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CITY OF LONGMONT

Customer Survey

FINAL REPORT OF RESULTS

August 2006

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Executive Summary

SURVEY PURPOSE

- ◆ The Longmont Customer Survey serves as a consumer report card for Longmont by providing residents the opportunity to rate their satisfaction with the quality of life in the City, the community's amenities and satisfaction with local government. The survey also permits residents an opportunity to provide feedback to government on what is working well and what is not, and their priorities for community planning and resource allocation.

METHODS

- ◆ The 2006 survey used a stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings. The 2006 report includes comparisons of specific questions by Ward and illustrates where responses of residents from the three Wards were significantly different from each other (see Appendix II).
- ◆ Of the 3,000 surveys mailed in June 2006, about 123 of the surveys were returned because they either had incorrect addresses or were received by vacant housing units. Of the 2,877 eligible households, 882 completed the survey, providing a response rate of 31%. The margin of error is no greater than plus or minus 3.3 percentage points around any given percent based on community-wide estimates and plus or minus two points around any given average rating on a 100-point scale.
- ◆ The baseline Longmont Customer Survey was conducted in 1996. This was the eighth iteration of the survey.

QUALITY OF LIFE

Overall Quality of life

- ◆ About three-quarters of Longmont residents completing the survey reported that their quality of life in the City was "good" or better.
- ◆ The average rating for overall quality of life in Longmont was 64, or "good." This rating was similar to the average ratings in 2004 and 2003 and to ratings in other jurisdictions across the nation. The overall quality of life rating was lower than other Front Range communities.

Quality of Life and Community

- ◆ When asked additional quality of life and community questions, at least half of respondents said that each was "good" or "excellent," with 80% reporting that Longmont as a "place to live" was "good" or better.
- ◆ All average ratings given by respondents in 2006 were similar to 2004 ratings, except "neighborhood as a place to live" which was lower in 2006 (61 on a 100-point scale) than in 2004 (66).
- ◆ Three out of the four quality of life ratings were rated below the national norms and all of the quality of life ratings were below the Front Range norms.

Community Characteristics

- ◆ Longmont added a new set of questions to the Customer Satisfaction Survey in 2006 that asked residents to rate various community characteristics as they relate to the City as a whole. Each was seen as “good” or “excellent” by about one-third to two-thirds of respondents. Most frequently cited as at least “good” were: “recreational opportunities;” the “overall appearance of the City of Longmont;” and “air quality.”

POTENTIAL PROBLEMS IN THE COMMUNITY

- ◆ When asked to list the three most pressing problems facing Longmont in the next five years, the problem most often identified was “growth and overpopulation;” “traffic;” “general crime (vandalism, drugs, violence);” and “gangs.”
- ◆ Respondents also were asked to rate specific potential problems in Longmont. Five of the top eight potential problems rated as “moderate” or “major” problems were crime related. At least two-thirds or more of Longmont residents completing the survey said that “drugs;” “crime;” “vandalism;” “methamphetamine labs;” and “graffiti” were at least “moderate” problems in Longmont. Also, two-thirds or more of those who gave an opinion rated “traffic congestion;” “too much growth;” and “unsupervised youth” as “moderate” or “major” problems in Longmont.

REASONS FOR OPTIMISM IN THE COMMUNITY

- ◆ Those responding to the survey were asked what three areas of Longmont community life they were most optimistic about five years into the future. “Parks, recreation, trails and opens space;” “restaurants and shopping;” “improved economy, job market and cost of living;” and “a good place to live, community spirit” were mentioned most often by respondents. “Parks, recreation, trails and opens space;” “restaurants and shopping;” and “improved economy, job market and cost of living” also were the top three areas of optimism in 2004.

GROWTH

- ◆ About 6 in 10 respondents felt that the rate of residential growth in the city was “too fast” (similar to 2004) while only 1% believed the growth rate was “not fast enough.” Thirty-six percent of those responding felt the growth rate in Longmont was “about right.”

EVALUATION OF CITY SERVICES

Overall Satisfaction with City Services

- ◆ A majority of respondents (83%) were “satisfied” or “very” satisfied with City services overall. The average rating on the 100-point scale was 75, equivalent to “satisfied,” similar to previous years. This average rating was higher than the national norm and to ratings given by other Front Range jurisdictions.

Satisfaction with City Services

- ◆ Respondents were presented a list of 31 services to rate as “excellent,” “good,” “fair or “poor.” Eighteen of these services received average ratings of 64 points or higher (“good” or better on the 100-point scale). Six of the 31 services were rated higher in 2006 than in 2004.
- ◆ For 17 of the 28 services for which national normative comparisons were available, Longmont residents gave ratings higher than ratings given by residents of other communities. Ten services were rated as higher than the Front Range.

Importance of City Services

- ◆ All services were thought to be at least “important” by more than half of the Longmont residents responding to the survey. Fourteen of the 31 services received average ratings of 77 points or higher on the 100-point scale (or higher than “important”) and most were rated similarly to ratings given in 2004.

Balancing Quality and Importance

- ◆ Services that were rated higher in importance and lower in quality were: “crime prevention,” “street repair and maintenance,” “electric conservation programs,” “street lighting,” “water conservation programs,” “planning” and “enforcing traffic laws.” “Crime prevention” has been considered higher in importance and lower in quality since 1996.

CONTACT WITH CITY GOVERNMENT

- ◆ Of the 55% of respondents who reported having had contact with the City of Longmont in the past 24 months, about three-quarters rated their overall impression of the employee that they most recently spoke with as “good” or “excellent.”
- ◆ When converted to a 100-point scale, respondents gave each city employee characteristic (“treated you with respect,” “knowledge of issue,” “willingness to help or understand” and “how easy it was to get in touch with the employee”) an average rating of 66 or higher, “good” or better. These ratings were lower than ratings given by respondents in 2006 than in 2004.
- ◆ Longmont City employees rated higher than or similar to national and Front Range norms.
- ◆ When asked to indicate which City service they most recently contacted, the police department was the most common reason.

PUBLIC INFORMATION SOURCES

- ◆ Respondents were asked how frequently they used various news sources. The most frequently used news sources were reading the “Longmont Daily Times-Call” newspaper (used “very” or “somewhat” frequently by 62% of respondents), reading “City Line Newsletter (with utility billing statement)” (56%), using “word of mouth/friends” (50%) and reading “another newspaper” (37%).
- ◆ About 8 in 10 respondents (80%) reported that they get “just the right amount” of information for the City, similar to previous years.

COMPUTER AND INTERNET ACCESS

- ♦ The percentage of Longmont residents with Internet access in their homes increased tremendously from 1998 to 2000 and has steadily increased since the 2000 survey iteration.
- ♦ The percentage of respondents who used the Internet to make purchases or pay for services one or more times in 2006 (66%) was similar to the percentage of respondents in 2004 (65%). The percent of respondents reporting use at least one or more times in the previous 12 months has increased over time.

CITY WEB SITE USE

- ♦ A higher proportion of respondents reported using the City of Longmont Web site one or more times in 2006 than in 2004. Also, a higher proportion of those completing the survey in 2006 than those in 2004 reported using the City Web site for each listed reason, except for “downloading a City form.”

POLICY QUESTIONS

- ♦ Longmont residents responding to the 2006 Customer Satisfaction Survey were asked a set of policy questions to assess their opinions about salient issues impacting the City government and the community, including public safety; water; open space; traffic; code enforcement; and leisure. For each topic area, a majority of respondents reported “somewhat” or “strongly” supporting the ideas.

Survey Background

SURVEY PURPOSE

The Longmont Customer Survey serves as a consumer report card for Longmont by providing residents the opportunity to rate their satisfaction with the quality of life in the City, the community's amenities and satisfaction with local government. The survey also permits residents an opportunity to provide feedback to government on what is working well and what is not, and their priorities for community planning and resource allocation.

Focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Longmont City government, helping to assure maximum service quality over time.

This kind of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

The first Longmont citizen survey was conducted in 1994, and was quite different from the survey conducted in later years. Therefore, the trend lines presented throughout this report includes data back to 1996, when available. This customer survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Longmont changes and grows.

METHODS

The 2006 survey used stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings. The 2006 report includes comparisons of specific questions by Ward and illustrates where responses of residents from the three Wards were significantly different from each other (see Appendix II).

Of the 3,000 surveys mailed in June 2006, 882 responded to the mailed questionnaire giving a response rate of 31% compared with 35% in 2004. The margin of error is no greater than plus or minus 3.3 percentage points around any given percent based on community-wide estimates and 2.0 points around any given average rating.

Survey results were weighted so that the respondent gender, age, ethnicity and education were represented in the proportions reflective of the entire city. (For more information see Appendix IV.)

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES AND ROUNDING

Unless otherwise indicated, reported responses are for those who had an opinion – “don’t know” responses were removed from the analyses, but can be found in the complete set of frequencies in Appendix V.

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 percentages being rounded to the nearest whole number.

Open ended responses and “other” responses appear verbatim in Appendix III.

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 3.3 percentage points around any given percent reported for the entire sample (882 completed surveys) and 2.0 points around any average rating on a 100-point scale. For comparisons by Ward, the margin of error rises to approximately plus or minus 6.1 percentage points (or 3.6 points on a 100-point scale) since sample sizes were approximately 262 for Ward 1, 312 for Ward 2 and 308 for Ward 3.

PUTTING EVALUATIONS ONTO A 100-POINT SCALE

Although responses to many of the evaluative or frequency questions were made on four- or five- point scales with one representing the best rating, the scales had different labels (e.g., “very satisfied,” “excellent,” “very important”). To make comparisons easier, many of the results in this summary are reported on a common scale where zero is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 0-100 scale and if everyone reported “good,” then the average rating would be 67 points. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The .95 confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus two points on the 100-point scale.

COMPARING SURVEY RESULTS

As this survey was the eighth in a series of citizen surveys, the year 2006 results are presented along with data from previous survey years when available. A survey was also conducted in 1994, although there are only a few questions that are comparable to this 2004 survey. Comparisons also are made with the 1994 service ratings where possible.

Because certain kinds of services tend to be thought less well of than others, it is best to understand relative quality ratings by comparing services in one jurisdiction to the same services in other jurisdictions. For example, police protection tends to be better received than street maintenance by residents of most American cities so it is better not to hold street maintenance services to the same standard as police services. Where possible, the better comparison is from City of Longmont services to similar services provided by other jurisdictions. This way we can better understand if “good” is good enough for City of Longmont service evaluations.

Comparisons to the Front Range¹ and the nation are provided when similar questions are included in NRC’s database of surveys from across the county, and there are at least four other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table in addition to the average rating. The first is the rank assigned to Longmont’s rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions’ results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that Longmont’s rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: “above the norm,” “below the norm” or “similar to the norm.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Longmont’s rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of more than two points on the 100-point scale between Longmont’s ratings and the average based on the appropriate comparisons from the database are considered “statistically significant,” and thus are marked as “above” or “below” the norm. When differences between Longmont’s ratings and the normative comparison are two points or less, they are marked as “similar to” the norm.

The national data are represented visually in a chart that accompanies each table. Longmont’s percentile for each compared item is marked with a black line on the chart.

Finally, results for all Longmont residents were compared to results for each of the three Longmont Wards and are presented in Appendix II.

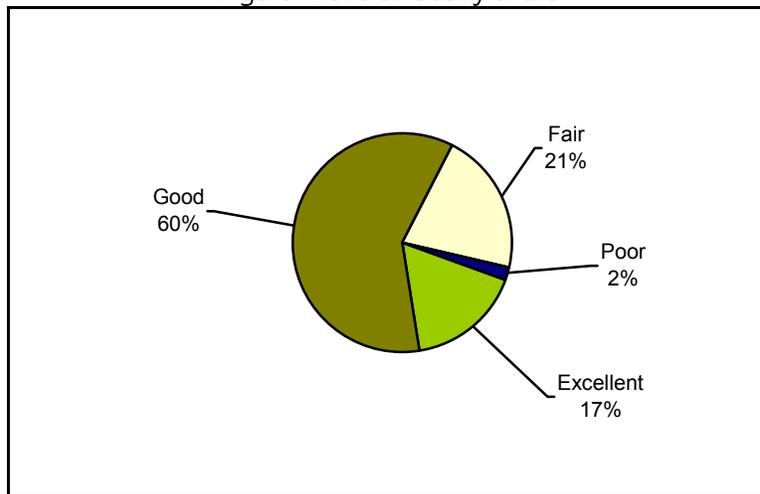
¹ Loveland, Littleton, Boulder, Lakewood, Douglas County, Westminster, Thornton, Lafayette, Northglenn, Parker, Louisville, Greeley, Castle Rock, Broomfield, West Metro Fire Protection District, North Jeffco Park and Recreation District, Englewood, Arvada, Denver (City and County), Boulder County, Fort Collins, Jefferson County, Larimer County, Golden, Wheat Ridge, Greenwood Village and Highlands Ranch.

Longmont Quality of Life

OVERALL QUALITY OF LIFE

As in past surveys, residents gave an overall rating to their quality of life in Longmont (see figure below). Seventeen percent of residents rated quality of life in Longmont as “excellent,” while 60% rated the quality of life as “good.” About one in five respondents rated their overall quality of life in Longmont as “fair” and 2% said it was “poor.”

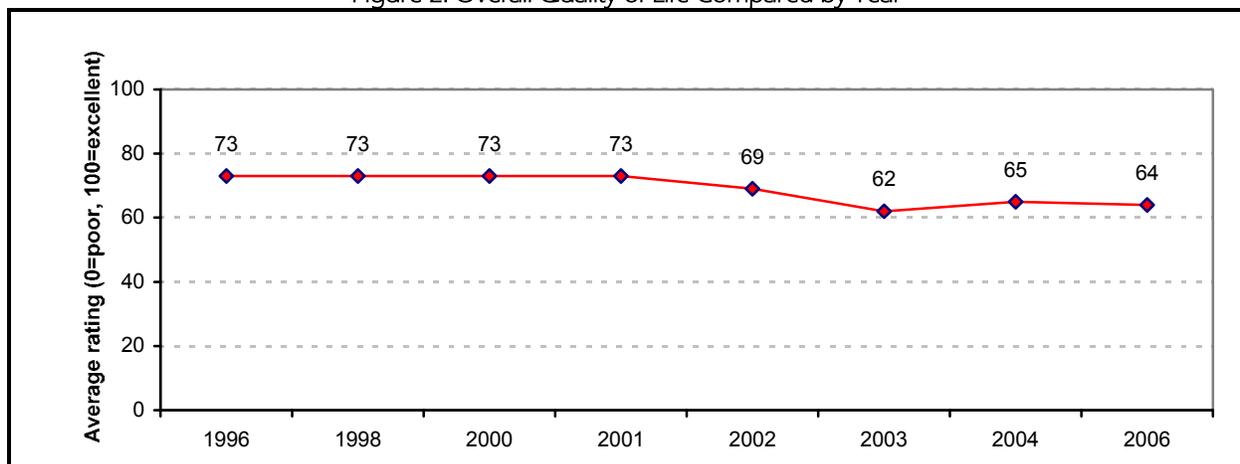
Figure 1: Overall Quality of Life



COMPARISON BY YEAR

These ratings also were converted to a 100-point scale where zero equals “poor” and a 100 represents “excellent” for comparison to past Longmont results and evaluations of residents in Colorado’s Front Range and the nation as a whole. The average rating for overall quality of life in Longmont was 64, or “good.” This rating was similar to the average ratings in 2004 and 2003 and lower than in other years, though the lower trend that began in 2003 was at least partially attributed to a change in survey methodology (when Longmont changed from a phone survey to a mail survey).

Figure 2: Overall Quality of Life Compared by Year



COMPARISON TO NATIONAL AND FRONT RANGE NORMS

The average rating for overall quality of life in Longmont was similar to other jurisdictions in the nation and below average ratings of other Front Range jurisdictions.

Figure 3: Overall Quality of Life: Longmont and the Nation

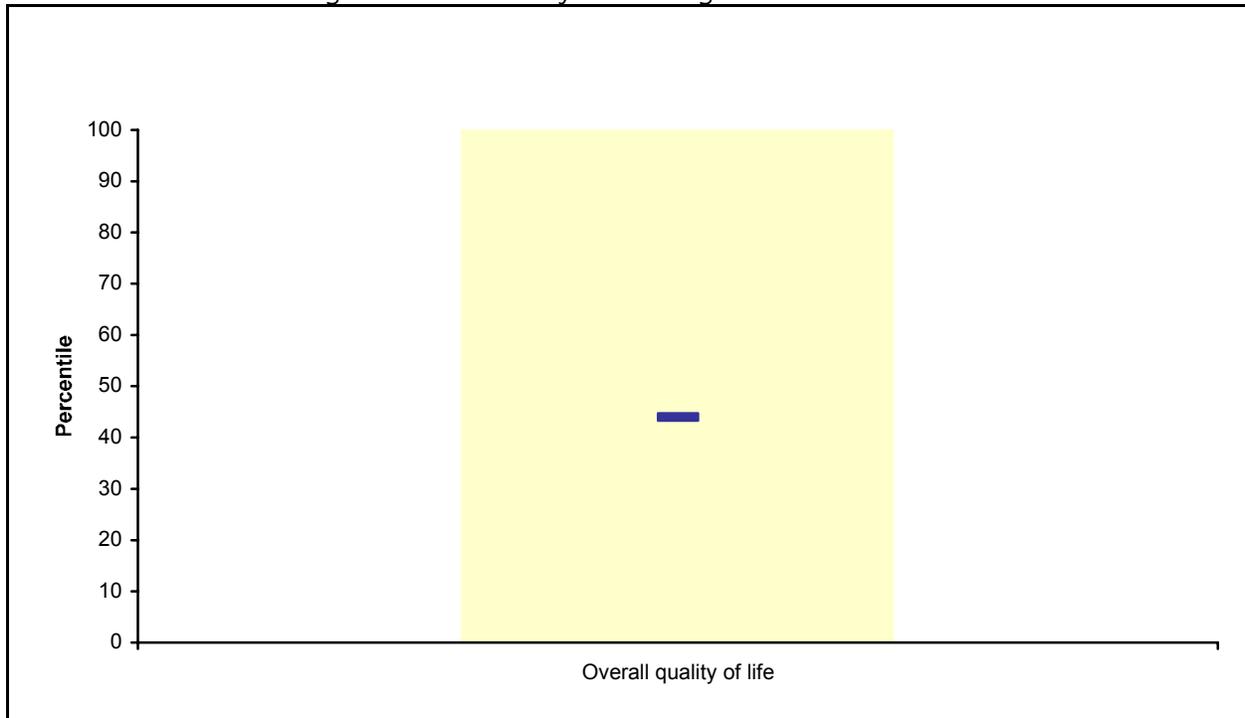


Table 1: Overall Quality of Life: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Overall quality of life in Longmont	64	100	178	44%	Similar to the norm

Table 2: Overall Quality of Life: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Overall quality of life in Longmont	64	14	18	28%	Below the norm

COMPARISON OF RATINGS BY DEMOGRAPHICS

This rating was compared by specific respondent sociodemographic characteristics (see table below). Significantly different answers were given by residents of different sociodemographic groups, except for gender, education and income. Respondents of Hispanic origin and those who said that their race was something other than White rated their overall quality of life in Longmont higher than those respondents who were not of Hispanic origin and those who reported that their race was White.

Residents who live in attached or detached housing units rated their overall quality of life in Longmont differently, as did those who rent or own their own residences.

Overall Quality of Life by Demographics		Average rating (0=poor, 100=excellent)
		Overall quality of life in Longmont
Respondent Age	18-34	59
	35-54	67
	55+	64
Sex of Respondent	Female	64
	Male	64
Ethnicity	Hispanic origin	67
	Not of Hispanic origin	63
Race	White	62
	Non-White	68
Level of Education	High School degree or less	65
	More than High School education	63
Income of Respondent	Less than \$25,000	63
	\$25,000 - \$99,999	62
	\$100,000 or more	68
Length of Residency	1-4 years	63
	5-9 years	69
	10-14 years	66
	15 -19 years	57
	20+ years	63
Housing Unit Type	Detached	65
	Attached	62
Rent or Own	Rent	60
	Own	65

Gray shading notes statistically significant differences between responses

QUALITY OF LIFE AND COMMUNITY

The 2006 Longmont Customer Satisfaction Survey asked additional questions about quality of life and community. About 8 in 10 respondents (80%) rated “Longmont as a place to live” as “good” or better. About 7 in 10 (72%) felt that their neighborhood was at least a “good” place to live and two-thirds (66%) felt that Longmont was a “good” or “excellent” place to raise children. Reported as the least favorable quality of life aspect was “Longmont as a place to retire,” with 54% of respondents saying it was “good” or better.

These ratings were converted to a 100-point scale for comparisons to previous survey years and other jurisdictions throughout the Front Range and the nation. “Longmont as a place to live” was given a “good” average rating by Longmont residents (67 points on the 100-point scale). “Your neighborhood as a place to live” and “Longmont as a place to raise children” received average ratings of 61 and 60 points, respectively, or about “good” on the 100-point scale. Those responding to the survey rated “Longmont as a place to retire” slightly lower than the other quality of life characteristics with 52 points on the 100-point scale, which was still between “good” and “fair.” Note that 12% answered “don’t know” when asked to rate “Longmont as a place to retire.” (The complete set of frequencies can be found in Appendix V. Complete Set of Frequencies.)

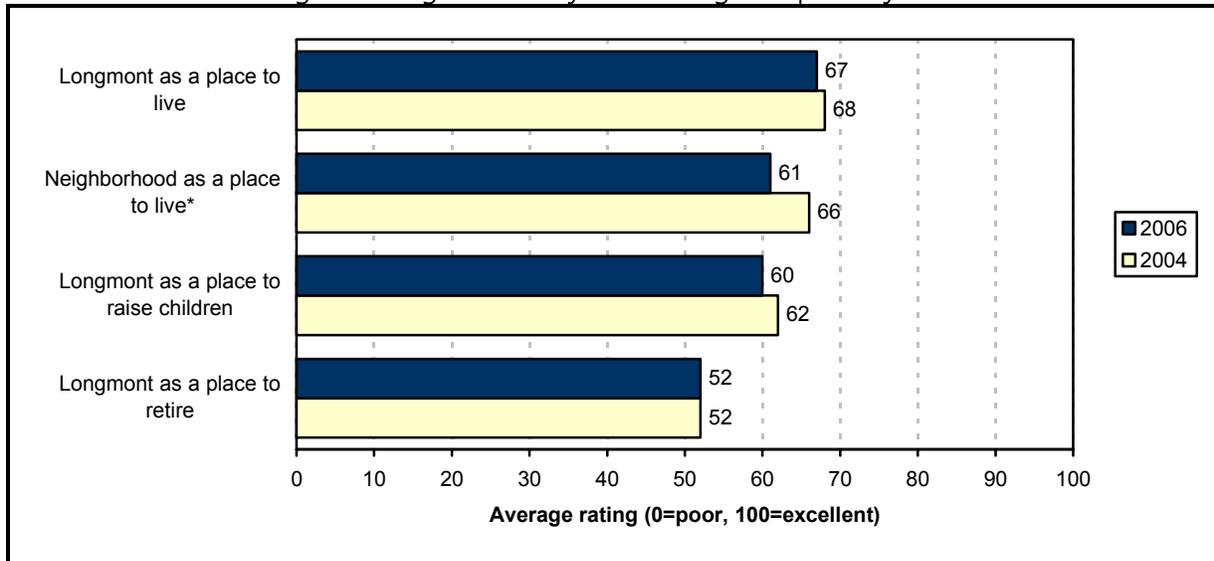
Table 3: Quality of Life Ratings

Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
How would you rate Longmont as a place to live?	21%	59%	19%	1%	100%	67
How would you rate your neighborhood as a place to live?	23%	49%	18%	10%	100%	61
How would you rate Longmont as a place to raise children?	18%	48%	29%	5%	100%	60
How would you rate Longmont as a place to retire?	14%	40%	33%	13%	100%	52

COMPARISON BY YEAR

All ratings given by respondents in 2006 were similar to 2004 ratings, except “neighborhood as a place to live” which was lower in 2006 (61 on a 100-point scale) than in 2004 (66 points).

Figure 4: Longmont Quality of Life Ratings Compared by Year



*Notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

COMPARISON TO NATIONAL AND FRONT RANGE NORMS

Three out of the four quality of life ratings were rated below the national norms: “your neighborhood as a place to live,” “Longmont as a place to raise children” and “Longmont as a place to retire.” “Longmont as a place to live” received an average rating similar to other jurisdictions in the nation. All of the quality of life ratings were below the Front Range norms.

Figure 5: Quality of Life Ratings: Longmont and the Nation



Table 4: Quality of Life Ratings: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Longmont as a place to live	67	96	198	52%	Similar to the norm
Neighborhood as a place to live	61	88	116	25%	Below the norm
Longmont as a place to raise children	60	86	135	37%	Below the norm
Longmont as a place to retire	52	81	117	32%	Below the norm

Table 5: Quality of Life Ratings: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Longmont as a place to live	67	12	15	27%	Below the norm
Neighborhood as a place to live	61	9	9	11%	Below the norm
Longmont as a place to raise children	60	14	14	7%	Below the norm
Longmont as a place to retire	52	12	13	15%	Below the norm

COMPARISON OF RATINGS BY DEMOGRAPHICS

The ratings were compared by specific respondent sociodemographic characteristics (see table on the following page). Significantly different answers were given by residents of different sociodemographic groups. Respondents of Hispanic origin and those who reported their race was something other than White rated Longmont as a “place to live,” as a “place to raise children” and as a “place to retire” with higher average ratings than respondents who reported they are not of Hispanic origin or White. “Your neighborhood as a place to live” received a lower average rating by respondents who reported they are of Hispanic origin than those who said they are not of Hispanic origin.

Residents responding to the survey who reported an annual income of \$100,000 or more, those who reported living in a detached housing unit and those who reported owning their own home typically gave higher ratings to each quality of life question, than lower income renters living in attached units, except for Longmont as “place to retire.”

Table 6: Quality of Life Ratings by Demographics

		Average rating (0=poor, 100=excellent)			
		Longmont as a place to live	Your neighborhood as a place to live	Longmont as a place to raise children	Longmont as a place to retire
Respondent Age	18-34	64	56	53	45
	35-54	67	61	64	51
	55+	69	66	61	59
Sex of Respondent	Female	67	59	61	54
	Male	67	64	59	49
Ethnicity	Hispanic origin	70	47	69	61
	Not of Hispanic origin	66	65	57	49
Race	White	66	65	58	50
	Non-White	68	47	65	57
Level of Education	High School degree or less	68	56	60	55
	More than High School education	66	66	60	49
Income of Respondent	Less than \$25,000	68	52	61	61
	\$25,000 - \$99,999	65	61	57	46
	\$100,000 or more	70	75	65	52
Length of Residency	1-4 years	68	68	61	54
	5-9 years	72	60	65	56
	10-14 years	70	52	67	54
	15-19 years	57	60	49	46
	20+ years	65	61	58	50
Housing Unit Type	Detached	68	69	63	50
	Attached	65	50	56	55
Rent or Own	Rent	65	50	57	56
	Own	68	67	61	50

Gray shading notes statistically significant differences between responses.

COMMUNITY CHARACTERISTICS

Longmont added a new set of questions to the Customer Satisfaction Survey in 2006 (see table below). It asked residents to rate various community characteristics as they relate to the City of Longmont as a whole. Each was seen as “good” or “excellent” by about one-third to two-thirds of respondents. Most frequently cited as “good” or “excellent” were “recreational opportunities” (70% of respondents), the “overall appearance of the City of Longmont” (69%) and “air quality” (68%).

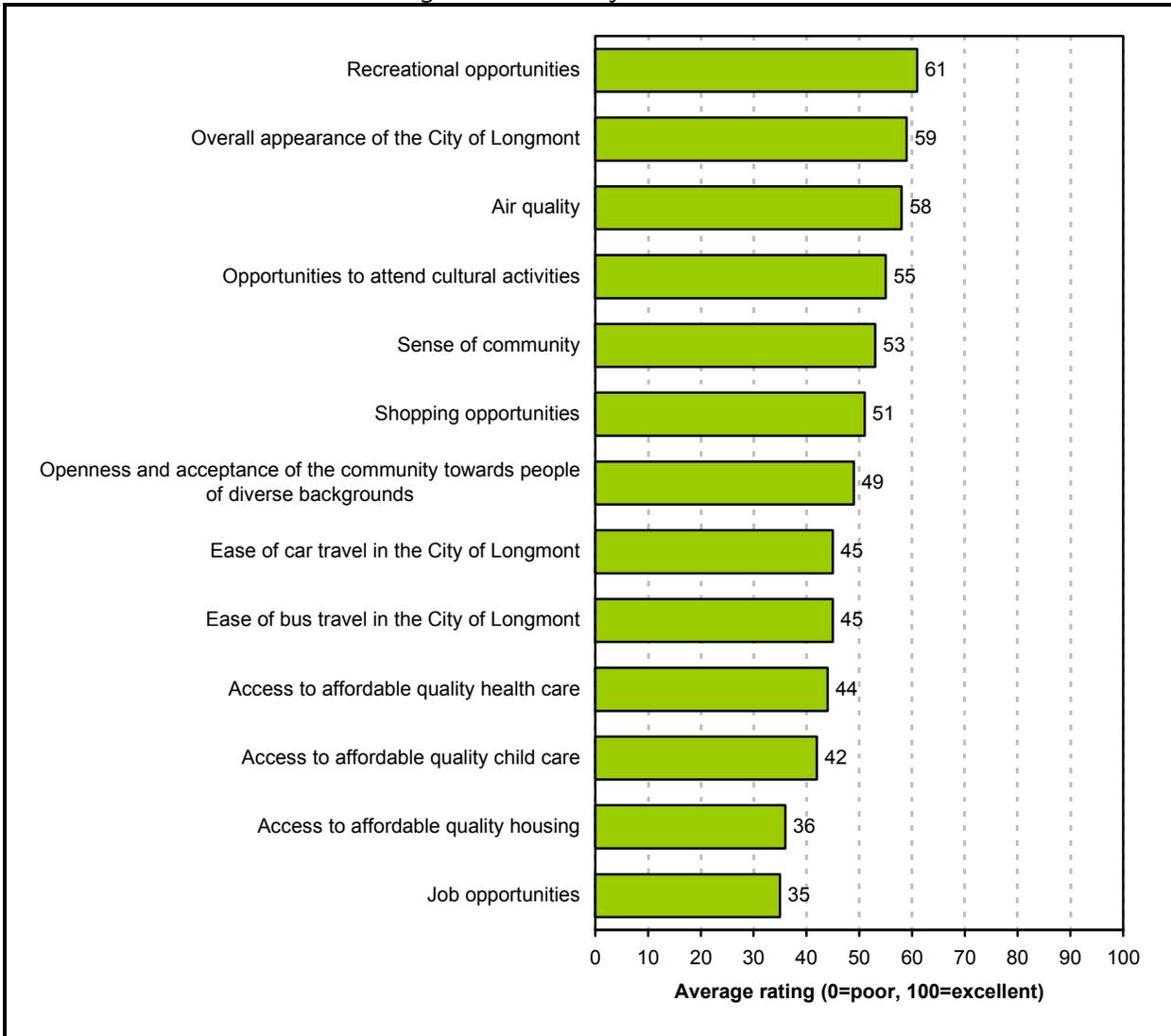
The least commonly identified as “good” or “excellent” were “access to affordable quality housing” (32%), “job opportunities” (31%) and “access to affordable quality child care” (31%).

Average ratings on the 100-point scale ranged from the equivalent of “fair” to close to “good.”

