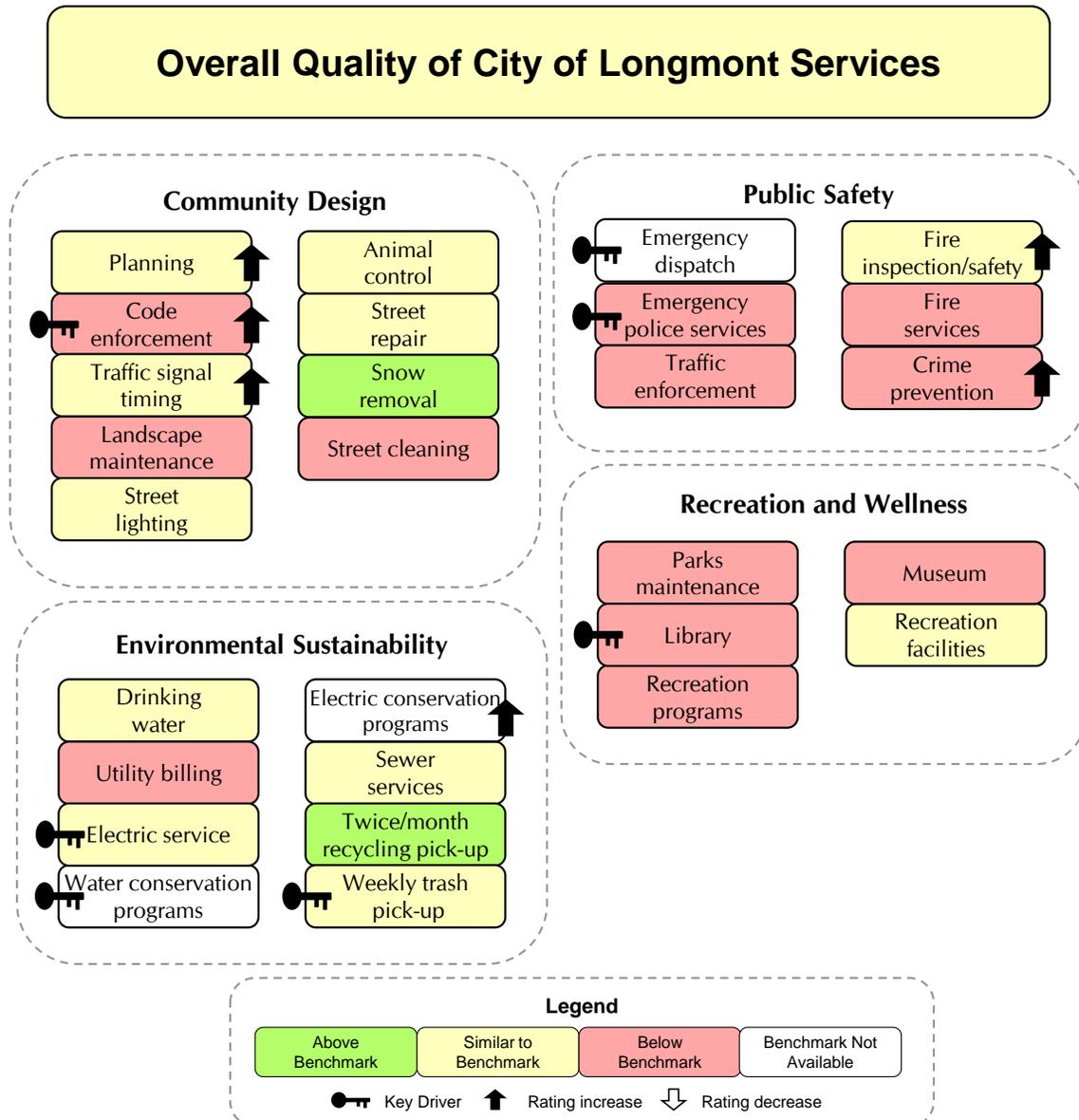
Twenty-eight services were included in the KDA for the City of Longmont. Seven of these services were identified as key drivers for the City: code enforcement, electric service, emergency dispatch, emergency police services, library services, water conservation programs and weekly trash pick up. Two of the key drivers were rated similarly to the national benchmark, three were below and two had no comparison available. Ratings for most key drivers were similar to 2010 ratings, though code enforcement was rated higher in 2012 than in 2010.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark or

had ratings that decreased over time. In Longmont, code enforcement, emergency police services and library services were below the benchmark and electric service and weekly trash pick up were similar to the benchmark. These are services on which the City may want to keep a watchful eye to maintain and improve the favorable ratings of the overall quality of City services. Because emergency dispatch and water conservation programs do not have benchmark data, these are areas for watchful waiting.

Services with a high percent of respondents answering “no opinion” (i.e., more than 40%) were excluded from the analysis and were considered services that would be less influential. See *Appendix B: Frequency of Survey Responses* for the percent “no opinion” for each service.

Figure 17: Longmont 2012 Action Chart™



Contact with the City

In 2012, 46% of respondents indicated that they had contacted the City of Longmont to request services within the two years prior to the survey, a proportion similar to 2010. 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 2012, respondents who had contacted the City about a service within the past two years were most likely to have done so for utility billing, with 4 in 10 indicating this service (and 17% reporting it as their most recent contact). About one-third had contacted the City regarding library services, recreation centers or police services. Few had inquired about services relating to the City Manager’s Office or the City Attorney or Prosecutor.

Figure 18: Contact with the City to Request Services

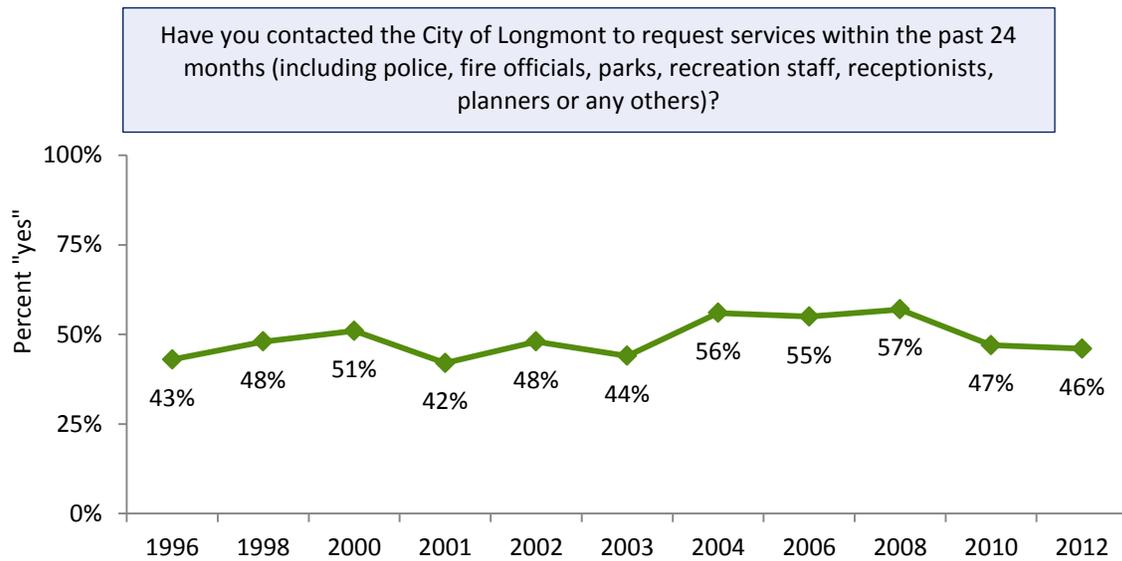


Figure 19: Services Requested in Previous 24 Months

	For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)*	For which service did you most recently contact the City? (Check only one.)
Utility Billing (Water, Electric, Sewer and Trash)	42%	17%
Library	34%	7%
Recreation Center(s)	33%	13%
Police	33%	16%
Trash/Recycling	19%	7%
Longmont Power and Communications (Electric Utility)	17%	5%
Parks/Golf	17%	5%
Animal Control	16%	6%
Building Inspection	15%	7%
Code Enforcement	13%	3%
Water/Sewer	9%	3%
Human Resources	9%	3%
Museum	9%	0%
Fire	7%	3%
Streets/Snow Removal	5%	1%
Senior Services	4%	2%
Municipal Court	4%	0%
Youth Services	3%	1%
Housing	3%	1%
Sales Tax	2%	1%
Economic Development	2%	0%
City Manager's Office	1%	0%
City Attorney/Prosecutor	1%	0%

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

Survey respondents 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 9 in 10 rating employees' respectful treatment and knowledge of the issue as "excellent" or "good." Nearly as many gave such ratings to the ease of getting in touch with the employee, as well as the employee's willingness to help or understand. Eight in 10 gave "excellent" or "good" marks to how quickly the issue was handled and to their overall impression of their most recent contact with a City employee.

Ease of contacting employees improved from 2010 to 2012, otherwise ratings were consistent. Timeliness of response was a new question for 2012.

Longmont residents' ratings of City employees' respectfulness, knowledge, ease of contact and overall impression were similar to the Front Range benchmarks. Ratings of Longmont employees' respectfulness and willingness to help or understand were above the national benchmark, while knowledge, accessibility and overall impression were similar to the national benchmark.

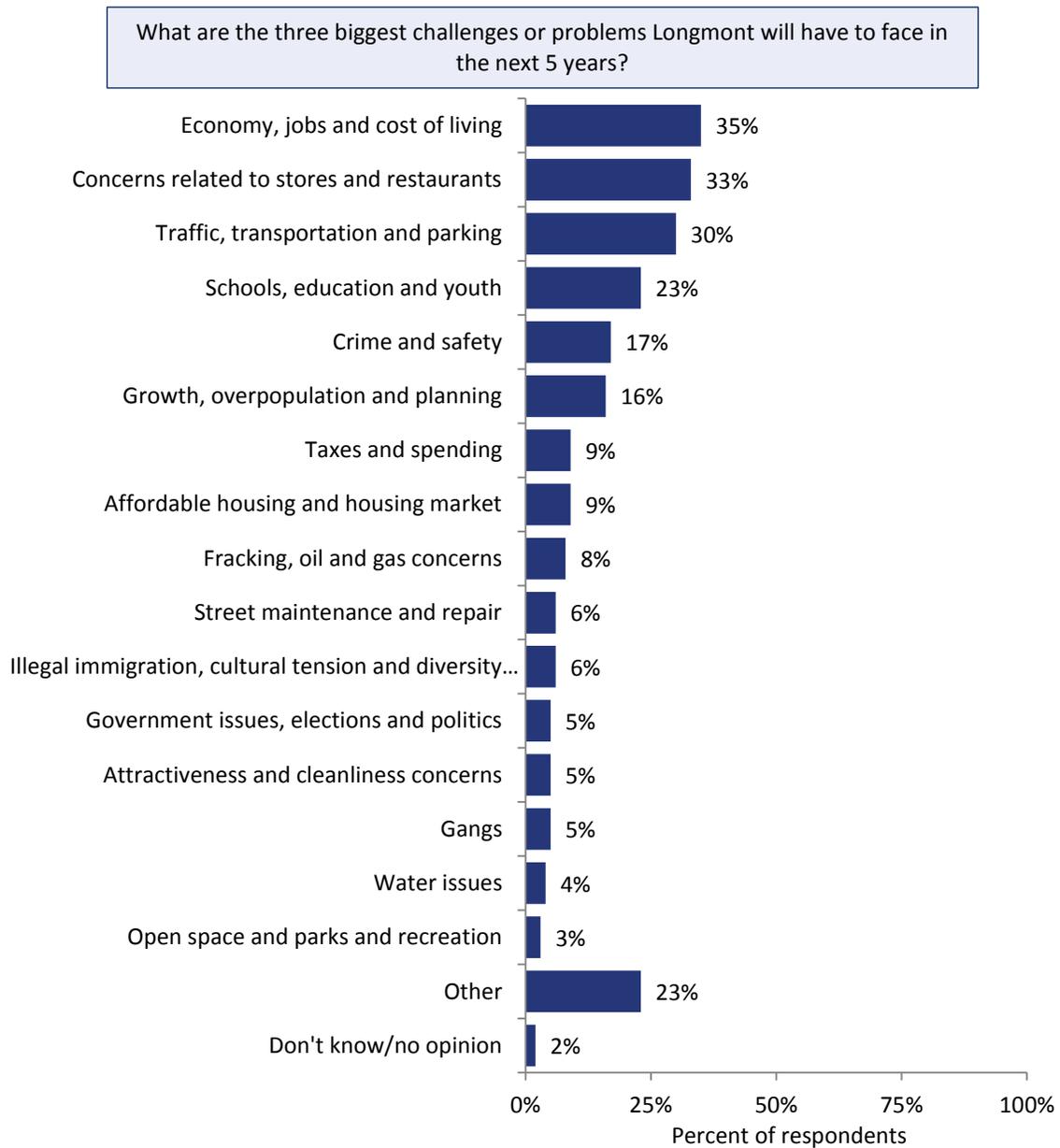
Figure 20: Employee Ratings Compared Over Time and Benchmarks

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

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. In response, the problems that the residents most often mentioned were economy, jobs and cost of living (mentioned by 35% of residents); concerns related to stores and restaurants (33%); and traffic, transportation and parking (30%). 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.

In addition to identifying the challenges faced by the City over the next five years, the survey listed 15 specific potential problems and asked respondents to rate the extent that each was a problem in Longmont. The problems most commonly rated “moderate” or “major” were perceived lack of growth and too much growth (each by about one-third of respondents). About one in five cited issues affecting the appearance or environment of Longmont, including weeds, noise, graffiti and junk vehicles. The areas that were least likely to be listed as problems in Longmont were drugs (5%) and crime (4%). For the degree to which methamphetamine labs and home foreclosures were a problem in Longmont, more than 20% of respondents answered “don’t know” (see *Appendix B: Frequency of Survey Responses*).

Compared to 2010, fewer respondents were concerned about too little growth (35% in 2012 versus 45% in 2010) and more were concerned about excessive growth (34% versus 25%), weeds (24% versus 16%) and graffiti (22% versus 8%,).

Figure 22: Potential Problems in Longmont

To what degree, if at all, are each of the following a problem in Longmont?	2012	2010	2008	2006	2004	2002	2001	2000	1998	1996
Lack of growth	35%	45%	56%	70%	73%	N/A	N/A	N/A	N/A	N/A
Too much growth	34%	25%	18%	8%	9%	N/A	N/A	N/A	N/A	N/A
Weeds	24%	16%	18%	20%	17%	N/A	N/A	N/A	N/A	N/A
Noise	23%	21%	20%	15%	14%	N/A	N/A	N/A	N/A	N/A
Graffiti	22%	8%	7%	4%	9%	N/A	N/A	N/A	N/A	N/A
Junk vehicles	22%	18%	15%	12%	15%	N/A	N/A	N/A	N/A	N/A
Unsupervised youth	15%	11%	9%	9%	4%	N/A	N/A	N/A	N/A	N/A
Traffic congestion	13%	11%	8%	4%	6%	14%	16%	8%	16%	20%
Methamphetamine labs	13%	10%	7%	9%	7%	N/A	N/A	N/A	N/A	N/A
Run down buildings	12%	12%	10%	14%	14%	N/A	N/A	N/A	N/A	N/A
Homelessness	10%	12%	11%	15%	13%	N/A	N/A	N/A	N/A	N/A
Vandalism	7%	5%	5%	5%	2%	N/A	N/A	N/A	N/A	N/A
Home foreclosures	7%	3%	3%	N/A						
Drugs	5%	5%	4%	4%	3%	N/A	N/A	N/A	N/A	N/A
Crime	4%	2%	3%	2%	4%	N/A	N/A	N/A	N/A	N/A

Percent reporting "major" or "moderate" problem

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. Just the City’s size and population growth rates were seen as the right level by a majority of respondents (73% and 59%, respectively). Jobs, industrial and retail growth were seen as “somewhat” or “much” too slow by 87%, 64% and 67% of respondents. For industrial 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 much more likely to see jobs and retail growth as too slow and much less likely to see population growth as too fast. Benchmark comparisons were not available for the other dimensions of growth.

Figure 23: Perceptions of the Speed of Growth

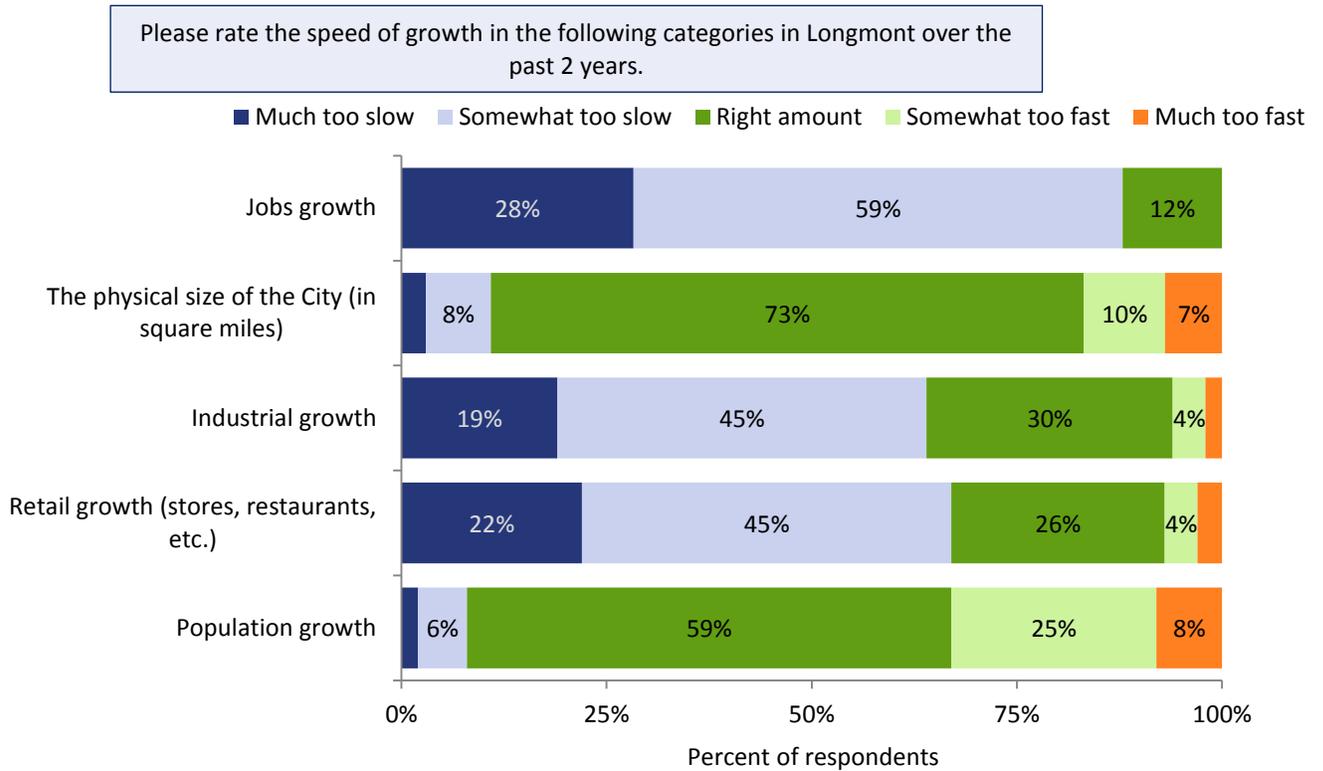


Figure 24: Perceptions of the Speed of Growth Benchmarks

	National comparison	Front Range Comparison
Jobs growth seen as too slow	Much more	Much more
Population growth seen as too fast	Much less	Much less
Retail growth (stores, restaurants, etc.) seen as too slow	Much more	Much more

Discrimination

Discrimination by City employees was explored in a pair of questions on the survey. A small number of survey respondents (28) 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.