Table 7: Community Characteristics

Please rate each of the following characteristics as they relate to the City of Longmont as a whole	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
Recreational opportunities	19%	51%	25%	6%	100%	61
Overall appearance of the City of Longmont	10%	59%	29%	3%	100%	59
Air quality	12%	56%	27%	6%	100%	58
Opportunities to attend cultural activities	11%	50%	31%	8%	100%	55
Sense of community	7%	52%	36%	6%	100%	53
Shopping opportunities	13%	43%	28%	15%	100%	51
Openness and acceptance of the community towards people of diverse backgrounds	9%	41%	38%	12%	100%	49
Ease of car travel in the City of Longmont	7%	35%	41%	17%	100%	45
Ease of bus travel in the City of Longmont	7%	40%	33%	19%	100%	45
Access to affordable quality health care	9%	33%	34%	24%	100%	44
Access to affordable quality child care	4%	27%	44%	25%	100%	42
Access to affordable quality housing	5%	27%	40%	29%	100%	36
Job opportunities	2%	29%	43%	27%	100%	35

Figure 6: Community Characteristics



COMPARISON TO NATIONAL NORM

When community characteristics were compared to the national norm, three of the 13 characteristics were rated higher than in other jurisdictions across the country: “opportunities to attend cultural activities,” “recreational opportunities” and “ease of bus travel in the City.”

Five received ratings similar to ratings given in other jurisdictions across the nation: “sense of community,” “overall appearance of the city,” “shopping opportunities,” “air quality” and “job opportunities.”

Ratings for the following characteristics were lower than the national norm: “openness and acceptance of the community towards people of diverse backgrounds,” “access to affordable quality housing,” “access to affordable quality child care,” “access to affordable quality health care” and “ease of car travel in the city.”

COMPARISON TO THE FRONT RANGE

Ratings for two of the community characteristics were higher than ratings given in other Front Range jurisdictions: “opportunities to attend cultural activities,” “access to affordable quality housing” and “ease of bus travel in the city.”

Three of the 13 characteristics that were used for Front Range normative comparisons received ratings similar to ratings given by respondents in other Front Range jurisdictions: “ease of bus travel in the city,” “air quality” and “job opportunities.”

The following characteristics were given lower ratings by Longmont respondents than respondents rating the same characteristics in other Front Range jurisdictions: “sense of community,” “openness and acceptance of the community towards people of diverse backgrounds,” “overall appearance of the city,” “shopping opportunities,” “recreational opportunities,” “access to affordable quality child care,” “access to affordable quality health care” and “ease of car travel in the city.”

Figure 7: Characteristics of the Community - General and Opportunities: Longmont and the Nation

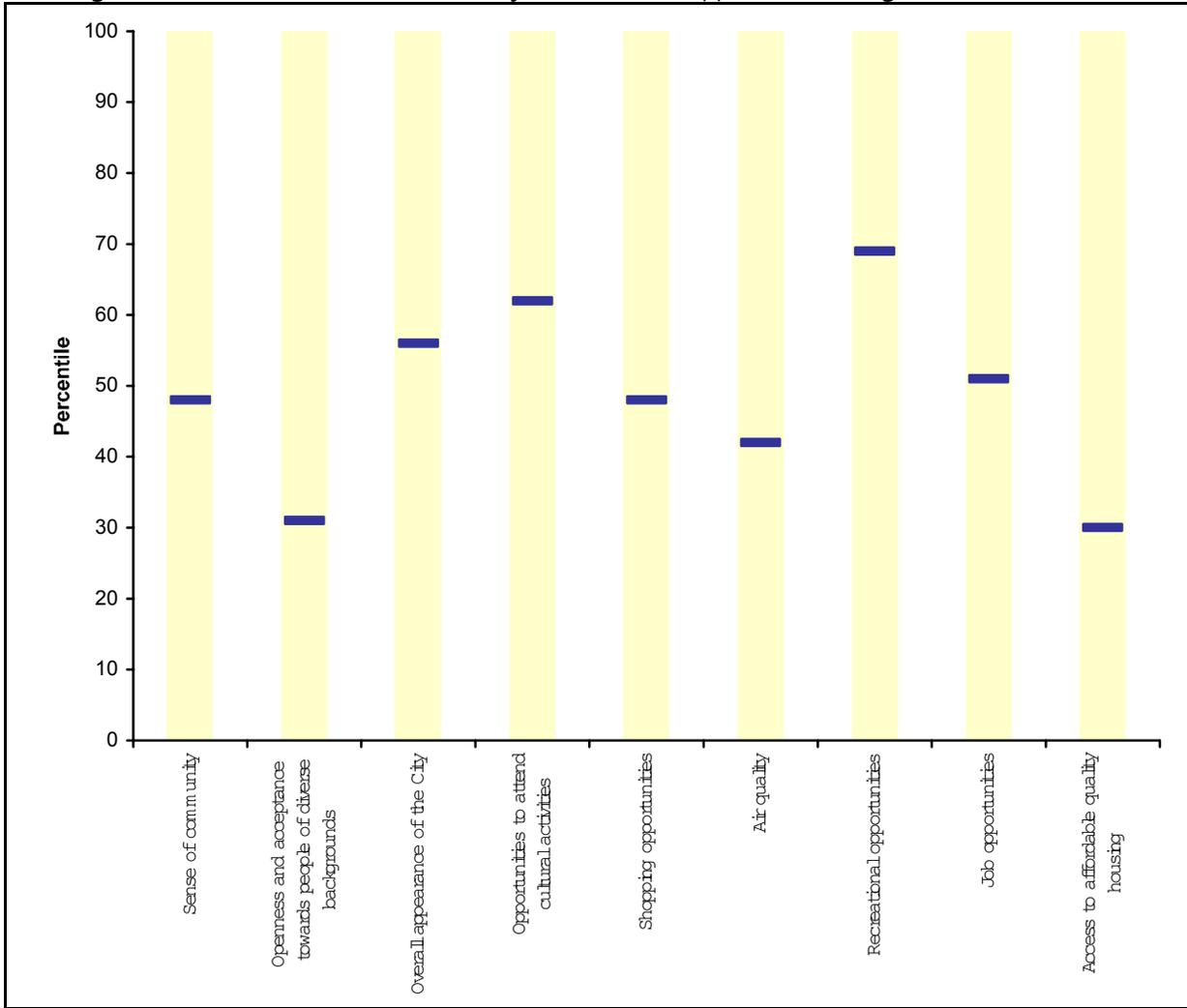


Table 8: Characteristics of the Community - General and Opportunities: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Sense of community	53	54	104	48%	Similar to the norm
Openness and acceptance of the community towards people of diverse backgrounds	49	59	84	31%	Below the norm
Overall appearance of the City	59	53	119	56%	Similar to the norm
Opportunities to attend cultural activities	55	42	108	62%	Above the norm
Shopping opportunities	51	55	104	48%	Similar to the norm
Air quality	58	30	50	42%	Similar to the norm
Recreational opportunities	61	36	113	69%	Above the norm
Job opportunities	35	62	125	51%	Similar to the norm
Access to affordable quality housing	36	102	144	30%	Below the norm

Table 9: Characteristics of the Community - General and Opportunities: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Sense of community	53	6	8	38%	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	49	6	6	17%	Below the norm
Overall appearance of the City	59	6	7	29%	Below the norm
Opportunities to attend cultural activities	55	4	9	67%	Above the norm
Shopping opportunities	51	5	8	50%	Below the norm
Air quality	58	4	7	57%	Similar to the norm
Recreational opportunities	61	5	7	43%	Below the norm
Job opportunities	35	5	9	56%	Similar to the norm
Access to affordable quality housing	36	3	7	71%	Above the norm

Figure 8: Characteristics of the Community - Access and Mobility: Longmont and the Nation

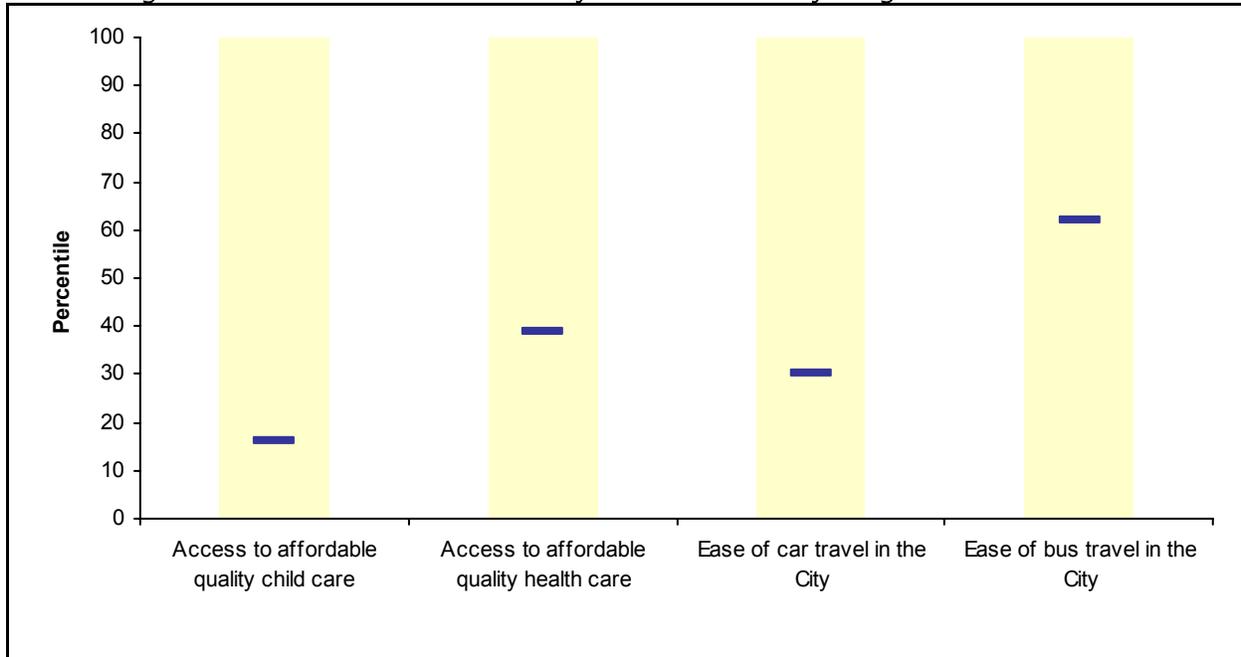


Table 10: Characteristics of the Community - Access and Mobility: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Access to affordable quality child care	37	62	73	16%	Below the norm
Access to affordable quality health care	42	39	62	39%	Below the norm
Ease of car travel in the City	44	67	94	30%	Below the norm
Ease of bus travel in the City	45	20	50	62%	Above the norm

Table 11: Characteristics of the Community - Access and Mobility: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Access to affordable quality child care	37	5	5	20%	Below the norm
Access to affordable quality health care	42	5	7	43%	Below the norm
Ease of car travel in the City	44	8	9	22%	Below the norm
Ease of bus travel in the City	45	4	7	57%	Similar to the norm

Issues Facing the Community

POTENTIAL PROBLEMS IN THE COMMUNITY

The following table displays residents' unprompted reports of the most pressing problems facing Longmont in the next five years². Residents could mention up to three problems. The problem that the residents most often identified was "growth and overpopulation" (18% of all responses), followed by "traffic" (16% of responses) "general crime (vandalism, drugs, violence)" (13% of the responses) and a new category, "gangs" (12%). Most 2006 responses were comparable to those in 2004, except for "illegal immigration and cultural tension" (up from 4% in 2004 to 9% in 2006) and "economy, jobs and cost of living" (down from 8% in 2004 to 4% in 2006). (All responses to this question appear verbatim in Appendix III.)

² *Coding of responses categories changed slightly from 2004 to 2006: too much growth vs. growth/overpopulation, crime vs. general crime (vandalism, drugs, violence), lack of education/overcrowding schools vs. schools/education, water/water shortage vs. water issues, racial tension/issues vs. illegal immigration/cultural tension, affordable housing vs. affordable housing/housing market and pollution vs. pollution/environmental issues. Also, some categories were added to 2006: Gangs and large companies pushing out small business.*

Table 12: Biggest Problems Longmont Will Face in Next Five Years

Problems	Percent of Responses							
	2006	2004	2003	2002	2001	2000	1998	1996
Growth and overpopulation*	18%	21%	21%	27%	27%	30%	29%	30%
Traffic	16%	19%	16%	20%	19%	19%	18%	10%
General crime (vandalism, drugs, violence)*	13%	11%	10%	6%	5%	5%	9%	12%
Gangs	12%	NA						
Illegal Immigration and cultural tension*	9%	4%	2%	1%	1%	1%	1%	~0%
Schools and education*	7%	8%	10%	9%	8%	11%	10%	9%
Affordable housing and housing market*	4%	3%	4%	4%	5%	5%	3%	7%
Economy, jobs and cost of living	4%	8%	8%	4%	4%	2%	2%	4%
Cost and decline of City services and taxes are too high	3%	1%	4%	3%	2%	2%	2%	6%
Water issues*	2%	5%	8%	6%	3%	3%	1%	1%
Quality, quantity and variety of stores restaurants	2%	4%	NA	NA	NA	NA	NA	NA
Large companies pushing out small business	2%	NA						
Street maintenance and repair	1%	2%	2%	3%	3%	4%	4%	2%
Deterioration of appearance and junk	1%	2%	NA	NA	NA	NA	NA	NA
Open space	1%	1%	1%	1%	1%	NA	NA	NA
Maintaining small town quality of life and uniqueness	1%	2%	NA	NA	NA	NA	NA	NA
Pollution and environmental issues*	1%	1%	2%	2%	2%	3%	3%	1%
Other	0%	~0%	9%	3%	6%	7%	7%	7%
Don't Know	3%	~0%	~0%	6%	7%	4%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%

*Response categories are worded differently than in previous years; see the previous page's footnote.
 Gray shading notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

In addition to asking respondents to identify the three biggest problems they thought Longmont would face in the next five years, respondents were asked to rate, on a four-point scale, specific potential problems in Longmont. About 4 in 10 respondents rated “too much growth,” “drugs,” “methamphetamine labs” and “traffic congestion” as “major” problems.

Five of the top eight potential problems rated as “moderate” or “major” problems were crime related. At least two-thirds or more of Longmont residents completing the survey said that “drugs” (80%), “crime” (78%), “vandalism” (77%), “methamphetamine labs” (75%) and “graffiti” (67%) were at least “moderate” problems in Longmont. Also, a majority of respondents rated “traffic congestion” (77%), “too much growth” (76%) and “unsupervised youth” (66%) as “moderate” or “major” problems in Longmont. (Note: A large percentage of respondents answered “don’t know” to “methamphetamine labs.” The percentages reported in the table are for those who had an opinion. See Appendix V. for the full set of responses).

Fewer than half of residents taking the survey reported that “noise” (46%), “run down buildings” (39%), “junk vehicles” (38%), “homelessness” (38%) and “weeds” (35%) were at least “moderate” problems and fewer than 10% said that “lack of growth” was a “major” or “moderate” problem in the city, with 70% reporting it was “not a problem.”

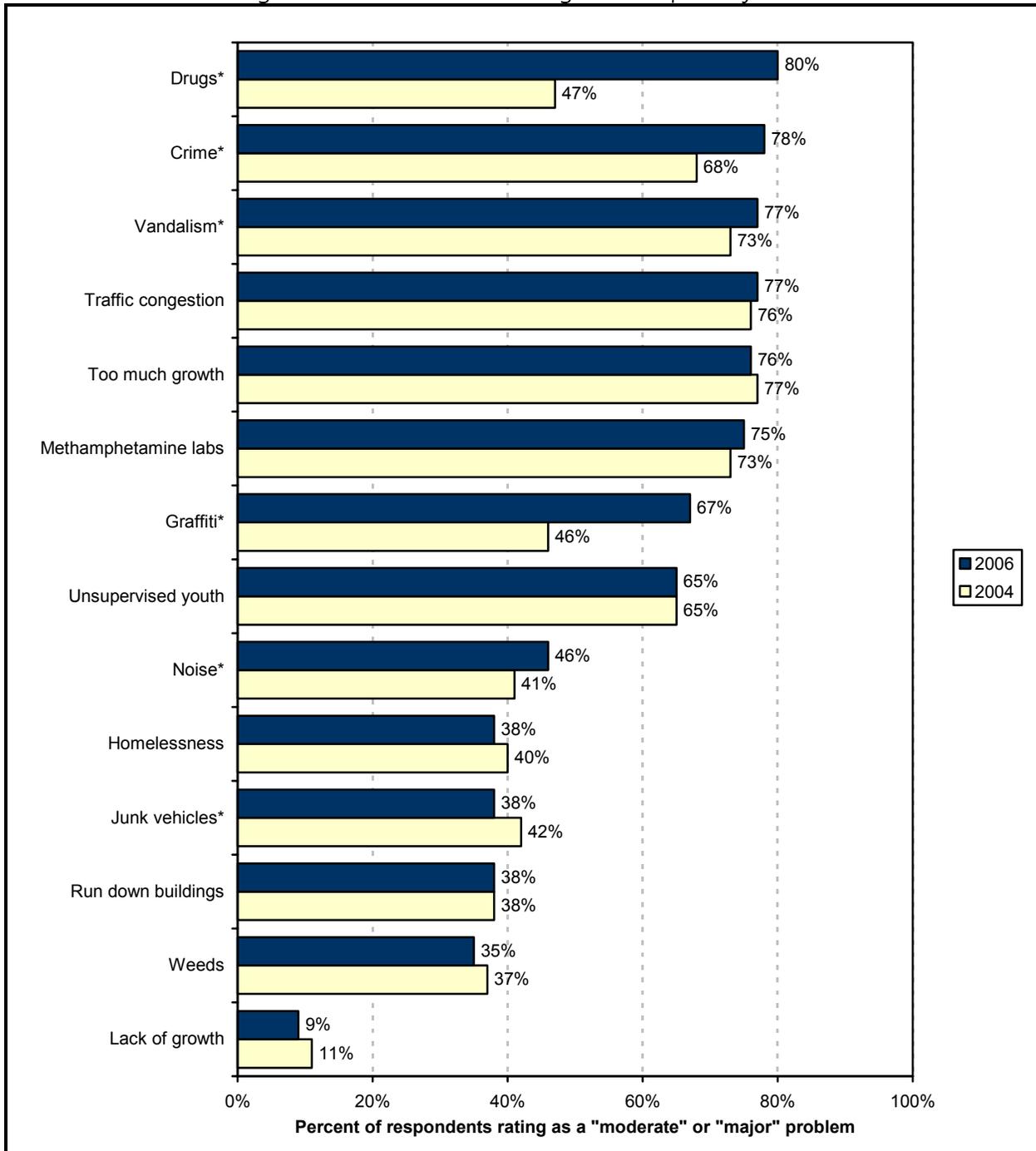
COMPARISON BY YEAR

Comparisons were made to the 2004 survey results. “Drugs” (80% reporting at least “moderate” problem in 2006 compared with 47% in 2004), “crime” (78% vs. 68%), “vandalism” (77% vs. 73%), “graffiti” (67% vs. 46%) and “noise” (46% vs. 41%) were mentioned by a higher proportion of residents responding to the survey as being “major” or “moderate” problems in Longmont in 2006 than in 2004. A smaller percentage of residents rated “junk vehicles” as “moderate” or “major” problems in 2006 when compared with 2004 results.

Table 13: Potential Problems in Longmont

To what degree, if at all, are the following problems in Longmont?	Not a problem	Minor problem	Moderate problem	Major problem	Total
Drugs	5%	15%	40%	40%	100%
Crime	2%	20%	53%	25%	100%
Vandalism	5%	18%	44%	33%	100%
Traffic congestion	4%	19%	39%	38%	100%
Too much growth	8%	16%	30%	46%	100%
Methamphetamine labs	9%	16%	35%	40%	100%
Graffiti	4%	28%	33%	34%	100%
Unsupervised youth	9%	25%	39%	27%	100%
Noise	15%	38%	30%	16%	100%
Homelessness	15%	46%	29%	9%	100%
Junk vehicles	12%	50%	26%	12%	100%
Run down buildings	15%	47%	31%	8%	100%
Weeds	20%	45%	26%	9%	100%
Lack of growth	70%	22%	7%	2%	100%

Figure 9: Potential Problems in Longmont Compared by Year



*Notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

REASONS FOR OPTIMISM IN THE COMMUNITY

Those responding to the survey were asked what areas of Longmont community life they were most optimistic about for five years into the future³. They were allowed to comment on three areas. Residents appeared to be most optimistic about “parks, recreation, trails and opens space” (13%), followed by “restaurants and shopping” (9%), “improved economy, job market and cost of living” (8%) and by “good place to live, community spirit” (8%). “Parks, recreation, trails and opens space,” “restaurants and shopping” and “improved economy, job market and cost of living” also were the top three areas of optimism in 2004.

A higher proportion of respondents mentioned “good place to live, community spirit” and “better transportation and roads” in 2006 than in 2004. (All responses to this question appear verbatim in Appendix III.)

Table 14: Biggest Reasons for Optimism for Longmont in the Next Five Years

What are the three areas of Longmont community life that you are most optimistic about when you look 5 years into the future?	2006	2004
Parks and recreation, trails, open space	13%	14%
Restaurants and shopping	9%	10%
Improved economy, job market, cost of living*	8%	10%
Good place to live, community spirit	8%	3%
Schools and education	7%	6%
Growth and planning	7%	5%
City government services; library, police, utilities, etc.	6%	5%
Cultural and artistic opportunities*	6%	5%
Better transportation and roads	6%	2%
Main Street and downtown	5%	3%
Decreased crime	5%	2%
Better services and opportunities for youth*	3%	4%
Clean-up efforts and revitalization*	3%	2%
Cultural and racial issues	2%	2%
Better services and opportunities for seniors*	2%	1%
Medical healthcare	2%	1%
Not optimistic	3%	5%
Don't know	2%	1%
Other	4%	15%
Total	100%	100%

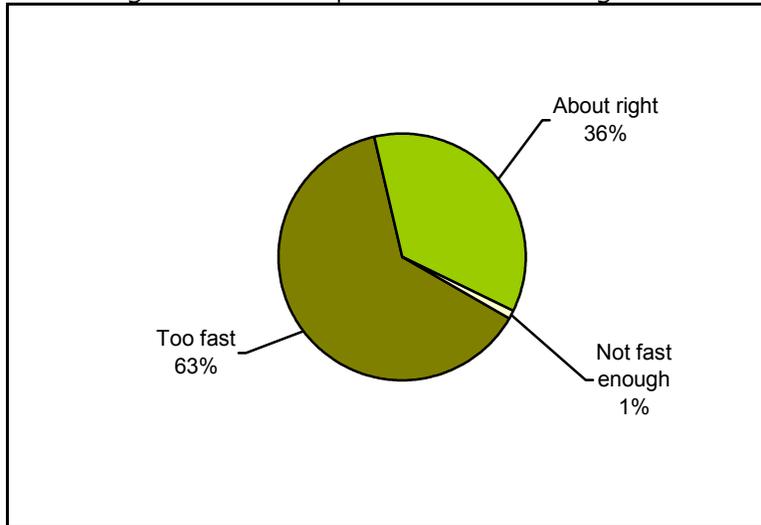
Gray shading notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

³ Coded response categories were slightly different in 2006 than 2004: schools vs. schools and education; arts and culture/entertainment vs. cultural and artistic opportunities; youth services vs. better services and opportunities for youth; clean-up efforts/appearance vs. clean-up efforts and revitalization; senior services vs. better services and opportunities for seniors;

GROWTH

Respondents were asked to evaluate the rate of population growth over the past few years. About 6 in 10 respondents (63%) felt that the rate of residential growth in the city was “too fast” while only 1% believed the growth rate was “not fast enough.” Thirty-six percent of those responding felt the growth rate in Longmont was “about right.”

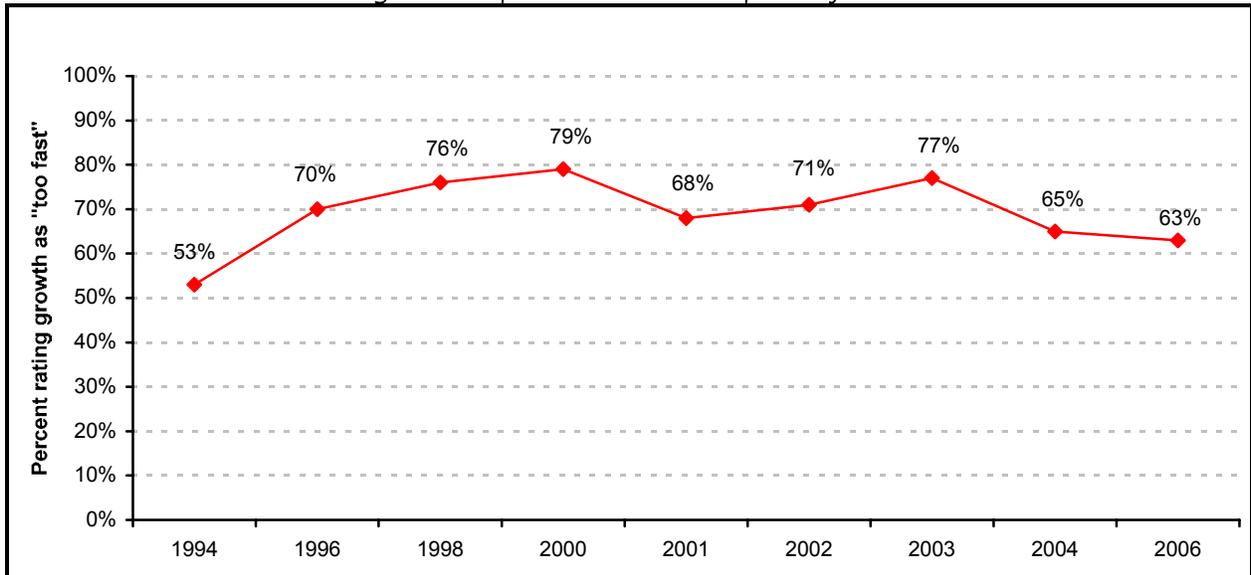
Figure 10: Rate of Population Growth in Longmont



COMPARISON BY YEAR

In 2006, a similar percent of respondents felt that the rate of population growth was “too fast” as in 2004.

Figure 11: Population Growth Compared by Year



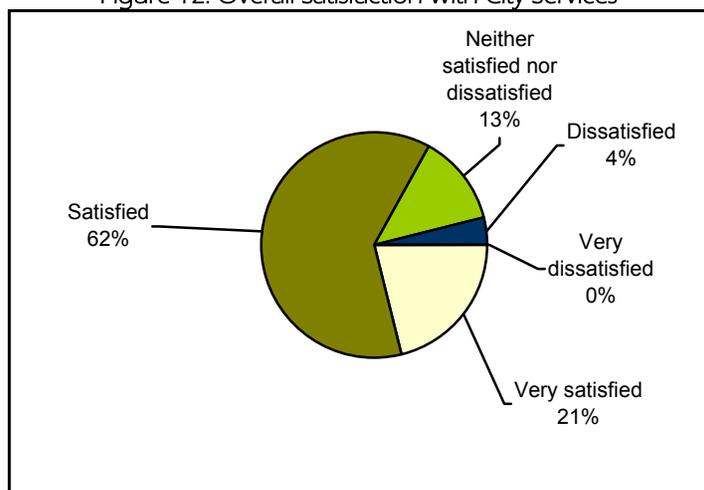
Evaluation of City Services

A list of 31 City-provided services was presented to residents for their opinions about service quality and importance. General satisfaction with government services also was assessed.

OVERALL SATISFACTION WITH CITY SERVICES

A majority of respondents (83%) were “satisfied” or “very” satisfied with City services overall, about four percent were “dissatisfied” and 13% were neutral in their ratings. None of the respondents reported that they were “very” dissatisfied with City services overall. The average rating on the 100-point scale was 75, equivalent to “satisfied.”

Figure 12: Overall Satisfaction with City Services



Respondents were asked to state why they were satisfied or dissatisfied (see Appendix III for their verbatim responses). For those respondents who gave a reason, about 6 in 10 respondents gave positive reason, with 40% mentioning good, timely service and 23% stating that they did not encounter any problems.

Table 15: Reasons for Satisfaction Rating

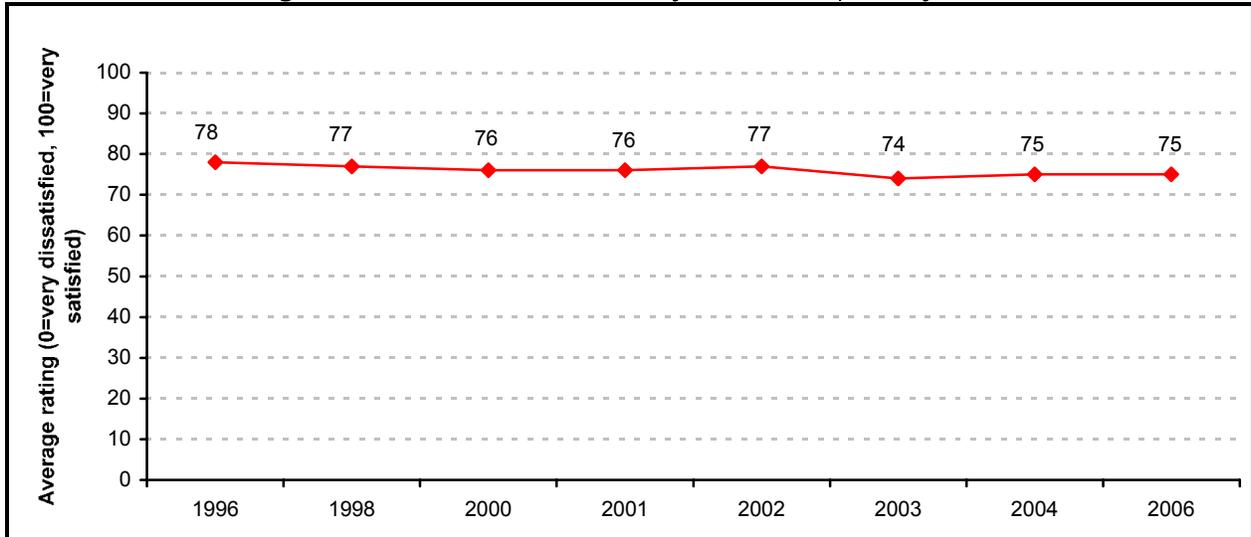
Why?	Percent of respondents*
Good, timely service	40%
No problems encountered	23%
Concerns about crime	9%
Traffic congestion and safety	6%
Issues with animal control	5%
Issues with trash service	4%
Issues of code enforcement	4%
Services too expensive	2%
Water issues	1%
Other	22%

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

COMPARISON BY YEAR

The average rating for “overall satisfaction with City services” given by Longmont residents (75 on the 100-point scale) was similar to ratings in previous years.

Figure 13: Overall Satisfaction with City Services Compared by Year



COMPARISON TO NATIONAL AND FRONT RANGE NORMS

Longmont residents rated their overall satisfaction with City services higher than other jurisdictions in the nation and Front Range, similar to 2004. Longmont was second out of 10 jurisdictions when compared to other Front Range jurisdictions for overall satisfaction with City services.

Figure 14: Overall Satisfaction with City Services: Longmont and the Nation

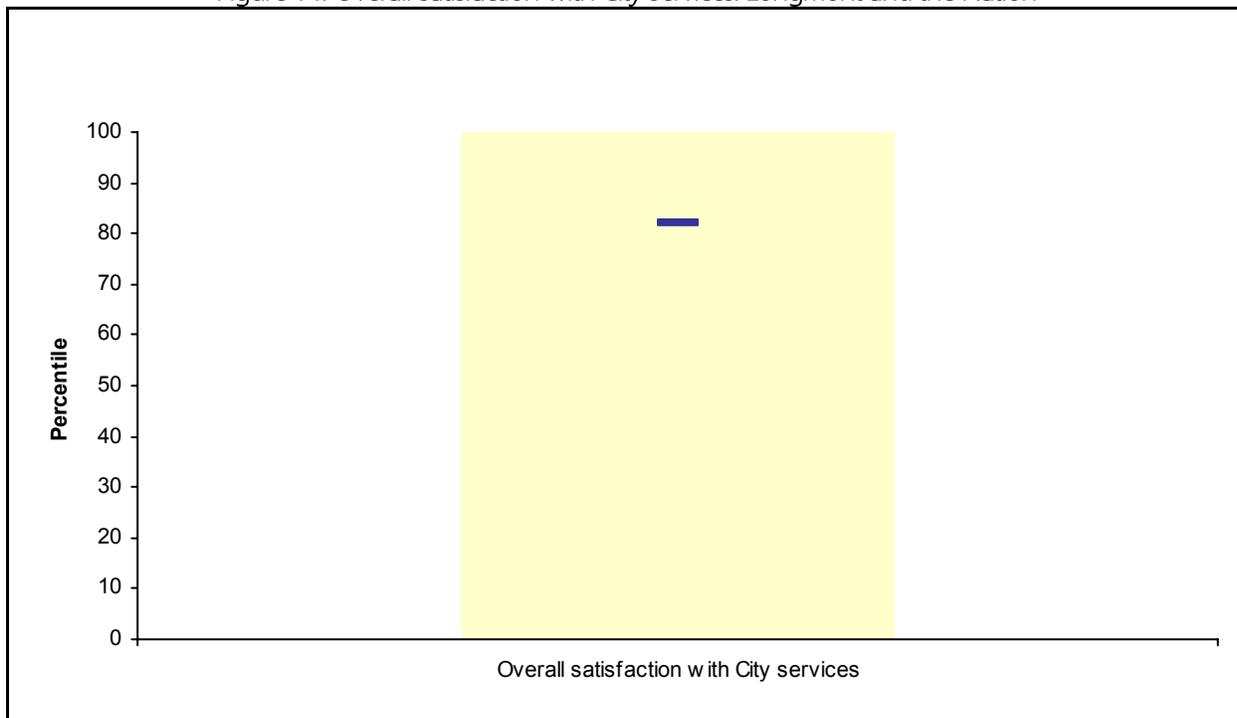


Table 16: Overall Quality of Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Overall satisfaction with the City services	75	32	169	82%	Above the norm

Table 17: Overall Quality of Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Overall satisfaction with the City services	75	2	10	90%	Above the norm

SATISFACTION WITH CITY SERVICES

Survey respondents were asked to rate the quality of several services provided in Longmont.

“Weekly trash pick up” (92%), “fire fighting and rescue services” (92%) and “library services” (89%) were rated as “good” or “excellent” by about 9 in 10 respondents, with at least a third or more rating each as “excellent.” All but four services (“timing of traffic signals,” “crime prevention,” “planning” and “code enforcement”) were rated as at least “good” by more than half of respondents.

City services which received the highest average ratings were: “weekly trash pick up,” “library services,” “fire fighting and rescue services,” “twice a month recycling pick up,” “electric service,” “sewer services,” “tap water (quality of drinking water),” “services for seniors,” “emergency dispatch,” “snow removal from major streets,” “utility billing,” “recreation facilities,” “fire inspection and fire safety education,” “emergency police services” and “maintenance of park grounds and facilities.” All of these services received average ratings of 64 points or higher – “good” or better on the 100-point scale.

City services rated least positively were: “recreation programs and classes,” street cleaning,” “street lighting,” “water conservation programs,” “electric conservation programs,” “museum,” “maintaining landscaping along the public right of way,” “animal control,” “street repair and maintenance,” “youth services sponsored program,” “building and housing inspection,” “enforcing traffic laws,” “timing of traffic signals,” “crime prevention,” “planning,” “code enforcement (junk vehicles on private property and weed control, trash and outside storage).” These services received ratings of less than 64 points on a 100-point scale, but were still between “good” (67) and “fair” (33).

(Note: A large percentage of respondents (20% or more) answered “don’t know” to the following services: water conservation programs, electric conservation programs, recreation programs and classes, youth services sponsored programs, services to seniors, museum, fire fighting and rescue services, fire inspection and fire safety education, emergency police services, emergency dispatch, building and housing inspection and planning. The percentages reported in the table are for those who had an opinion.)

Table 18: 2006 City Service Ratings

Following are services provided in the City of Longmont. For each serve, first please rate the quality of the service.	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
Weekly trash pick up	38%	54%	7%	1%	100%	76
Library services	32%	57%	10%	1%	100%	74
Fire fighting and rescue services	32%	60%	8%	1%	100%	74
Twice a month recycling pick up	35%	50%	12%	3%	100%	72
Electric service	27%	59%	12%	2%	100%	71
Sewer services	21%	66%	11%	1%	100%	69
Tap water (quality of drinking water)	31%	45%	20%	4%	100%	67
Services for seniors	23%	55%	18%	4%	100%	65
Emergency dispatch	19%	59%	20%	2%	100%	65
Snow removal from major streets	21%	55%	19%	5%	100%	64
Utility billing	19%	59%	18%	4%	100%	64
Recreation facilities	22%	53%	19%	6%	100%	64
Fire inspection and fire safety education	21%	50%	27%	2%	100%	64
Emergency police services	20%	57%	17%	6%	100%	64
Maintenance of park grounds and facilities	18%	58%	22%	2%	100%	64
Recreation programs and classes	17%	58%	22%	4%	100%	63
Street cleaning	12%	59%	24%	5%	100%	59
Street lighting	13%	59%	22%	7%	100%	59
Water conservation programs	11%	57%	29%	4%	100%	58
Electric conservation programs	14%	53%	26%	7%	100%	58
Museum	17%	48%	27%	8%	100%	58
Maintaining landscaping along the public right of way	11%	51%	31%	7%	100%	56
Animal control	12%	54%	23%	11%	100%	56
Street repair and maintenance	8%	54%	32%	6%	100%	55
Youth services sponsored program	15%	42%	35%	8%	100%	54
Building and housing inspection	7%	54%	30%	9%	100%	53
Enforcing traffic laws	9%	45%	30%	15%	100%	49
Timing of traffic signals	7%	37%	39%	18%	100%	44
Crime prevention	6%	36%	37%	20%	100%	43
Planning	5%	37%	35%	23%	100%	42
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	5%	30%	39%	25%	100%	38

COMPARISON BY YEAR

Six of the 31 services were rated higher in 2006 than in 2004: “services for seniors,” “youth services sponsored program,” “street repair/maintenance,” “weekly trash pickup,” “library services” and “recreation programs and classes,” with average ratings of three or more points higher than 2004 ratings. Seven services received lower average ratings in 2006 than in 2004: “animal control,” “enforcing traffic laws,” “timing of traffic signals,” “planning,” “fire inspection and fire safety education,” “snow removal on major streets” and “crime prevention.” Each received an average rating that was three or more points lower than 2004 ratings.

Table 19: 2003 Ratings of Services Compared by Year

Service	Average rating (0=poor, 100=excellent)								
	2006	2004	2003	2002	2001	2000	1998	1996	1994
Weekly trash pickup	76	73	70	74	71	65	71	69	71
Fire fighting and rescue services	74	76	74	77	74	75	76	Different wording	73
Library services	74	71	73	77	76	77	77		79
Twice a month recycling pickup	72	70	69	72	69	64	74	72	66
Electric services	71	72	68	71	68	70	72	73	73
Sewer services	69	69	65	69	67	69	69	71	66
Tap water (quality of drinking water)	67	68	65	68	67	65	68	72	72
Emergency dispatch	65	67	62	71	70	68	71	70	NA
Services for seniors	65	60	59	69	68	62	68	70	NA
Snow removal on major streets	64	69	67	62	65	65	63	61	NA
Fire inspection and fire safety education	64	68	65	67	67	69	68	Different wording	NA
Emergency police services	64	66	64	68	70	67	70	Different wording	NA
Utility billing	64	65	63	67	62	66	66	68	NA
Maintenance of park grounds and facilities	64	64	63	70	72	71	73	72	67
Recreation facilities	64	63	64	69	60	58	57	61	NA
Recreation programs and classes	63	60	59	67	64	61	65	67	56
Street cleaning	59	61	56	60	64	63	66	66	NA
Street lighting	59	60	56	63	66	66	65	66	NA
Museum	58	58	58	63	61	59	61	64	NA
Water conservation programs	58	57	56	58	60	60	62	62	NA
Electric conservation programs	58	56	54	60	60	61	59	58	NA
Animal control	56	59	NA	NA	NA	NA	NA	NA	NA
Maintaining landscaping along the public right of way	56	57	53	63	68	62	67	68	59

Service	Average rating (0=poor, 100=excellent)								
	2006	2004	2003	2002	2001	2000	1998	1996	1994
Street repair/maintenance	55	51	44	49	54	50	51	50	NA
Youth services sponsored program	54	49	52	56	59	54	53	56	NA
Building and housing inspection	53	52	48	56	60	61	63	NA	NA
Enforcing traffic laws	49	52	49	56	60	60	61	59	52
Timing of traffic signals	44	47	44	51	56	50	52	48	NA
Crime prevention	43	49	51	57	63	62	59	59	NA
Planning	42	45	42	53	55	49	54	52	NA
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	38	39	36	49	55	50	51	51	NA

Gray shading notes statistically significant differences between 2006 and 2004. (Significant at p<.05.)

COMPARISON TO NATIONAL NORMS

Because certain kinds of local government services all across the country tend to receive higher ratings than others – due to the nature of the service as much as the way in which the service is delivered⁴ – comparison of street repair to libraries tells us less about quality than comparison of street repair in Longmont to street repair ratings elsewhere.

For 17 of the 28 services for which national normative comparisons were available (“snow removal from major streets,” “street repair and maintenance,” “street cleaning,” “street lighting,” “recreation facilities,” “recreation programs and classes,” “library services,” “tap water,” “sewer services,” “electric service,” “utility billing,” “weekly trash pick up,” “twice a month recycling pick up,” “fire fighting and rescue services,” “animal control,” “youth services sponsored program” and “services for seniors”), Longmont residents gave ratings higher than ratings given by residents of other communities.

For “code enforcement,” “planning,” “enforcing traffic laws,” “crime prevention” and “maintaining landscaping along the public right of way,” the average ratings given by Longmont residents were lower than the average given by members of other communities.

Longmont received ratings similar to national norms for “timing of traffic signals,” “museum,” “building and housing inspection,” “fire inspection and fire safety education,” “emergency police services” and “maintenance of park grounds and facilities.”

Comparisons for “emergency dispatch,” “water conservation programs” and “electric conservation programs” were not available.

⁴ *As examples, in almost every jurisdiction studied, animal control received lower resident evaluations than parks; street repair was rated lower than fire protection.*

COMPARISON TO FRONT RANGE NORMS

Front Range comparisons are included for 24 services. Ten services were rated as higher than the Front Range: “snow removal from major streets,” “street repair and maintenance,” “street cleaning,” “library services,” “tap water,” “sewer services,” “weekly trash pick up,” “twice a month recycling pick up,” “fire inspection and fire safety education” and “services for seniors.”

Services that received average ratings similar to the Front Range were: “street lighting,” “timing of traffic signals,” “recreation facilities,” “recreation programs and classes,” “building and housing inspection,” “fire fighting and rescue services,” “emergency police services,” “animal control,” “youth services sponsored program” and “maintenance of park grounds and facilities.”

Four services were rated below the Front Range norms: “code enforcement,” “planning,” “enforcing traffic laws” and “crime prevention.”

Comparisons to the Front Range were not available for the following City services: the “museum,” “electric services,” “utility billing” and “maintaining landscaping along the public right of way.”

Detailed charts of the national and Front Range comparisons can be found on the following pages.

Figure 15: Quality of Transportation Services: Longmont and the Nation

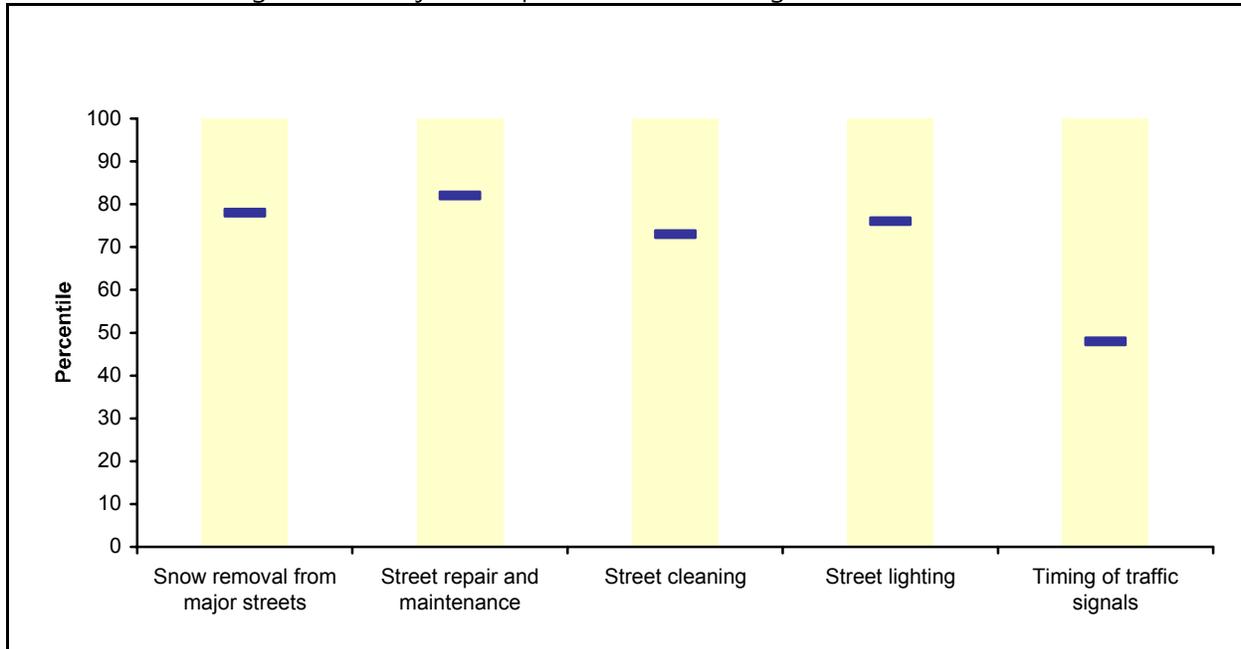


Table 20: Quality of Transportation Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Snow removal from major streets	64	31	139	78%	Above the norm
Street repair and maintenance	55	40	213	82%	Above the norm
Street cleaning	59	41	149	73%	Above the norm
Street lighting	59	35	142	76%	Above the norm
Timing of traffic signals	44	45	84	48%	Similar to the norm

Table 21: Quality of Transportation Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Snow removal from major streets	64	2	21	95%	Above the norm
Street repair and maintenance	55	4	19	84%	Above the norm
Street cleaning	59	4	15	80%	Above the norm
Street lighting	59	3	5	60%	Similar to the norm
Timing of traffic signals	44	3	6	67%	Similar to the norm

Figure 16: Quality of Leisure Services: Longmont and the Nation

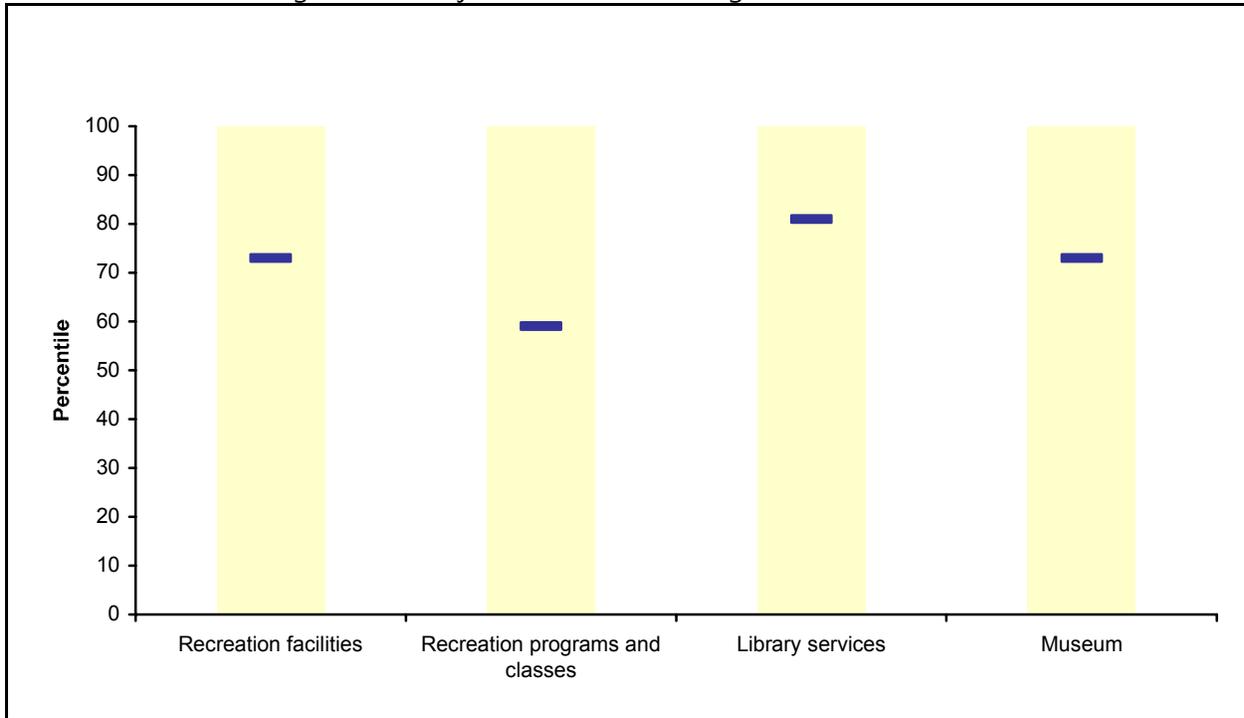


Table 22: Quality of Leisure Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Recreation facilities	64	33	117	73%	Above the norm
Recreation programs and classes	63	70	169	59%	Above the norm
Library services	74	35	183	81%	Above the norm
Museum	58	4	11	73%	Similar to the norm

Table 23: Quality of Leisure Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Recreation facilities	64	6	12	58%	Similar to the norm
Recreation programs and classes	63	8	14	50%	Similar to the norm
Library services	74	4	9	67%	Above the norm
Museum	58	NA	NA	NA	NA

Figure 17: Quality of Utility Services: Longmont and the Nation

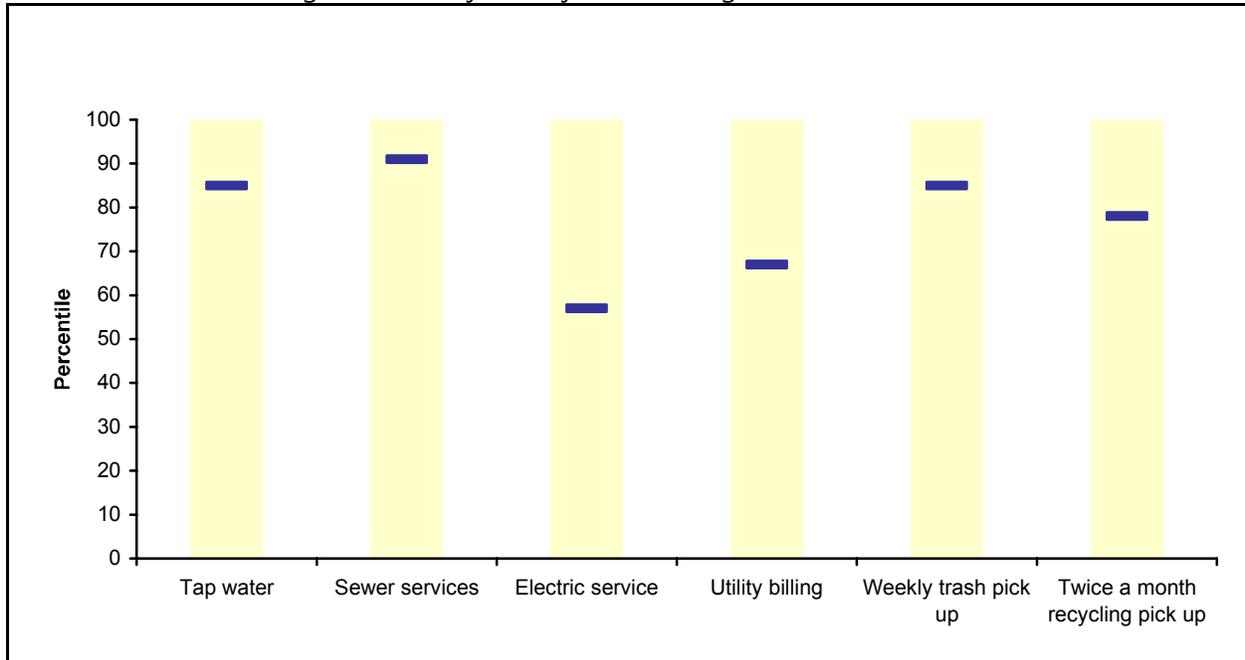


Table 24: Quality of Utility Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Tap water	67	20	131	85%	Above the norm
Sewer services	69	12	126	91%	Above the norm
Electric service	71	10	21	57%	Above the norm
Utility billing	64	5	12	67%	Above the norm
Weekly trash pick up	76	30	198	85%	Above the norm
Twice a month recycling pick up	72	35	155	78%	Above the norm

Table 25: Quality of Utility Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Tap water	67	2	9	89%	Above the norm
Sewer services	69	2	6	83%	Above the norm
Electric service	71	NA	NA	NA	NA
Utility billing	64	NA	NA	NA	NA
Weekly trash pick up	76	1	6	100%	Above the norm
Twice a month recycling pick up	72	2	8	88%	Above the norm

Figure 18: Quality of Planning and Code Enforcement Services: Longmont and the Nation

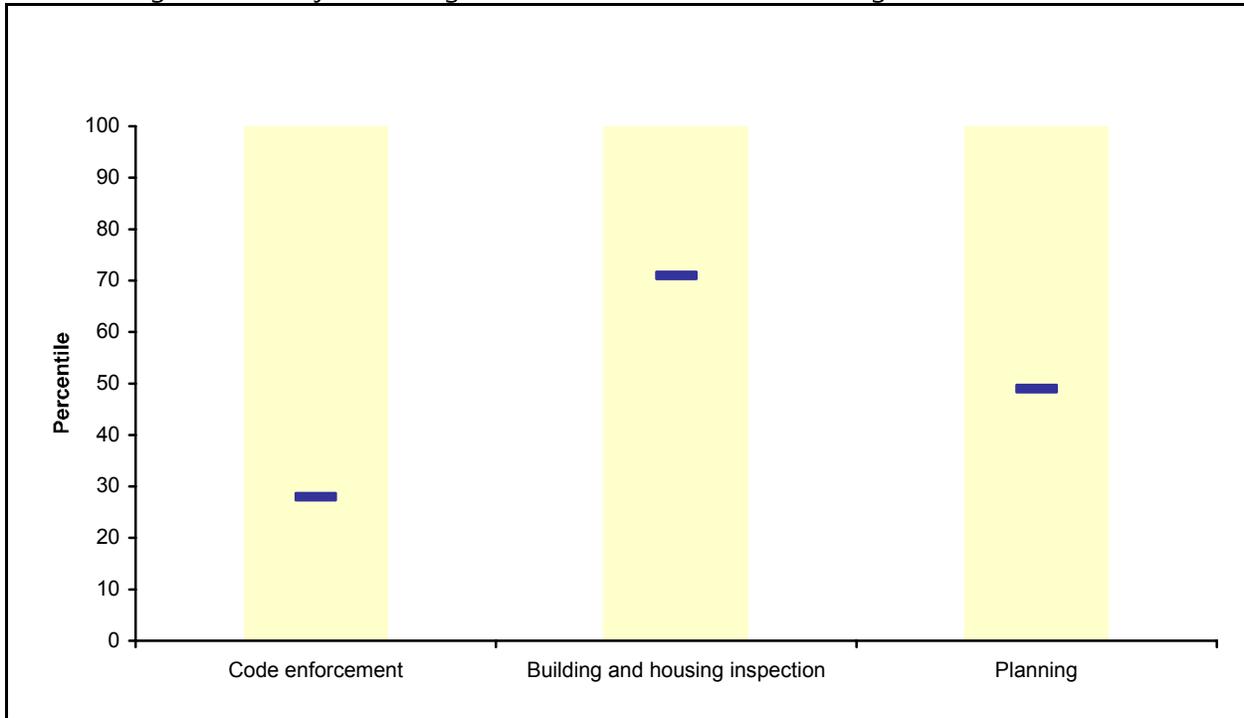


Table 26: Quality of Planning and Code Enforcement Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Code enforcement	38	117	160	28%	Below the norm
Building and housing inspection	53	9	28	71%	Similar to the norm
Planning	42	22	41	49%	Below the norm

Table 27: Quality of Planning and Code Enforcement Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Code enforcement	38	15	16	13%	Below the norm
Building and housing inspection	53	4	8	63%	Similar to the norm
Planning	42	4	5	40%	Below the norm

Figure 19: Quality of Public Safety Services: Longmont and the Nation

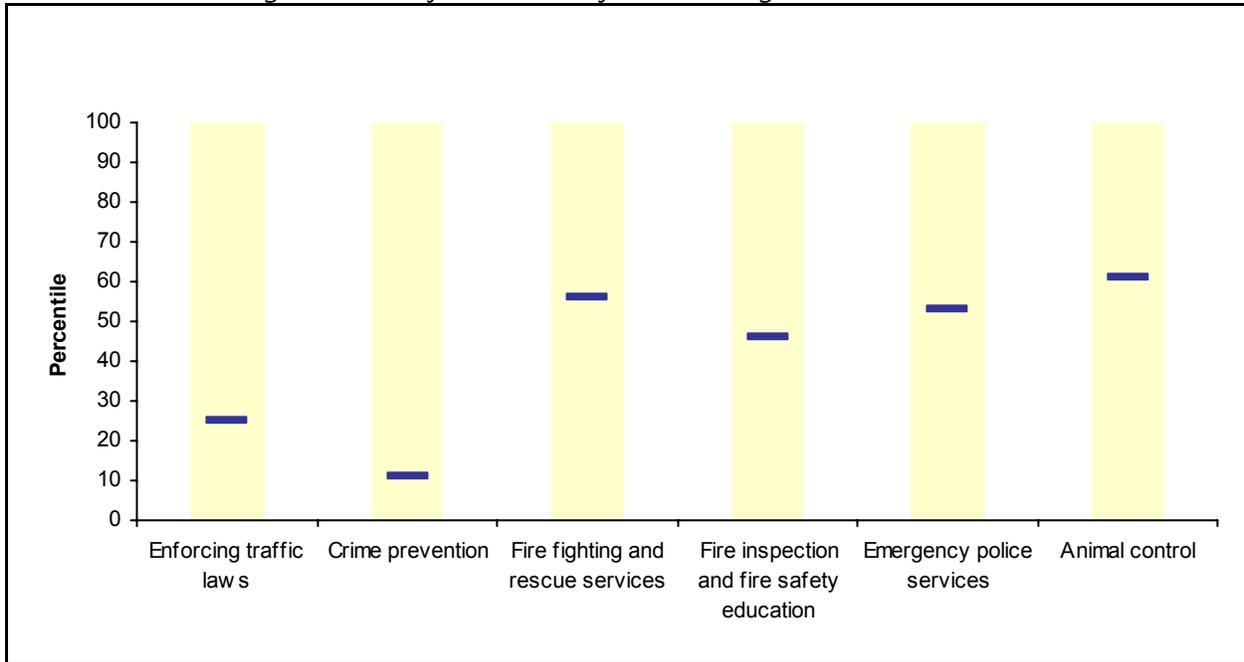


Table 28: Quality of Public Safety Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Enforcing traffic laws	49	111	146	25%	Below the norm
Crime prevention	43	101	112	11%	Below the norm
Fire fighting and rescue services	74	93	208	56%	Above the norm
Fire inspection and fire safety education	64	54	99	46%	Similar to the norm
Emergency police services	64	132	281	53%	Similar to the norm
Animal control	56	54	137	61%	Above the norm

Table 29: Quality of Public Safety Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Enforcing traffic laws	49	14	15	13%	Below the norm
Crime prevention	43	6	6	17%	Below the norm
Fire fighting and rescue services	74	6	10	50%	Similar to the norm
Fire inspection and fire safety education	64	3	5	60%	Above the norm
Emergency police services	64	6	15	67%	Similar to the norm
Animal control	56	5	8	50%	Similar to the norm

Figure 20: Quality of Services to Special Populations: Longmont and the Nation

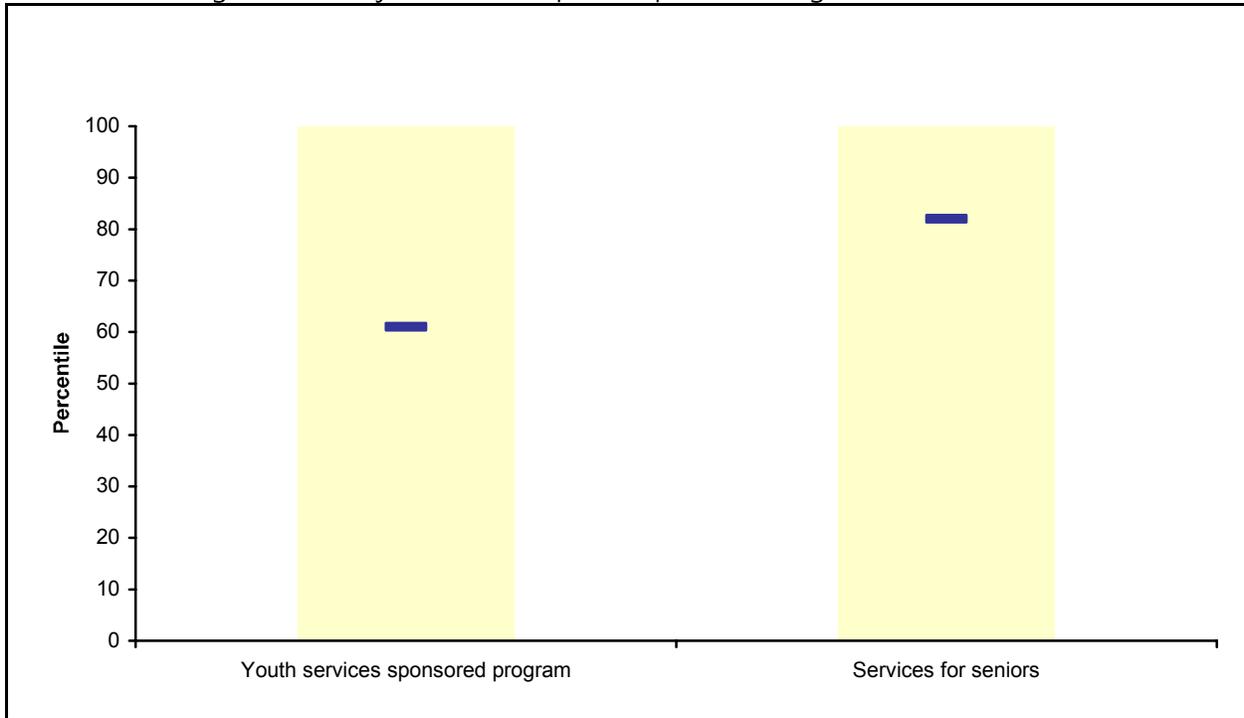


Table 30: Quality of Services to Special Populations: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Youth services sponsored program	54	42	106	61%	Above the norm
Services for seniors	65	23	125	82%	Above the norm

Table 31: Quality of Services to Special Populations: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Youth services sponsored program	54	4	10	70%	Similar to the norm
Services for seniors	65	2	13	92%	Above the norm

Figure 21: Quality of Maintenance Services: Longmont and the Nation

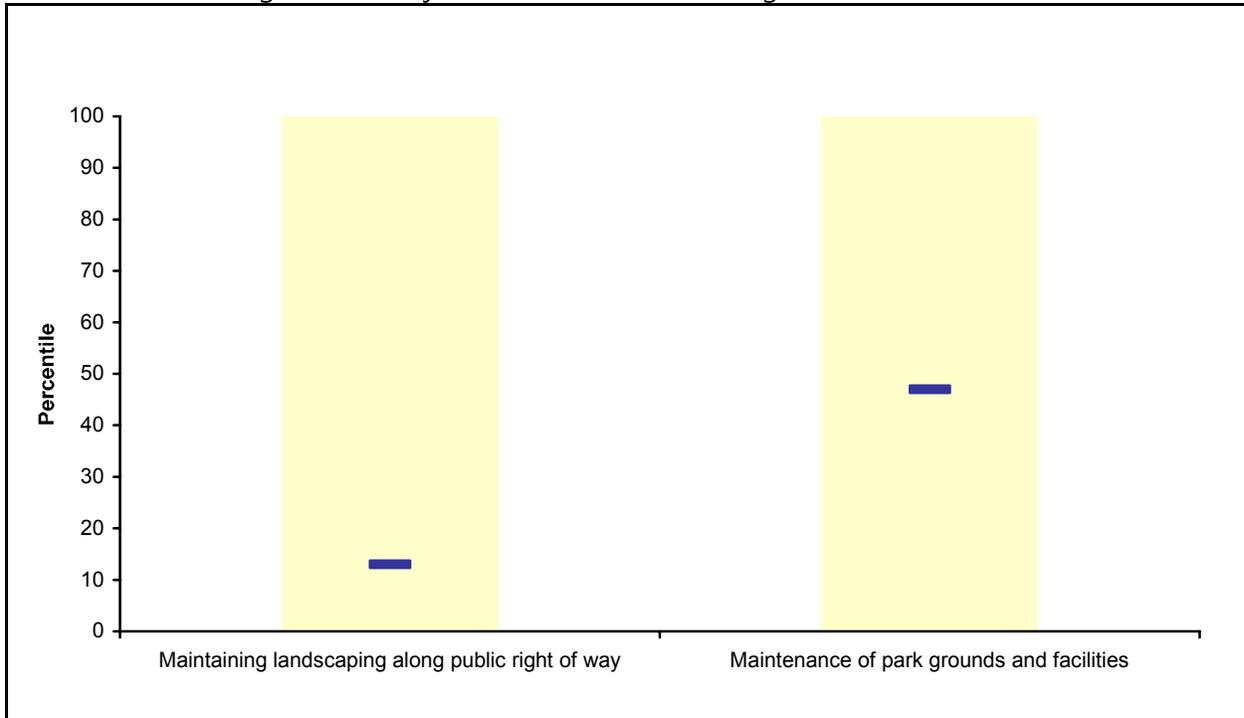


Table 32: Quality of Maintenance Services: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Maintaining landscaping along public right of way	56	8	8	13%	Below the norm
Maintenance of park grounds and facilities	64	83	156	47%	Similar to the norm

Table 33: Quality of Maintenance Services: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Maintaining landscaping along public right of way	56	NA	NA	NA	NA
Maintenance of park grounds and facilities	64	9	13	38%	Similar to the norm

IMPORTANCE OF CITY SERVICES

Residents also were asked to rate the importance of the services about which the survey inquired on a scale where one equals “very important” and four represents “not at all important.” These ratings were converted to the 100-point scale for ease of comparison (see tables on following pages).