Figure 25: Inappropriate Treatment by City Employee

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

Policy Questions

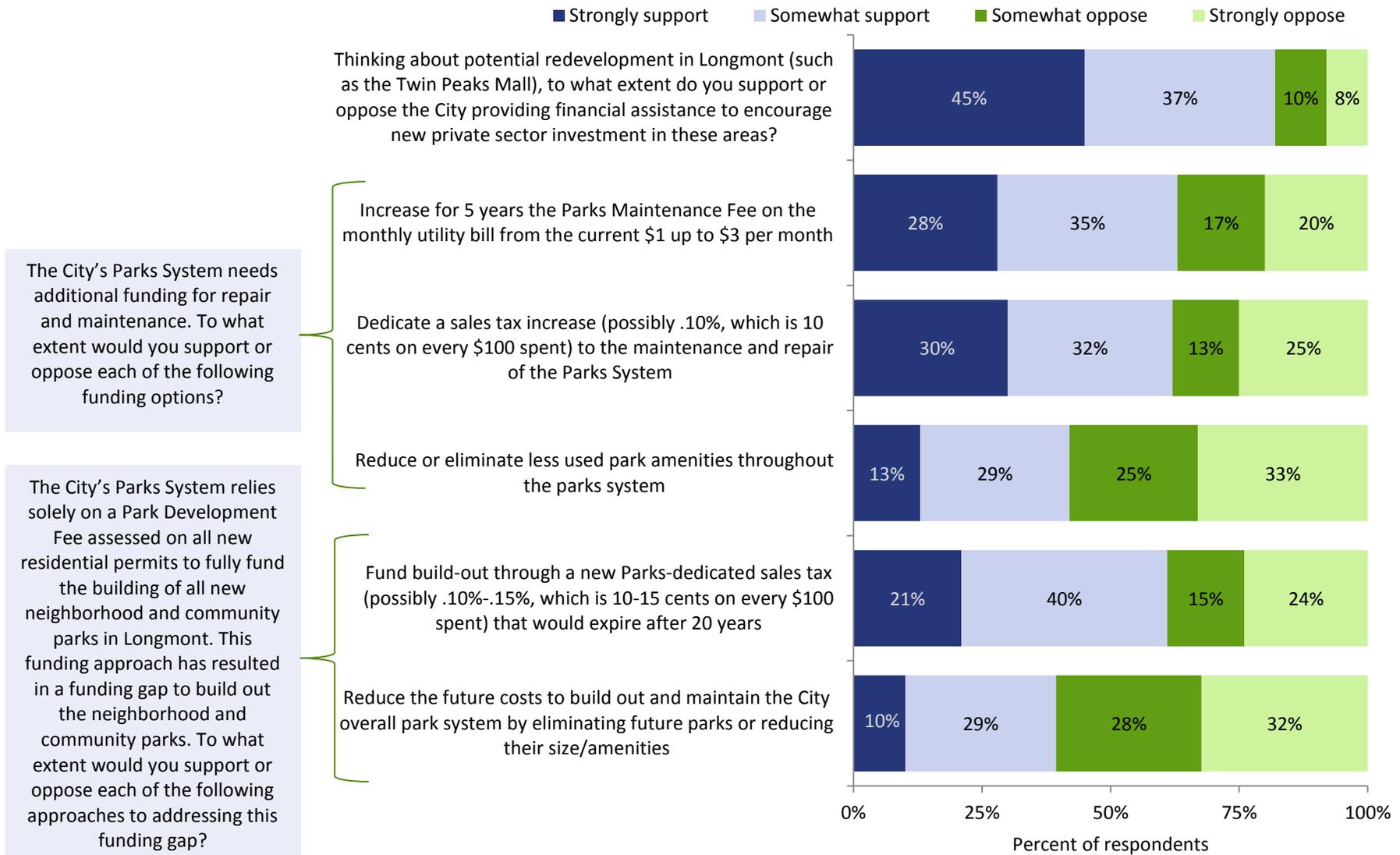
A series of questions on the survey asked residents for their opinions in three policy areas, including redevelopment, approaches for funding Parks System repair and for addressing a funding gap to build out neighborhood and community parks.

When thinking about potential redevelopment in Longmont (such as the Twin Peaks Mall), 8 in 10 residents “strongly” or “somewhat” supported providing financial assistance to encourage new private sector investment. Residents of Ward 1 were most likely to support this idea, but support did not vary by age, homeownership or race and ethnicity (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

In regards to supporting the City’s Parks System, two out of the three measures presented had support from the majority of Longmont residents. About two-thirds of residents “strongly” or “somewhat” supported a .1% increase in sales tax or increasing the Parks Maintenance Fee up to three dollars. About one-fourth to one-fifth strongly opposed these measures. Reducing or eliminating less used park amenities was not as popular; the majority of residents “strongly” or “somewhat” opposed this idea (58%). Younger residents were more likely to support increasing the Parks Maintenance Fee and younger residents and residents of Ward 1 were more likely to support increasing the sales tax (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

To address the funding gap for building out neighborhood and community parks residents more commonly supported a dedicated sales tax than scaling down future costs to build and maintain these parks. About 6 in 10 residents “strongly” or “somewhat” supported a potential 0.10% to 0.15% sales tax, while about the same number “strongly” or “somewhat” opposed eliminating or reducing the size or amenities of future parks. Older residents were more likely to support reducing future costs and oppose a Parks-dedicated sales tax than younger residents (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 26: Potential Redevelopment and Parks System Funding



Appendix A: Respondent Characteristics

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

Figure 27: Respondent Length of Residency

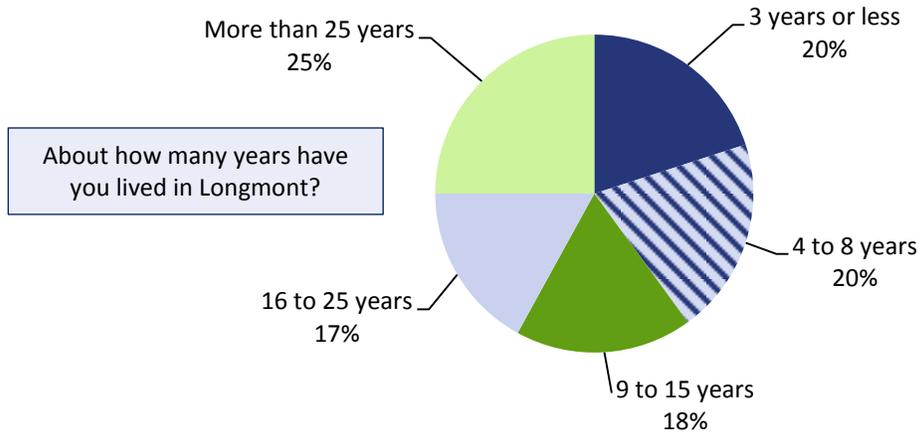


Figure 28: Respondent Housing Unit Type

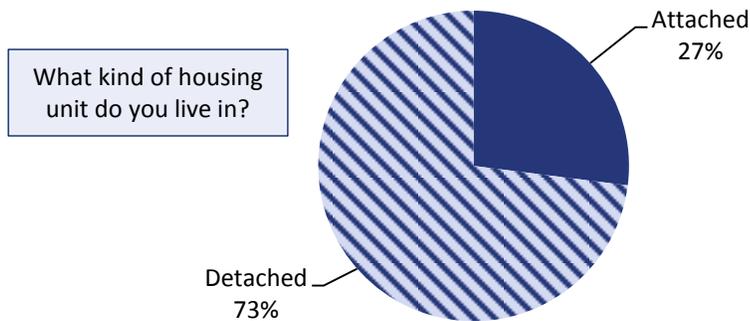


Figure 29: Respondent Housing Tenure

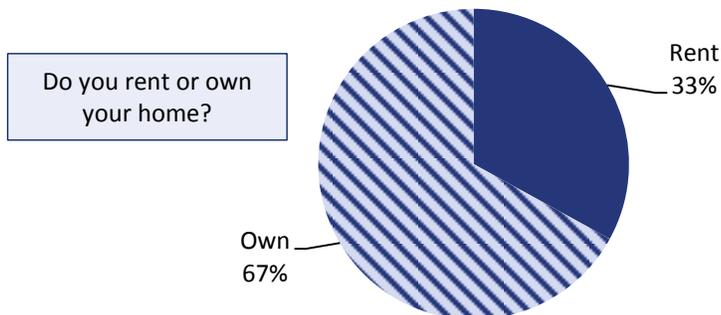


Figure 30: Respondent City of Employment

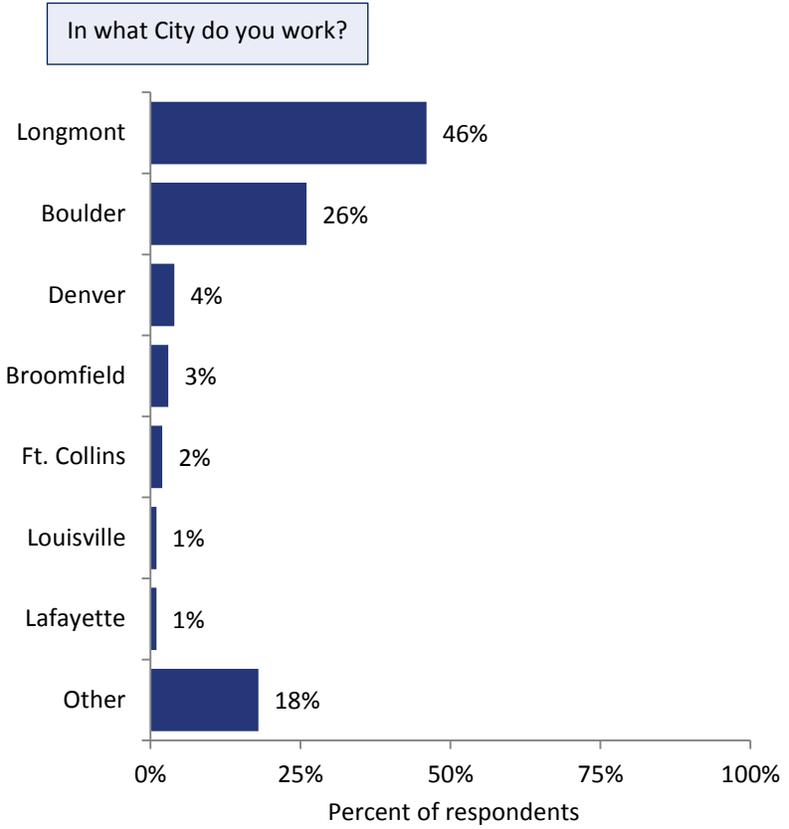


Figure 31: Respondent Ethnicity

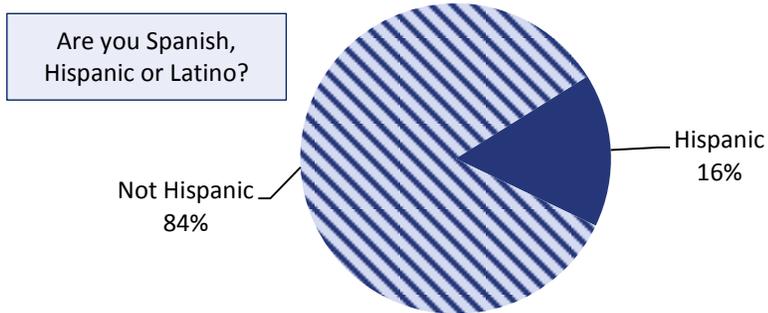


Figure 32: Respondent Race

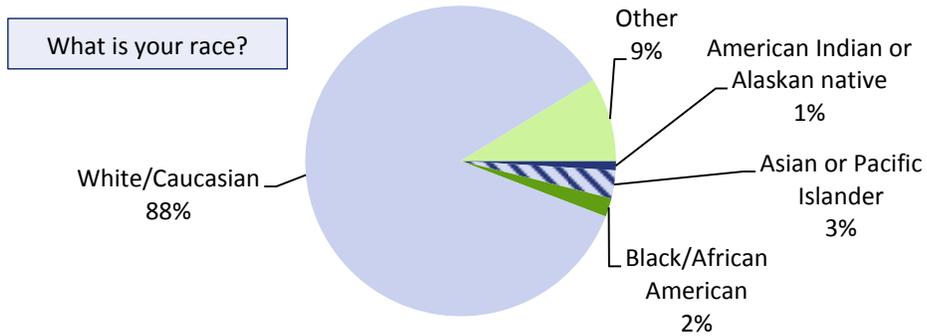


Figure 33: Respondent Age

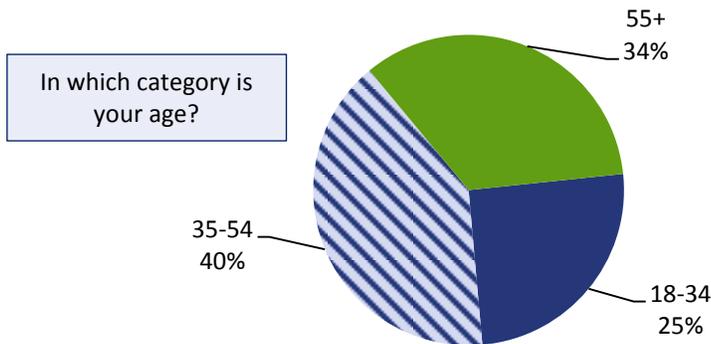


Figure 34: Respondent Gender

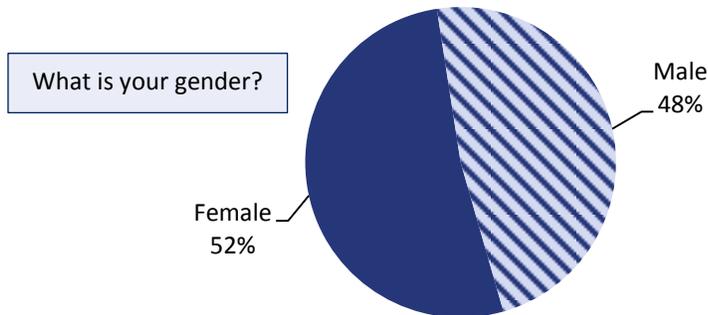


Figure 35: Respondent Education Level

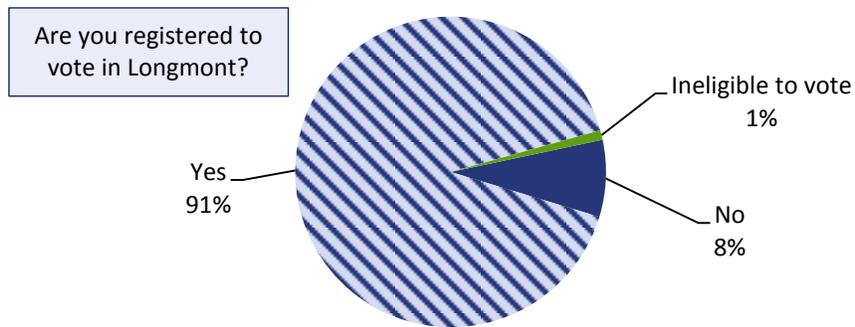
What is the highest degree or level of school you have completed?	Percent of respondents
12th grade or less, no diploma	6%
High school diploma	29%
Some college, no degree	15%
Associate's degree (e.g., AA, AS)	8%
Bachelor's degree (e.g., BA, AB, BS)	25%

What is the highest degree or level of school you have completed?	Percent of respondents
Graduate degree or professional degree	17%
Total	100%

Figure 36: Respondent Household Income

About how much was your household's total income before taxes for all of 2011?	Percent of respondents
Less than \$24,999	21%
\$25,000 to \$49,999	26%
\$50,000 to \$99,999	33%
\$100,000 to \$149,999	13%
\$150,000 to \$199,999	5%
\$200,000 or more	2%
Total	100%

Figure 37: Respondent Voter Registration Status



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. Eliminating “don’t know” responses allows for easier comparison between evaluative responses.

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?	32%	52%	15%	1%	100%
How would you rate your neighborhood as a place to live?	30%	47%	19%	4%	100%
How would you rate Longmont as a place to raise children?	27%	52%	16%	6%	100%
How would you rate Longmont as a place to retire?	21%	42%	30%	7%	100%
How would you rate Longmont as a place to shop?	5%	20%	45%	30%	100%
How would you rate Longmont as a place to work?	13%	33%	39%	15%	100%
How would you rate your overall quality of life in Longmont?	23%	56%	18%	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 of respondents
Growth, overpopulation and planning	16%
Traffic, transportation and parking	30%
Illegal immigration, cultural tension and diversity issues	6%
Schools, education and youth	23%
Street maintenance and repair	6%
Gangs	5%
Water issues	4%
Crime and safety	17%
Attractiveness and cleanliness concerns	5%
Economy, jobs and cost of living	36%
Affordable housing and housing market	9%
Concerns related to stores and restaurants	34%
Taxes and spending	9%
Open space and parks and recreation	3%
Government issues, elections and politics	5%
Fracking, oil and gas concerns	8%
Other	24%
Total	100%

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	4%	37%	50%	10%	100%
Drugs	5%	27%	43%	26%	100%
Too much growth	34%	29%	27%	11%	100%
Lack of growth	35%	31%	26%	7%	100%
Graffiti	22%	47%	26%	5%	100%
Noise	23%	45%	23%	9%	100%
Run down buildings	12%	41%	33%	14%	100%
Junk vehicles	22%	50%	21%	7%	100%
Traffic congestion	13%	37%	36%	14%	100%
Unsupervised youth	15%	45%	29%	11%	100%
Homelessness	10%	43%	34%	14%	100%
Weeds	24%	45%	22%	10%	100%
Methamphetamine labs	13%	33%	30%	25%	100%
Vandalism	7%	39%	36%	17%	100%
Home foreclosures	7%	30%	44%	20%	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	14%	52%	26%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	49%	32%	9%	100%
Overall appearance of the City of Longmont	11%	53%	31%	4%	100%
Cleanliness of Longmont	14%	55%	27%	3%	100%
Opportunities to attend cultural activities	17%	50%	25%	8%	100%
Overall quality of business and service establishments in Longmont	8%	42%	38%	12%	100%
Shopping opportunities	4%	23%	39%	34%	100%
Air quality	14%	61%	22%	2%	100%
Recreational opportunities	21%	48%	24%	7%	100%
Availability of paths and walking trails	33%	50%	15%	2%	100%
Job opportunities	2%	18%	48%	31%	100%
Educational opportunities	7%	48%	34%	11%	100%
Access to affordable quality housing	6%	42%	36%	15%	100%
Access to affordable quality child care	6%	42%	38%	13%	100%
Access to affordable quality health care	10%	43%	33%	14%	100%
Ease of car travel in the City of Longmont	14%	45%	33%	8%	100%
Ease of bus travel in the City of Longmont	9%	32%	30%	29%	100%
Ease of bicycle travel in Longmont	18%	48%	27%	8%	100%
Ease of walking in Longmont	17%	52%	26%	5%	100%
Amount of public parking	10%	41%	36%	12%	100%
Overall image or reputation of Longmont	11%	53%	27%	9%	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	22%	55%	18%	4%	100%
Street repair and maintenance	10%	48%	33%	9%	100%
Street cleaning	13%	55%	27%	6%	100%
Street lighting	13%	55%	28%	4%	100%
Timing of traffic signals	9%	48%	31%	12%	100%
Tap water (quality of drinking water)	38%	40%	16%	5%	100%
Sewer services	25%	62%	12%	1%	100%
Water conservation programs	16%	53%	22%	8%	100%
Electric service	35%	52%	12%	2%	100%
Electric conservation programs	23%	52%	20%	5%	100%
Utility billing	25%	54%	18%	2%	100%
Weekly trash pick up	39%	50%	9%	2%	100%
Twice a month recycling pick up	40%	47%	11%	2%	100%
Recreation facilities	26%	50%	19%	5%	100%
Recreation programs and classes	23%	52%	20%	5%	100%
Library services	35%	51%	11%	2%	100%
Youth services sponsored programs	16%	52%	23%	9%	100%
Services for seniors	23%	50%	23%	5%	100%
Museum	19%	49%	25%	6%	100%
Enforcing traffic laws	13%	53%	24%	10%	100%
Crime prevention	12%	52%	28%	9%	100%
Fire fighting and rescue services	33%	57%	8%	1%	100%
Fire inspection and fire safety education	29%	56%	14%	2%	100%
Emergency police services	27%	54%	14%	5%	100%
Emergency dispatch	29%	51%	16%	4%	100%
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	10%	37%	35%	19%	100%
Building and housing inspection	15%	45%	31%	10%	100%
Planning	9%	42%	35%	13%	100%
Maintaining landscaping along the public right of way	16%	50%	27%	7%	100%
Maintenance of park grounds and facilities	20%	57%	18%	5%	100%
Animal control	15%	60%	19%	7%	100%

Table 6: Question 6 ("satisfaction" scale)

Please rate your overall satisfaction with the City services you receive.	Percent of respondents
Very satisfied	28%
Satisfied	59%
Neither satisfied nor dissatisfied	11%
Dissatisfied	1%
Very dissatisfied	2%
Total	100%

Table 7: Question 6 ("excellent to poor" scale)

Please rate the overall quality of the City services you receive.	Percent of respondents
Excellent	27%
Good	64%
Fair	7%
Poor	2%
Total	100%

Table 8: Question 6a

Why?	Percent of respondents
No problems encountered	15%
Good, timely, reliable service	42%
Concerns about crime or law enforcement	3%
Issues with trash or recycling service	5%
Issues of code enforcement	2%
Can do better	12%
The City staff team is helpful and knowledgeable	9%
Other	12%
Total	100%

Table 9: 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	2%	6%	59%	25%	8%	100%
Retail growth (stores, restaurants, etc.)	22%	45%	26%	4%	3%	100%
Industrial growth	19%	45%	30%	4%	2%	100%
The physical size of the City (in square miles)	3%	8%	73%	10%	7%	100%
Jobs growth	28%	59%	12%	0%	0%	100%

Table 10: 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 of respondents
Yes	46%
No	54%
Total	100%

Table 11: Question 9

For which service or services did you contact the City within the past 24 months?	Percent of respondents
Water/Sewer	9%
Utility Billing (Water, Electric, Sewer and Trash)	42%
Longmont Power and Communications (Electric Utility)	17%
Streets/Snow Removal	5%
Recreation Center(s)	33%
Parks/Golf	17%
Human Resources	9%
Animal Control	16%
Police	33%
Fire	7%
Building Inspection	15%
Trash/Recycling	19%
Youth Services	3%
Senior Services	4%
Sales Tax	2%
Library	34%
City Manager's Office	1%
Economic Development	2%
Code Enforcement	13%
Housing	3%
City Attorney/Prosecutor	1%
Municipal Court	4%
Museum	9%
Total	100%

Table 12: Question 10

For which service did you most recently contact the City? (Check only one.)	Percent of respondents
Water/Sewer	3%
Utility Billing (Water, Electric, Sewer and Trash)	17%
Longmont Power and Communications (Electric Utility)	5%
Streets/Snow Removal	1%
Recreation Center(s)	13%
Parks/Golf	5%
Human Resources	3%
Animal Control	6%
Police	16%
Fire	3%
Building Inspection	7%
Trash/Recycling	7%
Youth Services	1%
Senior Services	2%
Sales Tax	1%
Library	7%
City Manager's Office	0%
Economic Development	0%
Code Enforcement	3%
Housing	1%
City Attorney/Prosecutor	0%
Municipal Court	0%
Museum	0%
Total	100%

Table 13: 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	50%	37%	8%	4%	100%
Treated you with respect	61%	29%	5%	4%	100%
Willingness to help or understand	55%	29%	8%	7%	100%
How easy it was to get in touch with the employee	48%	39%	10%	4%	100%
How quickly the issue was handled	51%	32%	7%	9%	100%
Overall impression	49%	34%	9%	8%	100%

Table 14: Question 12

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

Table 15: Question 12a

If yes, did you report the inappropriate behavior to a public official?	Percent of respondents
Yes	16%
No	84%
Total	100%

Table 16: Question 13

In your opinion, how easy is it to obtain information about the City of Longmont?	Percent of respondents
Very easy	37%
Somewhat easy	53%
Somewhat difficult	8%
Very difficult	1%
Total	100%

Table 17: 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%	10%	20%	65%	100%
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	4%	24%	25%	47%	100%
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 (formerly channel 3) or the City Web site	7%	23%	24%	45%	100%
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	20%	35%	16%	29%	100%

Table 18: 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	74%	18%	5%	1%	1%	100%
Watch a City Council meeting online at www.longmontchannel.com	70%	19%	7%	4%	1%	100%
Watch a City Council meeting on public access cable television channel 8	60%	20%	11%	7%	2%	100%
Watch "Behind the Badge" on public access cable television channel 8	72%	16%	8%	3%	2%	100%
Read bulletin board or information displays in City buildings	44%	25%	17%	12%	2%	100%
Watch Channel 16 Government access	75%	13%	7%	3%	2%	100%
Read City Line Newsletter (with utility billing statement)	20%	12%	12%	26%	30%	100%
Use City Source (24-hour telephone information line)	66%	23%	7%	2%	2%	100%
Read The GO (senior services newsletter)	75%	9%	6%	5%	4%	100%
Use the Longmont Web site (www.ci.longmont.co.us)	30%	15%	16%	25%	13%	100%
Read the Longmont Daily Times-Call newspaper	16%	17%	16%	15%	36%	100%
Read the Boulder Daily Camera newspaper	54%	21%	12%	8%	4%	100%
Read the Denver Post newspaper	49%	22%	11%	10%	8%	100%
Read the Longmont Weekly newspaper	44%	23%	16%	11%	7%	100%
Read the Longmont Life bi-monthly newsletter	54%	16%	10%	13%	6%	100%
Read "City Talk" (weekly ad in the Times-Call newspaper)	49%	17%	13%	11%	11%	100%
Subscribe to the City e-news services (e-News, e-Alerts, RSS Feed, etc.)	83%	6%	6%	3%	2%	100%
Visit the City social networking sites (Facebook, YouTube, Twitter, etc.)	83%	6%	4%	5%	3%	100%
Read the quarterly Longmont Recreation brochure	35%	13%	15%	21%	15%	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
Listen to news radio (KGUD, La Ley, AM1060)	77%	9%	6%	3%	5%	100%
Use word of mouth/friends	16%	14%	23%	29%	17%	100%

Table 19: 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	47%	41%	5%	7%	100%
Remain in Longmont for the next five years	63%	24%	6%	8%	100%

Table 20: Question 17

What single word comes first to mind when someone says "Longmont?"	Percent of respondents
Home, hometown, family, etc.	30%
Friendly, nice, comfortable, etc.	15%
Beautiful, rural, mountains, etc.	6%
Quiet, peaceful, safe, clean, etc.	7%
Boring, stagnant, bedroom community, etc.	5%
Growth, change, diversity, etc.	3%
Affordable, livable, convenient, etc.	3%
Small town, community etc.	6%
Crime, crowded, dirty, etc.	4%
Other	21%
Total	100%

Table 21: Question 18

What are your favorite aspects about living in Longmont? (Please check all that apply.)	Percent of respondents
Sense of community	41%
Affordable cost of living	51%
Close to family/friends	51%
Schools	27%
Shopping	15%
Location	47%
Downtown Longmont	23%
Close to work	38%
Natural environment	41%
My neighbors/neighborhood	44%
Quality of life in general	60%
Recreational opportunities	38%
Dining opportunities	26%
Other	6%

Table 22: Question 19

In your opinion, what is Longmont's most valuable asset?	Percent of respondents
People, friendly, sense of community	10%
Affordable cost of living	6%
Family friendly, kids, family	2%
Schools	4%
Shopping/dining opportunities	2%
Location/access to region (jobs, recreation, other communities)	20%
Natural environment/mountains/open space	9%
Quality of life in general	2%
Recreational opportunities/parks/trails	5%
Appearance/cleanliness	3%
Cultural opportunities (events, library, senior center, etc.)	3%
Small town, farming community, historic, sense of place, size of community	10%
Economic opportunity, jobs, business friendly, growth opportunities	3%
Government and city services (including police, fire, utilities, etc.)	4%
Safe community, quiet, calm	3%
Water	3%
Other	12%
Total	100%

Table 23: Question 20

Overall, how happy or unhappy are you with your life?	Percent of respondents
Very happy	62%
Somewhat happy	33%
Somewhat unhappy	4%
Very unhappy	1%
Total	100%

Table 24: Question 21

Thinking about potential redevelopment in Longmont (such as the Twin Peaks Mall or the downtown), to what extent do you support or oppose the City providing financial assistance to encourage new private sector investment in these areas?	Percent of respondents
Strongly support	45%
Somewhat support	37%
Somewhat oppose	10%
Strongly oppose	8%
Total	100%

Table 25: Question 22

The City's Parks System needs additional funding for repair and maintenance. To what extent would you support or oppose each of the following funding options?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase for 5 years the Parks Maintenance Fee on the monthly utility bill from the current \$1 up to \$3 per month	28%	35%	17%	20%	100%
Dedicate a sales tax increase (possibly .10%, which is 10 cents on every \$100 spent) to the maintenance and repair of the Parks System	30%	32%	13%	25%	100%
Reduce or eliminate less used park amenities throughout the parks system	13%	29%	25%	33%	100%

Table 26: Question 23

The City's Parks System relies solely on a Park Development Fee assessed on all new residential permits to fully fund the building of all new neighborhood and community parks in Longmont. This funding approach has resulted in a funding gap to build out the neighborhood and community parks. To what extent would you support or oppose each of the following approaches to addressing this funding gap?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Fund build-out through a new Parks-dedicated sales tax (possibly .10%-.15%, which is 10-15 cents on every \$100 spent) that would expire after 20 years	21%	40%	15%	24%	100%
Reduce the future costs to build out and maintain the City overall park system by eliminating future parks or reducing their size/amenities	10%	29%	28%	32%	100%

Table 27: Question D1

About how many years have you lived in Longmont? (If less than 6 months, enter "0.")	Percent of respondents
3 years or less	20%
4 to 8 years	20%
9 to 15 years	18%
16 to 25 years	17%
More than 25 years	25%
Total	100%

Table 28: Question D2

What kind of housing unit do you live in?	Percent of respondents
Single family house	72%
Apartment	17%
Condo	1%
Townhouse	7%
Mobile Home	0%
Other	1%
Total	100%

Table 29: Question D3

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

Table 30: Question D4

In what City do you work?	Percent of respondents
Longmont	46%
Boulder	26%
Denver	4%
Ft. Collins	2%
Lafayette	1%
Louisville	1%
Broomfield	3%
Other	18%
Total	100%

Table 31: Question D5

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

Table 32: Question D6

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents
American Indian or Alaskan native	1%
Asian or Pacific Islander	3%
Black/African American	2%
White/Caucasian	88%
Other	9%

Table 33: Question D7

In which category is your age?	Percent of respondents
18-24	4%
25-34	22%
35-44	18%
45-54	23%
55-64	13%
65-74	10%
75-84	8%
85+	3%
Total	100%

Table 34: Question D8

What is your gender?	Percent of respondents
Female	52%
Male	48%
Total	100%

Table 35: Question D9

What is the highest degree or level of school you have completed?	Percent of respondents
12th grade or less, no diploma	6%
High school diploma	29%
Some college, no degree	15%
Associate's degree (e.g., AA, AS)	8%
Bachelor's degree (e.g., BA, AB, BS)	25%
Graduate degree or professional degree	17%
Total	100%

Table 36: Question D10

About how much was your household's total income before taxes for all of 2011?	Percent of respondents
Less than \$24,999	21%
\$25,000 to \$49,999	26%
\$50,000 to \$99,999	33%
\$100,000 to \$149,999	13%
\$150,000 to \$199,999	5%
\$200,000 or more	2%
Total	100%

Table 37: Question D11

Are you registered to vote in Longmont?	Percent of respondents
No	8%
Yes	91%
Ineligible to vote	1%
Total	100%

Table 38: Question D12

In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?	Percent of respondents
Same (mailed survey)	65%
Web survey	20%
Some other format	1%
No preference	14%
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 39: Question 1

Please rate the following aspects of life in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
How would you rate Longmont as a place to live?	32%	268	52%	436	15%	124	1%	11	0%	0	100%	839
How would you rate your neighborhood as a place to live?	30%	245	47%	391	19%	158	4%	31	0%	2	100%	827
How would you rate Longmont as a place to raise children?	24%	201	48%	391	14%	117	5%	45	8%	69	100%	823
How would you rate Longmont as a place to retire?	18%	146	36%	295	26%	211	6%	48	14%	118	100%	817
How would you rate Longmont as a place to shop?	5%	39	20%	168	44%	366	30%	249	0%	3	100%	825
How would you rate Longmont as a place to work?	11%	86	27%	224	32%	260	12%	99	18%	147	100%	815
How would you rate your overall quality of life in Longmont?	23%	191	56%	459	18%	149	2%	17	0%	4	100%	820

Table 40: 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	16%	88
Traffic, transportation and parking	30%	168
Illegal immigration, cultural tension and diversity issues	6%	35
Schools, education and youth	23%	128
Street maintenance and repair	6%	33
Gangs	5%	28
Water issues	4%	24
Crime and safety	17%	96
Attractiveness and cleanliness concerns	5%	28
Economy, jobs and cost of living	35%	198
Affordable housing and housing market	9%	50
Concerns related to stores and restaurants	33%	186
Taxes and spending	9%	48
Open space and parks and recreation	3%	16
Government issues, elections and politics	5%	27
Fracking, oil and gas concerns	8%	42
Don't know/no opinion	2%	12
Other	23%	130
Total	100%	564

Table 41: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Crime	4%	31	34%	284	47%	387	9%	75	6%	53	100%	831
Drugs	4%	34	23%	192	37%	311	22%	185	13%	110	100%	834
Too much growth	31%	252	27%	218	25%	200	10%	80	7%	61	100%	811
Lack of growth	32%	259	28%	230	23%	190	7%	54	10%	81	100%	814
Graffiti	20%	163	44%	357	24%	194	5%	39	8%	66	100%	818
Noise	22%	181	44%	364	22%	181	9%	75	3%	26	100%	827
Run down buildings	11%	94	39%	325	32%	266	13%	111	4%	35	100%	831
Junk vehicles	21%	172	47%	391	20%	164	7%	54	6%	51	100%	832
Traffic congestion	13%	107	36%	298	35%	293	14%	114	3%	22	100%	835
Unsupervised youth	13%	110	38%	316	25%	208	9%	75	15%	123	100%	832
Homelessness	9%	71	37%	308	29%	243	13%	103	12%	99	100%	825
Weeds	22%	180	41%	342	20%	167	9%	74	8%	63	100%	827
Methamphetamine labs	8%	65	20%	165	18%	150	15%	127	38%	318	100%	825
Vandalism	6%	52	33%	273	31%	254	15%	121	15%	126	100%	826
Home foreclosures	5%	40	21%	178	31%	260	14%	120	28%	232	100%	830

Table 42: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Sense of community	13%	110	50%	412	25%	210	8%	63	4%	32	100%	826
Openness and acceptance of the community towards people of diverse backgrounds	10%	78	46%	377	30%	247	9%	70	5%	44	100%	815
Overall appearance of the City of Longmont	11%	90	52%	431	31%	256	4%	36	2%	17	100%	830
Cleanliness of Longmont	14%	116	55%	458	27%	225	3%	29	0%	3	100%	830
Opportunities to attend cultural activities	16%	130	47%	384	24%	194	7%	58	7%	57	100%	824
Overall quality of business and service establishments in Longmont	8%	65	41%	337	37%	305	12%	97	2%	20	100%	824
Shopping opportunities	4%	31	23%	193	38%	318	34%	281	1%	7	100%	831
Air quality	14%	118	60%	497	22%	179	2%	19	2%	16	100%	828
Recreational opportunities	21%	174	47%	391	23%	191	7%	56	2%	18	100%	830
Availability of paths and walking trails	32%	265	49%	402	15%	123	2%	17	2%	18	100%	826
Job opportunities	2%	15	15%	121	38%	313	25%	204	21%	177	100%	830
Educational opportunities	6%	50	42%	352	30%	251	10%	82	11%	94	100%	829
Access to affordable quality housing	5%	44	35%	287	30%	244	12%	102	18%	151	100%	828
Access to affordable quality child care	3%	27	22%	177	20%	161	7%	54	49%	405	100%	823
Access to affordable quality health care	9%	73	37%	302	29%	235	12%	96	14%	119	100%	825
Ease of car travel in the City of Longmont	14%	117	44%	362	32%	262	8%	65	2%	21	100%	826
Ease of bus travel in the City of Longmont	6%	46	20%	164	19%	157	18%	151	37%	309	100%	827
Ease of bicycle travel in Longmont	14%	117	39%	319	22%	179	6%	52	19%	156	100%	823
Ease of walking in Longmont	17%	137	50%	411	25%	208	5%	38	3%	27	100%	821
Amount of public parking	10%	82	39%	324	35%	287	12%	97	4%	36	100%	827
Overall image or reputation of Longmont	11%	91	52%	429	26%	214	9%	72	3%	22	100%	830

Table 43: Question 5

Please rate the quality of each of the following services in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Snow removal from major streets	21%	179	53%	445	18%	149	4%	31	4%	31	100%	835
Street repair and maintenance	10%	85	47%	393	32%	269	9%	71	2%	14	100%	832
Street cleaning	13%	104	54%	445	26%	215	5%	45	2%	20	100%	828
Street lighting	13%	110	54%	451	28%	234	4%	30	1%	6	100%	831
Timing of traffic signals	9%	74	48%	396	30%	252	12%	103	1%	8	100%	833
Tap water (quality of drinking water)	38%	317	40%	329	16%	134	5%	44	0%	4	100%	828
Sewer services	23%	193	57%	475	11%	91	1%	7	8%	63	100%	829
Water conservation programs	12%	99	39%	323	17%	136	6%	49	26%	219	100%	826
Electric service	34%	285	51%	423	12%	97	2%	14	2%	13	100%	831
Electric conservation programs	17%	138	38%	314	15%	123	4%	33	26%	214	100%	821
Utility billing	24%	202	53%	444	18%	151	2%	18	2%	16	100%	832
Weekly trash pick up	39%	320	49%	407	8%	69	2%	15	2%	18	100%	830
Twice a month recycling pick up	38%	312	44%	366	11%	87	2%	18	5%	43	100%	827
Recreation facilities	25%	205	48%	393	18%	152	4%	36	5%	41	100%	827
Recreation programs and classes	19%	161	44%	369	17%	140	4%	34	15%	125	100%	830
Library services	31%	260	45%	376	10%	84	2%	14	11%	94	100%	827
Youth services sponsored programs	8%	66	26%	211	11%	93	5%	38	50%	416	100%	824
Services for seniors	11%	95	25%	207	12%	97	2%	20	49%	407	100%	826
Museum	13%	109	35%	289	18%	149	5%	38	29%	243	100%	828
Enforcing traffic laws	11%	92	45%	375	21%	171	9%	75	14%	112	100%	824
Crime prevention	10%	82	43%	357	23%	190	7%	59	17%	140	100%	828
Fire fighting and rescue services	27%	224	47%	387	7%	57	1%	8	19%	155	100%	831
Fire inspection and fire safety education	18%	150	35%	294	9%	72	1%	10	36%	302	100%	829

Please rate the quality of each of the following services in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Emergency police services	21%	173	42%	346	11%	87	4%	29	23%	192	100%	828
Emergency dispatch	20%	162	35%	292	11%	90	3%	25	31%	253	100%	822
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	8%	62	29%	239	28%	229	15%	121	21%	172	100%	823
Building and housing inspection	9%	70	25%	208	17%	143	5%	44	43%	357	100%	822
Planning	6%	47	27%	221	22%	184	8%	68	37%	302	100%	822
Maintaining landscaping along the public right of way	15%	123	48%	395	26%	210	7%	56	4%	35	100%	818
Maintenance of park grounds and facilities	20%	165	55%	458	18%	148	5%	38	2%	20	100%	828
Animal control	12%	102	51%	419	16%	133	6%	46	16%	130	100%	830

Table 44: Question 6 ("satisfaction" scale)

Please rate your overall satisfaction with the City services you receive.	Percent	Number
Very satisfied	28%	117
Satisfied	59%	249
Neither satisfied nor dissatisfied	11%	46
Dissatisfied	1%	6
Very dissatisfied	2%	6
Total	100%	425

Table 45: Question 6 ("excellent to poor" scale)

Please rate the overall quality of the City services you receive.	Percent	Number
Excellent	27%	108
Good	63%	251
Fair	7%	26
Poor	2%	8
Don't know	1%	4
Total	100%	397