All services were thought to be at least “important” by more than half of the Longmont residents responding to the survey. For “tap water (quality of drinking water),” “fire fighting and rescue services,” “emergency dispatch,” “electric service,” “emergency police services,” “crime prevention,” “sewer services,” “weekly trash pick up,” “street repair and maintenance,” “snow removal from major streets,” “planning,” “water conservation programs” and “electric conservation programs,” about 9 in 10 respondents felt that the service was “important” or “very important,” and at least three-quarters rated “tap water (quality of drinking water),” “fire fighting and rescue services,” “emergency dispatch,” “emergency police services” and “crime prevention” as “very important.”

Services considered the most important were: “tap water,” “fire fighting and rescue services,” “emergency dispatch,” “emergency police services,” “crime prevention,” “electric service,” “sewer services,” “weekly trash pick up,” “snow removal from major streets,” “street repair and maintenance,” “water conservation programs,” “planning,” “fire inspection and fire safety education” and “enforcing traffic laws. All received average ratings of 77 points or higher on the 100-point scale.

Services considered to be less important were: “electric conservation programs,” “street lighting,” “twice a month recycling pick up,” “timing of traffic signals,” “library services,” “services for seniors,” “youth services sponsored program,” “recreation facilities,” “utility billing,” “maintenance of park grounds and facilities,” “animal control,” “code enforcement (junk vehicles on private property, weed control, trash and outside storage),” “recreation programs and classes,” “building and housing inspection,” “maintaining landscaping along the public right of way,” “street cleaning” and “museum.” Although these services were rated as less important (75 points on the 100-point scale or fewer), they were still considered to be “somewhat important” or more by survey respondents.

Table 34: 2006 Importance Ratings of City Services

Following are services provided in the City of Longmont. Please rate how important each of these services is in Longmont.	Very important	Important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Tap water (quality of drinking water)	79%	19%	1%	1%	100%	92
Fire fighting and rescue services	77%	21%	2%	0%	100%	92
Emergency police services	76%	21%	3%	0%	100%	91
Emergency dispatch	76%	22%	2%	0%	100%	91
Crime prevention	74%	22%	4%	0%	100%	90
Electric service	64%	33%	3%	0%	100%	87
Sewer services	53%	41%	6%	0%	100%	82
Snow removal from major streets	53%	38%	8%	1%	100%	81
Weekly trash pick up	51%	42%	6%	0%	100%	81
Street repair and maintenance	44%	48%	7%	0%	100%	79
Water conservation programs	50%	38%	11%	1%	100%	79
Enforcing traffic laws	47%	37%	16%	0%	100%	77
Fire inspection and fire safety education	47%	38%	14%	1%	100%	77
Planning	43%	47%	9%	1%	100%	77
Street lighting	42%	42%	14%	2%	100%	75
Electric conservation programs	38%	49%	11%	1%	100%	75
Twice a month recycling pick up	42%	40%	16%	1%	100%	75
Timing of traffic signals	35%	50%	14%	1%	100%	73
Library services	38%	45%	14%	3%	100%	73
Services for seniors	37%	45%	16%	2%	100%	73
Youth services sponsored programs	39%	41%	17%	3%	100%	72
Recreation facilities	31%	50%	18%	2%	100%	70
Utility billing	29%	51%	19%	1%	100%	69
Maintenance of park grounds and facilities	25%	55%	19%	1%	100%	68
Animal control	26%	48%	25%	1%	100%	66

Following are services provided in the City of Longmont. Please rate how important each of these services is in Longmont.	Very important	Important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	27%	44%	25%	4%	100%	65
Recreation programs and classes	24%	49%	24%	4%	100%	64
Building and housing inspection	20%	50%	28%	1%	100%	63
Maintaining landscaping along the public right of way	19%	50%	29%	2%	100%	62
Street cleaning	20%	43%	33%	5%	100%	59
Museum	14%	44%	37%	5%	100%	55

COMPARISON BY YEAR

One service was rated higher in importance in 2006 than in 2004: “electric services” (4 points higher on the 100-point scale). Services rated lower than the 2004 importance ratings were: “street repair and maintenance,” “code enforcement (junk vehicles on private property, weed control, trash and outside storage),” “building and housing inspection,” “water conservation programs” and “fire inspection and fire safety education.” Each average rating was three or more points lower in 2006 than in 2004.

Table 35: Comparison of Ratings of Service Importance

Service	Average rating (0=not at all important, 100=very important,)							
	2006	2004	2003	2002	2001	2000	1998	1996
Fire fighting and rescue services	92	93	92	95	94	93	93	Different wording
Tap water (quality of drinking water)	92	93	90	88	89	88	87	90
Emergency police services	91	92	91	93	92	92	94	Different wording
Emergency dispatch	91	92	91	93	92	92	93	93
Crime prevention	90	90	89	91	91	91	91	93
Electric services	87	83	84	85	85	82	82	87
Sewer services	82	82	81	83	83	83	81	87
Snow removal on major streets	81	82	82	81	81	83	81	86
Weekly trash pickup	81	80	79	84	84	82	82	85
Water conservation programs	79	84	83	83	80	78	77	80
Street repair and maintenance	79	82	81	83	83	85	82	84
Fire inspection and fire safety education	77	82	81	84	84	83	82	Different wording
Enforcing traffic laws	77	77	77	80	81	82	79	83
Planning	77	76	75	81	80	80	77	80
Street lighting	75	77	76	79	80	80	79	82
Twice a month recycling pick up	75	76	73	75	73	74	75	78
Electric conservation programs	75	76	70	76	76	74	70	NA
Services for seniors	73	74	72	81	80	80	76	77
Timing of traffic signals	73	73	74	75	74	76	71	73
Library services	73	73	71	83	81	81	80	82
Youth services sponsored programs	72	73	71	80	81	82	84	84

Service	Average rating (0=not at all important, 100=very important,)							
	2006	2004	2003	2002	2001	2000	1998	1996
Recreation facilities	70	70	66	77	76	74	76	72
Utility billing	69	67	65	71	70	68	67	69
Maintenance of park grounds and facilities	68	69	67	73	72	75	71	71
Animal control	66	67	NA	NA	NA	NA	NA	NA
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	65	68	65	70	70	69	69	66
Recreation programs and classes	64	65	60	74	73	69	71	68
Building and housing inspection	63	66	66	75	74	71	73	71
Maintaining landscaping along public right of way	62	61	58	64	65	66	60	62
Street cleaning	59	60	58	69	67	64	65	57
Museum	55	53	53	62	61	62	58	60

Gray shading notes statistically significant differences between 2006 and 2004. (Significant at p<.05.)

BALANCING QUALITY AND IMPORTANCE

Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first (see the table on the next page for comparisons to previous years).

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of satisfaction (see table on following page). Services were classified as “more important” if they were higher than 75 on the 100-point scale. Services were rated as “less important” if they received an average rating of less than 75. Services receiving a satisfaction rating of 63 or higher were considered of “higher quality” and those with an average rating lower than 63 as “lower quality.”

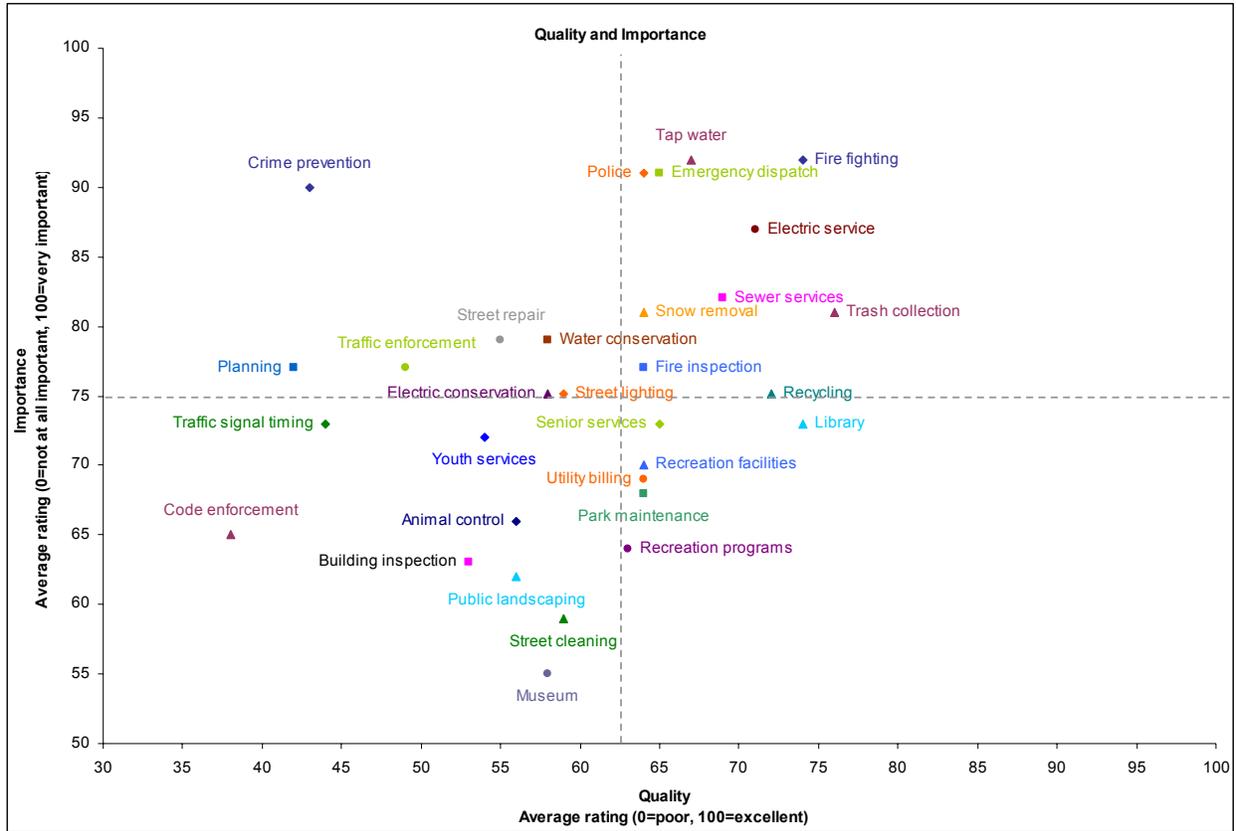
Services which were categorized as higher in importance and higher in quality were: “tap water (quality of drinking water),” “fire fighting and rescue services,” “emergency dispatch,” “emergency police services,” “electric service,” “sewer services,” “weekly trash pick up,” “twice a month recycling pick up,” “snow removal from major streets” and “fire inspection and fire safety education.”

Services that were rated higher in importance and lower in quality were: “crime prevention,” “street repair and maintenance,” “electric conservation programs,” “street lighting,” “water conservation programs,” “planning” and “enforcing traffic laws.”

Services that were rated lower in importance and higher in quality were: “library services,” “services for seniors,” “utility billing,” “recreation programs and classes,” “recreation facilities” and “maintenance of park grounds and facilities.”

Services that were rated lower in importance and lower in quality were: “timing of traffic signals,” “youth services sponsored program,” “animal control,” “code enforcement (junk vehicles on private property, weed control, trash and outside storage),” “building and housing inspection,” “maintaining landscaping along the public right of way,” “street cleaning” and “museum.”

Figure 22: Comparison of Quality and Importance



COMPARISON TO PREVIOUS YEARS

“Crime prevention” has been considered higher in importance and lower in quality since 1996 and has received an average rating that is lower than the Front Range for the past three survey years. “Water conservation” and “street repair and maintenance” have been in that category in each of the last seven survey years, although the latter has been given a rating above the Front Range Norm in 2006 and 2004. “Enforcing traffic laws” and “planning” made the list for the last two survey years and received average ratings that were below ratings given by other jurisdictions along the Front Range in 2006. “Electric conservation” and “street lighting” made the list in 2004, but did not make the list in 2006.

Table 36: Comparison of Services with Higher Importance and Lower Quality: Longmont Over Time

Service	2006	2004	2003	2002	2001	2000	1998	1996
Crime prevention	-	-	-	X	X	X	X	X
Water conservation	X	X	X	X	X	X	X	
Enforcing traffic laws	-	O		O	O	X	X	
Planning	-	X		X	X	X	X	
Street repair and maintenance	+	+	-	O	O	X	X	
Snow removal				+			X	X
Services for youth					X	X	X	X
Recreation facilities					-		X	
Electric conservation		X			X			
Services for seniors						X		
Timing of traffic signals						X		
Emergency police services			O					
Emergency dispatch			X					
Street lighting		+						

Note: (+) indicates service was above the Front Range norm, (o) indicates service was similar to the Front Range norm and (-) indicates the services was below the Front Range norm; (x) indicates that a comparison to the norm was not available. Note: comparisons to the Front Range were not conducted in years 2000, 1998 and 1996.

Contacting City Government

CONTACT WITH CITY GOVERNMENT

Just over half of the residents responding to the survey (55%) reported contacting the City of Longmont in the past 24 months to request services, similar to the proportion in 2004 (56%). Note that question wording changed from 2003 to 2004 from asking respondents if they had contacted the City to request services in the past “12 months” to asking if they had done so in the past “24 months.”

Figure 23: Contact with the City to Request Services in the Past 24 Months

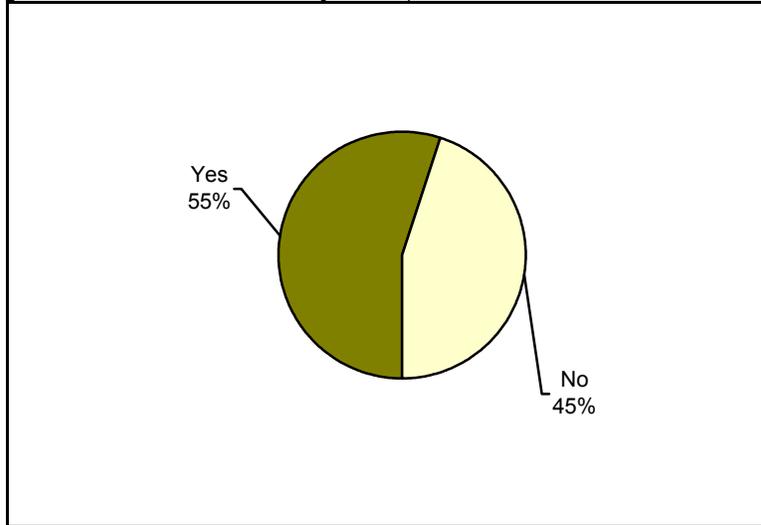
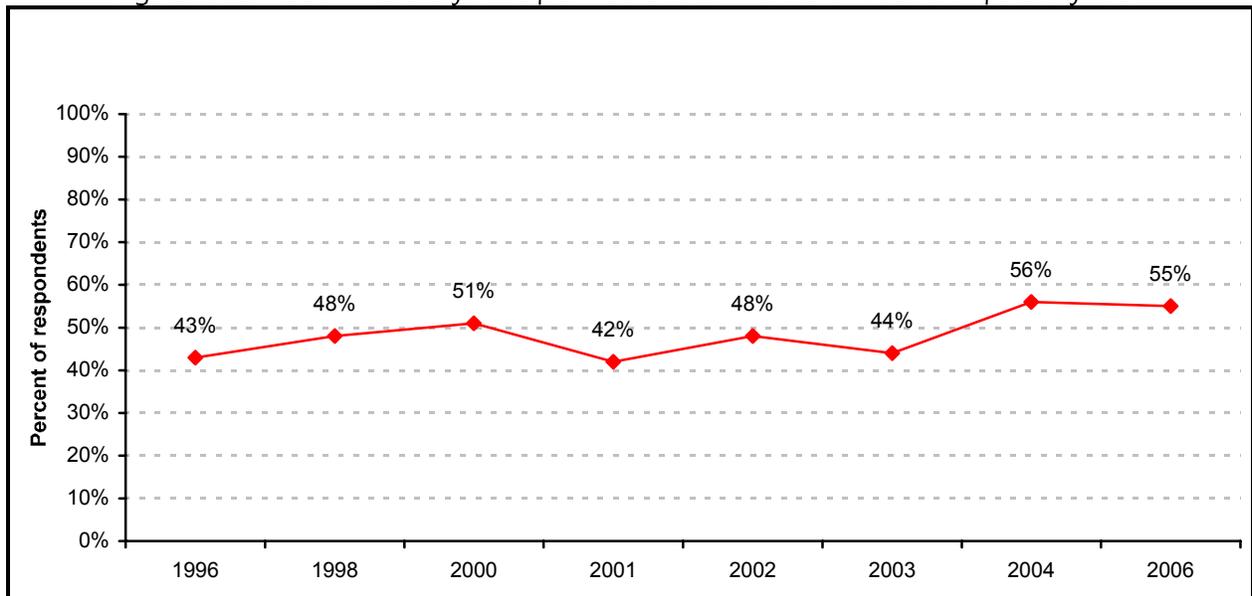


Figure 24: Contact with the City to Request Services in the Past 24 Months Compared by Year

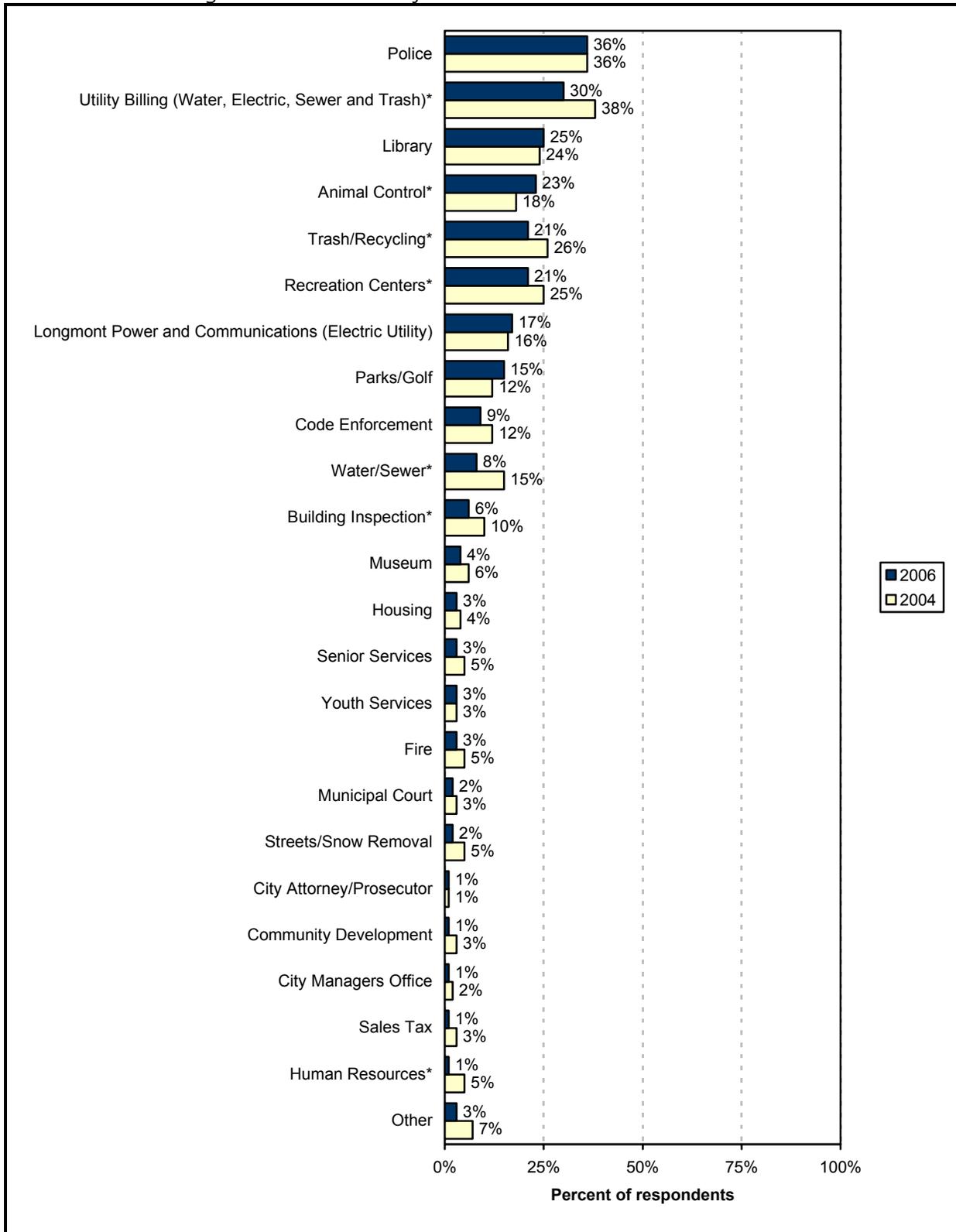


The 55% of residents who reported having contact with a City of Longmont employee within the last 24 months were asked to specify with which service or services they had contact. In previous years, this question was unprompted and gave residents the option of writing in their answers. In the 2004 survey, respondents were given a list of services and were asked to mark which services they had contacted. The top six most commonly contacted services by Longmont residents in 2006 were: "police" (36%), "utility billing (water, electric, sewer and trash)" (30%), "library" (25%), "animal control" (23%), "recreation centers" (21%) and "trash/recycling" (21%).

Services that were reportedly contacted by a lower percentage of respondents were: "human resources," "building inspection," "recreation centers," "trash/recycling," "water/sewer" and "utility billing (water, electric, sewer and trash)."

A higher proportion of respondents said that they contacted "animal control" in 2006 than in 2004.

Figure 25: Most Commonly Contacted Services in the Past 24 Months



*Notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

When asked to indicate which City service they most recently contacted, using a prompted list of services, the police department was the most common reason (24% of those making contact with a City employee). Police also was mentioned more frequently in 2006 than in 2004 (24% vs. 18%, respectively). “Utility billing” (15%) and “recreation centers” (10%) had the next most frequent interactions with the public.

Table 37: Top Reasons for Most Recently Contacting the City of Longmont

Reasons	Percent of responses							
	2006	2004	2003	2002	2001	2000	1998	1996
Police	24%	18%	24%	16%	11%	24%	15%	19%
Utility Billing	15%	13%	1%	14%	19%	NA	NA	NA
Recreation Centers	10%	8%	10%	6%	2%	3%	4%	3%
Animal control	9%	6%	3%	2%	2%	2%	4%	4%
Trash/recycling	7%	9%	7%	14%	20%	24%	21%	25%
Library	7%	9%	1%	1%	1%	NA	NA	NA
Parks/Golf	6%	4%	2%	4%	3%	3%	1%	1%
Longmont Power and Communications (Electric Utility)	5%	5%	NA	NA	NA	NA	NA	NA
Code Enforcement	4%	4%	NA	NA	NA	NA	NA	NA
Building inspection	3%	4%	7%	8%	7%	7%	8%	6%
Water/Sewer	2%	4%	3%	4%	4%	2%	3%	9%
Fire	2%	2%	4%	2%	2%	3%	3%	1%
Streets/Snow removal	1%	2%	1%	10%	4%	5%	6%	8%
Municipal Court	1%	1%	NA	NA	NA	NA	NA	NA
Senior Services	1%	1%	NA	NA	NA	NA	NA	NA
Human Resources	~0%	2%	NA	NA	NA	NA	NA	NA
Museum	~0%	1%	NA	NA	NA	NA	NA	NA
Community Development	~0%	1%	NA	NA	NA	NA	NA	NA
City Manager’s Office	~0%	1%	NA	NA	NA	NA	NA	NA
Housing	~0%	1%	NA	NA	NA	NA	NA	NA
Youth Services	~0%	~0%	NA	NA	NA	NA	NA	NA
City Attorney/Prosecutor	NA	1%	NA	NA	NA	NA	NA	NA
Sales Tax	NA	1%	NA	NA	NA	NA	NA	NA
Utilities	NA	NA	11%	3%	5%	8%	14%	14%

Reasons	Percent of responses							
	2006	2004	2003	2002	2001	2000	1998	1996
EMS	NA	NA	7%	3%	3%	2%	~0%	~0%
Planning	NA	NA	2%	2%	1%	2%	~0%	~0%
Recycling (asked with trash – see above)	NA	NA	2%	2%	1%	3%	~0%	~0%
Tree trimming	NA	NA	1%	~0%	1%	NA	NA	NA
New resident information	NA	NA	~0%	5%	4%	3%	5%	2%
Other	3%	3%	14%	2%	3%	3%	3%	2%
Don't know	NA	NA	~0%	4%	8%	5%	7%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Gray shading notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

CITY EMPLOYEE RATINGS

The 55% of respondents who reported having had contact with the City of Longmont in the past 24 months, rated their most recent contact in terms of employees' knowledge, professional attitude, the ease of getting in touch with the employee and their willingness to help or understand. Respondents also rated their overall impression of the employee (see table below). About three-quarters or more of those coming in contact with City employees rated the employees as "good" or "excellent."

When converted to a 100-point scale, respondents gave each characteristic an average rating of 66 or higher, "good" or better.

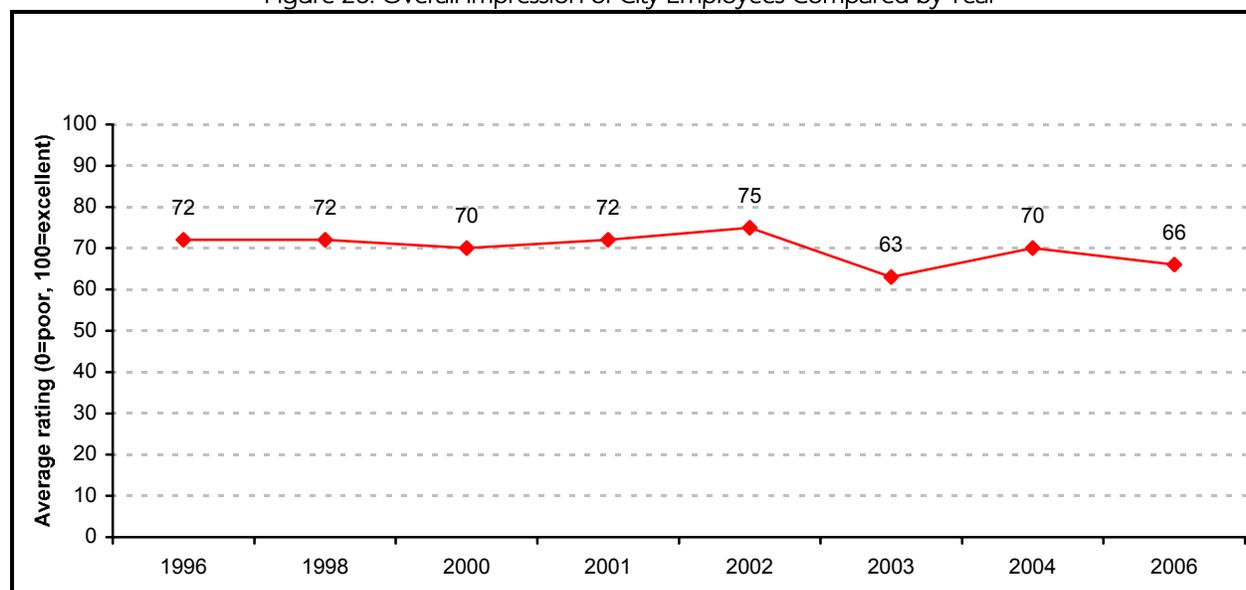
Table 38: Ratings of Longmont City Employees

What was your impression of employees of the City and Longmont in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
Treated you with respect	46%	36%	13%	5%	100%	75
Knowledge of issue	37%	41%	15%	6%	100%	70
Willingness to help or understand	42%	34%	14%	9%	100%	70
How easy it was to get in touch with the employee	35%	43%	14%	9%	100%	68
Overall impression	37%	37%	12%	13%	100%	66

COMPARISON BY YEAR

The 2006 rating for "overall impression" was lower than the average rating in 2004 and higher than in 2003.

Figure 26: Overall Impression of City Employees Compared by Year



The average ratings for “knowledge of issue” and “willingness to help or understand” were lower in 2006 when compared to ratings from the 2004 survey results.

Table 39: Ratings of City Employees Compared by Year

Characteristic	Average rating (0=poor, 100=excellent)							
	2006	2004	2003	2002	2001	2000	1998	1996
Treated you with respect	75	77	71	80	82	81	84	NA-
Knowledge of issue	70	74	70	77	78	78	87	NA-
Willingness to help or understand	70	73	66	74	79	78	80	NA-
How easy it was to get in touch with the employee	68	69	63	78	78	78	81	NA-

Gray shading notes statistically significant differences between 2006 and 2004. (Significant at p<.05.)

COMPARISON TO NATIONAL AND FRONT RANGE NORMS

Longmont City employees rated higher than or similar to national and Front Range norms. The characteristic “willingness to help or understand” was rated higher than both the national and Front Range norm. All other characteristics were rated above the national norms and similar to ratings given in the Front Range.