Table 46: Question 6a

Why?	Percent	Number
No problems encountered	14%	48
Good, timely, reliable service	41%	136
Concerns about crime or law enforcement	3%	11
Issues with trash or recycling service	4%	15
Issues of code enforcement	2%	7
Can do better	12%	40
The City staff team is helpful and knowledgeable	9%	31
Don't know/no opinion	2%	6
Other	12%	40
Total	100%	333

Table 47: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Population growth	1%	12	5%	45	51%	425	22%	180	7%	55	13%	110	100%	827
Retail growth (stores, restaurants, etc.)	20%	169	42%	345	24%	203	4%	33	2%	20	7%	60	100%	829
Industrial growth	14%	118	34%	283	23%	185	3%	23	2%	16	24%	196	100%	821
The physical size of the City (in square miles)	2%	18	6%	51	59%	484	9%	69	5%	44	18%	149	100%	816
Jobs growth	22%	178	45%	375	9%	76	0%	2	0%	1	24%	195	100%	825

Table 48: 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	46%	377
No	54%	436
Total	100%	813

Table 49: Question 9

For which service or services did you contact the City within the past 24 months?	Percent	Number
Water/Sewer	9%	34
Utility Billing (Water, Electric, Sewer and Trash)	42%	162
Longmont Power and Communications (Electric Utility)	17%	66
Streets/Snow Removal	5%	20
Recreation Center(s)	33%	130
Parks/Golf	17%	66
Human Resources	9%	34
Animal Control	16%	63
Police	33%	129
Fire	7%	29
Building Inspection	15%	59
Trash/Recycling	19%	74
Youth Services	3%	12
Senior Services	4%	17
Sales Tax	2%	7
Library	34%	134
City Manager's Office	1%	4
Economic Development	2%	8
Code Enforcement	13%	51
Housing	3%	11
City Attorney/Prosecutor	1%	5
Municipal Court	4%	16
Museum	9%	37
Total	100%	390

Table 50: Question 10

For which service did you most recently contact the City? (Check only one.)	Percent	Number
Water/Sewer	3%	13
Utility Billing (Water, Electric, Sewer and Trash)	17%	63
Longmont Power and Communications (Electric Utility)	5%	17
Streets/Snow Removal	1%	4
Recreation Center(s)	13%	48
Parks/Golf	5%	18
Human Resources	3%	10
Animal Control	6%	22
Police	16%	58
Fire	3%	10
Building Inspection	7%	26
Trash/Recycling	7%	24
Youth Services	1%	2
Senior Services	2%	7
Sales Tax	1%	4
Library	7%	26
City Manager's Office	0%	1
Economic Development	0%	0
Code Enforcement	3%	12
Housing	1%	2
City Attorney/Prosecutor	0%	0
Municipal Court	0%	1
Museum	0%	2
Total	100%	370

Table 51: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Knowledge of issue	50%	195	37%	145	8%	31	4%	16	1%	3	100%	390
Treated you with respect	61%	238	29%	112	5%	21	4%	17	0%	1	100%	388
Willingness to help or understand	55%	217	29%	115	8%	31	7%	28	0%	1	100%	391
How easy it was to get in touch with the employee	47%	184	38%	149	10%	39	4%	14	1%	2	100%	388
How quickly the issue was handled	50%	195	32%	124	7%	28	9%	36	2%	6	100%	389
Overall impression	49%	189	34%	133	9%	35	8%	29	0%	1	100%	387

Table 52: Question 12

During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliations or gender?	Percent	Number
Yes	3%	28
No	97%	785
Total	100%	814

Table 53: Question 12a

If yes, did you report the inappropriate behavior to a public official?	Percent	Number
Yes	16%	5
No	84%	25
Total	100%	30

Table 54: Question 13

In your opinion, how easy is it to obtain information about the City of Longmont?	Percent	Number
Very easy	34%	274
Somewhat easy	47%	386
Somewhat difficult	7%	60
Very difficult	1%	11
Don't know	10%	85
Total	100%	816

Table 55: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Attend "Coffee with Council" meetings on a Saturday morning	4%	31	10%	83	20%	161	62%	516	4%	36	100%	827
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	4%	33	23%	187	24%	199	45%	372	4%	34	100%	824
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 (formerly channel 3) or the City Web site	7%	56	22%	185	24%	195	44%	362	3%	27	100%	825
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	19%	161	33%	276	16%	131	28%	230	3%	28	100%	825

Table 56: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Attend a City Council meeting	74%	616	18%	151	5%	45	1%	8	1%	7	100%	827
Watch a City Council meeting online at www.longmontchannel.com	70%	570	19%	152	7%	53	4%	31	1%	12	100%	819
Watch a City Council meeting on public access cable television channel 8	60%	496	20%	167	11%	87	7%	54	2%	18	100%	822
Watch "Behind the Badge" on public access cable television channel 8	72%	588	16%	129	8%	65	3%	26	2%	14	100%	823
Read bulletin board or information displays in City buildings	44%	357	25%	208	17%	136	12%	100	2%	19	100%	821
Watch Channel 16 Government access	75%	616	13%	106	7%	58	3%	28	2%	13	100%	821
Read City Line Newsletter (with utility billing statement)	20%	163	12%	100	12%	97	26%	213	30%	246	100%	818
Use City Source (24-hour telephone information line)	66%	540	23%	184	7%	60	2%	20	2%	12	100%	816
Read The GO (senior services newsletter)	75%	609	9%	73	6%	53	5%	43	4%	36	100%	815
Use the Longmont Web site (www.ci.longmont.co.us)	30%	248	15%	120	16%	135	25%	208	13%	107	100%	817
Read the Longmont Daily Times-Call newspaper	16%	129	17%	141	16%	135	15%	124	36%	291	100%	820
Read the Boulder Daily Camera newspaper	54%	444	21%	175	12%	100	8%	67	4%	35	100%	821
Read the Denver Post newspaper	49%	400	22%	180	11%	91	10%	83	8%	67	100%	821
Read the Longmont Weekly newspaper	44%	361	23%	186	16%	127	11%	87	7%	56	100%	817
Read the Longmont Life bi-monthly newsletter	54%	440	16%	132	10%	82	13%	109	6%	50	100%	814
Read "City Talk" (weekly ad in the Times-Call newspaper)	49%	399	17%	142	13%	104	11%	88	11%	87	100%	819
Subscribe to the City e-news services (e-News, e-Alerts, RSS Feed, etc.)	83%	683	6%	47	6%	47	3%	25	2%	19	100%	822
Visit the City social networking sites (Facebook, YouTube, Twitter, etc.)	83%	673	6%	49	4%	32	5%	37	3%	24	100%	815

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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Read the quarterly Longmont Recreation brochure	35%	288	13%	109	15%	119	21%	173	15%	125	100%	815
Listen to news radio (KGUD, La Ley, AM1060)	77%	631	9%	75	6%	51	3%	27	5%	39	100%	824
Use word of mouth/friends	16%	132	14%	119	23%	189	29%	241	17%	142	100%	823

Table 57: 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	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Recommend living in Longmont to someone who asks	45%	373	39%	323	5%	42	7%	59	3%	28	100%	825
Remain in Longmont for the next five years	60%	486	22%	183	6%	46	7%	60	5%	40	100%	815

Table 58: Question 17

What single word comes first to mind when someone says "Longmont?"	Percent	Number
Home, hometown, family, etc.	30%	206
Friendly, nice, comfortable, etc.	15%	106
Beautiful, rural, mountains, etc.	6%	41
Quiet, peaceful, safe, clean, etc.	7%	47
Boring, stagnant, bedroom community, etc.	5%	32
Growth, change, diversity, etc.	3%	24
Affordable, livable, convenient, etc.	3%	18
Small town, community etc.	6%	39
Crime, crowded, dirty, etc.	4%	27
Don't know	0%	2
Other	21%	147
Total	100%	688

Table 59: Question 18

What are your favorite aspects about living in Longmont? (Please check all that apply.)	Percent	Number
Sense of community	41%	333
Affordable cost of living	51%	417
Close to family/friends	51%	418
Schools	27%	224
Shopping	15%	119
Location	47%	388
Downtown Longmont	23%	186
Close to work	38%	314
Natural environment	41%	340
My neighbors/neighborhood	44%	364
Quality of life in general	60%	488
Recreational opportunities	38%	311
Dining opportunities	26%	210
Other	6%	46

Table 60: Question 19

In your opinion, what is Longmont's most valuable asset?	Percent	Number
People, friendly, sense of community	10%	60
Affordable cost of living	6%	34
Family friendly, kids, family	2%	12
Schools	4%	21
Shopping/dining opportunities	2%	13
Location/access to region (jobs, recreation, other communities)	19%	117
Natural environment/mountains/open space	9%	53
Quality of life in general	2%	10
Recreational opportunities/parks/trails	5%	28
Appearance/cleanliness	3%	17
Cultural opportunities (events, library, senior center, etc.)	2%	15
Small town, farming community, historic, sense of place, size of community	9%	57
Economic opportunity, jobs, business friendly, growth opportunities	2%	15
Government and city services (including police, fire, utilities, etc.)	4%	24
Safe community, quiet, calm	3%	19
Water	3%	17
Don't know	4%	22
Other	12%	73
Total	100%	608

Table 61: Question 20

Overall, how happy or unhappy are you with your life?	Percent	Number
Very happy	62%	512
Somewhat happy	33%	273
Somewhat unhappy	4%	35
Very unhappy	1%	8
Total	100%	829

Table 62: Question 21

Thinking about potential redevelopment in Longmont (such as the Twin Peaks Mall or the downtown), to what extent do you support or oppose the City providing financial assistance to encourage new private sector investment in these areas?	Percent	Number
Strongly support	42%	353
Somewhat support	35%	292
Somewhat oppose	10%	80
Strongly oppose	7%	60
Don't know	6%	49
Total	100%	834

Table 63: Question 22

The City's Parks System needs additional funding for repair and maintenance. To what extent would you support or oppose each of the following funding options?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Increase for 5 years the Parks Maintenance Fee on the monthly utility bill from the current \$1 up to \$3 per month	27%	223	34%	279	16%	135	20%	163	4%	29	100%	829
Dedicate a sales tax increase (possibly .10%, which is 10 cents on every \$100 spent) to the maintenance and repair of the Parks System	29%	242	31%	255	13%	107	24%	198	3%	24	100%	826
Reduce or eliminate less used park amenities throughout the parks system	12%	97	26%	210	22%	180	29%	235	11%	90	100%	811

Table 64: Question 23

The City's Parks System relies solely on a Park Development Fee assessed on all new residential permits to fully fund the building of all new neighborhood and community parks in Longmont. This funding approach has resulted in a funding gap to build out the neighborhood and community parks. To what extent would you support or oppose each of the following approaches to addressing this funding gap?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Fund build-out through a new Parks-dedicated sales tax (possibly .10%-.15%, which is 10-15 cents on every \$100 spent) that would expire after 20 years	18%	152	36%	293	14%	111	21%	175	11%	90	100%	821
Reduce the future costs to build out and maintain the City overall park system by eliminating future parks or reducing their size/amenities	9%	72	25%	204	24%	197	28%	226	15%	119	100%	817

Table 65: Question D1

About how many years have you lived in Longmont? (if less than 6 months, enter "0.")	Percent	Number
3 years or less	20%	163
4 to 8 years	20%	167
9 to 15 years	18%	151
16 to 25 years	17%	136
More than 25 years	25%	202
Total	100%	818

Table 66: Question D2

What kind of housing unit do you live in?	Percent	Number
Single family house	72%	603
Apartment	17%	143
Condo	1%	12
Townhouse	7%	62
Mobile Home	0%	4
Other	1%	9
Total	100%	832

Table 67: Question D3

Do you rent or own your home?	Percent	Number
Rent	33%	273
Own	67%	551
Total	100%	824

Table 68: Question D4

In what City do you work?	Percent	Number
Longmont	46%	333
Boulder	26%	191
Denver	4%	29
Ft. Collins	2%	12
Lafayette	1%	6
Louisville	1%	7
Broomfield	3%	19
Other	18%	134
Total	100%	730

Table 69: Question D5

Are you Spanish, Hispanic or Latino?	Percent	Number
Yes	16%	132
No	84%	682
Total	100%	814

Table 70: Question D6

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent	Number
American Indian or Alaskan native	1%	11
Asian or Pacific Islander	3%	22
Black/African American	2%	16
White/Caucasian	88%	708
Other	9%	74

Table 71: Question D7

In which category is your age?	Percent	Number
18-24	4%	30
25-34	22%	181
35-44	18%	147
45-54	23%	189
55-64	13%	108
65-74	10%	87
75-84	8%	63
85+	3%	24
Total	100%	828

Table 72: Question D8

What is your gender?	Percent	Number
Female	52%	430
Male	48%	396
Total	100%	827

Table 73: Question D9

What is the highest degree or level of school you have completed?	Percent	Number
12th grade or less, no diploma	6%	53
High school diploma	29%	238
Some college, no degree	15%	127
Associate's degree (e.g., AA, AS)	8%	63
Bachelor's degree (e.g., BA, AB, BS)	25%	204
Graduate degree or professional degree	17%	142
Total	100%	828

Table 74: Question D10

About how much was your household's total income before taxes for all of 2011?	Percent	Number
Less than \$24,999	21%	162
\$25,000 to \$49,999	26%	197
\$50,000 to \$99,999	33%	252
\$100,000 to \$149,999	13%	98
\$150,000 to \$199,999	5%	41
\$200,000 or more	2%	13
Total	100%	763

Table 75: Question D11

Are you registered to vote in Longmont?	Percent	Number
No	8%	69
Yes	89%	737
Ineligible to vote	1%	8
Don't know	2%	17
Total	100%	832

Table 76: Question D12

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)	65%	531
Web survey	20%	167
Some other format	1%	9
No preference	14%	115
Total	100%	822

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 77: 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
	Ward 1	Ward 2	Ward 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?	85%	82%	85%	78%	82%	89%	78%	86%	85%	79%	84%
How would you rate your neighborhood as a place to live?	70%	82%	79%	67%	75%	87%	67%	82%	79%	69%	77%
How would you rate Longmont as a place to raise children?	69%	87%	79%	73%	81%	80%	73%	81%	78%	80%	79%
How would you rate Longmont as a place to retire?	60%	64%	65%	51%	59%	74%	61%	64%	61%	68%	63%
How would you rate Longmont as a place to shop?	26%	28%	21%	29%	21%	27%	31%	22%	25%	25%	25%
How would you rate Longmont as a place to work?	42%	42%	55%	49%	43%	49%	47%	46%	49%	38%	46%
How would you rate your overall quality of life in Longmont?	75%	83%	80%	73%	80%	84%	72%	83%	80%	77%	80%

Table 78: Question 6 by Ward, Age, Tenure and Race/Ethnicity

	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	Ward 1	Ward 2	Ward 3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Please rate [your overall satisfaction with]/[the overall quality of] the City services you receive. (Percent "very satisfied" or "satisfied"/"excellent" or "good.")	87%	90%	89%	84%	89%	92%	83%	92%	90%	86%	89%

Table 79: Question 13 by Ward, Age, Tenure and Race/Ethnicity

	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	Ward 1	Ward 2	Ward 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? (Percent "very" or "somewhat" easy.)	89%	90%	92%	86%	93%	90%	86%	92%	90%	88%	90%

Table 80: 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
	Ward 1	Ward 2	Ward 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	88%	86%	87%	79%	90%	90%	82%	90%	88%	86%	87%
Remain in Longmont for the next five years	89%	82%	88%	69%	91%	93%	77%	90%	86%	87%	86%

Table 81: Question 20 by Ward, Age, Tenure and Race/Ethnicity

	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	Ward 1	Ward 2	Ward 3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall, how happy or unhappy are you with your life? (Percent "very" or "somewhat" happy.)	95%	95%	94%	95%	94%	96%	90%	97%	95%	94%	95%

Table 82: Question 21 by Ward, Age, Tenure and Race/Ethnicity

	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	Ward 1	Ward 2	Ward 3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Thinking about potential redevelopment in Longmont (such as the Twin Peaks Mall), to what extent do you support or oppose the City providing financial assistance to encourage new private sector investment in these areas? (Percent "strongly" or "somewhat" s	87%	82%	78%	83%	81%	84%	86%	81%	82%	85%	82%

Table 83: Question 22 by Ward, Age, Tenure and Race/Ethnicity

The City's Parks System needs additional funding for repair and maintenance. To what extent would you support or oppose each of the following funding options? (Percent "strongly" or "somewhat" support.)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	Ward 1	Ward 2	Ward 3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Increase for 5 years the Parks Maintenance Fee on the monthly utility bill from the current \$1 up to \$3 per month	61%	64%	63%	69%	64%	57%	61%	64%	64%	61%	63%
Dedicate a sales tax increase (possibly .10%, which is 10 cents on every \$100 spent) to the maintenance and repair of the Parks System	65%	70%	51%	71%	63%	55%	64%	61%	63%	62%	62%
Reduce or eliminate less used park amenities throughout the parks system	46%	42%	39%	48%	40%	41%	41%	44%	42%	44%	43%

Question 23 by Ward, Age, Tenure and Race/Ethnicity											
The City's Parks System relies solely on a Park Development Fee assessed on all new residential permits to fully fund the building of all new neighborhood and community parks in Longmont. This funding approach has resulted in a funding gap to build out the neighborhood and community parks. To what extent would you support or oppose each of the following approaches to addressing this funding gap? (Percent "strongly" or "somewhat" support.)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	Ward 1	Ward 2	Ward 3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Fund build-out through a new Parks-dedicated sales tax (possibly .10%-.15%, which is 10-15 cents on every \$100 spent) that would expire after 20 years	60%	65%	56%	70%	62%	52%	65%	59%	61%	61%	61%
Reduce the future costs to build out and maintain the City overall park system by eliminating future parks or reducing their size/amenities	42%	37%	40%	34%	34%	50%	41%	38%	39%	42%	40%

Appendix D: Verbatim Responses to Open-ended Survey Questions

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are in alphabetical order.

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

Growth, overpopulation and planning

- Growth
- Growth
- Growth
- Increased population
- Growth keep size down to maintain friendly sm. Town feel
- Growth
- Growth
- Smart growth
- Growth
- Growth
- Growth too much
- Meanging growth
- Controlling growth
- Growth
- Growth
- Growth and how lock of infrastructure.
- Growth; as a city we need to grow but, as a small town we will face resistance from residences that want to keep Longmont a small farm community.
- Having space to builds homes.
- Controlling growth so sprawl doesn't take over.
- Expansion
- Growth
- How cramped this place might get.
- Population vs. Housing availability
- Growth.
- Growth & jobs, education
- Growth
- Growth
- Expansion
- Growth
- Continued growth
- Growth
- Keeping urban, sprawe away from our Boulders.
- Uncontrolled growth in population (as does the world)
- Sustainable growth without overdoing it.
- Balancing growth.
- Growth
- Emiting population & housing growth
- Growth
- Population
- Excessive growth
- Over development
- Population growth
- Population
- Growth traffic & population
- Population growth
- Balancing demands of an increasing transient pop, on a deciding permanent population.
- Growth
- Population growth
- Keeping up with growth
- Growth
- Over building new houses
- Growth / high taxes
- Growth building enough but also contaning
- Too many low income homes built.
- Insignificant population increasing
- Growth
- Growth
- Population growth
- Population growth
- The base growth
- Growing
- Growth
- Growth subdivisions need to be spread out & larger lots/acres. Not packed in like a can of sardines.
- Urban sprawl
- Over population.

- Over population and Land development.
Too much building
- Need to be pro groth.
- Our growth
- Over growth
- Growth or lack of it
- Population
- Over population and Growing to fast
- Population growth
- Over development & population growth
- Growth & expansion
- Overgrowth
- Over development
- Overcrowding
- Too much traffic from growth, shopping expansion
- Growth
- Growth deficiently
- Front range sprawl
- Residential & business planning
- Growth
- Population growth & affordable housing
- Managing growth
- Growth
- Sprawl in Weld County affecting Longmont
- Smart Managed Growth
- Population growth

Traffic, transportation and parking

- Lack of rail transportation
- Traffic
- Flow of traffic
- Traffic congestion
- Better public transportation
- Traffic congestion
- Train between boulder & longmont (Rtd)
- Traffic/street repairs
- Traffic
- Traffic congestion
- Traffic (encourage n/s passage weak of harmont
- Transportation light rail, busing, etc.
- Traffic
- Traffic
- Transportation
- Better cites or & law transportation
- Traffic
- Traffic
- Traffic control congestion and In francis of traffic
- Traffic congestion

- Road congestion
- Public transportation
- Traffic
- Road traffic & maintenance
- Streets
- Traffic saturation
- Traffic
- Traffic
- Traffic
- Traffic congestion
- Traffic
- Traffic
- Traffic
- More help for seniors (Transportation)
- Essier parking in downtown
- Transportation
- Traffic congestion
- Increased traffic
- Congestion/traffic
- Transportation
- Traffic control streets repaired
- Parking is one of Longmont's largest problems dating to the 80's.
- Light rail ? transportation to Denver
- RTD
- Better local public transportation
- Transportation buses etc
- Transportation
- Traffic on main streets ken Pratt, Hover, main
- Rail service to Denver (Fast track)
- Better public transportation
- The traffic.
- Traciff
- Public transportation
- Mass transit
- Traffic
- Traffic
- Poor intra Longmont public transportation
- North/south traffic dongeition.
- Traffic
- Traffic
- Encourage bicycling & walking not cars
- Lack of commuter nail to Denver as momised.
- Traffic
- Transportation system
- Transportation rail, busses already paid for
- Public transportation development
- Traffic congestion hover 119 66
- Idiots behind the wheel

- RTD/public transportation
- Town town parking
- Transportation for seniors
- Traffic
- Traffic
- Transportation
- Traffic
- Streets traffic and Parking
- Traffic control.
- Transportation
- Traffic
- Public transportation and Traffic congestion
- Dealing with all the new traffic lights
- Fastracks station
- Traffic
- Traffic and Bus system
- No lightful to Denver, and bus system sucks
- Traffic
- Traffic is already a problem and parking.
- Traffic
- Transportation to Boulder & Denver
- Transit
- Traffic issues
- Transportation issues fast tracks, buses not enough
- Getting st vrain trail finished
- Transportation
- Too much cars park on the public street and even sometimes on the fire.
- Light rail
- Traffic/recreation for kids
- Train crossings (whistles) and Stop light timing
- RTD solution (involving Butterball)
- Too much traffic in red neighborhoods 9th ave from Franklin to w beaver too close to sidewalk for people to use without fear
- Getting more people to use public transportation
- Expanding public transportation and Increasing from traffic down town, especially on sundays
- Traffic
- Traffic
- Traffic
- Traffic problems
- Traffic
- Traffic congestion
- Traffic
- Traffic
- Traffic congestion
- Handling traffic
- Phyllis Transportation
- Traffic light management.
- Light rail /main street
- Traffic
- Traffic
- Traffic and Mass transit needs
- Better bus service
- Traffic congestion
- Traffic
- Increase traffic
- Transportation issues rtd, fasttracks, etc.
- Traffic
- Transportation to denver (Fast tracks)
- Transportation
- Poor public transportation
- Transportation manufacturing and improving connections along the front range.
- Traffic signals
- Transportation systems: If(Light rail or bus save.) and Traffic mgmt & more open highways
- Poor traffic flow
- Traffic
- Traffic
- Transportation
- Controlling the traffic
- Traffic
- Traffic
- Traffic congestion people going thru Longmont to get to jobs outside of Longmont
- Accessible transportation
- Traffic
- Traffic
- Traffic
- Traffic flow
- Traffic
- Improve road congestion
- Traffic
- Traffic
- Resolve issues with RTD and the fast tracks development.
- Traffic
- Traffic and Bus system
- Public transportation
- Public transportation taxi cabs
- Control traffic flow
- Traffic congestion during fresh hour
- Transport lack of good public system
- Traffic, congestion, press of people
- Roads

- Traffic
- Traffic congestion and Rail & RTD issues
- Traffic congestion during rush hour.
- Traffic
- Traffic congestion. More traffic lights are not the answer
- Traffic w/more people specially near charter school locations
- Traffic
- Traffic roads
- Traffic congestion need roundabouts in lieu of stop villages
- Traffic congestion
- Traffic congestion
- Traffic/roads/streets
- Traffic
- Blvd get out of & the mud with which it has been
- Thru traffic !
- Transportation access town
- Transportation
- Traffic
- Increased Traffic (automobile) and Way to much train traffic virtually cripples traffic flow
- Congestion on certain roads
- Traffic
- Traffic
- Traffic
- trafico
- Traffic Congestion
- Traffic flow improvements
- Light rail and Traffic
- Traffic Congestion
- transporte
- traffic congestion and public transportation
- traffic pattern & flow
- Traffic congestion on Rt 66 and Congestion and parking availability in Downtown Bus district
- Public transportation
- traffic

Illegal immigration, cultural tension and diversity issues

- Continuing to support illegal aliens in the community
- Integration of population Hispanic/white
- Undocumented residents
- Bringing diverse communities together
- Illegal immigration

- Integrating the hispanic community
- Racism for non Mexicans
- Community life culture access, integration or hispanics
- Illegal immigration : drain on resources, are we a sanctuary city ?
- Unity inclusion of diverse populations
- Inregration
- Cultural/ political reconciliation.
- Keeping it looking like America, not Mexico, too many Mexican stores
- Uncontrolled influx of illegal aliens
- Sancuary city for illegal immigration
- Illegal immigrants
- Illegal aliens
- To many illigals using free programs
- Imigration
- Cultural divide
- Keep english as 1st language
- Respect for variety races and Language barriers
- Polarization between races, religions, political groups politicians. We must learn to respect the opinions of all.
- Illegal
- Metting english speaking people here.
- A mixing of the hispanic & cacasion cultures
- Jobs/ illegal immigrant population
- Hispanics
- Undocumented population
- Race relations
- Class/nationality bias
- There are too many illegal Mexicans it will get worse
- Stop being preudiced against non hispanics!
- Increase in racial
- Diversity population
- Racial relations
- Providing equal. Opportunities to minorities eradicate east side/ west side
- creating a truly integrated anglo/hispanic sense of community

Schools, education and youth

- Lack of funding for schools
- Maintaining / increasing education / increased population
- Our principal schools
- Continuing to bring up the level of education for our children & integrating

- our large lower income, low academic performing hispanic population
- School under funding
- Education
- School
- Education i.e. Size & quality
- Schools
- Number of students enrolled in schools increasing
- Education
- Improving education
- School funding
- Schools
- Improving schools
- Better schools
- Education
- School district woes
- The schools are full & what do we do w/all the children, activities are non existence for kids of low income.
- Raising quality of schools
- Quality of education
- Education system (schools)
- Education
- Schools
- Access to higher education
- Schools
- Better schools
- Strong school reademic programs. and Well paid quality teachers
- Educating our population keeping an educated population with very limited used book store & no new book store
- Poorly educated population.
- More & better activities for teens
- Quality education in public schools
- Education
- Schools
- Sat scores
- School funding
- Money for schools
- Education
- Education funding
- Education SVVSD needs funding
- Support for schools
- Youth values
- Education rethink core math history english
- Education over crowling, lack of teachers.
- Quility education, schools, and educations.
- Locking community support & st. Vrain valley schoe district.
- Schools
- Education funds
- Lack of & in schools
- Keeping the schools of quality caliber
- Education and youth services
- Better education for children
- Schools are only mediocre at best, aur gang problems.
- Schools & money issues.
- Lack of appeal to younger generations
- Maintaining quality, public education
- No education money we need better schools
- Schools
- Lack of funding for education
- Educational recreation for kids/hockey, skating, miniture golf.
- Un supervised youth
- More things for children to do.
- Keeping schools strong
- Keeping quality schools
- School funding class size
- Quality education provision for children
- Schools are not doing well even with better funding.
- Education
- Lack of youth activities and School system
- School funding
- School quality
- Schools
- Schools
- School overcrowding
- Things for children to do
- Continue to provide good education
- Fucation
- Education
- 1 Education affordable Beyond the school job opportunities
- Schools
- Education
- Good education
- Tax money for schools
- The lack of financial support for our public schools
- Education ensuring funding and support of educators; reassurance financial equity between schools in higher income areas of town and these with less in older schools in less attract areas.
- Improving schools
- Maintaining educational programs
- Supporting education

- We need more higher education (a college would be nice)
- Teenagers responsibility to community & needs
- Education good teacher that are happy are hard to come by especially with the budget lots & teachers losing health insurance & being reduced to half time
- Make more activities available for young people (movies, mall, etc.)
- Education
- Poor education of children
- Schools
- Maintaining excellent schools
- Schools
- Education
- Education
- No family or youth oriented activities and Crowded schools
- Quality of schools
- Money for schools
- Keeping good schools
- Funding our schools
- Improve edu recovered & recreational opportunities.
- Schools are suffering class size is too large fracking
- Need more years long places/activities for youth
- Schools. #3 housing starts
- School funding & hospital services
- Additional schools
- Poor schools
- Education
- School funding & hospital services
- Adequate social services in face of tax income
- School funding
- Maintaining good schools
- Quality of schools
- Qty & quality of schools
- Maintaining an excellent school district & ft. Range cc.
- Providing excellent schools
- Improving schools reputation
- Supporting the highest quality education. education
- education
- School Funding
- Education (funding in particular)
- education
- Maintaining/improving schools

Street maintenance and repair

- Infrastructure & support system tour poor/homeless.
- Maintenance of utilities, streets & buildings
- Upkeep of streets & alleys
- Street repair
- Road repairs
- Repairs to infrastructure with out taxes
- Road improvements
- Infrastructure maintenance
- Infrastructure c streets, etc.1
- Keep up with good maintenance
- Sanitation clean streets
- Street repairs
- Infrastructure roads and building maintenance and Sewage treatment
- Infrastructer
- The roads are bumpy and hard to manuver.
- Infrastructure
- Street repair
- Street maintence & replacement
- Infrastructure
- Infrastructure
- Older roads need repair
- Road maintenance
- Street repair
- Lack of infrastructure to handle growth.
- Traffic and street repair
- Maintenance
- Maintain streets
- Technical advances and Infrastructure repairs/replace
- Maintainance on streets
- Fix the streets.
- Road park etc repairs
- We keep of streets
- Street resurfacing
- Road repairs
- Increasing internet speed
- Become less dependent on new construction
- Operating infrastructure costs
- Infrastructure new & maintainance old.
- Infrastructure maintenance (roads, sewer, etc.)
- Street maintainence
- Rising city infrastructure and public employee costs

Gangs

- Gangs
- Crime gangs
- Gangs crime
- Gangs
- Gangs
- Gangs
- Gangs
- Gangs drugs
- Idy as keep gang actually low
- Gang related problems
- Gangs
- Gangs
- Gang violence.
- Gangs
- Crime gangs and Drugs illegal
- Gang to stement
- Gangs
- Gangs drives
- Gangs
- Too many gang members & repeat felony offenders reside here
- Gangs and Theft
- Gangs
- Gang and meth related crime
- Gangs
- Gangs
- Minority gangs
- Gangs
- Gangs
- Cleaning up the unfavorable areas gangs run down homes east of main st.
- Gangs
- Gangs
- Gangs

Water issues

- Having enough water
- Water management through extended drought conditions
- Water usage reducing our usage
- Water
- Clean water
- Water
- Conserve water usage
- Appropriate water usage. Longmont should xeriscape.
- Water
- Water and Water
- Water availability if drought keeps increasing
- Water e server systems

- Water
- H2O
- Water
- Water supply
- Quality of water
- Water shortage
- Water
- Water
- Water
- Need more water resources water shortages
- Water shortages & environment issues
- Waste water treatment plant construction
- Wasting water on lawns, gift courses
- Quality water
- Water needs
- Water supply/conversation
- Water supply and conservation
- water
- water usage

Crime and safety

- Law enforcement
- Crime drugs
- Drugs
- Crime (legal system is weak on punishment)
- Drugs large and sale
- Crime
- Drugs
- Drugs
- Crime
- Growth leading to crime
- Due to wants, suck as spending money on "studies"& surveys. Effect of drug culture.
- Crime drugs
- Crime
- Crime
- Increase in crime
- Crime
- Crime
- Crime
- Public safety
- Crime
- Crime
- Drug issues in family neighborhoods
- Safety
- Crime
- Crime
- Non caring police
- Select from drug dealers and methodology

- Crime
- Drug manufacturing/use
- Crime control
- Keeping crime @ a minimum
- Drug related problems
- Crime
- Dealing with and enforcing laws a real legalised Marijuana
- Meth
- Drug use meth.
- Crime and Meth labs
- Reducing crime.
- Controlling drugs people selling/making/committing crimes further
- Drugs and Law crime
- Crime
- Drugs
- Crime
- Crime
- Police and fire depts equipped
- Control of drugs
- Crime
- Crime
- More officer down towns.
- Drug crime
- More security on the streets
- Drugs
- Crime
- Vandalism and Crime
- Drugs selling & using
- Crime there is too much.
- Crime
- Crime
- Inept police department
- Drugs
- Control drug use among young adults (sales)
- Crime
- Lack of enforcement of laws
- Vandalisan
- Marijuana medical marijuana and effects of normalizing use of MJ
- The police waste too much time harassing innocent people corrupt police will further ruin the city. and Meth is everywhere! It will get worse
- Crime
- Crime
- Drugs & alcohol
- Drugs/crime need to continue to battle this doing a great job!
- Crimes occur much more frequently vs. 25 years ago

- Crime
- Rethink your badly implemented to tolerance for domestic violence.
- Police force or D A abuses victims
- Crime
- Crime prevention
- Safe neighborhoods
- Increasing blight and crime/noise (sub woofers)
- Crime
- seguridad
- safe environment and crime
- Crime
- mejor policia
- Drugs & Violence

Attractiveness and cleanliness concerns

- Remodel all bldgs for build new.
- Degraded environment
- Image
- Surplus of retail space
- Dog poop in public places
- Reuse vacant retail before building new retail
- Filling vacant retail properties
- Leash law for cats
- Cleanliness
- Over rebuilding
- Fixing up "depleted" parts of city (empty buildings)
- Clean up/rebuild
- Still have some dogs not on the least and some uninfected mess left behind
- Beautification
- Aesthetics of entire community/ image
- Re development of ball plant
- The area vacated by the Butterball plant ? what will happen there?
- Run down/vacant store fronts undesirable business are an attractions to criminals pawn shops & check cashing or loan stores
- Graffiti
- Graffiti/vandalism
- Abandoned building big box especially
- Lack of enforcement of building lodes
- Fixing empty run down buildings
- Many empty stores
- Removal of the flour mill s/o
- Maintaining buildings
- Empty store fronts

- Revitalization/repurposing of old retail and industrial sites
- Clean up main street business; fewer Mexican markets more bourques (old town Lousville)
- Brown field redevelopment
- Its a family town, very loving of you are single!
- St. Vrain River redevelopment

Economy, jobs and cost of living

- Cost of living
- Creating more jobs
- Jobs
- Lack of quality high paying jobs
- Maintaining work opportunities
- Job growth
- Bouncing back from recession (e.g. Twin peaks mall & in rough shape)
- Job creation
- Jobs the need for
- New business
- Attracting and retaining high level companies who will provide higher paying jobs
- Filling empty retail space, example the mall
- Jobs
- Jobs
- Employment
- Unemployment
- Employment for everyone
- How to get people to keep their business here
- Get more business to locate here
- Cost of living increasing and Employment keeping people employed
- Manufacturing work
- New primary jobs
- Longmont needs to attract more hi tech companies and Attracting primary jobs
- Lack of business environment that supports growth
- Attracting primary jobs
- Lack of jobs
- Jobs
- Jobs
- Poor job market
- Employment
- Don't know unless its price of rent & groceries
- Jobs

- Attracting good businesses w/high paying jobs
- Economy
- Providing jobs for youth & seniors
- Employment
- Employment
- Job growth
- Jobs
- Jobs !!
- Employment opportunities
- Jobs
- Becoming a pro growth business friendly community, attract jobs please.
- Unemployment
- Job growth employment
- Businesses fail
- Decent paying jobs
- Economic development
- Jobs
- Jobs
- More jobs.
- No manufacturing jobs
- Job growth
- Employment
- Employment
- Jobs
- Jobs
- Employment
- Economic growth increase employment attract companies
- Jobs
- Attracting quality manufacturing/Industrial/job growth companies with adequate salaries.
- Finding manufactures to locate hero, no 7 high tech.
- Infating costs to run our city
- Attracting business
- Economy
- Attract employers to Longmont
- Employment and Job evocation
- Jobs
- Finding away to make Longmont a desirable place to relocate (business and residents).
- Attracting business
- Jobs
- Economic development
- Attracting & growing jobs
- Drawing in large business and industry (butterball gone, sears homer)
- Employment
- Job supply

- Jobs.
- Jobs
- Job opportunities
- Business development
- Commerce and Economy
- Cost of living
- Bringing in the right businesses to keep our tax base in Longmont.
- Trying to find work that pays a real wage.
- Continuing to attract vibrant businesses / employers
- Economic growth
- Keeping (allowing) business strength/growth
- Strengthening jobs/business
- Jobs
- Economy
- Attract jobs, make this a nice place for businesses to locate.
- College of national economy
- How to bring in business w/out giving away tax revenue.
- Bringing in more high tech jobs
- Job creation
- More good jobs
- Attraction good employment opportunities.
- Bring good jobs to the city
- Local economy stimulus *See line 2*Brings in money from elsewhere creates focal point Instead of eyesore encourages diversity of culture *Housing and Market creation services
- Employment and Employer Retention
- Companies will leave Longmont.
- Jobs finding
- Attract more high tech jobs and Revitalize mall, main street north of 60th avenue
- Stay working steadily
- Jobs
- Jobs
- Employment
- Jobs
- More jobs here so I don't have to travel to Boulder.
- Jobs
- Jobs
- Business
- Jobs and Downtown
- Employment and Financial stability
- Economic development/shopping
- Keeping businesses successful in the town.
- Job growth
- Attracting quality employers high tech
- Job loss.
- More youth employment
- Revenue loss due to loss of jobs
- Economics
- Attracting new business Immigration (Legal & Illegal) and Employment opportunities
- Economic growth
- More jobs
- Jobs
- Upgrading the labor force more technical park
- Retaining business/attracting business
- Jobs
- Bring in better employees
- Attracting business
- More jobs for the people
- Controlling local economy, bringing jobs, new business, renewal of the mall
- Landing major corporations to fill the vacant buildings (jobs)
- Attracting small business
- Meeting business into the area
- Jobs there aren't enough.
- Drawing more business to employee people
- Not being able to bring large businesses into town
- Jobs
- Economy and Jobs
- Attract & retain primary employers
- Jobs
- Economic growth
- Employment
- Employment
- Local economy (economic development)
- Retain existing and attracting new businesses.
- Business environment/jobs
- Keeping businesses to jobs in town
- Cost of living rising
- Maintaining skilled people & new people so business and stays here
- Jobs
- Attracting businesses/employers
- Local jobs
- Salaries jobs
- Employment
- Economic growth
- Increasing jobs
- Lack of jobs
- Jobs

- Economic growth
- Jobs/unemployment reduced tax base
- Find jobs
- Jobs
- Cost of living for refuce
- Jobs
- Availability of professional jobs vs. Boulder market
- Jobs
- Jobs
- Attracting business to Longmont
- Jobs
- economy
- Job availability
- Attracting primary jobs
- Likely continued economic recession
- mas oportunidades de trabajo
- Economic Development
- Attracting good businesses

Affordable housing and housing market

- Affordable housing
- Affordable housing
- National/real estate values remain low
- Affordable housing for seniors
- Housing
- Senior living residence (Affordable)
- Housing
- Empty housing resale
- Housing services
- Low income housing is too greatly needed
- Older housing areas
- Encourage purchasing preowned homes before building new
- Fair rent prices (theyic terrible now)
- Regulation of problems LHA Public senior housing
- Housing lack of affordable for retirement & starter
- Senior housing
- Housing values.
- Home foreclosures
- Affordable housing
- Keeping property values from dropping, gangs gangs.
- Lack of pride in the city people live here cause its cheap not cause they want to invest in it!
- Affordable housing
- Lower cost senior housing
- Housing crists values are down.
- Real estate

- Create nice housing (apartments) for people that cant reasonably pay a home loan.
- Housing
- More lower income housing.
- Homes prices
- Stopping cost of living on longmont to get too high
- Affordable living increases
- Mid level housing
- No more houses until inventing decrease significantly
- Cast of living
- Senior housing
- Real estate prices to group.
- Rest cost. and Forclosures
- Housing values
- Too much multi unit housing
- Homes lowes cost
- Home prices
- Housing
- Maintaining property values
- Loans housing
- Housing
- Affordable housing
- Housing that is affordable
- Housing
- More affordable, housing
- Keeping housing affordable as more affuent people more in.