Figure 27: Ratings of Contact with the City Employees: Longmont and the Nation

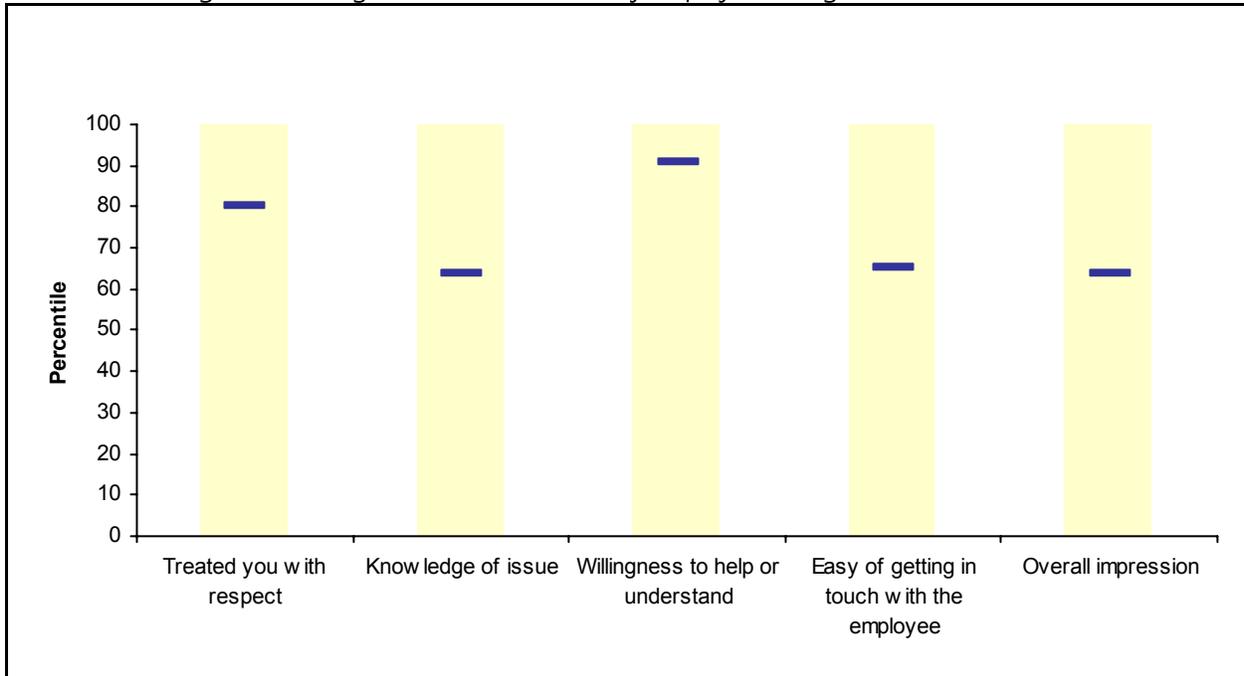


Table 40: Ratings of Contact with the City Employees: Longmont and the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Treated you with respect	75	12	54	80%	Above the norm
Knowledge of issue	70	49	134	64%	Above the norm
Willingness to help or understand	70	3	22	91%	Above the norm
Easy of getting in touch with the employee	68	48	133	65%	Above the norm
Overall impression	66	54	149	64%	Above the norm

Table 41: Ratings of Contact with the City Employees: Longmont and the Front Range

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
Treated you with respect	75	5	8	50%	Similar to the norm
Knowledge of issue	70	8	16	56%	Similar to the norm
Willingness to help or understand	70	2	6	83%	Above the norm
Easy of getting in touch with the employee	68	8	14	50%	Similar to the norm
Overall impression	66	9	16	50%	Similar to the norm

COMPARISON OF RATINGS BY DEMOGRAPHICS

The ratings were compared by specific respondent sociodemographic characteristics (see table on the following page). Significantly different answers were given by residents of different sociodemographic groups, except for race/ethnicity. Respondents of different ages and male and female respondents gave different average ratings for all City employee characteristics. Those respondents with higher levels of educational attainment rated the City employee's "knowledge of issue" significantly differently. Residents who live in detached housing units and those who reported owning their own homes rated City employees differently for "knowledge of issue" and "treated you with respect."

Table 42: Ratings of Contact with the City Employees by Sociodemographics

		Average rating (0=poor, 100=excellent)				
		Knowledge of issue	Treated you with respect	Willingness to help or understand	How easy it was to get in touch with the employee	Overall impression
Respondent Age	18-34	64	68	58	64	55
	35-54	72	77	74	72	71
	55+	70	75	73	62	70
Sex of Respondent	Female	74	78	76	72	74
	Male	67	73	65	64	60
Ethnicity	Hispanic origin	67	73	73	65	66
	Not of Hispanic origin	71	75	69	69	67
Race	White	69	75	68	67	66
	Non-White	69	72	73	70	66
Level of Education	High School degree or less	66	72	67	65	63
	More than High School education	72	76	71	69	68
Income of Respondent	Less than \$25,000	63	67	68	63	64
	\$25,000 - \$99,999	71	77	70	69	66
	\$100,000 or more	71	76	72	69	70
Length of Residency	1-4 years	62	72	71	64	64
	5-9 years	80	85	80	78	76
	10-14 years	69	69	67	60	62
	15 -19 years	72	71	65	62	63
	20+ years	69	74	66	69	66
Housing Unit Type	Detached	72	77	71	67	69
	Attached	66	70	66	69	60
Rent or Own	Rent	65	70	69	65	62
	Own	72	77	71	69	68

Gray shading notes statistically significant differences between responses.

The figure below illustrates that 3% of the respondents reported having been treated inappropriately by a City employee in the last 12 months because of race, national origin, age, religious affiliation or gender. Of those 3% of respondents, 12% stated that they reported the inappropriate behavior to a public official.

Figure 28: Inappropriate Treatment of Minority Residents by City Employees

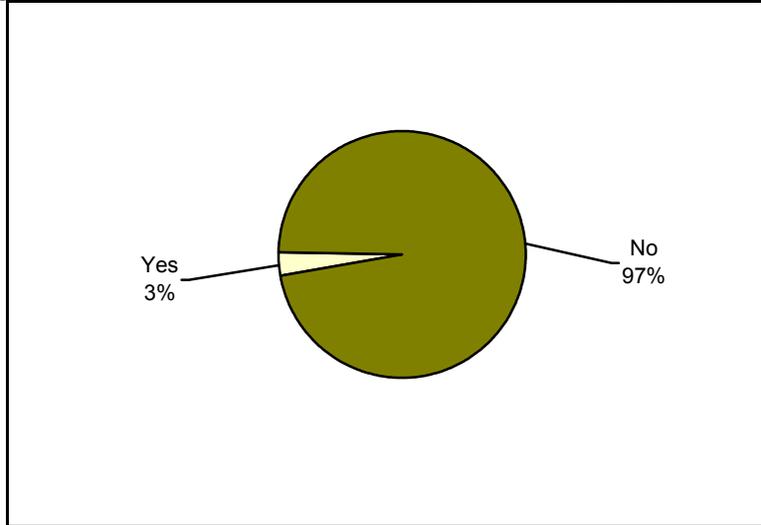
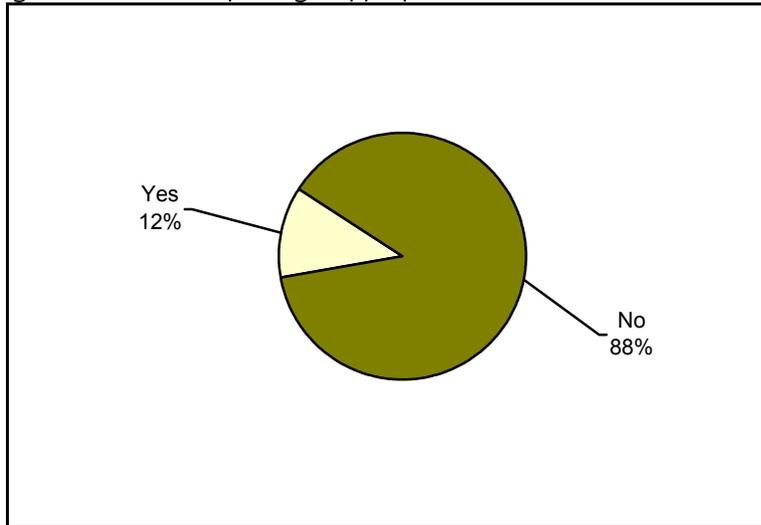


Figure 29: Percent Reporting Inappropriate Treatment to a Public Official



Public Information

PUBLIC INFORMATION SOURCES

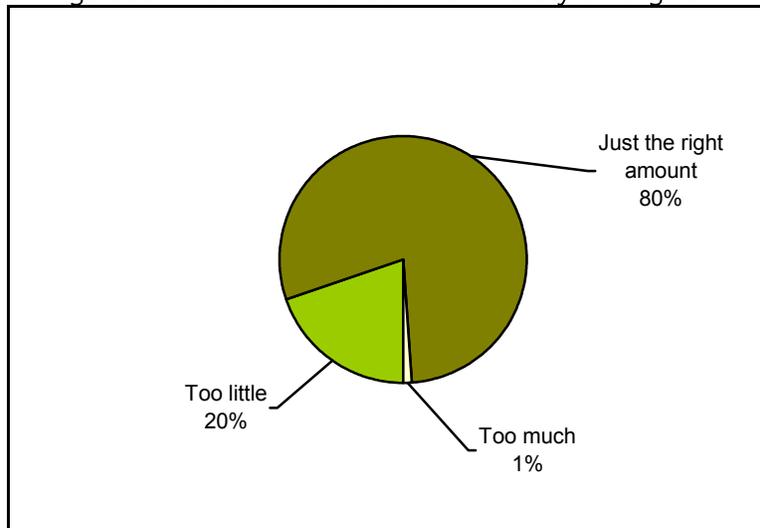
Respondents were asked how frequently they used various news sources. The most frequently used news sources were reading the "Longmont Daily Times-Call" newspaper (used "very" or "somewhat" frequently by 62% of respondents), reading "City Line Newsletter (with utility billing statement)" (56%), using "word of mouth/friends" (50%) and reading "another newspaper" (37%). About one in five respondents (21%) reported using the "Longmont Web site on the Internet" "somewhat" or "very" frequently and about 10% reported "attending or watching a City Council meeting or other program on public access cable television channel 3" and reading the "Golden Outlook" at least "somewhat" frequently. Fewer than 10% of those responding to the survey reporting using the following sources on a frequent basis: reading "bulletin board or information displays in City buildings," watching "Channel 14 - Government access," using "City Source (24-hour telephone information line)" and watching "Behind the Badge on public access cable television channel 3."

Table 43: Sources of Information about the City of Longmont

How often do you use the following sources to gain information about the City of Longmont?	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Total
Read the Longmont Daily Times-Call newspaper	11%	14%	13%	17%	45%	100%
Read City Line Newsletter (with utility billing statement)	18%	12%	14%	28%	28%	100%
Read another newspaper	28%	17%	17%	14%	23%	100%
Use word of mouth/friends	8%	15%	25%	33%	17%	100%
Use the Longmont Web site on the Internet	46%	17%	15%	12%	9%	100%
Read the Golden Outlook (senior services newsletter)	76%	8%	5%	5%	5%	100%
Watch Behind the Badge on public access cable television channel 3	71%	15%	10%	3%	2%	100%
Use City Source (24-hour telephone information line)	67%	20%	8%	4%	2%	100%
Read bulletin board or information displays in City buildings	54%	23%	15%	7%	1%	100%
Attend or watch a City Council meeting or other program on public access cable television channel 3	51%	20%	17%	11%	0%	100%
Watch Channel 14 - Government access	72%	14%	9%	6%	0%	100%
Other, please specify	80%	15%	2%	0%	3%	100%
Other Internet sources	0%	0%	0%	52%	48%	100%
General television	0%	70%	0%	0%	30%	100%

When asked to determine how they felt about the amount of information they receive from the City of Longmont, about 8 in 10 respondents (80%) reported they the get “just the right amount” of information. Two in five said that they get “too little” information from the City and 1% felt that they get “too much.”

Figure 30: Amount of Information from the City of Longmont



COMPARISON BY YEAR

About the same proportion of respondents rated the amount of information provided by the City as “about right” in 2006 as in 2004.

Table 44: Amount of Information Received from the City of Longmont Compared by Year

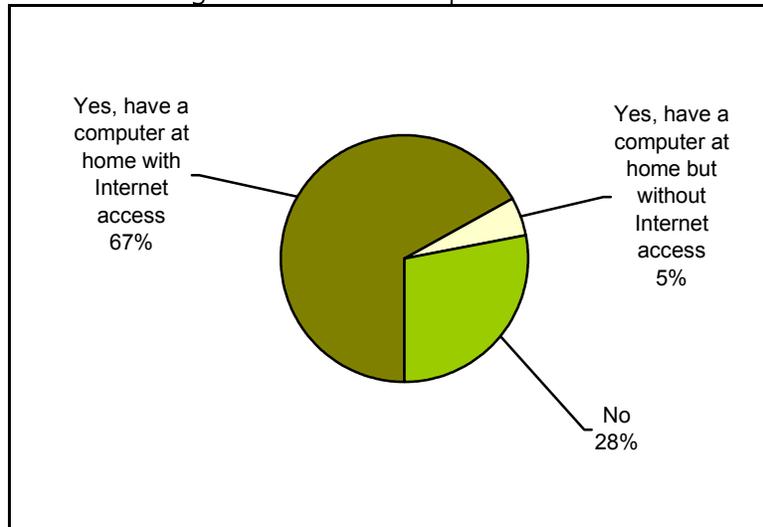
Amount	Percent of respondents							
	2006	2004	2003	2002	2001	2000	1998	1996
Too little	20%	19%	21%	20%	24%	17%	28%	25%
Just the right amount	80%	80%	78%	78%	73%	79%	70%	72%
Too much	1%	1%	1%	3%	3%	4%	2%	3%

COMPUTER AND INTERNET ACCESS

Survey respondents were asked if they had a personal computer in their home and to indicate how often they used the Internet to make purchases or pay for services. The survey also inquired about respondents' use of the City of Longmont Web site.

About two-thirds of respondents (67%) reported having a computer in their home with Internet access, 5% reported having a computer, but not having Internet access and 28% said that they did not have a computer in their home.

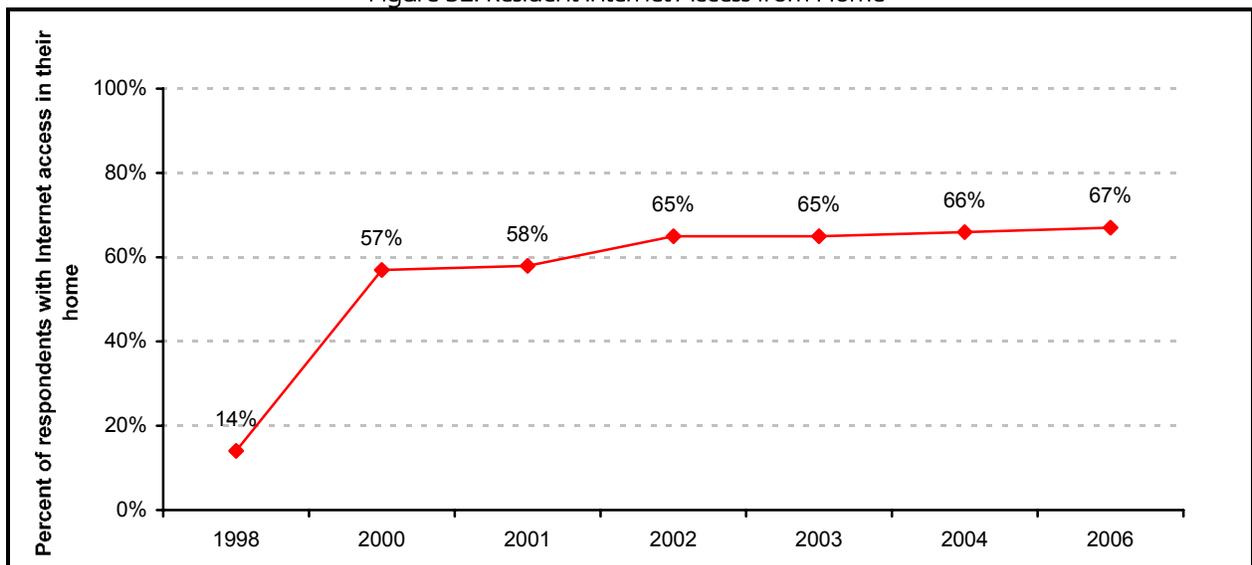
Figure 31: Personal Computer at Home



COMPARISON BY YEAR

The percentage of Longmont residents with Internet access in their homes increased tremendously from 1998 to 2000 and has steadily increased since the 2000 survey iteration (see figure below).

Figure 32: Resident Internet Access from Home



When asked how often they made purchases or paid for services using the Internet, about (12%) of the residents surveyed reported once or twice in the 12 months prior to the survey, one in five (19%) reported making purchases or paying for services three to twelve times (fewer than in 2004) and 15% reported using the Internet to purchase or make a payment 13 to 26 times in the 12 months prior to the survey (higher than in 2004).

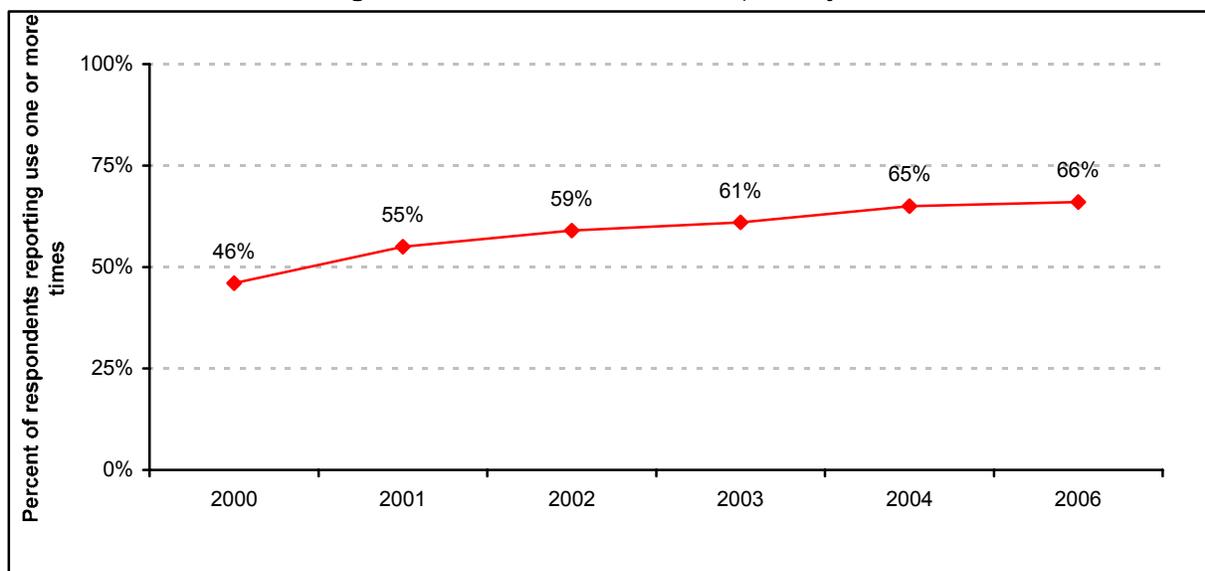
Table 45: Resident Internet Use Compared by Year

Number of Times Made Purchases or Paid for Services	Percent of respondents					
	2006	2004	2003	2002	2001	2000
Never	34%	34%	39%	33%	38%	46%
Once or twice	12%	12%	13%	18%	17%	17%
3 to 12 times	19%	24%	22%	16%	15%	12%
13 to 26 times	15%	10%	11%	16%	14%	10%
More than 26 times	21%	19%	15%	9%	9%	7%
Total	100%	100%	100%	100%	100%	100%

Gray shading notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

The percentage of respondents who used the Internet to make purchases or pay for services one or more times in 2006 (66%) was similar to the percentage of respondents in 2004 (65%). The percent of respondents reporting use at least one or more times in the previous 12 months has increased over time.

Figure 33: Resident Internet Use Compared by Year



As in previous survey years, residents were asked to indicate how often they had used the City of Longmont Web site in the last 12 months. About 2 in 10 (20%) said that they used the Web site once or twice and a similar number of residents (17%) reported using it three to twelve times in the last 12 months. About half of respondents (48%) reported never using the Web site in the last year.

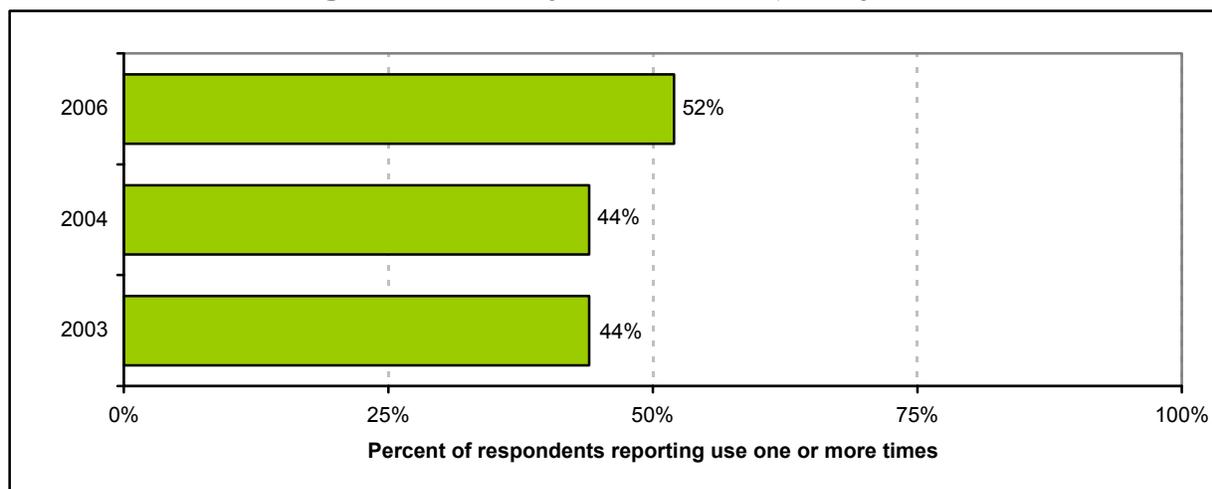
Table 46: Resident City Web site Use

Number of Times Visited the City of Longmont Web site	Percent of Respondents		
	2006	2004	2003
Never	48%	55%	56%
Once or twice	20%	18%	19%
3 to 12 times	21%	17%	19%
13 to 26 times	7%	6%	4%
More than 26 times	4%	3%	2%
Total	100%	100%	100%

Gray shading notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

A higher proportion of respondents reported using the City of Longmont Web site one or more times in 2006 than in 2004.

Figure 34: Resident City Web Site Use Compared by Year



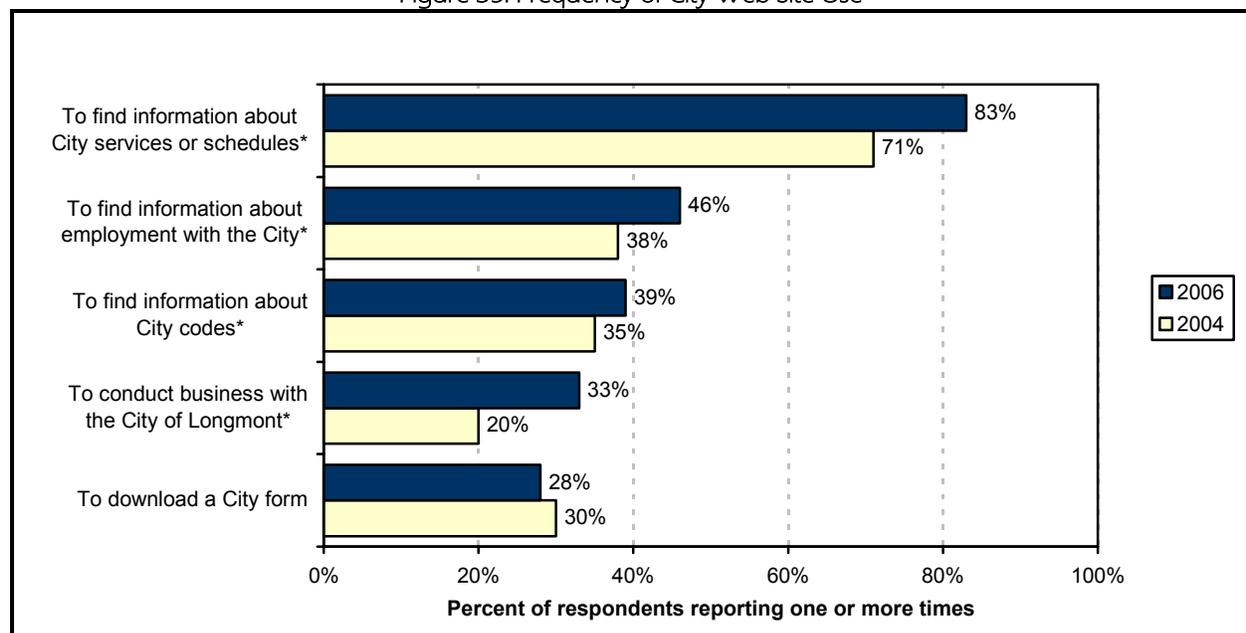
The survey also requested that residents who reported ever visiting the City’s Web site to indicate how often they or a member of their household had used the City of Longmont Web site for various reasons. More than 8 in 10 respondents (84%) reported using the Web site “to find information about City services or schedules” on at least one occasion in the last year. Forty-five percent reported using the site at least once “to find information about employment with the City” and 39% used it “to find information about City codes.” About one-third of residents completing the survey said that they used the Web site “to conduct business with the City of Longmont” at least once in the past year and a similar proportion (29%) used it “to download a City form.”

Table 47: Frequency of City Web Site Use

Please indicate how often you or other members of your household used the City of Longmont Web site for each of the following:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
To find information about employment with the City	54%	23%	16%	3%	3%	100%
To find information about City services or schedules	17%	42%	32%	8%	2%	100%
To conduct business with the City of Longmont	67%	20%	11%	1%	1%	100%
To find information about City codes	61%	25%	12%	2%	0%	100%
To download a City form	72%	21%	6%	2%	0%	100%

A higher proportion of respondents to the 2006 survey than the 2004 survey reported using the City Web site for each listed reason, except for “downloading a City form.”

Figure 35: Frequency of City Web Site Use



*No statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

*No

Impact of the Economy

Respondents were asked a series of questions regarding the economy and employment. Two-thirds of the surveyed respondents reported current employment. However, 12% of the surveyed respondents reported losing their job in the last 12 months.

Figure 36: Currently Employed

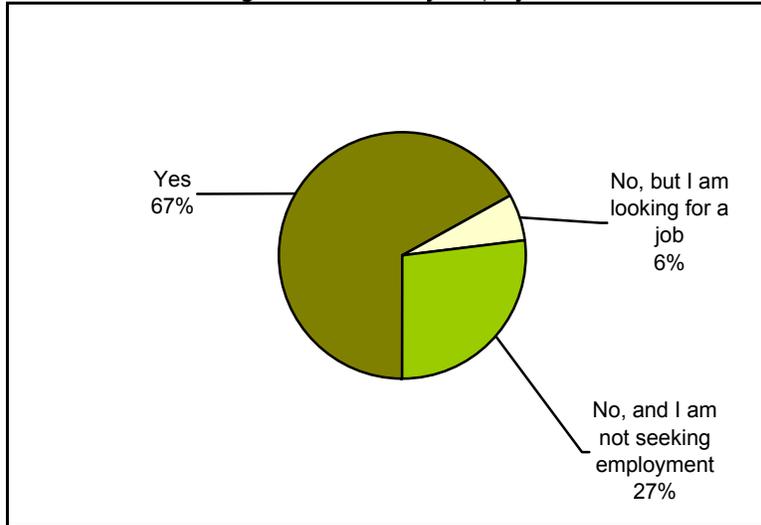
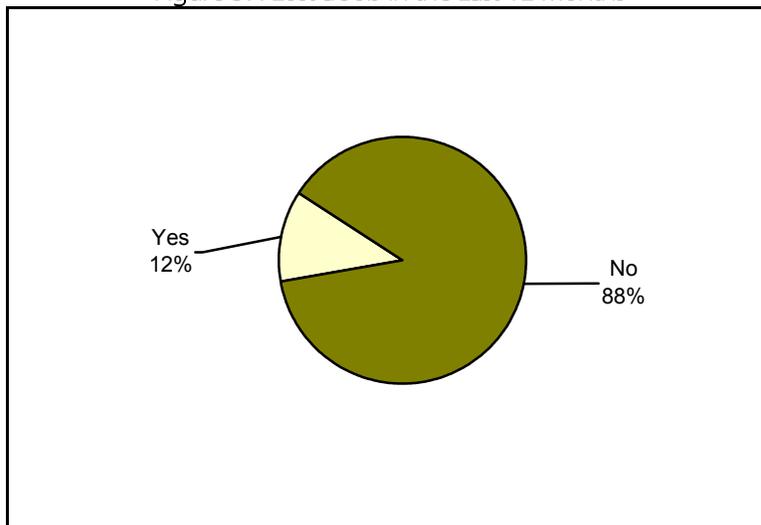


Figure 37: Lost a Job in the Last 12 Months



COMPARISON BY YEAR

Responses to both questions were similar to responses in previous survey years.

Figure 38: Currently Employed Compared by Year

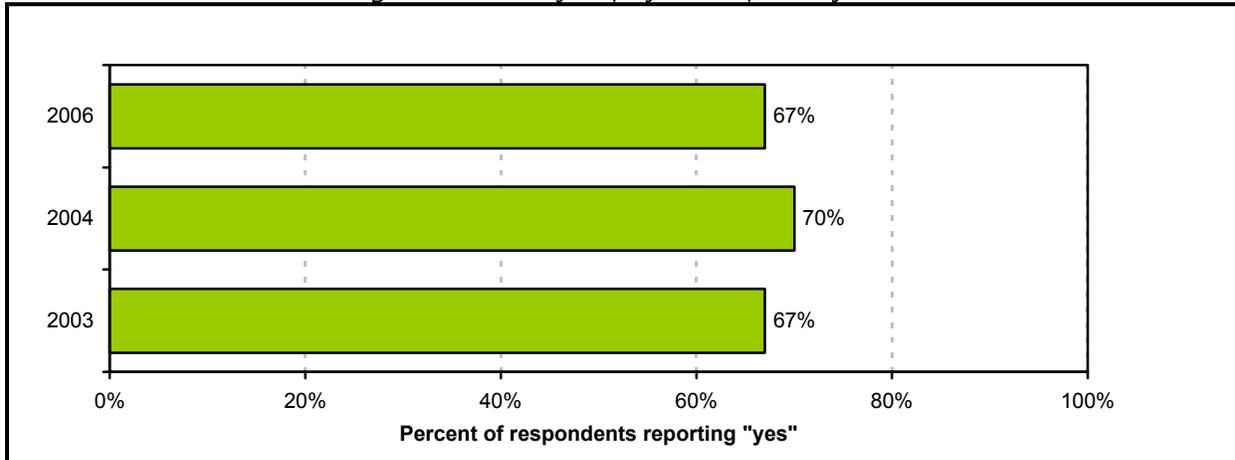
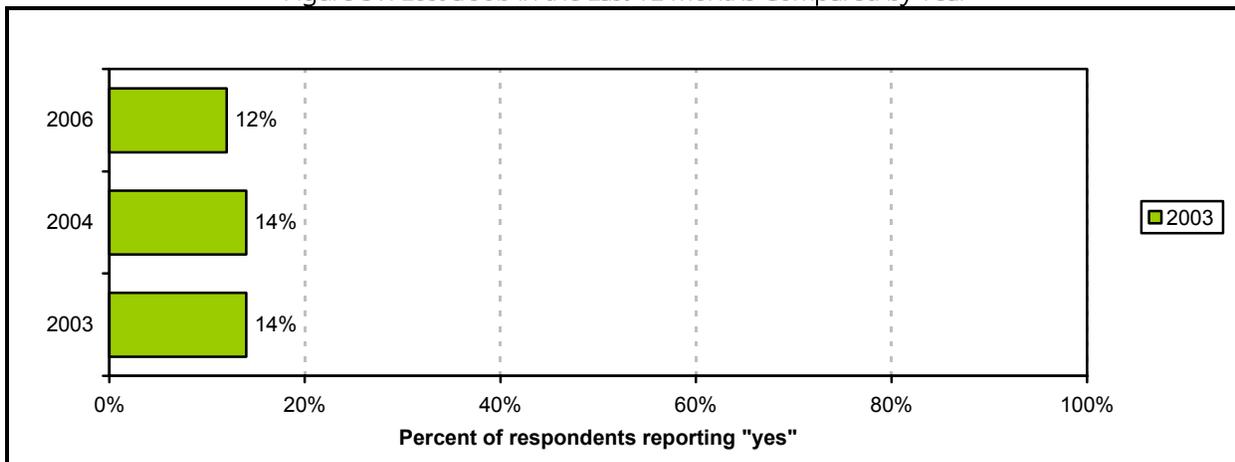


Figure 39: Lost a Job in the Last 12 Months Compared by Year



Of the 14% of respondents who reported losing their jobs in the last 12 months, it took an average of 4 months to find new employment and a majority (95%) reported that it took less than six months. About 6 in 10 respondents (58%) percent reported that their new salary was lower than their previous salary.