Concerns related to stores and restaurants

- Creating a mall that will have good stores (An indoor mall would have catered to the elderly especially)
- Quality shopping areas
- Modernizing shopping & dining
- Mall
- Replacing mall
- Development of main street, 119 & twin peaks mall area
- Shopping
- Having places to shop
- Shopping
- The mall and Places to shop
- Managing small business to downtown & the mall
- Bringing consumer shopping back to longmont retail sector / entertainment is poor
- Lack of commerce opportunities
- Bringing downtown and the mall lack to a competition level

- Place to shop
- Better shopping
- Keeping shoppers in Longmont
- Mall mall mall
- No more medium use chinese restaurant good family restaurant
- Get twin peaks mall reopened
- Getting the mall open again
- Retail variety, new mail & theatres
- Street business to town
- The mall debacle continues
- Attracting a balance retail eg. Am, variety
- Improvements downtown to draw more foot traffic and Dealing with overdeveloped retail space retail cannibalization
- Retail/shopping
- Better shopping and Degrading retail
- Need walking mall / shopping/dining area Need blue to airport
- Commercial development
- Poor shopping centers
- Good stores for shopping
- No shopping today in Longmont, what street tomorrow.
- Resurrecting the mall
- Rebuilding the mall/please no more used junk stores!
- New movie theater to keep shopping & eating here
- Renovation of mall
- Retail / commercial growth
- North Longmont lack of shopping. We do not even go into Walmart!
- Mall
- Shopping
- Downtown businesses
- A mall that keeps shoppers in Longmont
- Mall renovation
- Twin peaks
- More shops moving to Boulder
- Shopping
- Shopping
- Retail stores & quality restaurants We go to boulder frequently
- New main
- Rebuilding retail on main
- Getting new retail businesses. and Mall restoration
- Twin peaks mall
- Twin peaks redevelopment
- Downtown business/retail shops
- Keeping stores here encouragement of new stores
- Twin peaks mall
- Shopping
- New retail
- Redeveloping the mall
- Not enough shopping. Entertainment esp for preteens. Teens, young adults
- Shopping
- Retail expansion fix mall & grow retail
- Developing local movie & shopping on sales tax stays in Limar.
- Shopping
- Too much new retail and not redevelopment.
- Link of a good mall
- Improve shopping ie. Mall project
- Mall
- Getting the mall re constructed
- Better shopping
- Provide letter shopping/entertainment options.
- Loss of any mall and theater
- The need for down town business and Twin peaks mall outdoor mall big mistake
- Redevelopent of sugarhill, twin peds mall etc.
- The mall
- Better downtown shopping & mall shopping
- Lack of shopping competitiveness
- Redevelopment of twin peaks shops & retail
- Mall renovation/attractions business
- Losing down town steps to Walmons. and Rejuvenation & the twin pears mall.
- Absolutely no shopping choices
- Getting mall development moving forward
- Redevelopment of the mall
- The mall needs to be red one
- Shopping issues (mall)_
- Retail
- Lack of a more progressive retail no more walmarts !!!!! and Fix the mall
- Mall replacement
- Shopping
- Bringing in and retaining new businesses
- Shopping and Restaurants
- Mall
- Improving downtown
- Diversity shopping opportunities another natural food store? book store new books

- got same old items and Continue to revitalize downtown area
- Mall mouce theaker
- Crappy mall, crappy downtown shopping district, not good shopping overall
- Reducing twins pear Mall. and Bringing in new business
- A cool downtown some people unit to visit.
- Improving the downtown business/arts district
- Twin peaks mall
- New shopping mall
- Losing shopping dollars need the mall!
- Mall redevelopment and Health food shops more variety
- Downtown redevelopment
- Bringing new retailers to Longmont
- Decent shopping
- Down town
- Shopping
- Re establishing the mall. and Re establishing downtown
- Twins peak mall replacement
- Better shopping
- Redevelopment of mall
- Shopping mall
- Building a new mall
- Getting a new mall started
- Attracting more shopping/restaurants (mall)
- Twin peaks mall redevelopent
- Shopping I go elsewhere to shop
- Redevelopment of twin peaks mall property
- Redo the twin peaks mall to attract new business.
- Need to attract more merchants, especially natural grocery stores
- Shopping
- Mall shopping / entertainment
- Make it attractive place to shop
- Shopping
- Lack of shopping
- Building the new shopping mall getting stores
- To get longmont residents to spend money at retail places, movie and Theater, restaurants in town.
- Twin peaks and Rebirth of downtown
- Twin peaks mall
- Improve shopping keep tax payers here (also entertainment)
- Twin peaks mall development.
- Providing shopping facilities/mall
- Quality shopping and Quality entertainment
- New mall
- Shopping
- Twin peaks mall overall
- Mall
- Major shopping mall
- Industry and shopping to help with taxes here.
- Retail stores/Restaurants
- Redevelopment of twin peaks mall
- Mall redevelopment
- Retail expansion and Dinning
- The mall
- Improve the mall & shopping
- Improved shopping availability
- Revenue loss due to loss of shopping
- Redevelopment of twin peaks
- Mall
- More retail business to attract shoppers.
- Mall
- Mall
- The twin peaks mall
- Shopping / mall and Variety of Restaurants
- Concern for mall redevelopment
- The lack of shopping, the amount of money that goes out of longmont daily to blar, F.c. Denver
- Retail options are very limited, necessitating a trip to somewhere else for many items.
- Mall
- More shopping stores (mall repordel)
- The twin peaks mall property restructure and Encouraging new, additional restaurants to start in town
- Downtown revitalization
- More local restaurants
- Shopping no place to go only things are and Target, walmart, no speciality shopping available.
- Twin peaks mall area, could be great, will it be?
- Probably learning how we can better support our new mall and its business.
- Draw in decent shopping too much walmart not enough other costco? Mall?
- Revitalizing shopping areas (existing)
- New shopping center.
- The mall

- Twin peaks mall development
- Finish the mall twin peaks
- Reviving downtown shopping area
- Twin peaks mall development. and Historic downtown development.
- Need for a good shopping center
- Shopping
- Shopping mall
- Shopping and Mall
- Shopping
- Revitalizing the mall
- Need to get our new mall Asap!
- Redevelopment of the twin peaks mall
- Lack of mall and Lack of restaurants
- Local shopping
- Improve retail opportunities
- Fundamental split between old & new restaurants
- Continued downtown development/enhancement
- Twin peaks mall redevelopment
- Twin peaks mall do something with it!
- City council could have begun to develop the mall. Because of the stupidity, they refused unless the entire mall was developed. Voters should have had a voice.
- No shopping
- Empty retail space ie twin peaks, Walmart on hover; main st
- Need for a mall
- Twin peak mall redevelopment
- Shopping/entertainment I hate giving my taxes to other communities and Because we do not have shopping or movies adequate for needs.
- Regentrify cross road mall
- Concensus for T.P. Mall and construction impacts on transportation traffic
- Poor restaurants poor shopping
- Fix the mall please! Main st is confusing
- Need indoor/quality mall & theatre
- Shopping needs to improve
- Renovation to twin peaks mall
- Mall
- Twin peaks mall
- Decent place for locals to shop
- Ation for stores and Good price to shop.
- Attracting quality retailers at new mall
- Changing north main to look like something other than and A tutrd world country 6th street north
- Return shopping dollers to Longmont

- Getting better shopping Sams club!
- Improving shopping
- Shopping down towns main st
- Shopping
- Developing the mall
- Need of shopping locations besides wal mart
- Keeping sales to be voilence in Longmont by improving mall area
- Repairing the mall and Continues to revitalize downtown
- Containing more folks here w/better shopping options
- Lack of shopping out of town for most big names
- Creating new shopping opportunities in downtown and mall
- Twin peaks mall
- Better shopping store availability
- Redevelopment of twin peaks
- Shopping center
- Shopping availability and Dining availability
- More shopping options
- Mall revitalization
- getting people to shop here
- Redevelopment of the Twin Peaks area
- Doing something with the mall
- diverse shopping
- updating the mall
- Mall Redevelopment

Taxes and spending

- Not over extending of non essentials items
- Resisting additional taxes of any sort & no more taxes or fees.
- Taxation
- Keeping taxes at a reasonable rate!
- Taxes no increase
- Taxes
- Taxes
- Keep standard of living affordable (for middle class)
- Keeping tax dollars in Longmont!
- Taxing people leaving it too high
- Increasing taxes
- Stop the taxes already 1070
- Clear tax some of the business on main st.
- Tax tax tax tax
- Tax revenue meeting expenses
- Budget make revenue = expenses

- Funding
- Public transportation cut backs and Funding for public projects
- Increasing our revenue / tax base
- Maintain costs budget & taxes low level
- Increasing services needs with lack of funds to cover and Matching budget to funds available.
- Costs for city services water, sewer, trash
- Giving away tif dollars to developers.
- Budget management
- Finding a balance of how to find quality of life projects like good rec facilities without excessive tax increases.
- Taxes
- Generating revenue without overtaxing.
- Lack of city funding for existing services
- Tax base to support level of services
- Not enough tax base you blew it letting 119 be in corp. By weld city
- Cutting administrative over head while maintaining services.
- Balancing budget
- Cuts in social services & benefits and Cuts in donations to private non profits
- Budget cuts
- Budget (money) and Services
- Tax revenue
- Spend money wisely.
- Loss of sales taxes
- Deterioration of shopping, movies etc. To main st/twin parks.
- Desprate need of shopping area
- How the city can keep good services at reasonable cost.
- Budget
- More slow blow service on side streets
- Protecting/developing our tax base
- Property taxes
- Increasing revenue from taxes/sales tax
- Reduce taxes and Balance budget
- Lack of revenue
- City budget due to reduced income
- Sale tax rate too high and Sales tax revenue
- Lowering sales tax and Lowering school taxes
- Taxes
- Creating solid retail tax base
- High taxes
- Tax base
- Revenue
- Taxes

- Budget
- Funding the quality city services
- Turning the twin peaks mall space into a success with new jobs.
- maintaining core services under a strict budget while the economy rebounds
- Limited budget

Open space and parks and recreation

- Parks and park maintenance
- Use of open space
- Rec center don't even have a racquetball court
- Maintaining parks to high standard
- Maintaining parks & open space
- Keep up good works on parks & recreation
- Insufficient hike & bike paths.
- Keeping more open space/parks
- Shrinking open space & sprawl
- Need to sustain open space
- Maintaining parks
- Open space
- Increase rec center facilities to meet demands of large city
- Attitude of parks very poor
- Faw grounds
- Recreation services & maintenance of facilities
- Maintaining roads and city parks.
- Need to provide quality rec programs for growing population of special need
- City funding of parks & services
- City funding of park, recreations, services
- City manage not interested in sefty hazzards in parks
- Maintaining access to parks & open space
- Maintaining and developing commutable bike trail system
- adequate recreation facilities

Government issues, elections and politics

- City council banning industries in the city without public vote
- Fending off excessive regulations ala' Boulder
- Inadequite county representation
- Longmont, as with every other level of gov't will struggle to make ends meet, Primarily
- Keeping the liberal out of our lives.
- Too conservative

- People moving here who wish to change Longmont
- Keeping local gov. Out of our lives
- Local political autonomy
- Park city officials
- Not becoming another "Boulder".
- Increased intolerance of secular individuals & families w/ christian developments (only one religion?)
- Budget
- Lack of funds for redeveloping older neighborhoods.
- Marijuana debate/Legalization
- Increase in people who are indigent
- Financial integrity and graft in city government
- Could I use then space to request less bike races on saturdays?
- Too much liberal influence from Boulder
- Stave off the boulderizing of longmont. and Stave use the politizing the city council that is taking place
- Encroachment of boulder thinking & politics
- To keep longmont from becoming boulder
- Not trying to be boulder lite
- Liberals
- Leadership
- Poor city government,to conservative City council
- MGMT of city resource
- Liberalism
- Outside electing
- Liberal influence from Boulder county
- Waistful spending (paper surveys vs online) (landscapes uglylnor kept up) (building inspections)
- Poor communication from cty to residence
- Integrity of city council members
- Boulder county & Longmont move forward with improvements
- Appropriate social programs
- People who think all govenment and regulation are bad

Fracking, oil and gas concerns

- Fracking
- Fracking/oil gas
- Fracking issues
- Oil, gas & frocking issues

- If frocking occurs in our city will be a bad thing 'health'
- Fracking issues
- Fracking controversies
- Resolving frocking issue
- Fracking in water supply
- Fracking
- Fracking within neighborhoods oil gas belong in cities
- Eventual water shortage if fracking comes in.
- Fracking
- Fracking issues
- Fracking for gas
- Fracking we don't want it here!
- Oil/gas development expansion
- Keeping Fracking out
- Fracking
- Environmental issues (fracking)
- Fracking
- Fracking issues
- Oil & gas exploration
- Fracking antifracking
- Fracking
- Fracking
- Fracking in city
- Insuring that fracking doesn't infringe on city
- Fracking
- Being sued by the state over fracking
- Fracking
- Fracking
- Pressure from oil and gas companies for development
- Fracking within city limits
- Keeping fracking out of city limits.
- The drilling/fracking problem
- Fracking
- Fracking
- Fracking issue
- Fracking
- Fracking issue in city limits
- Oil & gas issues
- Fracking (keeping it out)
- Fracking (environmental issues)
- Fighting lawsuit if fracking ban passes
- Fracking policies
- Fracking
- Law suites from fracking ban
- Fracking
- fracking and natural resource development

- oil and gas pressure - fracking

Don't know/no opinion

- ?
- Not sure! only lived in and Longmont for 2 months!
- Don't know
- Unsure, have only lived in Longmont for 5 months
- None
- I can not see into the future.
- ?
- I don't know
- I have no idea

Other

- Neighborhoods going downhill
- Support for longmont hospital
- Creating something more helpful to the homeless warming shelters.
- Lower downtown revitalization
- Too much retail/big box growth
- Boulderites moving to longmont
- Larger population of elderly & necessary services
- Providing better hospital plans
- Maintaining a "small town" feel
- Entertainment
- The airport (noise & development)
- Maintaining quality of life in light of budget constraints
- Homelessness
- Teacher have a problem when you cant
- Make kids minds.
- Keeping community feel for growing population
- Recycling Longmont do not & town but a large city
- Health care
- A decent place to sign
- Homelessness
- Airport noise.
- Maintaining good quality of life
- Sense of plate, neighborhood cohesiveness
- The push
- Being in the same county as the city of Boulder
- Addressing low income areas
- Potential less of another big employer
- Supporting adequately as entrepreneurial environment

- St. Urain funding challenges
- Need for better personal emergency preparedness
- Bears
- Cougars
- Bob Dole
- Stop Boulder from making Longmont a satellite
- Too many unused/ vacant buildings and strip malls
- Homeless
- Health
- Public image
- Homeless
- Neighborhood pride/neighborhood watch/neighborhood unity/Growth
- Identity rural, low income ? upper income, etc
- Budget constraints
- Changing demographics
- Praire dogs. Good grief
- More music venues
- City employees to have insurance coverage at Longmont united hospital
- Odor control from waste water plant.
- Having space to build placed to rework.
- SVVSD is Mapping. They think they shouldnt have to balance their needs
- With there of others.
- Airport expansion
- Environmental protections.
- Getting rid of squills
- Untrained work face
- Maintaining Longmont's character
- Trash
- Facilities
- Organization
- Demands
- Sharp increase in homeless and alcoholics laying around our streets, esp. Downtown.
- Increasing retirees means more need for social services
- Train noise
- Trafler
- For much apenth.
- Better communication with people
- Environmental problems whiter, air pollution, use of resources
- Maintaining Longmont's family friendliness. Not getting sucked into Boulder
- County/Denver E Rick

- Asking people like me questions like this
- Too many Boulderites ruppitying a mixed economic citizen base
- Keeping small town charm yet offering stores, movie theaters of quality
- Maintaining a health quality of life.
- No SST housing like Anthem or other developments w/amenities.
- Lack of forward thinking mixed are development
- Health
- Redevelopment of blighted areas
- Homelessness/ joblessness
- Lack of & to upgrade technology
- Homelessness
- Development
- Tourism
- Crazy lady throwing water on road making ice in the winter on school bus route and 24th & spencer on the corner called police last year no one checked it out.
- Climate change and Air, soil & water pollution
- Random homeless drunks
- Environmental /climate change
- Most people I know would prefer to live elsewhere
- Senior boom
- Content history world & American Crono
- Expansion/facilities ster
- Really causes problems getting to the famous market
- Pollution of st. Vrain river from sewage plant and strom
- Watch out forICLEI bad news
- Agenda 21 watch out bad news
- All the loud motorcycles & loud old cars. Thats a pet peeve, but loud old cars & trucks (muffler problem?) That's annoying!
- Hydrant areas
- Health come
- Homelessness & drug above
- Resisting the urge to be, pro active on meaning less projects/issues.(fracking)
- Homeless
- Homelessness
- I don't have a timeline of events that is easily accessible.
- Improving/maintaining services
- Working where we live keep longmaters, in Longmont.
- Keep our qauality of life as good as it is
- Keeping psysical above visible thing our condition.
- Do not loved builds.
- Tracking
- Quality of air
- Train noise mitigation *CNZCK flagstaff AZ*
- Would support city funding partnership. Sugarmill redevelopment *music, arts, media, cucinary school? *inspiring views*
- Tracking issue resolution
- Get development from 1st to 17th, tear the turkey factory down.
- Possible food shortages
- Air quality
- Population exodus to boulder for work & other reasons.
- It is too far away from denver
- Maintanng quality services to handle the growth
- Access to
- What to do with the increase of senior citizens that are up & coming
- Transition of the city more frequently to lovland and lyons
- The feed lot smell !!!
- 1 Again its the only thing I have a problem with in longmont
- Aging population
- Homelessness
- Keeping medical facilities up with population
- Vance brand airport upgrade
- Reputation of Longmont
- Pollution
- Competition in surrounding areas for shopping/entertainment
- Realego Longmont's senior population is growing
- Global warming
- Keeping up with loveland Issues wise
- Noise
- More community events
- Homeless
- Most likely the bug infestations like bed bugs and learning from our mistakes.
- Running how we can continue to grow managing our wildlife animal habitats.
- Loda
- Worthy
- Physical environment
- Need food storage nuclier attack

- Build safe place for homeless
- People complaining about the train noise
- Homeless
- The poor
- Possible closure of amgen
- Poverty
- Homeless people
- Airport runway extention
- Not much to do
- Rezone regentrify ken pratt & 287 (main) intersection
- So happy sports market is coming here
- Being uncool and youth/talent issues in employment
- Development
- Maintaining quality of life & property values
- Health care & educating illegals
- Energy need to push solar for our sunny residence.
- Emergency services, i.e. Ambulance service & how it will be.
- Imported by affordable. Health care a medicare changes
- Keeping rebil spending in Longmont
- Updating image be more "Boulder county" less weld
- Train your city attorney's in victim's rights
- Disparity in growth between hover and main street
- Problem with Longmont united hospital hospital needs help
- Declining civiling in society
- Stuck in.
- More friendliness in neighborhoods between neighbors
- Lack of visitors attentions
- More/better mental health services low cost
- Reputation of Longmont needs to improve
- Future of turkey plant
- Keeping good neighborhoods
- Drought
- Tree loss due to drought
- Improving city's reputation
- los homeless
- finding its place in the wider community: North Colorado line vs FastTracs, establishing psychological and political independence while staying within Boulder County
- preserving Old Town
- SVVSD Efficiency
- community support resources

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

No problems encountered

- Never had issues w/services
- Services are what is expected, no more.
- No problems
- I have never had any problems
- I have moved here recently and have not had a bad experiance yet.
- No major complaints
- I have not had any problems with the cities services
- Services are provided, but nothing special stands out
- Things seem to function normally.
- I have not had any problems with any services
- Most city services seem reasonably efficient.
- Never had any problems or comcans
- Have had no troubles
- It works for now I don't really care.
- If you don't face individual problems, you are not aware of city involvement
- They have not impacted my lung here.
- Everything work as advertised
- Never had a problem; efficient, on time, inexpensive.
- Have not encountered any problems
- For the most part every thing works.

- Mostly meets my needs.
- Lived here 50 years never had an issue.
- No problems
- I don't have any complaints.
- Well setup & equipped
- I have no complaints about longmont services
- I have no real problems or bad experiences.
- No complaints
- Never had any problems with city service.
- Very few problems.
- No problems
- Have never had a problem with any of the services I receive.
- Little problems with services
- Have no complaints
- No complaints
- Never had any complaints
- Haven't had any problems with any services.
- I never have problems
- No complaints !!
- I have had no problems w/city services & they are affordable
- Most services are effective!
- Because I have never had a problem with this
- Very few problems
- I never notice which means it's working perfectly, nothing to complain about
- No complaints
- Never have any problems
- Were never had any problems and we appreciate our consistent service
- No major problems or Issues when camp to other towns
- For what we use have not had too many complaints
- No significant problems
- No problems to me.
- Have never had any problems and personnel are always friendly
- No real problems so far
- I don't have many interactions with the city; things just work.

Good, timely, reliable service

- Timely service of reasonable costs.
- Reliability
- I think longmont takes good care of its residents regarding the above.
- Responsible cost adequate
- Services are great/nice place to live
- Our community is safe, parks are beautiful, Longmont offers a lot.
- Quick repair of power trash & recycle real & reliable
- The services here are good because to the string sense at community in the town
- Very dependable
- On time
- Not many outages Prompt response
- Consistency.
- I consider it better than other cities of it's size
- On time and affordable
- Many items are very clear & easy to use
- Services are regular. Impressed with and side ago recycling progress.

- Most of the services I have experience with are of high quality.
- On time
- They are not intrusive as in boulder
- Services are on time & timely on days schedule
- Good hometown feel
- My experience have always been good & respect
- Effecient & well run
- Always work, repair timely.
- Services are timely and convenient
- Everything always works not many outages
- Up to date and fairly prompt
- Ultiker rates or low source is good
- City does a great job.
- I think they've good.
- With at thinking about it you can look around to feel good about town
- Great electric service.
- We are very happy with city services and the city people we are talk with
- Online availability is good.
- Efficient & reasonably priced
- Great weather & friendly people.
- Reliable prediatable
- Care to the community is good
- City is well taken care of
- They do a good job
- Best electric rates, excellent fire dept, excellent animal control, very little violent crime.
- Just moved backs so haven't utilized many services but good sofar
- I feel satisfield
- Consistent, courteous, good use of revenue, pride in city reflected in practices employees always seem dedicated & hard working, a well maintained city overall!
- Services I am familiar w/seem pretty good
- Best run small city I have encounterd
- Utilities are top notch local government is quick to respond.
- I live, play, and work here, yall do a great job!
- The city is prompt and on top of repairs & requests.
- No complaints! good job!
- I don' t have any complaints and I feel people of Longmont care.
- los servicios son confiables.
- I like the inexpensive and reliable electric and city utilities, and excellent police and fire.
- porque son buenos servicios
- Very good with the core services and essentials; pretty good balance on all the rest. Don't think our parks need to be pristine; code enforcement seems appropriate to health/safety without going overboard a la Boulder. Seems a good balance.
- Consistency and reliability
- Services are reliable and go completely unremarked until they fail-on extremely rare occasions.

Concerns about crime or law enforcement

- Never, for the most part, have really bad. Expect poor response time of non emergency police services.
- I have always loved living in longmont but child report drug problem in some parks
- Inept & unacceptable police practices & the genera/ erosion of constitutional rights.
- No enforcement of laws, codes or anything else in my neighborhood
- Longmont is surrounded by meth. How could I say any services are above poor "quality"?

- Poor attitude of police & attorney indifference as to safety of children in park/equipment parks dept personel sit/my in trucks instead of repairing park equipment

Issues with trash or recycling service

- Recycle should be weekly, you encourage town over recycle
- I don't think every household should require using city trash pickup!
- I need weekly pick up of recycling please. Bi monthly trash would be fine
- I think residence should be charge at tiered rate for amount of trash.
- Trash, recycling pick up is efficient, police are visible presence in city, good library
- Trash/recycle/clean streets/recycle center.
- Our family takes recycling very seriously. It would be wonderful to have weekly single stream pick up. Thanks to ecocycle for taking bio bagged compost! saves a long trip to boulder!
- Trash gets skipped sometimes
- Trash could be picked up more promptly
- Snow removal minimal, street maintainances minimal
- Wish the recycling was weekly otherwise great!
- Traffic & enforcement needs improvement
- Still waiting for smaller size recycle bin

Issues of code enforcement

- Overall ok, problems with low enforcement, coding/regulation & public transportation
- Laws not enforced paper work needed about barking dogs time to ban pit bulls of dogs barking & off leash
- (1) Residents have complained for years about loud, loud rock n roll bands in Roosevelt park!! The city really does not listen to neighbors complaints. (2) Now that the city has a portable stage, they can hold music events into other city parks. The city listens to complaints but nothing changes please find other parks to host cinco de mayo, loud music, major crowds, 6 hour of music loud car colorado car show, 1 day, hundreds of cars, crowds music octoberfest, 2 days of 9 10 hours loud music Jazz festival, 2 days of 7 9 hours loud music etc. The extremely loud music makes it hard to be in your home during these events, especially the bass music, which goes thru every room in our houses ! We have to leave town during these events.
- Code enforcement should be kept anonymous if it violates code so be it!
- Would like a better method to stop dogs barking!
- Mostly they're first rate. The police are supposed to help with excessively loud neighbors and they did nothing. Nothing is done about weeds. Graffiti & trash in neighborhood always; (prop values suffer because of this) there are "trashy, bad neighborhoods" and there shouldnt be (This isn't say, New jersey...)really!
- They complaint dogs off leash.
- Code enforcement of property to eliminate junk is deplorable!
- More resources needed for code enforcement

Can do better

- We all could use a little improvement have there
- Cats running wild killing birds
- Brush growing on side walks.
- Water Electric
- Please work on replacing water mairsty grass is native grass & xeriscape!!
- They only need some more work
- Enjoy living here a side from trying to set up gas & water service and not a form of the community mail box concept.

- Some areas are very good, others very lacking. Parks the rec center need to be better. Bldg inspection needs to be less intrusive. The museum should be closed and money used for important things. Major streets get plowed pretty well, but the side streets plowing is a joke.
- One reason is you go downtown and there's an parking. The store you want is already out of business after 2, 3 months.
- I think many services are superb to residents, but community parks and right of ways are for below acceptable to our guests and visitors to our community.
- Some are good, some need work
- Satisfied with many, very dissatisfied with many
- First time utility bill (as in, never had a bill in my name before.) Required a deposit that nobody told me about until 2 mos of living here. Timeliness around that would have been appreciated.
- Electric and water are excellent. Park equipment could be updated/better maintained
- Too many pit bulls! The homeless are increasing noise is problem
- I think over all the city has a great handle on services but there is always room for improvement.
- Street repair seems haphazard.
- Electric stays on most on the time
- Electric & water service is good Privet track Never clean my street from snow.
- Some calls do not get response
- My neighborhood park (fox meadow)never got built disppointed w/ fast tracks. RTD services to airport / rockies ride & movie theater
- No complaint except snow removed
- Overall services are good. Tired cost of water is a negative.
- Because, always we can do better.
- Water & elec top match, also trash, recycling (especially at community gatherings.)
- If just could be better
- Special needs recreation program/needs to step up its game. Try modeling after Boulder expand program.
- Too much: pesticides, herbicides, tree trimming way too much
- From utility; fantastic. However upkeep of lands and image is very poor!
- Building inspection is very poor/utilities are good/HR is poor/planning is poor/overall maintainance is poor
- Poor park maintainance, poor police attitude poor traffic enforcement obscured by landscaping bad hospital!
- Benice to see more beauty & art improvement
- My electric bill is extremely high every year in Aug/Sept. I do not believe this is true accurate reading. I conserve energy in my home and find this to be a disturbing trend.
- Regular service but not significant improvements

The City staff team is helpful and knowledgeable

- Some of community evident; people friendly & helpful
- The trash man waves "hello"
- Most of city staff very comp
- When I need an answer, they direct me to who I should speak & that number.
- Well maintained and skilled city staff
- Always helpful & friendly
- Any time called, I've received immediate response.
- Great staff
- Customer services is friendly
- Professional, courteous, efficient
- Responsive, nice, helpful,
- Every dept I've ever had to contact has been polite & responsive in good time.
- All city employees are pleasant and want to provide better services

- Courteous personal.
- The employees helpful friendly knowledgeable
- Conucent sence of quality and commit to the job performed.
- Friendly service, helpful.
- City of Longmont people are both caring professional
- City employees
- These people take the time to help us
- Professional staff, reliable, consistent.
- Any issue i have had was addressed quickly and professionally
- Helpfull, knowledgeable staff. Timely services
- Most of the employees are understanding friendly & courteous they break even bad news well
- Dedicated people.
- City employees are courteory, helpful & knowledgable
- Friendly & knowledge staff.
- People
- People care
- Goodtime. Professionalism
- Responsive, prompt, helpful
- Every time I've needed any sort of help with a City service I've gotten it immediately.

Don't know/no opinion

- ?
- Recently moved here (about 1 year ago) it's a good town, but we haven't yet explored all of the option or needed emerge services.
- I haven't been here long & new to area
- I have only been here in the city 8 mths so i can't say otherwise
- We just moved here 4 months ago.
- New to area in last 6 months
- I don't have to think about them.
- Only lived here one yeas.

Other

- None are of valve to me or never open when I need and am available to use them.
- Parades, fireworks, holiday events
- Services are much little than past liberty
- Because we never to all someone about problems
- Amazing museum, services, convenience
- Billy the kid, what did it do?
- Because
- Electricity/water bill is expensive in the summer
- You find out
- I'd like to see more things to do with small children.
- Some city service should be allowed to be run by the private sector.
- Only living here for love of spouse
- Frack is picked up on time water is good streets taken care of
- Nothing happens without someone complaining
- Have lived elsewhere know when i'm well off!
- Some care some dont your services
- We have lived in other states !
- Re problem
- See II5
- Apartment living

- Home
- Hometown
- Homey
- Home
- Home
- Home town
- Home
- Home
- Home
- Home
- Home
- Home
- Hometown
- Home
- Home
- Home
- Home!
- Home
- Home
- Home
- Home!!
- Home
- Home
- Home
- Family
- Home
- Home
- Family-oriented

Friendly, nice, comfortable, etc.

- Friendly
- Friendly
- Comfortable
- Nice town
- Contentment
- Friendly
- Nice
- Comfortable
- Comfortable
- A friendly place to live
- A good place to live
- Friendly
- Wonderful
- Great
- Comfortable
- Friendly
- Good place to live and work
- Nice
- Salt-of-the-earth
- Good town.
- Nice
- Friendly

- Great
- Friendly
- Comfortable
- Friendly
- Comfortable
- Great
- Good
- Wholesome
- Friendly
- Friendly
- Pleasant
- Love.
- Pleasant
- Comfortable
- Friendly
- Friendly
- Nice
- Nice
- Longmont is a great place to live.
- Friendly
- Nice
- Wonderful town
- Nice
- Quaint
- Comfortable
- Life rich
- Good place to live
- Pleasant
- Comfortable
- Family friendly
- Friendly
- Nice town
- Smile
- Comfortable
- Good country
- Friendly
- Pleasant
- Great
- Nice
- Comfortable
- Nice place to live
- Joy
- Nice
- Mainly happy to be here
- Friendly
- Amazing
- Pleasant
- Nice!
- Lucky
- Friendly
- Friendly
- Pleasant

- Welcoming
- Nice city
- Great
- Nice
- Nice
- Nice
- Friendly
- Nice place & city to live in
- Friendly
- Nice place to thrive
- Nice
- Friendly
- A good place
- Well rounded
- Nice city friendly people
- Friendly
- Quality
- Openness
- Nice
- Relax friendly
- Family orientedly friendly
- Pleasant
- Open
- Friendly
- Good
- Awesome!
- Friendly
- Good
- Friendly
- Good
- Nice
- Excellent
- Great
- Kid friendly
- Nice
- Friendly
- Friendly
- Friendly
- Friendly
- Nice
- Friendly
- Well balanced
- Good city
- Perfect!
- Great
- Nice
- Friendly
- Friendly
- Excellent!
- Balanced.
- Great
- Friendly

- Friendly
- friendly
- family friendly

Beautiful, rural, mountains, etc.

- Longs peak
- Views
- Trees
- Cowtown
- Scenic & great mountains views
- Attractive
- Trees
- Farm country
- Beautiful
- (Beautiful) Beautiful
- Longs peak = Beautiful view
- Mountains
- Cow town
- Farm town
- Sunsets
- Mountains.
- Parks
- Country
- Mountains.
- Lovely
- Mountains
- Maintains
- View
- Sangs park
- Lovely
- Longs peak
- Open space, clean air
- Mountain views
- Mountains
- Rural
- Long's peak.
- Trees
- Country
- Views
- Beautiful city
- Sunshine
- bonito
- Picturesque

Quiet, peaceful, safe, clean, etc.

- Peaceful
- Relax
- Great people and safe place to live
- Mellow
- Safety
- Clean
- Safe

- Peaceful
- Peaceful
- Peaceful
- Peaceful
- Cozy
- Quiet
- Clean
- Quiet
- Quiet
- Quiet
- Quiet
- Safe
- Is the best place to live is very quiet.
- Safe
- Safe
- Quiet,
- Clean
- Sanctuary city
- Quiet
- Quiet
- Clean, nice place to live
- Clean
- Nice place, safe
- Relaxed
- Cleans
- Quiet
- Peaceful
- Easy
- Peaceful
- Solid

Boring, stagnant, bedroom community, etc.

- Boring
- Dull
- Dull
- Bland
- Ghost town
- Commuting town
- Bedroom community
- Boring
- Boring
- Bedroom community
- Dead
- Boring
- Stale
- Outdated
- Out dated. Wastes money. (Art in public places)
- Bedroom community
- Bedroom community
- Vacancy

- Bedroom community
- Boring (in a pleasant way)
- Boring
- Boring
- Boring
- Boring but nice

Growth, change, diversity, etc.

- Growing
- Developing city
- Mexican
- Growing
- Drawing
- Different
- Unique
- Diversity
- Changed
- Special immigration
- Up & coming
- Hub?
- Hispanics
- Nice multicultural
- Changing
- Mexicans
- Modernizing
- Growth
- Home (but too many illegal mexicans receiving priority benefits!)
- Mexicans
- New
- A safe heaven for Illegals
- Mexican population
- Activities
- Mexicans/ Hillbillies
- Illegal
- Little Mexico
- Diverse
- Illegals
- Potential
- Changing (for better)
- Lively

Affordable, livable, convenient, etc.

- Near Boulder but cheaper
- Affordable
- Liveable
- Casual
- Livable
- Affordable
- Livable
- Inexpensive
- Convenient

- Liveable
- Housing
- Convenient
- Affordable
- Affordable
- Affordable rent
- Cost of living
- Affordable

Small town, community etc.

- Community
- Small town living pleasant place to live
- Small town
- Community
- Community !
- Community
- Community
- Community
- Community
- Community oriented
- Community
- Small town
- Neighborhood
- Homey small town atmosphere
- Community
- Community
- Community
- Community
- Community
- Smalltown
- Community
- Small town living
- Small town USA
- Community
- Too small
- Community
- Community
- Community connections
- Small town sony 2 wards!!
- Community
- A small community
- Small
- Community
- Small
- Small
- Community
- Community
- Community
- Community
- Community
- Small town
- Gard feeling of "community"
- Community

- Small town
- community
- Community
- Community

Crime, crowded, dirty, etc.

- Meth labs
- Ugly bulldoze the turkey plant.
- Ugh
- Crowded. Trying to be too much like Boulder.
- Hoodrat
- Hispanics, gangs, Poor schools
- Busy
- Crime
- Dirty 9th ave is filthy!!!
- Rotten down
- Dingey!
- Dirty
- Smell
- Over grown
- Busy
- Gangs criminals felons homeless beggers
- Ghettos!
- Crowded
- Ghetto
- Drugs, low income, dirty, ghetto
- Transients (are every where parks, grocery star party lots, living near one of our fire stations)
- Traffic
- Large/loud

Don't know

- ?
- None
- Nothing

Other

- Underrated
- Location
- Ignorant
- Normal
- Really?
- Redneck
- Undervalued
- Boulder not a good association
- Strongmont it is our family's inside joke
- Okay
- No community
- Walmons/good beers
- Sadly, "Longtucky".

- Seniors
- Presidential
- Conservative
- Mall
- Liberalizing
- Bears, Bob dole, cougars, Billy the kid, Boulders, boring, basketball
- Fear mongering fracking
- Shopping
- Decent
- Inform
- Not modern! Pawnshops! Secondhand stores!
- Colorado
- Longmont
- Unfriendly
- Moderate
- No local shopping to speak of
- Not like Boulder
- Conservative, provencial
- Cheese
- Golf
- What to be boulder.
- Where
- Okay
- Low income (Like me)
- Lefthand brewery!
- Where?
- Searching
- Suburb.
- Normal especially with respect to Bradler
- Average
- Were's that (just whatch ch 9 during weather Longmont is not monitored.
- Republican
- Move
- Longmont
- Conservative farming community w/a high population of immigrant farm wks.
- Non progressive.
- Schlongmont
- The city
- Cruising
- Blue collar no good food or shopping
- Ok
- Conservative
- Backward
- Decent
- Boulder
- Blue collar
- Average
- Town in between towns
- Limitation
- Longtucky!
- Longtucky!
- Close-to-Boulder otherwise nothing comes to mind
- Good in the good old days before californication
- B
- Big
- Modest (no college kids, mega mansions, you don't need a trust found like Boulder)
- Long survey (sorry 2 words)
- Boulder county
- Longtucky people that are ignorant, smoke, and hate cyclists. Sorry.
- Housing is available but cost outrageous/lovely parks!
- City
- Why?
- Run down mall
- Insatiable.
- Need a good major
- Lower middle class
- Lease
- Lefthand
- Threat
- Boulder over flow
- Road
- Poor for bus services
- Middle class, stable, good people, boring
- Un boulder
- Red neck
- Ok
- Ok
- Great independent restaurants
- Puke
- Sate
- Colorado
- Typical
- Sugar(Beets only an old timer would know this.)
- Middle of somewhere/not too far from where i do things
- Ok
- Costly housing, no restaurants, no shopping
- Where is that?
- Suburbian
- Bolder (close to)
- Opposite of Boulder
- Main street
- Real world
- Train

- Republican
- Longtucky
- Indiana
- Acceptable
- Impression
- Icebox knitting
- Boulder county Yikes! no thanks
- Frogmont
- Bad
- Suburbia would be nice to focus on downtown; cute shops eateries I just live here; I dont play here!
- Hmmm, well, its ok I guess ok
- Bad hospital!
- Ok
- Boulder county to over bearing told fashioned
- Intrado
- Blue collar
- Second fiddle to Boulder/Loveland where?
- acceptable
- working
- Boulder
- Trojans

Question 19: In your opinion, what is Longmont's most valuable asset?