Figure 40: Length of Unemployment

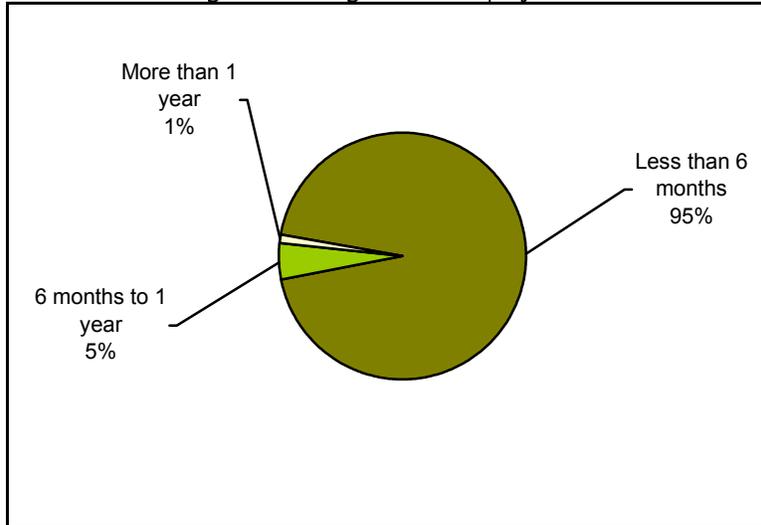
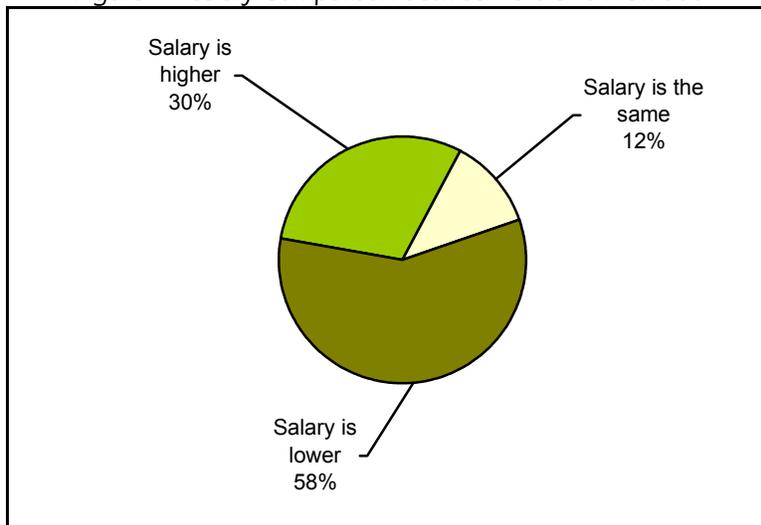


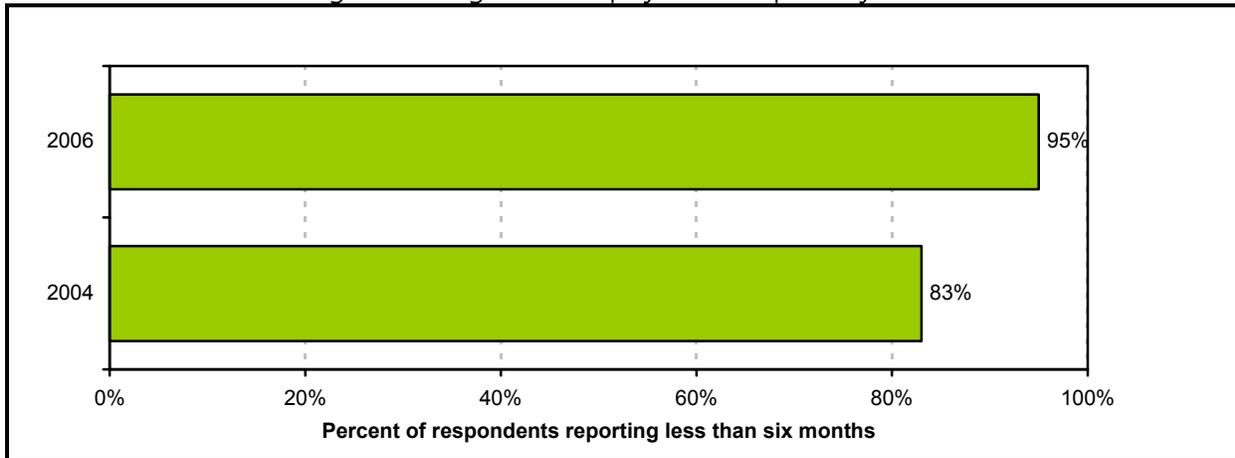
Figure 41: Salary Comparison between Old and New Job



COMPARISON BY YEAR

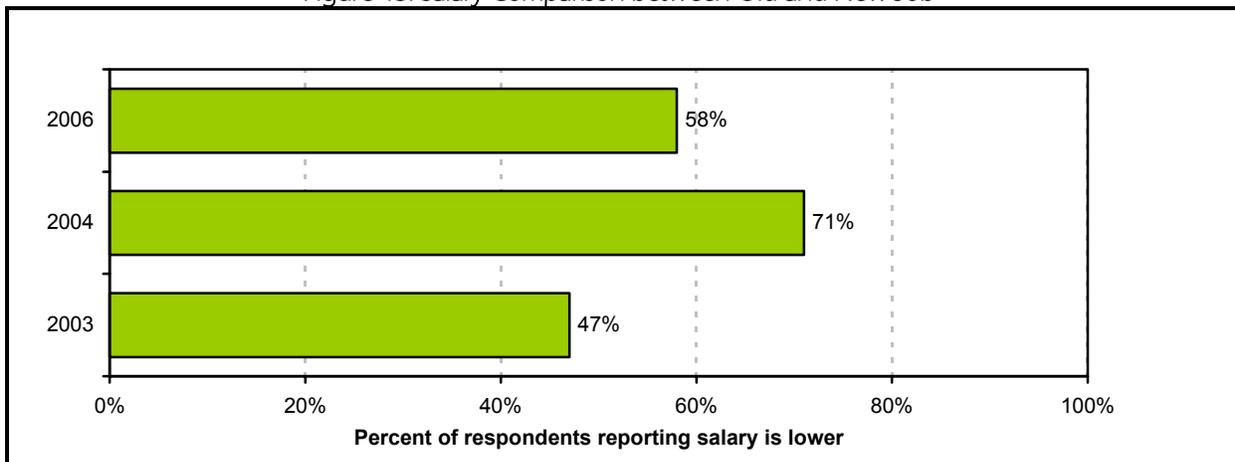
A higher proportion of residents responding to the 2006 survey (95%) who reported losing their job in the last 12 months said that it took them less than six months to find a new job, compared with 83% in 2004. A smaller percentage of respondents in 2006 (58%) said that their salary was lower than their previous salary, than those responding to this question in 2004 (71%), but higher than those answering in 2003 (47%).

Figure 42: Length of Unemployment Compared by Year*



*Notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

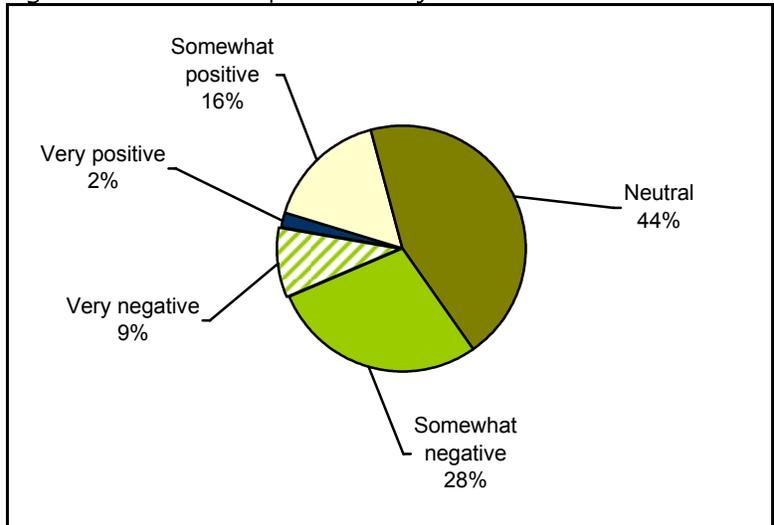
Figure 43: Salary Comparison between Old and New Job*



*Notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

Almost 4 in 10 (37%) of the surveyed respondents felt that the economy will have a negative impact on their household in the next six months, 44% were neutral and 18% felt the economy will affect their household positively.

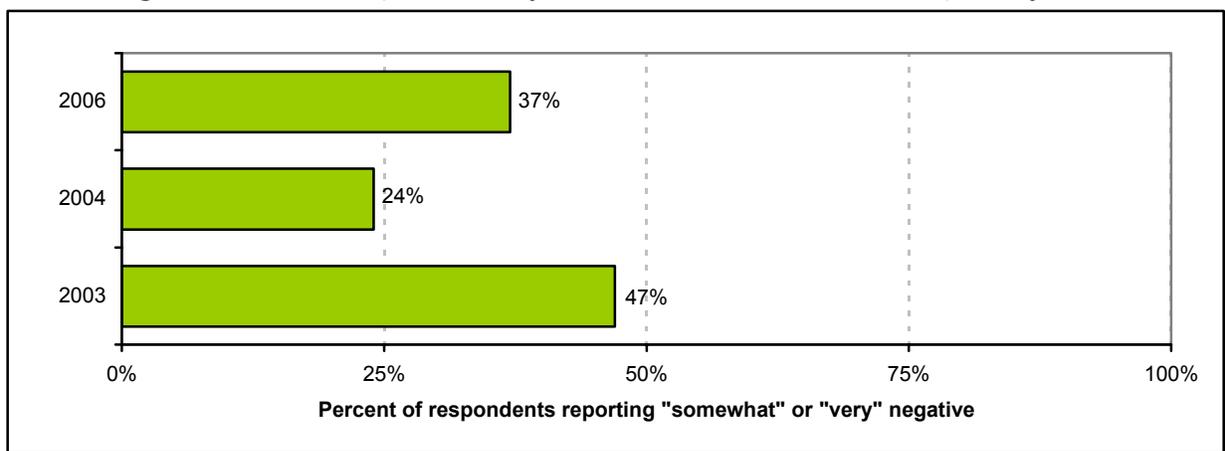
Figure 44: Economic Impact on Family Income in the Next Six Months



COMPARISON BY YEAR

In 2004, there was a sizeable decline in the percent of respondents who thought that the economy will have a negative impact on their family. However, a higher proportion of residents responding to the 2006 survey thought that the economy will have a negative impact on their family than those responding in 2004.

Figure 45: Economic Impact on Family Income in the Next Six Months Compared by Year*



*Notes statistically significant differences between 2006 and 2004. (Significant at $p < .05$.)

Policy Questions

Longmont residents responding to the 2006 Customer Satisfaction Survey were asked a set of policy questions to assess their opinions about salient issues impacting the City government and the community.

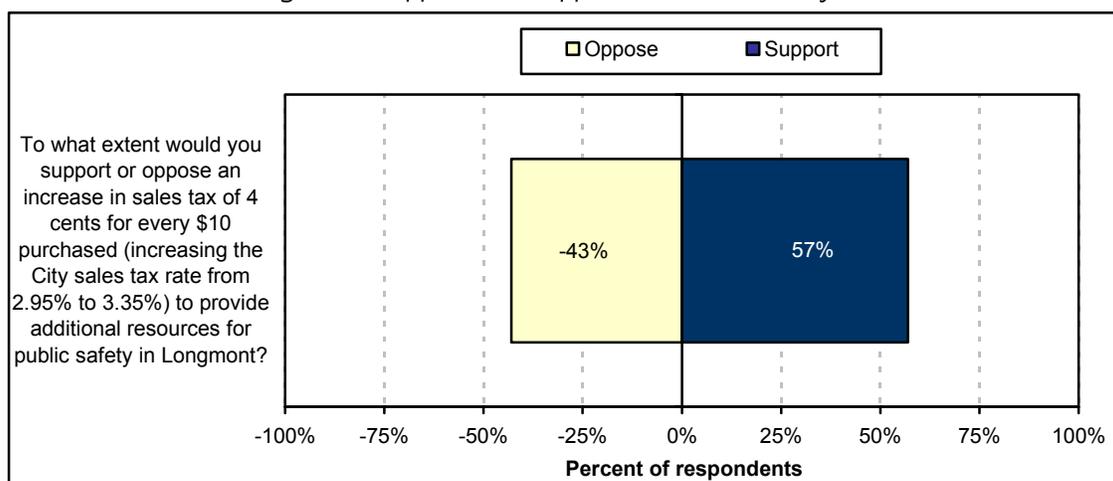
PUBLIC SAFETY

When asked to what extent they would support or oppose an increase in sales tax of four cents for every \$10 purchased (increasing the City sales tax rate from 2.95% to 3.35%) to provide additional resources for public safety in Longmont, including more police officers on the street, detectives, emergency dispatchers, support personnel and more firefighters, as well as additional fire equipment and facilities, just over half of respondents (57%) reported that they “somewhat” or “strongly” supported the increase. About 4 in 10 respondents (43%) said that they were opposed to the idea, with one-quarter (26%) in strong opposition.

Table 48: Support for or Opposition to Public Safety Tax

To what extent would you support or oppose an increase in sales tax of 4 cents for every \$10 purchased (increasing the City sales tax rate from 2.95% to 3.35%) to provide additional resources for public safety in Longmont, including more police officers on the street, detectives, emergency dispatchers, support personnel and more firefighters, as well as additional fire equipment and facilities?	Percent of respondents
Strongly support	20%
Somewhat support	37%
Somewhat oppose	17%
Strongly oppose	26%
Total	100%

Figure 46: Support for or Opposition to Public Safety Tax



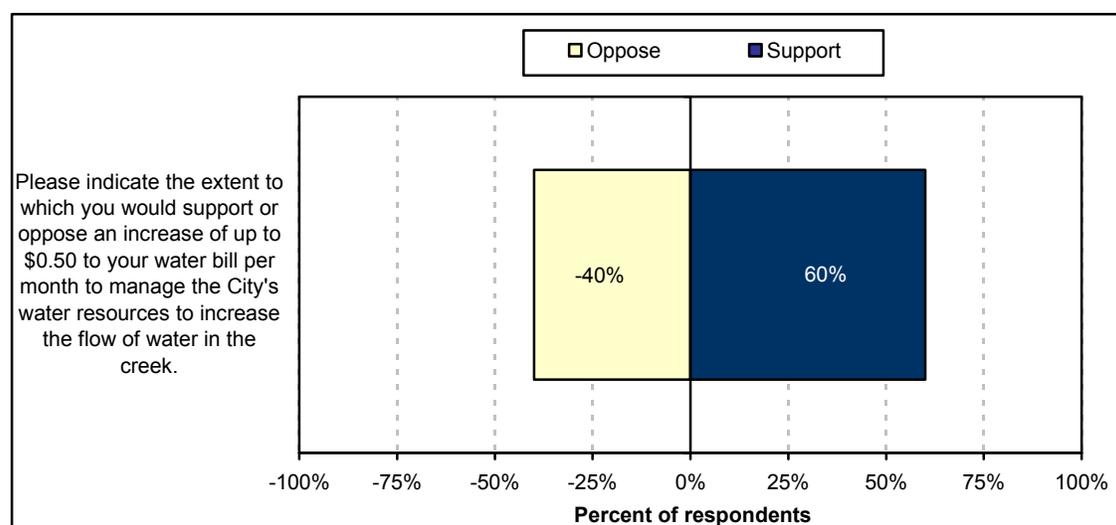
WATER

The survey explained that Longmont has a history of working to improve the fish and stream habitat along St. Vrain Creek and that the amount of water in the creek is important to making further improvements. Survey respondents were then asked to indicate the extent to which they would support or oppose an increase of up to 50 cents to their monthly water bill to manage the City's water resources to increase the flow of water in the creek. Sixty percent of residents completing the survey said that they at least "somewhat" support this idea, with about one in five in strong support. A similar proportion of respondents (21%) also were in strong opposition to an increase in their monthly water bill to manage the City's water resources to increase water flow in the creek. Note: about 12% of those completing the questionnaire did not give an opinion.

Table 49: Support for or Opposition to an Increase to Monthly Water Bill to Manage Water Resources and Increase Water Flow in the St. Vrain Creek

The City has a history of working to improve the fish and stream habitat along St. Vrain Creek. The amount of water in the creek is important to making further improvements. Please indicate the extent to which you would support or oppose an increase of up to \$0.50 to your water bill per month to manage the City's water resources to increase the flow of water in the creek.	Percent of respondents
Strongly support	21%
Somewhat support	39%
Somewhat oppose	19%
Strongly oppose	21%
Total	100%

Figure 47: Support for or Opposition to an Increase to Monthly Water Bill to Manage Water Resources and Increase Water Flow in the St. Vrain Creek

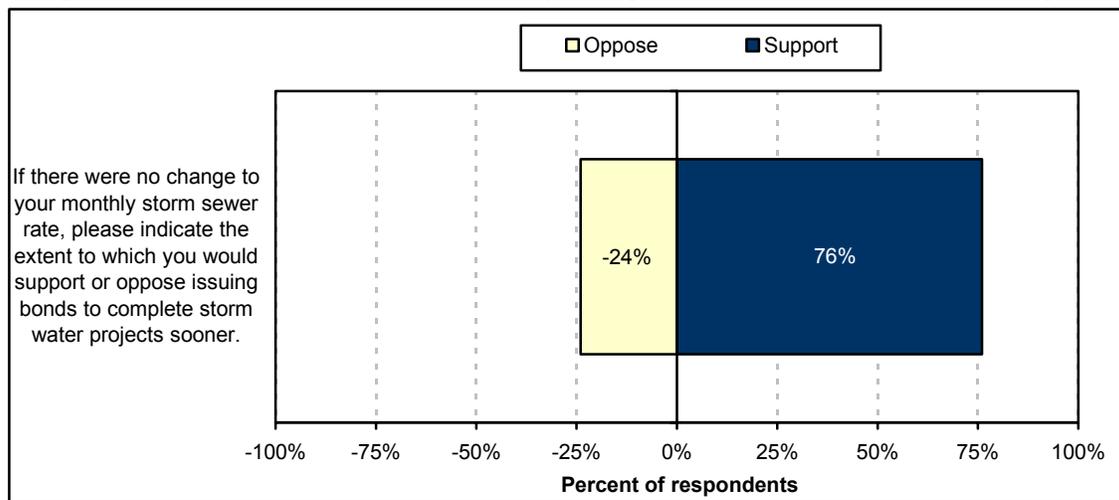


Residents were told that, currently, storm water utility capital projects are funded on a “pay-as-you-go” basis, where projects are funded as money is available. It was then explained that the City could borrow money by issuing a bond and complete the projects faster, thereby reducing the risk of serious flooding of existing homes and businesses by accelerating the construction schedule by over 10 years. Respondents were then asked to indicate the extent to which they would support or oppose the City issuing bonds to complete storm water projects sooner, if there were no change to their monthly storm sewer rate. About three-quarters of respondents (76%) reported that they support this idea, with just over half (53%) stating that they “somewhat” support it.

Table 50: Support for or Opposition to the City Issuing Bonds to Complete Storm Water Projects

Currently, storm water utility capital projects are funded on a “pay-as-you-go” basis, where projects are funded as money is available. If instead, the City borrowed money by issuing a bond, it could complete the projects faster, thereby reducing the risk of serious flooding of existing homes and businesses by accelerating the construction schedule by over 10 years. If there were no change to your monthly storm sewer rate, please indicate the extent to which you would support or oppose issuing bonds to complete storm water projects sooner.	Percent of respondents
Strongly support	23%
Somewhat support	53%
Somewhat oppose	14%
Strongly oppose	9%
Total	100%

Figure 48: Support for or Opposition to the City Issuing Bonds to Complete Storm Water Projects



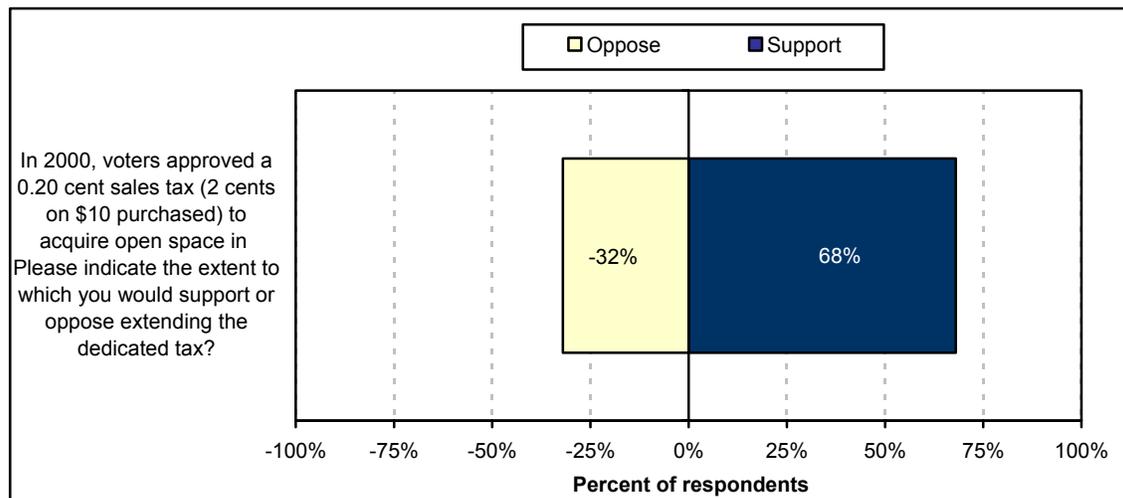
OPEN SPACE

In 2000, voters approved a 20 cent sales tax (two cents on \$10 purchased) to acquire open space in and around Longmont. When told that this tax is scheduled to terminate in the year 2020 and asked to indicate the extent to which they would support or oppose extending the dedicated tax, about two-thirds of respondents who had an opinion said that they “somewhat” or “strongly” support extending the tax, while about a third (32%) opposed the idea. Note: about 12% of residents completing the survey said “don’t know” to this question.

Table 51: Support for or Opposition to Extending the Open Space Tax

In 2000, voters approved a 0.20 cent sales tax (2 cents on \$10 purchased) to acquire open space in and around Longmont. It is scheduled to terminate in 2020. Please indicate the extent to which you would support or oppose extending the dedicated tax?	Percent of respondents
Strongly support	35%
Somewhat support	33%
Somewhat oppose	14%
Strongly oppose	18%
Total	100%

Figure 49: Support for or Opposition to Extending the Open Space Tax



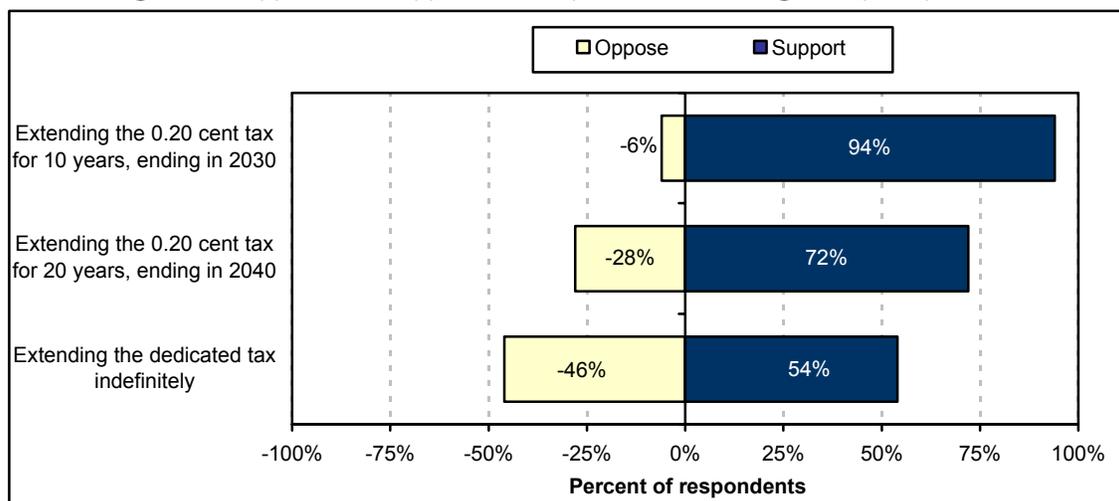
The 68% of respondents who reported support for extending the open space tax were then asked to determine their support for or opposition to various options for extending it. While more than half of those in support of extending the tax also were in support of each extension scenario, respondents reported the most support for the shortest scenario. A strong majority (94%) expressed support for extending the tax for another 10 years after its scheduled termination date of 2020, ending in 2030. About 7 in 10 respondents were in support of extending the tax until 2040 and 54% said that they supported extending the dedicated tax indefinitely.

Table 52: Support for or Opposition to Options for Extending the Open Space Tax

Please indicate the extent to which you would support or oppose each of the following options for extending the open space tax.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Extending the 0.20 cent tax for 10 years, ending in 2030	44%	50%	5%	1%	100%
Extending the 0.20 cent tax for 20 years, ending in 2040	30%	42%	21%	7%	100%
Extending the dedicated tax indefinitely	34%	20%	17%	29%	100%

**This question was only asked of those who said "somewhat" or "strongly" support to question 18.*

Figure 50: Support for or Opposition to Options for Extending the Open Space Tax



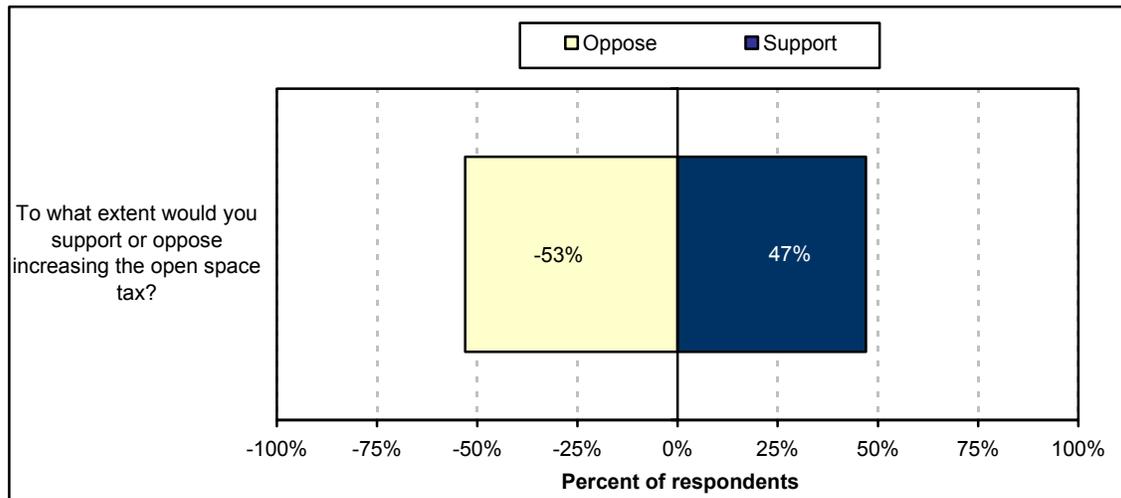
**This question was only asked of those who said "somewhat" or "strongly" support to question 18.*

Fewer than half of all respondents (47%) were in support of increasing the open space tax. Fifty-three reported that they were “somewhat” or “strongly” opposed to this idea, with about 3 in 10 (29%) in strong opposition to it.

Table 53: Support for or Opposition to Increasing the Open Space Tax

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To what extent would you support or oppose increasing the open space tax?	18%	29%	24%	29%	100%

Figure 51: Support for or Opposition to Increasing the Open Space Tax



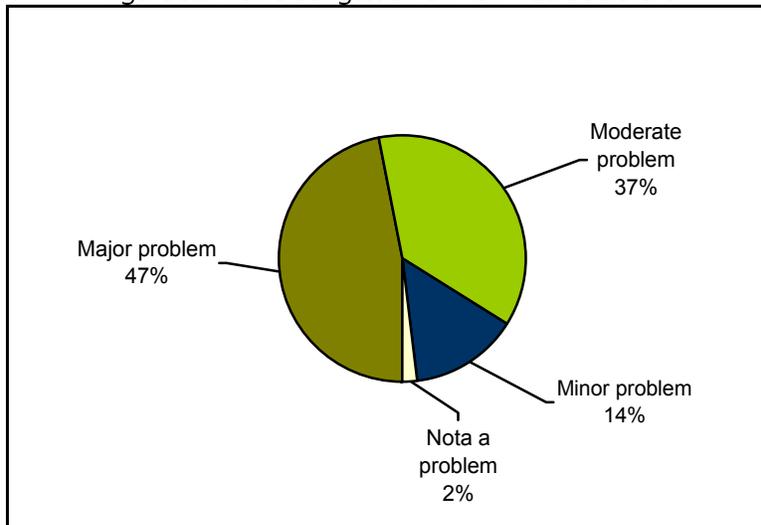
TRAFFIC

Longmont residents completing the survey were asked to rate the extent to which they think traffic congestion is a problem on Ken Pratt Boulevard, west of Main Street. Almost all residents (98%) felt that it was at least a “minor problem” and 84% thought it was a “moderate” or “major” problem. Almost half (47%) considered traffic congestion on Ken Pratt Boulevard, west of Main Street, to be a “major problem.”

Table 54: Traffic Congestion on Ken Pratt Boulevard

	Not a problem	Minor problem	Moderate problem	Major problem	Total
Please rate the extent to which you think traffic congestion is a problem on Ken Pratt Boulevard, west of Main Street.	2%	14%	37%	47%	100%

Figure 52: Traffic Congestion on Ken Pratt Boulevard

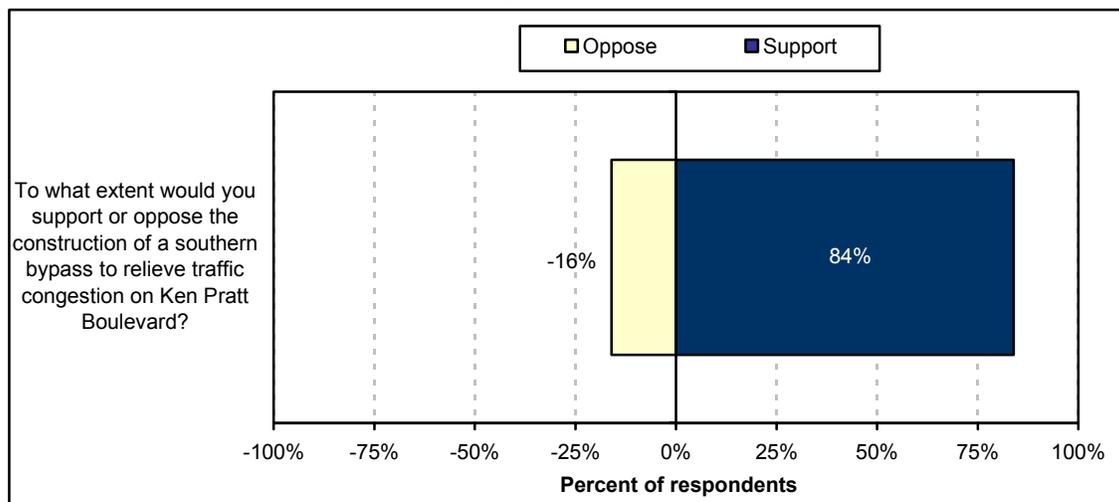


Respondents were then asked to indicate their support for or opposition to the construction of a southern bypass to relieve traffic congestion on Ken Pratt Boulevard. About 8 in 10 respondents said that they “somewhat” or “strongly” supported this idea, with 4 in 10 showing strong support of the construction of the bypass. Note: about 14% of respondents said “don’t know.”

Table 55: Support for or Opposition to Construction of a Southern Bypass to Relieve Traffic Congestion on Ken Pratt Boulevard

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To what extent would you support or oppose the construction of a southern bypass to relieve traffic congestion on Ken Pratt Boulevard?	41%	40%	11%	8%	100%

Figure 53: Support for or Opposition to Construction of a Southern Bypass to Relieve Traffic Congestion on Ken Pratt Boulevard



Respondents who thought that traffic congestion on Ken Pratt Boulevard west of Main Street were more likely to support construction of the southern bypass.

Table 56: Traffic Congestion on Ken Pratt Boulevard Compared with Support for or Opposition to Construction of a Southern Bypass

		To what extent would you support or oppose the construction of a southern bypass to relieve traffic congestion on Ken Pratt Boulevard?
		Percent reporting "somewhat" or "strongly" support
Please rate the extent to which you think traffic congestion is a problem on Ken Pratt Boulevard, west of Main Street.	Not a problem	44%
	Minor problem	67%
	Moderate problem	81%
	Major problem	89%

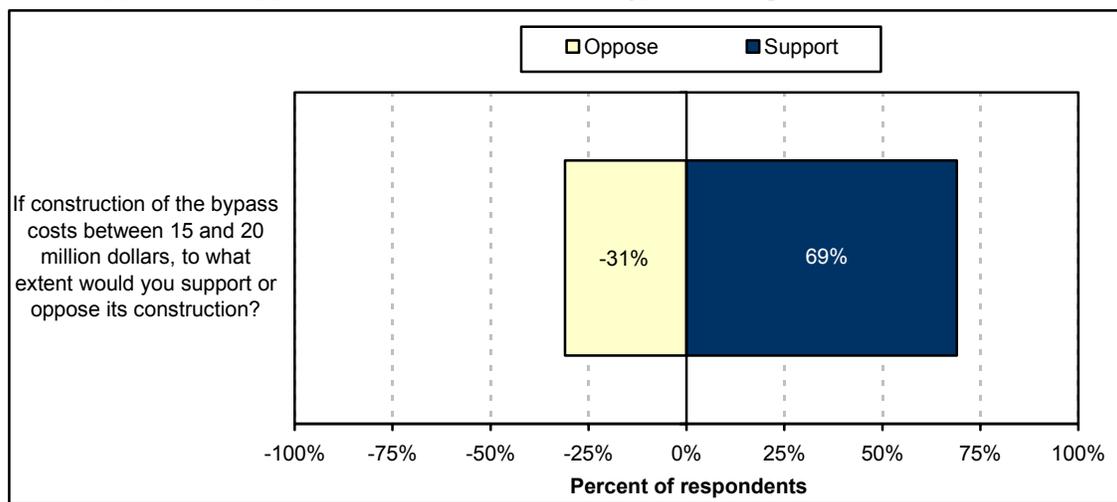
Gray shading notes statistically significant differences between subgroups. (Significant at $p < .05$.)

When asked to indicate the extent to which they would support or oppose the construction of the bypass if it cost between 15 and 20 million dollars, about 7 in 10 (69%) were still in support of the construction of the bypass, with about one-quarter (25%) in strong support. Note: about 13% of respondents did not have an opinion.

Table 57: Support for or Opposition to Construction of the Bypass Costing Between 15 and 20 Millions Dollars

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
If construction of the bypass costs between 15 and 20 million dollars, to what extent would you support or oppose its construction?	25%	44%	17%	14%	100%

Figure 54: Support for or Opposition to Construction of the Bypass Costing Between 15 and 20 Millions Dollars



Respondents who thought that traffic congestion on Ken Pratt Boulevard west of Main Street were more likely to support construction of the bypass even if it costs between 15 and 20 million dollars.

Table 58: Traffic Congestion on Ken Pratt Boulevard Compared with Support for or Opposition to Construction of a Southern Bypass Costing Between 15 and 20 Million Dollars

		If construction of the bypass costs between 15 and 20 million dollars, to what extent would you support or oppose its construction?
		Percent reporting "somewhat" or "strongly" support
Please rate the extent to which you think traffic congestion is a problem on Ken Pratt Boulevard, west of Main Street.	Not a problem	19%
	Minor problem	47%
	Moderate problem	67%
	Major problem	81%

Gray shading notes statistically significant differences between subgroups. (Significant at p<.05.)

Survey respondents were asked to rate their support for or opposition to various neighborhood traffic mitigation efforts, then prioritize which three they would prefer be used to address traffic issues in the City of Longmont (see table and chart on the following pages).

Almost all respondents (96%) “somewhat” or “strongly” supported “speed limit signs,” with 60% in strong support. About 8 in 10 (79%) stated that they were in support of “directed police patrols” and about three-quarters of residents taking the survey said that they supported “radar speed trailers” (76%) and “Slow Down in Your Neighborhood” lawn signs (76%). About 6 in 10 respondents (58%) reported that they at least “somewhat” supported “permanent pole-mounted speed radar units” and about half (47%) were in support of “citizen initiated neighborhood radar patrols.”

While 4 in 10 respondents reported support for “turning restrictions as a means for reducing non-local traffic” and “modifying on-street parking or street striping as a way to narrow the width of the street,” one-quarter “strongly” opposed each of these.

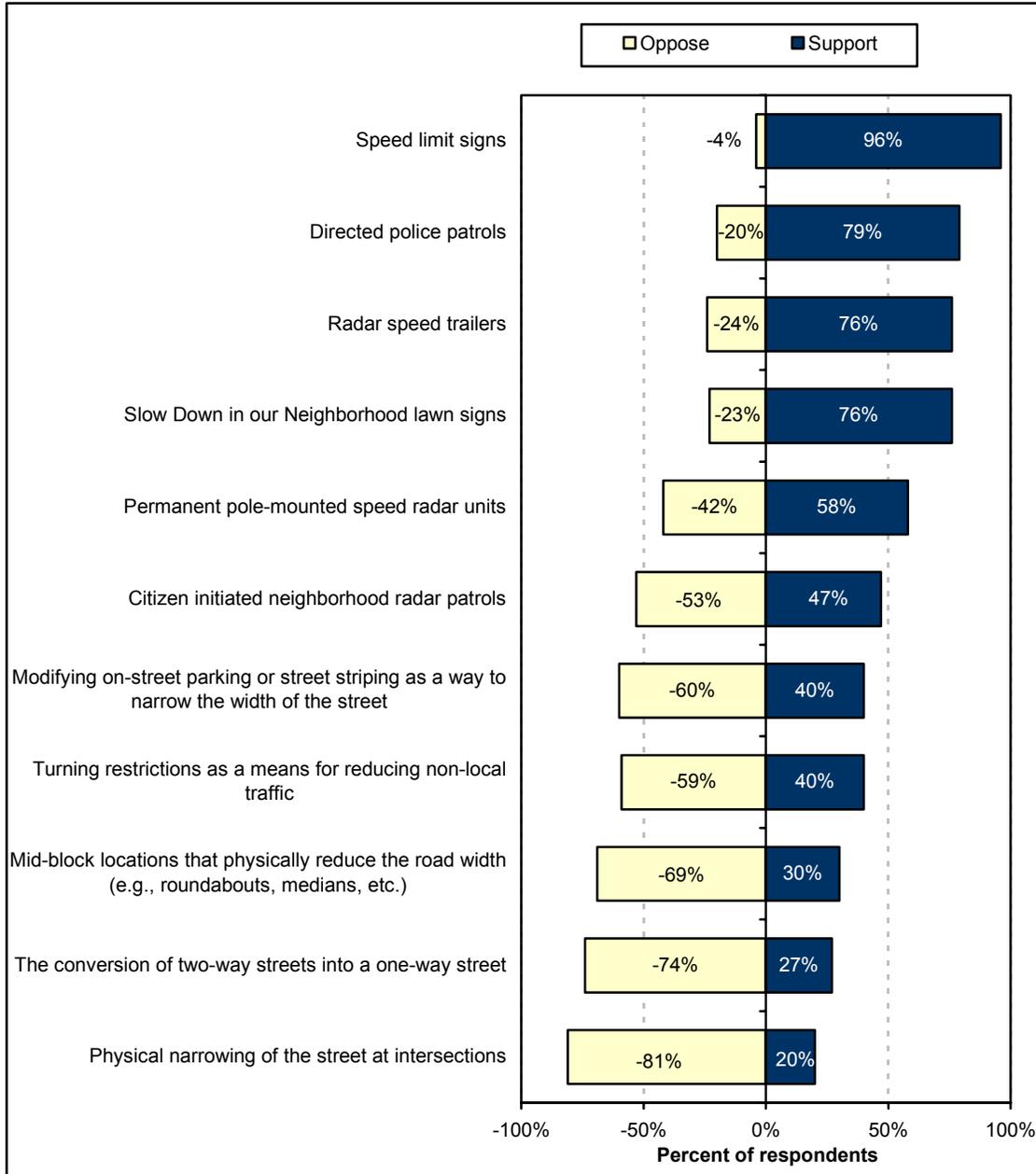
Thirty percent or fewer reported “somewhat” or “strongly” supporting “mid-block locations that physically reduce the road width (e.g., roundabouts, medians, etc.),” “the conversion of two-way streets into a one-way street” and “physical narrowing of the street at intersections.”

Note: more than 10% of respondents said “don’t know” to “turning restrictions as a means for reducing non-local traffic” and “modifying on-street parking or street striping as a way to narrow the width of the street.” (The complete set of frequencies for this question can be found in Appendix V. Complete Set of Frequencies.)

Table 59: Support for or Opposition to Neighborhood Traffic Mitigation Efforts

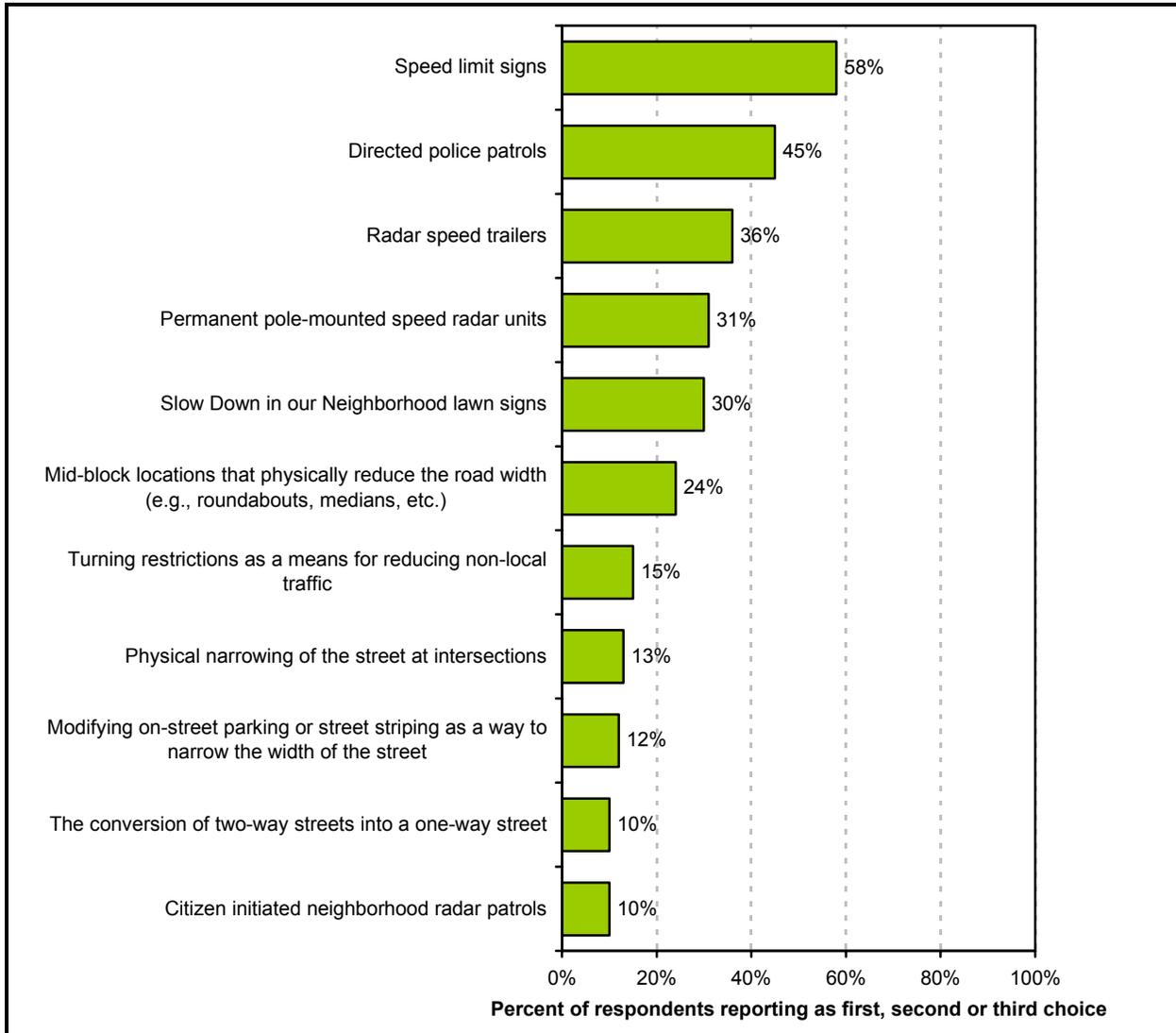
Please first indicate the extent to which you support or oppose the following neighborhood traffic mitigation efforts.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Speed limit signs	60%	36%	2%	2%	100%
Directed police patrols	36%	43%	15%	5%	100%
Radar speed trailers	29%	47%	17%	7%	100%
"Slow Down in our Neighborhood" lawn signs	39%	37%	13%	10%	100%
Permanent pole-mounted speed radar units	17%	41%	25%	17%	100%
Citizen initiated neighborhood radar patrols	12%	35%	23%	30%	100%
Modifying on-street parking or street striping as a way to narrow the width of the street	9%	31%	33%	27%	100%
Turning restrictions as a means for reducing non-local traffic	10%	30%	32%	27%	100%
Mid-block locations that physically reduce the road width (e.g., roundabouts, medians, etc.)	10%	20%	24%	45%	100%
The conversion of two-way streets into a one-way street	7%	20%	37%	37%	100%
Physical narrowing of the street at intersections	4%	16%	35%	46%	100%

Figure 55: Support for or Opposition to Neighborhood Traffic Mitigation Efforts



“Speed limit signs” (58%), “directed police patrols” (45%) and “radar speed trailers” (36%) were selected as the efforts residents prefer to be used to address traffic issues in Longmont, with at least a third or more of respondents prioritizing these as their top three choices.

Figure 56: Top Priority Efforts to Address Traffic Issues



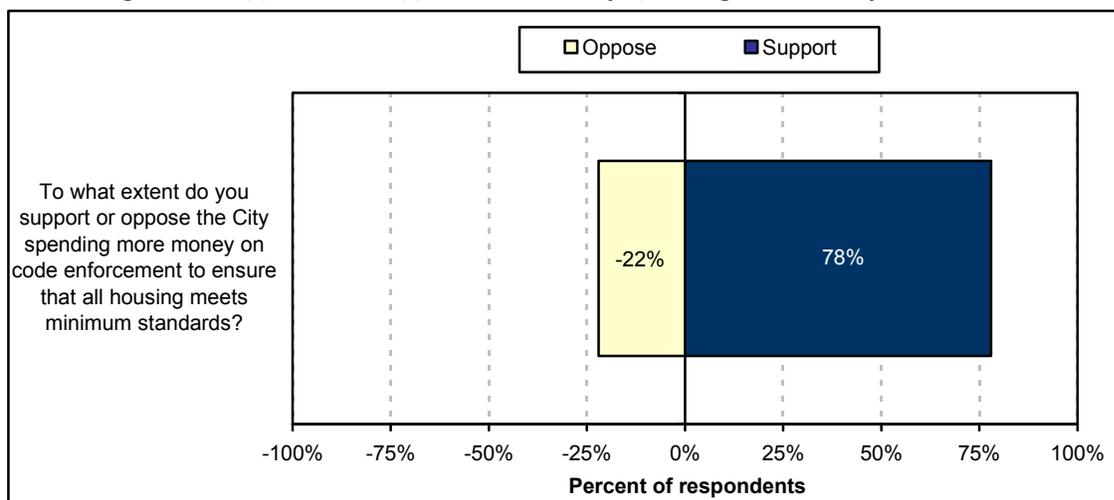
CODE ENFORCEMENT

When asked to what extent they supported or opposed the City spending more money on code enforcement to ensure that all housing meets minimum standards, about 8 in 10 respondents (78%) reported support for this idea, with about 3 in 10 in strong support.

Table 60: Support for or Opposition to the City Spending More Money on Code Enforcement

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To what extent do you support or oppose the City spending more money on code enforcement to ensure that all housing meets minimum standards?	31%	47%	16%	6%	100%

Figure 57: Support for or Opposition to the City Spending More Money on Code Enforcement



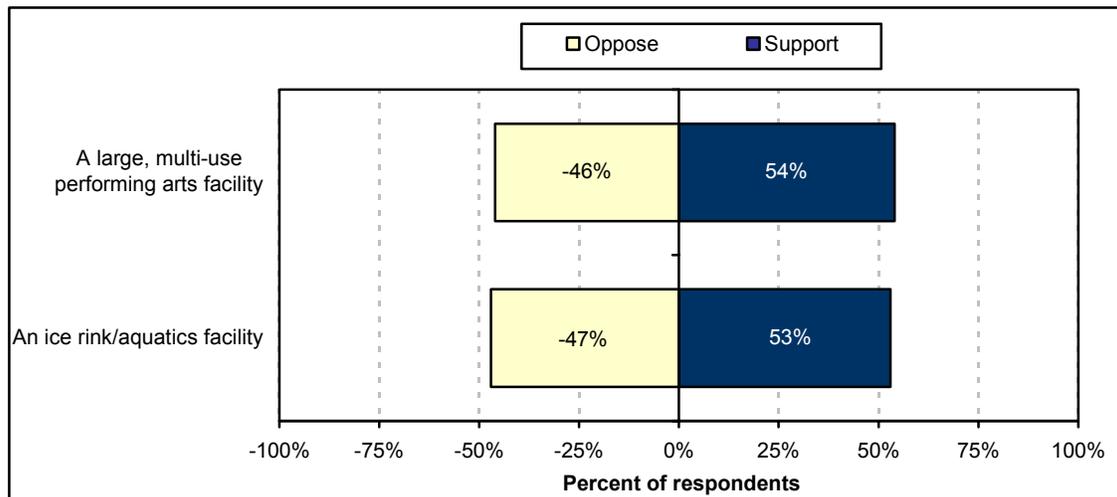
LEISURE

The City wanted to know the extent to which residents would support or oppose the City sales taxes funding the construction of an ice rink and aquatics facility and a large, multi-use performing arts facility. About half of those completing the survey reported that they “somewhat” or “strongly” supported construction of each facility, with about one in five in strong support of each. Also, about one-quarter “strongly” opposed construction of each facility.

Table 61: Support for or Opposition to Increasing the City Sales Taxes to Fund Construction of Leisure Facilities

To what extent do you support or oppose increasing the City sales taxes to fund construction of each of the following facilities?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
A large, multi-use performing arts facility	19%	35%	20%	26%	100%
An ice rink/aquatics facility	21%	31%	21%	26%	100%

Figure 58: Support for or Opposition to Increasing the City Sales Taxes to Fund Construction of Leisure Facilities

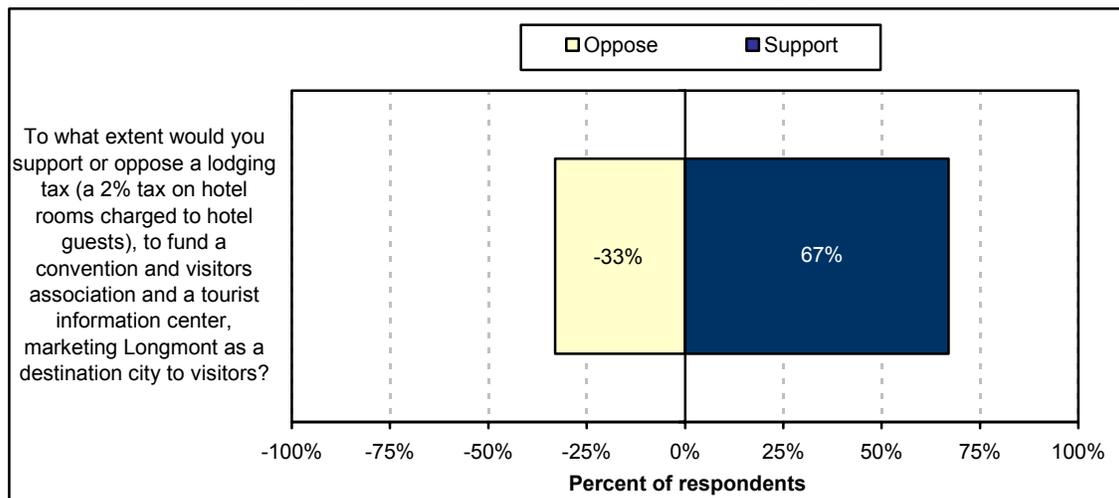


About two-thirds of residents responding to the survey reported that they at least “somewhat” supported a lodging tax (a 2% tax on hotel rooms charged to hotel guests) to fund a convention and visitors association and a tourist information center, marketing Longmont as a destination city to visitors, with about one in five in strong support of this idea.

Table 62: Support for or Opposition to a Lodging Tax

To what extent would you support or oppose a lodging tax (a 2% tax on hotel rooms charged to hotel guests), to fund a convention and visitors association and a tourist information center, marketing Longmont as a destination city to visitors?	Percent of respondents
Strongly support	19%
Somewhat support	47%
Somewhat oppose	19%
Strongly oppose	14%
Total	100%

Figure 59: Support for or Opposition to a Lodging Tax



Appendix I. Survey Respondent Demographics

Question 38	
About how many years have you lived in Longmont? (If less than 6 months, enter "0.")	Percent of respondents
1-4 years	22%
5-9 years	21%
10-14 years	12%
15 -19 years	11%
20+ years	35%
Total	100%

Question 39	
What kind of housing unit do you live in?	Percent of respondents
Single family house	61%
Apartment	20%
Condo	3%
Townhouse	9%
Mobile home	1%
Other	6%
Total	100%

Question 40	
Do you rent or own your home?	Percent of respondents
Rent	32%
Own	68%
Total	100%

Question 41

About how much was your household's total income before taxes for all of 2005? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$ 10,000	7%
\$ 10,000 - under \$ 15,000	10%
\$ 15,000 - under \$ 25,000	10%
\$ 25,000 - under \$ 35,000	10%
\$ 35,000 - under \$ 50,000	14%
\$ 50,000 - under \$ 75,000	20%
\$ 75,000 - under \$ 100,000	14%
\$ 100,000 - under \$ 150,000	10%
\$ 150,000 - under \$ 200,000	3%
\$ 200,000 or More	2%
Total	100%

Question 42

In what City do you work?	Percent of respondents
Longmont	58%
Boulder	24%
Denver	4%
Ft. Collins	0%
Lafayette	0%
Louisville	2%
Broomfield	2%
Other	10%
Total	100%

Question 43

What is the highest degree or level of school you have completed?	Percent of respondents
0 - 11 years, no diploma	14%
High School diploma	32%
Some college, no degree	13%
Associate's Degree	5%
Bachelor's Degree	21%
Graduate or Professional Degree	14%
Total	100%

Question 44	
Are you Spanish, Hispanic or Latino?	Percent of respondents
Yes	21%
No	79%
Total	100%

Question 39	
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	3%
Asian or Pacific Islander	2%
Black, African American	1%
White/Caucasian	85%
Other	12%

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

Question 46	
In which category is your age?	Percent of respondents
18 - 24	7%
25 - 34	22%
35 - 44	17%
45 - 54	24%
55 - 64	13%
65 - 74	8%
75 - 84	8%
85 or older	2%
Total	100%

Question 47	
What is your gender?	Percent of respondents
Female	52%
Male	48%
Total	100%

Appendix II. Comparison of Responses by Ward of Residence

The responses by Ward of residence are compared in this appendix. Responses that are significantly different ($p < .05$) are marked with gray shading (average ratings plus or minus 3.6 points, percents plus or minus 6.1 percentage points).

Comparison of Responses by Ward: Quality of Life and Community				
	City as Whole	Ward One	Ward Two	Ward Three
Longmont as a place to live (Average rating 0=poor, 100=excellent)	67	65	67	68
Your neighborhood as a place to live (Average rating 0=poor, 100=excellent)	61	60	62	62
Longmont as a place to raise children (Average rating 0=poor, 100=excellent)	60	56	60	63
Longmont as a place to retire (Average rating 0=poor, 100=excellent)	52	49	52	55
Overall quality of life in Longmont (Average rating 0=poor, 100=excellent)	64	62	63	65
Rate of population growth in Longmont (Percent rating as "too fast")	63%	64%	57%	69%

Gray shading notes statistically significant differences in one or more Wards. (Significant at $p < .05$.)

Comparison of Responses by Ward: City Government				
	City as Whole	Ward One	Ward Two	Ward Three
Overall satisfaction with the City services (Average rating 0=very dissatisfied, 100= very satisfied)	75	74	77	75
Overall impression (Average rating 0=poor, 100=excellent)	66	66	69	64

Gray shading notes statistically significant differences in one or more Wards. (Significant at $p < .05$.) Note: none in this table.

2006 Service Ratings Compared by Ward

	Average rating (0=poor, 100=excellent)			
	City as Whole	Ward One	Ward Two	Ward Three
Snow removal from major streets	64	62	65	66
Street repair and maintenance	55	54	57	53
Street cleaning	59	56	62	59
Street lighting	59	58	59	60
Timing of traffic signals	44	47	41	45
Tap water (quality of drinking water)	67	67	67	68
Sewer services	69	68	67	71
Water conservation programs	58	58	56	60
Electric service	71	71	68	72
Electric conservation programs	58	56	56	60
Utility billing	64	64	64	65
Weekly trash pick up	76	76	75	77
Twice a month recycling pick up	72	72	68	76
Recreation facilities	64	60	64	66
Recreation programs and classes	63	65	62	62
Library services	74	74	71	75
Youth services sponsored program	54	54	57	53
Services for seniors	65	66	60	68
Museum	58	58	57	59
Enforcing traffic laws	49	49	49	50
Crime prevention	43	39	48	42
Fire fighting and rescue services	74	75	73	75
Fire inspection and fire safety education	64	68	64	60
Emergency police services	64	64	68	60
Emergency dispatch	65	65	65	64
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	38	36	39	40
Building and housing inspection	53	47	54	56
Planning	42	40	40	44
Maintaining landscaping along the public right of way	56	55	53	59
Maintenance of park grounds and facilities	64	65	64	64
Animal control	56	53	55	60

Gray shading notes statistically significant differences in one or more Wards. (Significant at p<.05.)

2006 Importance Ratings Compared by Ward

	Average rating (0=not at all important, 100=very important)			
	City as Whole	Ward One	Ward Two	Ward Three
Snow removal from major streets	81	81	81	81
Street repair and maintenance	79	79	80	78
Street cleaning	59	60	58	59
Street lighting	75	76	74	75
Timing of traffic signals	73	72	75	72
Tap water (quality of drinking water)	92	91	92	93
Sewer services	82	84	83	81
Water conservation programs	79	77	79	81
Electric service	87	89	89	84
Electric conservation programs	75	70	78	75
Utility billing	69	70	69	69
Weekly trash pick up	81	79	82	83
Twice a month recycling pick up	75	76	76	73
Recreation facilities	70	67	67	75
Recreation programs and classes	64	64	62	67
Library services	73	74	70	74
Youth services sponsored program	72	70	73	74
Services for seniors	73	71	70	76
Museum	55	53	55	58
Enforcing traffic laws	77	76	79	75
Crime prevention	90	92	90	88
Fire fighting and rescue services	92	94	90	91
Fire inspection and fire safety education	77	80	79	73
Emergency police services	91	92	92	88
Emergency dispatch	91	92	92	90
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	65	65	67	62
Building and housing inspection	63	65	67	58
Planning	77	79	80	73
Maintaining landscaping along the public right of way	62	61	62	63
Maintenance of park grounds and facilities	68	66	69	68
Animal control	66	66	70	64

Gray shading notes statistically significant differences in one or more Wards. (Significant at p<.05.)

Appendix III. Verbatim Responses

Verbatims responses to open-ended questions from the 2006 Customer Satisfaction Survey appear on the following pages.

Question 2: What are the three biggest problems Longmont will have to face in the next 5 years? ("Other")

- ◆ Decreasing quality of life.
- ◆ Spread of retail shopping away from central malls which add to traffic problems.
- ◆ Homelessness.
- ◆ Extremely poor city management - no accountability, poor values.
- ◆ Degrading of quality of life.
- ◆ Airport noise complaints (who's the idiot who zoned \$500,000 homes under the traffic pattern?)
- ◆ Demographics transition.
- ◆ Choices for teen activity.
- ◆ Talk of city planning in general.
- ◆ Loud stereos in autos.
- ◆ Too much disease.
- ◆ Noisy.
- ◆ No vision for the city.
- ◆ Council that is more supportive than the one we have.
- ◆ Need a new mayor!
- ◆ Competition from surrounding communities.
- ◆ Consistent building inspections.
- ◆ What to do with increasing numbers of homeless people.
- ◆ No places available for youths to spend time.
- ◆ Homeless people.
- ◆ No power.
- ◆ Pawn shops.
- ◆ Homeless people living in low income housing, i.e. motels on main street.
- ◆ Lack of cooperation and war lord attitude of county commissioners.
- ◆ Homelessness.
- ◆ Impact of weld county.
- ◆ Homelessness.
- ◆ Homelessness.
- ◆ Lack of child/teen activities and facilities.
- ◆ Kids roaming neighborhoods.
- ◆ Dogs not on leash. Irresponsible pet owners. Helpless city.
- ◆ Homelessness.
- ◆ I hope one, now it is okay.
- ◆ Making decisions that will help make Longmont a great place.
- ◆ Too much commercialism.
- ◆ We need an ice hockey (indoor) rink.
- ◆ Changing the "de facto sanctuary city" mentality of the city administration.
- ◆ There is no place where teens can play.
- ◆ The negative impact of being part of Boulder County.
- ◆ Encouraging new long-term care facilities.
- ◆ Religious bigotry/fundamentalism.
- ◆ Single family dwelling, code enforcement.
- ◆ Politics.
- ◆ Homelessness (maybe).
- ◆ Corruption in city government and zoning and planning.
- ◆ Become independent from Boulder city, i.e. Boulder - we are not Boulder wannabes.
- ◆ Degradation of current quality of life.
- ◆ Homeless.
- ◆ The incessant, loud and annoying train whistles at night!
- ◆ Reviving downtown.
- ◆ Airport.
- ◆ Quality of life benchmarks not being met.
- ◆ Noise, including small aeroplanes.
- ◆ Cemex plant in Lyons.
- ◆ Life bridge annexation, negative impact.
- ◆ Respecting the fact that all are not religious.
- ◆ Transients, homeless.
- ◆ Terrorism.
- ◆ Noise.
- ◆ Unsupervised youth.
- ◆ Noise.
- ◆ Noise.
- ◆ Improving skylines reputation.
- ◆ Homeless.
- ◆ Maintaining retail shopping outlets.

- ◆ Homelessness.
- ◆ The lack of an ice hockey rink.
- ◆ Having activities for youth.
- ◆ Downtown.

- ◆ Homeless.
- ◆ Disintegration of families.
- ◆ Helping the homeless.
- ◆ Health.

Question 4: What are the three areas of Longmont community life that you are most optimistic about when you look 5 years into the future? (“Other”)

- ◆ Keep it a safe place to life.
- ◆ Homelessness seriously addressed.
- ◆ Air quality as opposed to Denver.
- ◆ Wireless connections.
- ◆ I won't be here in 5 years.
- ◆ Need jujitsu place (not Taekwondo or karate).
- ◆ Increased awareness of problems above by the people.
- ◆ English will remain Longmont's language.
- ◆ Public meeting venues - i.e. the auditorium at Longmont museum.
- ◆ Close to Boulder.
- ◆ Churches.
- ◆ Senior, don't have car, don't get to see much. Only know what is happening from TV.
- ◆ The building of the new life bridge church campus.
- ◆ Problems are dealt with properly.
- ◆ Northeast of hover.
- ◆ Church and spiritual growth.
- ◆ East.
- ◆ No human bitten by dogs.
- ◆ The fact that we're Longmont, not Boulder or Denver.
- ◆ East part of town.
- ◆ I am almost 90 and in failing health so...
- ◆ We live on the Front Range, we live in Colorado.
- ◆ Technology base.
- ◆ Pace.
- ◆ Solicitation of public opinion.
- ◆ LDDA.
- ◆ Safe and active.
- ◆ Longmont doesn't need two super Wal Marts and one Sam's Club. Support local business!
- ◆ Hopeful Longmont doesn't try to be Boulderish.
- ◆ North Longmont.
- ◆ East.
- ◆ Mild weather.
- ◆ Removal of all Republicans (just kidding).
- ◆ Pace and 7th.
- ◆ Election of conservative government officials - especially city.
- ◆ Good location.
- ◆ Our youth better education. Better leaders.
- ◆ Church growth.
- ◆ Change.