People, friendly, sense of community

- Nice, friendly, neighborly people
- Its people
- Sense of community parades/holiday activities
- People
- People
- Its people
- Availability to needs people
- The people
- The people !
- People who are open interesting
- Its citizens
- Friendly community
- The small town, friendly atmosphere
- Sense of community
- Its citizens
- It's citizens !
- It's citizens
- Desire to unite the community.
- Source of community
- Friendly people like our new church
- Sense of community
- People
- Kindness of people
- Their people
- The quality of its people
- The people
- It's residents
- Sense of community
- Great parks & trees, family friendly
- People
- Friendliness.
- Community spirit.
- The people
- The people
- Its people

- Friendly people good shopping
- Friendliness
- Willingness of people to work to community & others.
- People
- People
- Its citizens.
- People always is.
- I love the people here.
- People
- People aren't arrogant (or in a spending contest like Boulder) (a no fracking law, a close second)
- Nice people
- Sense of community
- Nice people
- Community
- Community
- People
- The people
- Community
- People
- Safe friendly accomodating
- Sense of community
- Sense of community
- The people
- A caring, friendly city
- Friendly people.You have most of the luxuries of the city, with a small town fees.
- It's citizens!!
- People
- Sense of community a real town feel
- Community
- People friendly
- Sense of community
- The people
- Community (the people, services & location)
- People
- The people
- It's people
- People
- A community that cares for others.
- Sense of community Activities, restaurants
- Friendliness of people
- The people reasonable living
- Sense of community
- It's people
- Sense of community
- City employees are friendly
- People
- People
- Its citizens
- Its people
- The people
- Friendly
- It's citizens and their sense of community

- Combination of community, natural environment & affordability
- People
- Good people
- Longmont citizens
- civic minded people in the community who make things happen
- sense of community

Affordable cost of living

- Cheaper to live than boulder, firestone/frederick, closer to denver w/o living in denver
- Affordable housing
- Affordable housing
- Affordable cost at living
- Affordable housing
- Most affordable place to live in boulder county.
- Affordable housing
- Affordability
- Affordable cost of living
- Hs cheap
- The only affordable place in Boulder county & old town is pretty
- Less expensive then boulder
- It's cheap.
- Cheaper living
- Housing
- Affordable & diverse
- Prices of homes, buffets, walmart
- Progressive affordable place to live
- Affordable housing
- Cost of living
- Affordable housing

Family friendly, kids, family

- Nice family atmosphere
- Kids
- Good place to raise children
- Family / kid friendly
- My family
- Family friendly
- A great place for a family.
- Family/friends
- Our children
- I feel like it is a great place for families to live; numerous parks, playground events, close prox. To rec. Activities.
- family friendly and recreation

Schools

- Schools
- The schools & early education
- Altona middle school princ meshling
- Schools
- Open space & school programs
- Much for education and recreation(mountains)
- St Vrain valley. School district!

- Its schools
- Schools

Shopping/dining opportunities

- Shopping & dining
- Variety of stores
- Abundance of shopping and restaurant options.
- Retail (even though it's grossly lacking) proximity to recreation
- Shopping centers
- Longmont has a large amount of the most popular stores and restaurants.
- Stores

Location/access to region (jobs, recreation, other communities)

- Being so close to denver & mountains
- Location
- Location
- Location
- Location in proximity to the mountains & other front range cities
- Location
- Location, proximity to mountains, boulder, denver
- Clare to Denver
- Easy access to other places, mountains, Denver, Wyoming
- Location to just about everything
- Location / cost of living
- Location
- Location close to Denver & mountains
- Location
- Good location
- Location
- Location
- It's location for access to I25+287 & the bldr. Diagonal
- Location, proximity to mountains/Boulder/Denver/fort collins
- Location
- Location
- Location
- Location
- Location
- Accessibility
- Great locations mountains & large city (Denver w/mall sports teams rockies/pro B.Ball/Broncos.
- Locations pleasant small city, physical environment.
- Location along front range closed city mountains etc.
- Location
- Location
- Relation to boulder
- Location
- Close to boulder, but not boulder
- Location to boulder ft. Collins & Denver
- Location, cost of living
- Great location in Colorado
- Location
- Location
- Central location to big city shopping

- Location close to what we need, but not too close
- Proximity to Boulder
- Location proximity to Denver, Boulder, ft collins & maintains
- Location
- Location
- Location
- Central location to den, Bldr, ft courts to Denver, Boulder, ft Collins, estes
- Location wlin the state
- Location
- Its location being b/w Boulder & ft. Collins & close to Denver
- Proximity to everything I need! and I mean everything other than I drive to flatirons mall to shop
- Great location
- Location, small town feel with larger town resources
- Location
- Proximity to boulder
- Location
- Location
- location
- Location
- Location, location, location
- Location
- It's location

Natural environment/mountains/open space

- Proximity to the mountains
- Parks and open space
- The natural environment
- Natural environment
- Closeness to mountains
- Mountain views
- Longs peak
- Bears, mountains, that big metal moose at 119 Hover
- The view
- The river
- Mtn Views scenery farm country rurals
- Proximity to the mtns.
- Open space, walking & bike trails
- I like that we have open space & business
- Close to mountains
- Surrounding natural environment
- Proximity to beautiful outdoors.
- McIntosh lake
- Natural settings outdoor recreation
- Access to mountains.
- The views
- Access to mountains, access to Denver, Independent
- The view
- Open space
- Scenic setting near mountains
- Close to mountains
- Proximity to mountains
- Just look west

- Close to rocky mtn nat'l park
- Parks & open space
- View of long's peak
- Golden ponds
- Closeness to the mountains
- Location to mountains, Denver, no. Colo.
- Both close to mountains & farming
- Views
- Natural environment
- The view, in concert with urban and rural areas in close proximity to each other.
- The location and proximity to rocky mountain national park.
- Rivers & lakes
- Lots of parks & open space
- Location to the mountains, denver, boulder, ft. Collins.
- The view of the Mtns. Low electric cost
- Mountains
- Access to recreation in mountains (rocky mt national park)
- Closeness to mountains, parks, trails.
- Proximity mountains and other great cycling opportunities
- View and access to everywhere
- View of mountains
- Mountain views
- Long's peak
- Natural areas
- St Vrain River

Quality of life in general

- Quality of life
- Good quality living
- Quality living at an affordable price
- Quality of life
- Quality of life peaceful, beautiful
- Quality of life
- Quality of life (clean air, parks, paths, green space, mtn, views, traffic low)
- Overall support of a comfortable living
- Quality of life in general.
- General quality of life
- Beginnings of a good city
- Good place to live; work

Recreational opportunities/parks/trails

- Recreation opportunities
- Outdoors
- Parks, public artwork
- Greenway
- The bike path
- Variety of parks
- St. Vrain greenway trail system. Please rescue this treasure from those prairie dogs.
- City golf courses
- Parks & greenways
- Walking paths
- Parks

- Trail system
- Parks, walking & biking paths & friendliness
- Songs park mts !!
- Parks
- Walking paths
- Park & rec areas
- Parks
- Parks, escape to nature & lack of congestion.
- Parks & recreation
- Parks and green way
- St Urain greenway (which needs to go into Lyons)
- Walking and Bike paths
- Parks and recreation
- Parks
- Golf courses
- The parks
- Greenways & trails
- Recreation opportunities
- Parks
- Recreation opportunities, trails
- Recreational opportunities
- Parks
- walking trails and parks
- Greenway

Appearance/cleanliness

- Beautiful views, parks & paths. The desire by a lot of the population to make Longmont a great place to live.
- Trees & big streets low key affordable
- Beautiful neighborhoods
- It has many but the trees and paths stand out
- Beautiful comfortable place to live
- Good wide streets lots of trees
- The beauty of the town
- Cleanliness
- Boanty and closeness to mountains.
- Beautiful town
- Beautiful landscape, jobs, proximity to Boulder

Cultural opportunities (events, library, senior center, etc.)

- City organized events, case of services
- Family friendly events & sense of community.
- Art walk
- Activities for seniors affordable options
- City events, pools, parks, skating, rec center (family gathering places)
- Senior ctr followed closely by downtown street events & parades
- Senior center, hospital
- Community events (music, cultural, food truck, etc)
- Arts & culture
- Down town function parades etc
- Library, recreation center & services, bike paths
- Family focused events

- The library!!!
- Library
- Art in public places
- Senior center
- Museum
- The library.

Small town, farming community, historic, sense of place, size of community

- Size and proximity to recreation
- Size & affordable
- Reasonable size of the city
- Having the feeling of a real town amongst pop up communities
- Smaller community
- Small town feel w/easy access to Boulder/Denver area
- Simple living style.
- Small size
- Not a big city atmosphere
- Small town feel with big town Amenities.
- Smaller town closer than some areas to devine
- Small town feel
- Small town atmosphere but too many malls ! on main st & ken pratt ugly, blighted
- Still a somewhat small town atmosphere hare although when is actually was a small town in had much better shopping.
- Small community feeling in close proximity to city life (Denver Boulder)
- Small town atmosphere
- Small city lifestyle safe
- Small community
- Small town life
- Size
- Historical
- Still a "real" town for interesting mix of people
- Not being over populated
- Small & beautiful
- Small town feel
- Small enough sidetown more cen sew shoe then Boulder
- Clean home town feeling
- The Layout is very rational and buildings are new with better developing future
- Small town feel with big town amenities
- Not too large
- Small town feel easy access to most things we need
- It's small
- It feels like a smaller town than it is.
- Small town
- Small town feel
- Air & water quality
- Mid size community with smaller town feel.
- Rural feel two close to denver
- Size
- Small town feel
- Sense of history, downtown though it needs to be redeveloped nett 10 15 years
- Size
- Small town feel, big city communities

- Away from the big city
- Small town atmosphere
- It's smallness
- Medium size town, open space, education to draw high tech jobs & families
- Longmont has retained its small town feel
- Some what small city with good services, location
- History
- Its history
- Small town atmosphere great to raise family! (if you have one)
- Still somewhat of a small town feeling
- Size Not like a small town, but still know many people
- Size
- Lower population density than other front range communities

Economic opportunity, jobs, business friendly, growth opportunities

- The growth and reputation boost due to oscar blue's & brewery
- Lots of opportunities but still "quiet"
- Potential for positive growth and redevelopment.
- Jobs housing
- Tech companies
- Potential for development in business.
- Good place to have a business
- Professionals/ industry, bike trails/parks

Government and city services (including police, fire, utilities, etc.)

- Water
- Good management location weather
- Water rights @ button rock
- City government working with residents
- Water
- It is not Boulder/Climate
- Better weather good city
- Forward thinking leaders that have provided low cost city services
- Good drinking water
- Utilities/water
- Weather
- Water quality
- City owned Utilities are extremely valuable.
- Weather
- City electric utility
- Water/electric cites parks view
- United recently; good stable quality leadership at the city level.
- Climate
- Electricity plant
- Being such a well run and maintained city
- Cheap electricity
- The police are great, fireman/women/same!
- Police dept.
- Weather
- Clean water
- Fire response
- Weather

- City employees
- Service center services
- Climate
- Electric Utility
- Response to needs of citizen out standing free dept (medics)
- Law enforcement men
- The city services are very well run!
- Services
- The well run city government

Safe community, quiet, calm

- It's peaceful here perhaps "location" is the most valuable asset. It has a small town feel, and yet is relatively close to metropolitan offerings (DIA,DCPA,etc) and the mountains.
- Calmness, tranquility
- It is a town where one lives safely
- Quiet town to raise children
- Lack of traffic congestion & free parking
- How crime
- People are left alone to live a peaceful life.
- For my safety and that is a very nice place
- Very calm place, and in my opinion safe.
- I feel safe
- Quiet place to live
- tranquilidad

Water

- Water
- Abundant water resources (Drinking not boating)
- Its water rights. One thing Longmont has is water, that was smart.
- Water
- Water and electricity plug for these resources
- Drinking water
- Water
- Water
- Water
- Water best we've tasted
- Water
- Water
- Best water & services
- Water
- The electricity and water
- Water system
- Great infrastructure water portfolio.
- Water
- Water supplys power & rates
- water

Don't know

- ?
- Hard to say & don't go any more.
- Dont know
- Dont know

- Nothing
- I don't think there is any.
- Dont know
- I don't know
- Nothing
- There no single asses that stands out but a combination of good factors as noted m #18
- Do not know
- I am not sure
- Nothing.
- Unknown
- Not sure

Other

- Rec center & services
- Left hand brewery
- Native colorado and especially native longmont residents
- Hospital (doctors)
- Walking friendly downtown
- Main street
- The improvements to downtown, alley, walk ways new stones, etc.
- Airport
- The shores it is a beautiful place
- Diversity, if supported
- Food pantry's & human resources
- Union reservoir should offer pontoon rentals like estes park keep here.
- Hopefully turning the mall around. Ltfort going into downtown Longmont.
- Suburban environment
- They are gland to seniors
- The rec center
- I hate to more
- Small businesses
- Longmont united hospital
- St john's parish closeness to mountains and Denver ft collins central location
- That it is a blank slate for planners/location to Boulder/Denver
- Downtown
- Community around hospital
- It's diversity of citizens and desire to help our neighbors.
- Diversity & appreciation of diversity in a working class town.
- Variety of neighborhoods/recreation access/sporting activities
- Longmont
- Beer
- Locally owned business.
- Shelter
- Our neighborhood & access to outdoor activities/natural places.
- My church & small town feeling
- Miner political climate
- Good effort
- Social services
- Downtown
- Nobody knows it's here.
- Post leaders eyes on the future benefitting present residents *(Sugarmill potential)
- Opportunity for change

- Vibrant small business community
- Growing openness by many to differences among people (smaller minority wouldn't be this way)
- Space
- Roads
- Churches
- Back word. No movie theater.
- That it's not boulder.
- Good neighborhoods
- Easy to get around
- Middle class
- Denver hasnt floured out it is nice
- Downtown
- The wide spread of different church communities
- Our veterans of the united states armed services.
- Humane society
- Hospital
- Goose statues.
- Bike lanes
- It's downtown/brewerys
- Prospect
- Spaciousness
- Front range community college
- The neighborhood design with parks in each area.
- Entertainment movie theater.
- Main st & beautiful parks
- Left hand brewery
- Great community neighborhoods
- Veterans appreciation
- All the above
- Persistence
- Easy to get around town
- Too many too list.
- Diversity.
- Downtown Longmont
- cuenta con los servicios y escuelas nesesarias.
- Diversity

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 2012 survey was created by using the 2010 survey as a starting point and revised iteratively until arriving at the final five-page version that captured the important topics for Longmont.

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 1,000 households were selected at random from each of the three wards.

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 3,000 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 2012 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. With this second wave of surveys, respondents were instructed to not fill out 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 in October 2012. Completed surveys were collected over the following six weeks. About 77 of the 3,000 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 2,923 households that have received the survey mailings, 842 completed the survey (26 of which were

completed online), providing a response rate of 29%. The table on the following page shows the response rates by each of the three wards.

Table 84: Response Rates by Ward

Ward	Total sent	Total undeliverable	Total completed	Response rate
1	1,000	23	267	27%
2	1,000	21	279	28%
3	1,000	33	296	31%
Total	3,000	77	842	29%

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 (842 respondents) is plus or minus three 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 3% margin of error (for the 95% confidence level) indicates that the range of likely responses for the entire target population is between 72% and 78%. 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 2005-2009 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 variables used for weighting were respondent housing tenure, housing unit type, ethnicity, sex and age.

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 survey results were weighted by housing unit type (attached or detached), ethnicity (Hispanic or non-Hispanic), education and gender 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 85: City of Longmont 2012 Customer Satisfaction Survey Weighting Table

Characteristics	Population Norm (2010 Census)	Unweighted Data	Weighted Data
Rent	37%	21%	33%
Own	63%	79%	67%
Attached*	30%	26%	27%
Detached*	70%	74%	73%
White	86%	92%	86%
Not White	14%	8%	14%
Hispanic	20%	6%	16%
Not Hispanic	80%	94%	84%
Female	51%	58%	52%
Male	49%	42%	48%
Age 18-34	29%	9%	25%
Age 35-54	41%	32%	41%
Age 55 and over	30%	59%	34%
Female 18-34	14%	6%	12%
Female 35-54	20%	19%	21%
Female 55 and over	17%	34%	19%
Male 18-34	15%	4%	12%
Male 35-54	20%	13%	20%
Male 55 and over	14%	25%	15%

* ACS 2005-2009

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 2012 Longmont Customer Satisfaction Survey.

2012 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
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
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

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
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
Library services	1	2	3	4	5
Youth services sponsored programs	1	2	3	4	5
Services for seniors	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 and housing inspection	1	2	3	4	5
Planning	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 your overall satisfaction with the City services you receive.

- Very satisfied
 Satisfied
 Neither satisfied nor dissatisfied
 Dissatisfied
 Very dissatisfied

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"/> Economic Development |
| <input type="checkbox"/> Longmont Power and Communications (Electric Utility) | <input type="checkbox"/> Building Inspection | <input type="checkbox"/> Code Enforcement |
| <input type="checkbox"/> Streets/Snow Removal | <input type="checkbox"/> Trash/Recycling | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Recreation Center(s) | <input type="checkbox"/> Youth Services | <input type="checkbox"/> City Attorney/Prosecutor |
| <input type="checkbox"/> Parks/Golf | <input type="checkbox"/> Senior Services | <input type="checkbox"/> Municipal Court |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Sales Tax | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Animal Control | <input type="checkbox"/> Library | |

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"/> Economic Development |
| <input type="checkbox"/> Longmont Power and Communications (Electric Utility) | <input type="checkbox"/> Building Inspection | <input type="checkbox"/> Code Enforcement |
| <input type="checkbox"/> Streets/Snow Removal | <input type="checkbox"/> Trash/Recycling | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Recreation Center(s) | <input type="checkbox"/> Youth Services | <input type="checkbox"/> City Attorney/Prosecutor |
| <input type="checkbox"/> Parks/Golf | <input type="checkbox"/> Senior Services | <input type="checkbox"/> Municipal Court |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Sales Tax | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Animal Control | <input type="checkbox"/> Library | |

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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:

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
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 longmontchannel.com 	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
Use City Source (24-hour telephone information line)	1	2	3	4	5
Read The GO (senior services newsletter)	1	2	3	4	5
Use the Longmont Web site (www.ci.longmont.co.us)	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 the Longmont Weekly newspaper	1	2	3	4	5
Read the Longmont Life bi-monthly newsletter	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-Alerts, 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

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. What single word comes first to mind when someone says "Longmont?"

18. What are your favorite aspects about living in Longmont? (Please check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Sense of community | <input type="checkbox"/> Close to work |
| <input type="checkbox"/> Affordable cost of living | <input type="checkbox"/> Natural environment |
| <input type="checkbox"/> Close to family/friends | <input type="checkbox"/> My neighbors/neighborhood |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Quality of life in general |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Recreational opportunities |
| <input type="checkbox"/> Location | <input type="checkbox"/> Dining opportunities |
| <input type="checkbox"/> Downtown Longmont | <input type="checkbox"/> Other: _____ |

19. In your opinion, what is Longmont's most valuable asset?

20. Overall, how happy or unhappy are you with your life?

- Very happy
- Somewhat happy
- Somewhat unhappy
- Very unhappy

21. Thinking about potential redevelopment in Longmont (such as the Twin Peaks Mall or the downtown), to what extent do you support or oppose the City providing financial assistance to encourage new private sector investment in these areas?

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

22. The City's Parks System needs additional funding for repair and maintenance. To what extent would you support or oppose each of the following funding options?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Increase for 5 years the Parks Maintenance Fee on the monthly utility bill from the current \$1 up to \$3 per month	1	2	3	4	5
Dedicate a sales tax increase (possibly .10%, which is 10 cents on every \$100 spent) to the maintenance and repair of the Parks System.....	1	2	3	4	5
Reduce or eliminate less used park amenities throughout the parks system	1	2	3	4	5

23. The City's Parks System relies solely on a Park Development Fee assessed on all new residential permits to fully fund the building of all new neighborhood and community parks in Longmont. This funding approach has resulted in a funding gap to build out the neighborhood and community parks. To what extent would you support or oppose each of the following approaches to addressing this funding gap?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Fund build-out through a new Parks-dedicated sales tax (possibly .10%-.15%, which is 10-15 cents on every \$100 spent) that would expire after 20 years....	1	2	3	4	5
Reduce the future costs to build out and maintain the City's overall park system by eliminating future parks or reducing their size/amenities	1	2	3	4	5

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
- Apartment
- Condo
- Townhouse
- Mobile home
- Other

D3. Do you rent or own your home?

- Rent
- Own

D4. In what City do you work?

- Longmont
- Boulder
- Denver
- Ft. Collins
- Lafayette
- Louisville
- Broomfield
- Other

Please respond to both question D5 and D6:

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
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75-84 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 2011? (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
- Yes
- Ineligible to vote
- Don't know

D12. 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.