Question 7A: Please rate your overall satisfaction with the City services you receive. Why? ("Other")

- ◆ Respect for seniors.
- ◆ Only a few issues need addressing, as rated above.
- ◆ No major complaints, our street being a cul-de-sac is never plowed in winter.
- ◆ Location is not good. Rather be between Denver & Boulder & airport.
- ◆ I get my money's worth living in an HOA protected community.
- ◆ Satisfaction is waning with too much growth and poor future planning for schools, traffic congestion and no plans to stop. Our current quality of life is deteriorating.
- ◆ Little need for anything other than standard services.
- ◆ Overall good service, utility billing is a little difficult to work with.
- ◆ Get what we need and use.
- ◆ Only have lived here two months.
- ◆ Need programs for youth after hours.
- ◆ Trying to work with city to provide a new disc golf course and not satisfied with city's response. Don't feel as though I am being heard.
- ◆ But opposed to how city services are given to illegals versus tax paying citizens, i.e. law enforcement, hospitals, just to name two.
- ◆ What the city is responsible for is taken care of.
- ◆ See #6 above.
- ◆ They are done when they are supposed to be.
- ◆ Better than Boulder.
- ◆ Planning and growth is poor.
- ◆ There is a lot I don't know.
- ◆ Sewer, water and electric okay. Due to power outage a few weeks back, we now have to purchase a new TV.
- ◆ Adequate, not outstanding.
- ◆ Okay, but we need to improve in customer service and get more programs to help people.
- ◆ Generally very good but trees in adjacent new park are dying and it is because of inattention.
- ◆ Sometimes it takes longer to get some problems solved. But over all, problems end up getting solved.
- ◆ The city sidewalk paths are not kept well groomed and has not curb appeal. A lot of standing water is hazardous to mosquito development.
- ◆ Oversight of cable franchise is very, very poor. Otherwise, everything else is excellent. Lack of section 8 housing is a major problem.
- ◆ For the most part satisfied - it would be helpful however if folks who answer the telephones in the city buildings were knowledgeable and helpful.
- ◆ They are consistent.
- ◆ I don't always agree.
- ◆ Good, but not excellent.
- ◆ Services are adequate for a city the size of Longmont.
- ◆ Overall fits my needs, especially with all of the new stores coming in.
- ◆ Need to be notified when street sweeper is in area.
- ◆ I live in a neighborhood where people are careful how they take responsibility for their homes, yards, children, etc. City services are not needed as much here.
- ◆ Trash and recycling get pick up, electricity stays on.
- ◆ Except for public services, it is better than other communities I have lived in.
- ◆ Some parts are nice and clean but other parts are dirty.
- ◆ Longmont electric fast response. City service phone system: tired of leaving a voice message! No return call.
- ◆ Meet our minimum standards.

- ◆ No good.
- ◆ Need more trails and public spaces. Need to connect all parks and trails.
- ◆ Asked to repair road in front of house that is needed, they have refused 3 years.
- ◆ The city is adequately staffed to do the jobs it takes on.
- ◆ I don't need much so I don't demand a lot.
- ◆ Things just work as required.
- ◆ Sometimes because of weather or break downs or sickness, they are a bit late or can't come that day.
- ◆ Fail services.
- ◆ Private voice not heard until this form.
- ◆ Electric company street lighting, power delivery is terrible. Do they have any policies on design standards? Where is their leadership and accountability. Police department sucks. This is the most poorly planned city on the front range.
- ◆ Need a recreation center on west side of town!
- ◆ No major complaints but there is always room for improvement.
- ◆ Everything is good, except the street cleaner was regular about every other week, now almost never!
- ◆ Think they do the best with the money available.
- ◆ I enjoy the newsletter that comes with my utility bill, it keeps me informed of local happenings.
- ◆ I do not use too many services, but I enjoy the rec center and parks and union reservoir.
- ◆ Completed properly.
- ◆ While we are satisfied, there is room for growth.
- ◆ I am not too hard to please.
- ◆ Compared to Boulder (lived there for 25 years) Longmont does a far better job.
- ◆ The newsletter that comes with the bill satisfies me a lot.
- ◆ I never feel as if I get any help.
- ◆ I live in a condo, I am a senior citizen.
- ◆ Traffic is too thick - traffic lights are too long on Terry, Gay and Coffman street. Entertainment is slim to none.
- ◆ Like the recycling facility.
- ◆ There are clean streets, free for the most part of trash.
- ◆ My rating on planning is not directed at the planning department, but on the overall poor planning by the commission for growth and development.
- ◆ There is always room for improvement with less waste of resources.
- ◆ When you call you get put on hold and it takes forever for someone to come.
- ◆ I am happy with services from the city but I am not happy about having 10 people per household in my neighborhood so I plan on moving to Berthoud soon. Longmont now looks like Mexico. It is disgusting.
- ◆ Seem to use common sense.
- ◆ This question covers too many facets to truly answer appropriately.
- ◆ It gets done.
- ◆ Longmont has grown too fast.
- ◆ The scaled back rec center is way over used and obviously should have been built as originally sized. City utilities are top notch.

Question 10: For which service or services did you contact the City within the past 24 months? (“Other”)

- ◆ Airport plans.
- ◆ Street lighting.
- ◆ Bulb out on post lamp.
- ◆ Emergency.
- ◆ Ambulance services.
- ◆ Sidewalk maintenance.
- ◆ 911.
- ◆ Street lighting.
- ◆
- ◆ Buttonrock permit.
- ◆ Change resident light fixture bulb and it was done next day. Very prompt.
- ◆ City clerk.
- ◆ Branch pickup.
- ◆ Planning.
- ◆ Ambulance.

Question 11: For which service did you most recently contact the City? (“Other”)

- ◆ Bulb out on post lamp.
- ◆ Airport plans.
- ◆ Planning.
- ◆ Ambulance.
- ◆ 911.
- ◆ Wildlife protection.
- ◆ Buttonrock permit.
- ◆ Ambulance services.
- ◆ Branch pickup.
- ◆ Street lighting.
- ◆ Planning.
- ◆ City clerk.
- ◆ Abandoned car in my driveway.

Question 14: How often do you use the following sources to gain information about the City of Longmont? (“Other”)

- ◆ Recreation catalogue/magazine.
- ◆ Read postings if interested.
- ◆ Recreation brochure.
- ◆ Observation.
- ◆ City of Longmont recreation booklet.
- ◆ Mail.
- ◆ Run into things in progress.
- ◆ Radio (90.7 fm).
- ◆ General observation.
- ◆ My eyes - look around and see.
- ◆ Use recreation facilities.
- ◆ Farmers markets, sign on fairgrounds.
- ◆ Church bulletins.
- ◆ Park and rec mail catalog.
- ◆ Chamber of commerce.
- ◆ What good would it do.
- ◆ I don't have cable TV.
- ◆ Cable in Longmont is terrible.
- ◆ Dish cannot receive channel 3.
- ◆ Signs at fairgrounds.
- ◆ I have no desire to get this connected.
- ◆ Talking squirrel in backyard.
- ◆ Longmont citizens for justice and democracy.
- ◆ Volunteer.

Appendix IV. Detailed Survey Methodology

The Longmont Customer Satisfaction Survey was administered by mail in 2006 for the second time (the 2003 administration was the first by mail). This was the eighth iteration of the survey. Data for the previous six surveys were collected by telephone in 1998, 1999, 2000, 2001, 2002 and 2003. The baseline Longmont Customer Survey was conducted in 1996.

SURVEY ADMINISTRATION

The 2006 survey used a stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings.

The 3,000 surveys were mailed in June of 2006. Households received three mailings, one week apart beginning in early June 2006. An individual within each household was selected using the birthday method. Completed surveys were collected over the following four weeks. The first mailing was a pre-notification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor inviting the household to participate, a questionnaire and self-mailing envelope. About 123 of the surveys were returned because they either had incorrect addresses or were received by vacant housing units. Of the 2,877 eligible households, 882 completed the survey, providing a response rate of 31%.

The margin of error is no greater than plus or minus 3.3 percentage points around any given percent based on community-wide estimates.

DATA ANALYSIS AND WEIGHTING

The surveys were analyzed using a statistical software package. The demographic characteristics of the sample were compared to population norms for the City of Longmont and were statistically adjusted to reflect the larger population when necessary. Differences in opinion were found among Longmont residents of different ages, educational attainment levels and ethnicity. Consequently, sample results were weighted using the population norms to reflect the appropriate percent of residents by gender, age, ethnicity and education. Other sociodemographic variables also were adjusted through the weighting as many of these characteristics are inter-correlated. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for 2006 Longmont Customer Survey

Percent in Population*

	Population Norm ⁵	1998 Weighted Data	2000 Weighted Data	2001 Weighted Data	2002 Weighted Data	2003 Weighted Data	2004 Weighted Data	2006 Un-Weighted Data	2006 Weighted Data
Housing									
Rent home	34	31	26	31	28	30	32	19	32
Own home	66	69	74	69	72	70	69	81	68
Detached unit	65	73	76	69	72	67	66	74	61
Attached unit	35	27	24	31	27	33	34	26	39
Race and Ethnicity									
Hispanic origin	19	12	9	16	19	18	19	5	21
not of Hispanic origin	81	88	91	84	81	82	81	95	79
White	87	88	93	80	78	80	84	92	82
Non-White	13	12	7	20	22	20	16	8	18
Age and Gender									
18-34 years of age	33	39	28	33	32	34	35	13	29
35-54 years of age	44	38	46	44	47	44	43	40	41
55+ years of age	23	23	26	23	20	22	22	47	30
Female	51	-	57	54	60	57	61	57	52
Male	49	-	43	46	41	43	39	43	48
Education									
High school degree or less	47	50	47	47	42	48	48	18	46
more than high school	53	50	53	53	58	52	52	82	54

*Characteristics shaded in Gray were statistically weighted to reflect the population data.

⁵ Source: 2000 Census, except education, source: Market Profile Report prepared for the Longmont Area Economic Council.

Appendix V. Complete Set of Frequencies

The complete set of frequencies appears on the following pages.

Question 1						
Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Don't know	Total
How would you rate your neighborhood as a place to live?	23%	49%	18%	10%	0%	100%
How would you rate Longmont as a place to live?	21%	59%	19%	1%	0%	100%
How would you rate Longmont as a place to raise children?	17%	43%	26%	4%	9%	100%
How would you rate your overall quality of life in Longmont?	17%	60%	21%	2%	0%	100%
How would you rate Longmont as a place to retire?	12%	36%	29%	11%	12%	100%

Question 2	
What are the three biggest problems Longmont will have to face in the next 5 years?	Percent of respondents*
Growth/Overpopulation	46%
Traffic	42%
General crime (vandalism, drugs, violence)	33%
Gangs	32%
Illegal immigration/cultural tension	25%
Schools/education	19%
Affordable housing/ Housing market	11%
Economy/jobs/cost of living	10%
Decline of city services/taxes too high	8%
Water issues	6%
Quality/quantity/variety of local stores and restaurants	6%
Large companies pushing out small business	4%
Street repair and maintenance	3%
Deterioration of overall appearance/junk	2%
Open space	2%
Maintaining small town quality of life/uniqueness	1%
Pollution/environmental issues	1%
Don't know	0%
Other	8%

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

Question 3

To what degree, if at all, are the following problems in Longmont?	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Too much growth	8%	16%	30%	45%	1%	100%
Traffic congestion	4%	19%	39%	38%	1%	100%
Drug	4%	14%	37%	37%	8%	100%
Graffiti	4%	27%	32%	33%	4%	100%
Methamphetamine labs	7%	12%	27%	31%	22%	100%
Vandalism	5%	17%	41%	31%	6%	100%
Unsupervised youth	8%	23%	35%	24%	10%	100%
Crime	2%	19%	50%	23%	6%	100%
Noise	15%	38%	30%	16%	1%	100%
Junk vehicles	11%	48%	25%	11%	4%	100%
Run down buildings	14%	45%	30%	8%	3%	100%
Homelessness	13%	40%	25%	8%	14%	100%
Weeds	19%	42%	25%	8%	5%	100%
Lack of growth	68%	21%	6%	2%	3%	100%

Question 4

What are the three areas of Longmont community life that you are most optimistic about when you look 5 years into the future?	Percent of respondents*
Parks and recreation/trails/open space	28%
Restaurants/shopping	18%
Improved economy/job market/cost of living	18%
Good place to live/community spirit	16%
Schools/education	15%
Growth/planning	15%
Better transportation and roads	13%
City government services; library, police, utilities, etc.	12%
Cultural/artistic opportunities	12%
Main Street and downtown	11%
Decreased crime	10%
Clean-up efforts/revitalization	6%
Better services and opportunities for youth	6%
Cultural/racial issues	5%
Better services and opportunities for seniors	3%
Medical healthcare	3%
Not optimistic	7%
Don't know	5%
Other	9%

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

Question 5

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
Recreational opportunities	18%	50%	24%	6%	2%	100%
Shopping opportunities	13%	43%	28%	15%	1%	100%
Air quality	12%	55%	26%	6%	1%	100%
Opportunities to attend cultural activities	11%	48%	30%	8%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	40%	36%	12%	3%	100%
Overall appearance of the City of Longmont	9%	59%	28%	3%	0%	100%
Access to affordable quality health care	8%	29%	30%	21%	11%	100%
Sense of community	7%	50%	34%	6%	3%	100%
Ease of car travel in the City of Longmont	7%	35%	40%	17%	2%	100%
Access to affordable quality housing	4%	24%	36%	26%	9%	100%
Ease of bus travel in the City of Longmont	4%	23%	19%	11%	42%	100%
Job opportunities	2%	25%	37%	24%	12%	100%
Access to affordable quality child care	2%	16%	25%	14%	43%	100%

Question 6 - Quality

Following are services provided in the City of Longmont. For each serve, first please rate the quality of the service.	Excellent	Good	Fair	Poor	Don't know	Total
Weekly trash pick up	37%	53%	7%	1%	2%	100%
Tap water (quality of drinking water)	31%	45%	19%	4%	1%	100%
Twice a month recycling pick up	31%	45%	11%	3%	9%	100%
Library services	28%	50%	9%	1%	13%	100%
Electric service	27%	59%	11%	2%	1%	100%
Fire fighting and rescue services	24%	45%	6%	0%	24%	100%
Snow removal from major streets	21%	53%	19%	5%	2%	100%
Recreation facilities	21%	49%	18%	6%	7%	100%
Sewer services	19%	60%	10%	1%	10%	100%
Utility billing	18%	57%	18%	3%	3%	100%
Maintenance of park grounds and facilities	18%	56%	21%	2%	3%	100%
Emergency police services	15%	41%	12%	5%	28%	100%
Street lighting	13%	58%	22%	7%	1%	100%
Recreation programs and classes	13%	45%	17%	3%	22%	100%
Street cleaning	12%	57%	23%	5%	3%	100%
Fire inspection and fire safety education	12%	28%	15%	1%	45%	100%
Emergency dispatch	12%	38%	13%	1%	36%	100%
Services for seniors	11%	27%	9%	2%	50%	100%
Museum	11%	30%	17%	5%	37%	100%
Maintaining landscaping along the public right of way	11%	49%	30%	6%	4%	100%
Animal control	11%	46%	19%	9%	16%	100%
Water conservation programs	9%	45%	23%	3%	21%	100%
Electric conservation programs	9%	35%	17%	5%	33%	100%
Street repair and maintenance	8%	53%	31%	6%	1%	100%
Youth services sponsored program	8%	22%	18%	4%	47%	100%
Enforcing traffic laws	8%	40%	27%	14%	11%	100%
Timing of traffic signals	7%	36%	38%	17%	2%	100%
Crime prevention	6%	31%	32%	18%	13%	100%
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	4%	25%	32%	21%	17%	100%
Building and housing inspection	4%	29%	16%	5%	46%	100%
Planning	3%	23%	22%	14%	37%	100%

Question 6 - Importance

Following are services provided in the City of Longmont. Please rate how important each of these services is in Longmont.	Very important	Important	Somewhat important	Not at all important	Don't know	Total
Tap water (quality of drinking water)	79%	19%	1%	1%	0%	100%
Fire fighting and rescue services	74%	20%	2%	0%	4%	100%
Crime prevention	71%	21%	4%	0%	4%	100%
Emergency police services	71%	20%	3%	0%	6%	100%
Emergency dispatch	70%	20%	2%	0%	8%	100%
Electric service	64%	32%	3%	0%	1%	100%
Snow removal from major streets	53%	37%	8%	1%	1%	100%
Sewer services	52%	39%	6%	0%	3%	100%
Weekly trash pick up	51%	42%	6%	0%	1%	100%
Water conservation programs	47%	36%	10%	1%	6%	100%
Enforcing traffic laws	45%	35%	15%	0%	4%	100%
Street repair and maintenance	44%	47%	7%	0%	2%	100%
Street lighting	42%	42%	14%	2%	0%	100%
Fire inspection and fire safety education	42%	34%	12%	1%	11%	100%
Twice a month recycling pick up	41%	39%	15%	1%	4%	100%
Planning	37%	40%	8%	1%	14%	100%
Library services	36%	42%	13%	3%	6%	100%
Timing of traffic signals	35%	50%	14%	1%	1%	100%
Electric conservation programs	34%	43%	10%	1%	12%	100%
Youth services sponsored program	32%	33%	14%	2%	18%	100%
Recreation facilities	30%	48%	17%	2%	3%	100%
Services for seniors	30%	36%	13%	1%	19%	100%
Utility billing	28%	49%	18%	1%	4%	100%
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	26%	42%	24%	4%	5%	100%
Maintenance of park grounds and facilities	25%	53%	18%	1%	3%	100%
Animal control	25%	45%	24%	1%	5%	100%
Recreation programs and classes	21%	43%	21%	3%	13%	100%

Question 6 - Importance

Following are services provided in the City of Longmont. Please rate how important each of these services is in Longmont.	Very important	Important	Somewhat important	Not at all important	Don't know	Total
Street cleaning	19%	42%	32%	5%	2%	100%
Maintaining landscaping along the public right of way	19%	48%	28%	2%	3%	100%
Building and housing inspection	18%	44%	25%	1%	13%	100%
Museum	11%	37%	30%	4%	17%	100%

Question 7

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Total
Please rate your overall satisfaction with the City services you receive.	21%	62%	13%	4%	0%	100%

Question 7a

Why?	Percent of respondents*
Good, timely service	40%
No problems encountered	23%
Concerns about crime	9%
Traffic congestion and safety	6%
Issues with animal control	5%
Issues with trash service	4%
Issues of code enforcement	4%
Services too expensive	2%
Water issues	1%
Other	22%

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

Question 8

	Too fast	About right	Not fast enough	Don't know	Total
How do you feel about the rate of population growth in Longmont? Would you say in the past few years the population of Longmont has grown too fast, at about the right rate or not fast enough?	62%	35%	1%	3%	100%

Question 9

	Yes	No	Total
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)?	55%	45%	100%

Question 10

For which service or services did you contact the City within the past 24 months?	Percent of respondents*
Police	36%
Utility Billing (Water, Electric, Sewer and Trash)	30%
Library	25%
Animal Control	23%
Recreation Centers	21%
Trash/Recycling	21%
Longmont Power and Communications (Electric Utility)	17%
Parks/Golf	15%
Code Enforcement	9%
Water/Sewer	8%
Building Inspection	6%
Museum	4%
Fire	3%
Youth Services	3%
Senior Services	3%
Housing	3%
Streets/Snow Removal	2%
Municipal Court	2%
Human Resources	1%
Sales Tax	1%
City Manager's Office	1%
Community Development	1%
City Attorney/Prosecutor	1%
Other	3%

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

Question 11

For which service did you most recently contact the City?	Percent of respondents
Police	24%
Utility Billing	15%
Recreation Centers	10%
Animal Control	9%
Trash/Recycling	7%
Library	7%
Parks/Golf	6%
Longmont Power and Communications	5%
Code Enforcement	4%
Building Inspection	3%
Water/Sewer	2%
Fire	2%
Streets/Snow Removal	1%
Senior Services	1%
Municipal Court	1%
Human Resources	~0%
Youth Services	~0%
Sales Tax	~0%
City Manager's Office	~0%
Community Development	~0%
Housing	~0%
City Attorney/Prosecutor	~0%
Museum	~0%
Other	3%
Total	100%

Question 12

What was your impression of employees of the City and Longmont in your most recent contact?	Excellent	Good	Fair	Poor	Don't know	Total
Treated you with respect	46%	36%	13%	5%	1%	100%
Willingness to help or understand	42%	34%	14%	9%	1%	100%
Knowledge of issue	37%	41%	15%	6%	1%	100%
How easy it was to get in touch with the employee	34%	43%	14%	9%	0%	100%
Overall impression	37%	37%	12%	13%	0%	100%

Question 13

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

Question 13a

	Yes	No	Total
If yes, did you report the inappropriate behavior to a public official?	12%	88%	100%

Question 14

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
Other Internet sources	0%	0%	0%	52%	48%	100%
Read the Longmont Daily Times-Call newspaper	11%	14%	13%	17%	45%	100%
General television	0%	70%	0%	0%	30%	100%
Read City Line Newsletter (with utility billing statement)	18%	12%	14%	28%	28%	100%
Read another newspaper	28%	17%	17%	14%	23%	100%
Use word of mouth/friends	8%	15%	25%	33%	17%	100%
Use the Longmont Web site on the Internet	46%	17%	15%	12%	9%	100%
Read the Golden Outlook (senior services newsletter)	76%	8%	5%	5%	5%	100%
Other, please specify	80%	15%	2%	0%	3%	100%
Use City Source (24-hour telephone information line)	67%	20%	8%	4%	2%	100%
Watch 'Behind the Badge' on public access cable television channel 3	71%	15%	10%	3%	2%	100%
Read bulletin board or information displays in City buildings	54%	23%	15%	7%	1%	100%
Attend or watch a City Council meeting or other program on public access cable television channel 3	51%	20%	17%	11%	0%	100%
Watch Channel 14 - Government access	72%	14%	9%	6%	0%	100%

Question 15

	Too little	Just the right amount	Too much	Don't know	Total
Would you say that the amount of information provided to you by the City of Longmont is too little, just right or too much?	17%	68%	1%	15%	100%

Question 16

To what extent would you support or oppose an increase in sales tax of 4 cents for every \$10 purchased (increasing the City sales tax rate from 2.95% to 3.35%) to provide additional resources for public safety in Longmont, including more police officers on the street, detectives, emergency dispatchers, support personnel and more firefighters, as well as additional fire equipment and facilities?	Percent of respondents
Strongly support	19%
Somewhat support	36%
Somewhat oppose	16%
Strongly oppose	25%
Don't know	4%
Total	100%

Question 17

The City has a history of working to improve the fish and stream habitat along St. Vrain Creek. The amount of water in the creek is important to making further improvements. Please indicate the extent to which you would support or oppose an increase of up to \$0.50 to your water bill per month to manage the City's water resources to increase the flow of water in the creek.	Percent of respondents
Strongly support	20%
Somewhat support	37%
Somewhat oppose	18%
Strongly oppose	19%
Don't know	6%
Total	100%

Question 18

In 2000, voters approved a 0.20 cent sales tax (2 cents on \$10 purchased) to acquire open space in and around Longmont. It is scheduled to terminate in 2020. Please indicate the extent to which you would support or oppose extending the dedicated tax?	Percent of respondents
Strongly support	31%
Somewhat support	29%
Somewhat oppose	13%
Strongly oppose	16%
Don't know	12%
Total	100%

Question 19

Please indicate the extent to which you would support or oppose each of the following options for extending the open space tax.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Extending the 0.20 cent tax for 10 years, ending in 2030	43%	49%	5%	1%	2%	100%
Extending the 0.20 cent tax for 20 years, ending in 2040	29%	40%	20%	7%	4%	100%
Extending the dedicated tax indefinitely	31%	18%	15%	26%	10%	100%

**This question was only asked of those who said "somewhat" or "strongly" support to question 18.*

Question 20

To what extent would you support or oppose increasing the open space tax?	Percent of respondents
Strongly support	16%
Somewhat support	26%
Somewhat oppose	22%
Strongly oppose	27%
Don't know	9%
Total	100%

Question 21

Please rate the extent to which you think traffic congestion is a problem on Ken Pratt Boulevard, west of Main Street.	Percent of respondents
Not a problem	2%
Minor problem	13%
Moderate problem	35%
Major problem	45%
Don't know	4%
Total	100%

Question 22

To what extent would you support or oppose the construction of a southern bypass to relieve traffic congestion on Ken Pratt Boulevard that will generally start from the Diagonal Highway at the Airport Road Intersection and connect to County Line Road approximately three miles south of State Highway 119?	Percent of respondents
Strongly support	36%
Somewhat support	34%
Somewhat oppose	10%
Strongly oppose	7%
Don't know	14%
Total	100%

Question 23

If construction of the bypass costs between 15 and 20 million dollars, to what extent would you support or oppose its construction?	Percent of respondents
Strongly support	21%
Somewhat support	38%
Somewhat oppose	15%
Strongly oppose	12%
Don't know	13%
Total	100%

Question 24

Please first indicate the extent to which you support or oppose the following neighborhood traffic mitigation efforts.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
"Slow Down in our Neighborhood" lawn signs	37%	36%	13%	10%	5%	100%
Directed police patrols	34%	40%	14%	5%	7%	100%
Citizen initiated neighborhood radar patrols	12%	33%	21%	28%	6%	100%
Radar speed trailers	28%	45%	16%	7%	4%	100%
Speed limit signs	59%	36%	2%	1%	2%	100%
The conversion of two-way streets into a one-way street	6%	18%	34%	34%	8%	100%
Turning restrictions as a means for reducing non-local traffic	9%	27%	29%	24%	10%	100%
Modifying on-street parking or street striping as a way to narrow the width of the street	8%	27%	29%	24%	11%	100%
Permanent pole-mounted speed radar units	16%	39%	24%	17%	4%	100%
Physical narrowing of the street at intersections	3%	15%	31%	41%	9%	100%
Mid-block locations that physically reduce the road width (e.g., roundabouts, medians, etc.)	10%	19%	23%	42%	6%	100%

Question 24 - Top Priority

Select the three efforts you prefer be used to address traffic issues.	Percent of respondents*
Speed limit signs	58%
Directed police patrols	45%
Radar speed trailers	36%
Permanent pole-mounted speed radar units	31%
"Slow Down in our Neighborhood" lawn signs	30%
Mid-block locations that physically reduce the road width (e.g., roundabouts, medians, etc.)	24%
Turning restrictions as a means for reducing non-local traffic	15%
Physical narrowing of the street at intersections	13%
Modifying on-street parking or street striping as a way to narrow the width of the street	12%
Citizen initiated neighborhood radar patrols	10%
The conversion of two-way streets into a one-way street	10%

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

Question 25

Currently, storm water utility capital projects are funded on a "pay-as-you-go" basis, where projects are funded as money is available. If instead, the City borrowed money by issuing a bond, it could complete the projects faster, thereby reducing the risk of serious flooding of existing homes and businesses by accelerating the construction schedule by over 10 years. If there were no change to your monthly storm sewer rate, please indicate the extent to which you would support or oppose issuing bonds to complete storm water projects sooner.	Percent of respondents
Strongly support	21%
Somewhat support	47%
Somewhat oppose	13%
Strongly oppose	8%
Don't know	12%
Total	100%

Question 26

To what extent do you support or oppose the City spending more money on code enforcement to ensure that all housing meets minimum standards?	Percent of respondents
Strongly support	28%
Somewhat support	43%
Somewhat oppose	15%
Strongly oppose	6%
Don't know	7%
Total	100%

Question 27

To what extent do you support or oppose increasing the City sales taxes to fund construction of each of the following facilities?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
An ice rink/aquatics facility	20%	30%	20%	25%	5%	100%
A large, multi-use performing arts facility	18%	33%	18%	24%	6%	100%

Question 28

To what extent would you support or oppose a lodging tax (a 2% tax on hotel rooms charged to hotel guests), to fund a convention and visitors association and a tourist information center, marketing Longmont as a destination city to visitors?	Percent of respondents
Strongly support	19%
Somewhat support	45%
Somewhat oppose	18%
Strongly oppose	14%
Don't know	5%
Total	100%

Question 29

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	2%	16%	44%	28%	9%	100%

Question 30				
	Yes	No, but I am looking for a job	No, and I am not seeking employment	Total
Are you currently employed?	67%	6%	27%	100%

Question 31			
	Yes	No	Total
Have you lost a job in the last 12 months?	12%	88%	100%

Question 32a	
How long did it take you to find a new job?	Percent of respondents
0	36%
1	5%
2	15%
3	10%
4	7%
5	5%
6	4%
7	6%
8	7%
9	3%
10	2%
20	1%
Total	100%

Question 33				
	Salary is higher	Salary is the same	Salary is lower	Total
How does the salary at your new job compare to your previous salary?	30%	12%	58%	100%

Question 34				
	Yes, have a computer at home with Internet access	Yes, have a computer at home but without Internet access	No	Total
Do you have a personal computer in your home?	67%	5%	28%	100%

Question 35

Please indicate how often you or other members of your household have used the Internet in the last 12 months for each of the following:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
To make purchases or pay for services	34%	12%	19%	15%	21%	100%
To visit the City of Longmont Web site	48%	20%	21%	7%	4%	100%

Question 36

Please indicate how often you or other members of your household used the City of Longmont Web site for each of the following:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
To conduct business with the City of Longmont	67%	20%	11%	1%	1%	100%
To find information about City services or schedules	17%	42%	32%	8%	2%	100%
To find information about City codes	61%	25%	12%	2%	0%	100%
To download a City form	72%	21%	6%	2%	0%	100%
To find information about employment with the City	54%	23%	16%	3%	3%	100%

Appendix VI. Survey Instruments

The survey instruments appear on the following pages.

2006 City of Longmont Customer Satisfaction Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The survey will take approximately 10-15 minutes to complete. The adult's year of birth does not matter. Please select the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 your overall quality of life in Longmont?	1	2	3	4	5

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

- _____
- _____
- _____

3. To what degree, if at all, are the following problems in Longmont:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
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

4. What are the three areas of Longmont community life that you are most optimistic about when you look 5 years into the future?

- _____
- _____
- _____

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Opportunities to attend cultural activities	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
Job 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

6. Following are services provided in the City of Longmont. For each service, first please rate the quality of the service and next, how important each of these services is in Longmont.

	<u>Quality</u>					<u>Importance</u>				
	Excellent	Good	Fair	Poor	Don't know	Very important	Important	Somewhat important	Not at all important	Don't know
Snow removal from major streets	1	2	3	4	5	1	2	3	4	5
Street repair and maintenance	1	2	3	4	5	1	2	3	4	5
Street cleaning	1	2	3	4	5	1	2	3	4	5
Street lighting	1	2	3	4	5	1	2	3	4	5
Timing of traffic signals	1	2	3	4	5	1	2	3	4	5
Tap water (quality of drinking water)	1	2	3	4	5	1	2	3	4	5
Sewer services	1	2	3	4	5	1	2	3	4	5
Water conservation programs	1	2	3	4	5	1	2	3	4	5
Electric service	1	2	3	4	5	1	2	3	4	5
Electric conservation programs	1	2	3	4	5	1	2	3	4	5
Utility billing	1	2	3	4	5	1	2	3	4	5
Weekly trash pick up	1	2	3	4	5	1	2	3	4	5
Twice a month recycling pick up	1	2	3	4	5	1	2	3	4	5
Recreation facilities	1	2	3	4	5	1	2	3	4	5
Recreation programs and classes	1	2	3	4	5	1	2	3	4	5
Library services	1	2	3	4	5	1	2	3	4	5
Youth services sponsored program	1	2	3	4	5	1	2	3	4	5
Services for seniors	1	2	3	4	5	1	2	3	4	5
Museum	1	2	3	4	5	1	2	3	4	5
Enforcing traffic laws	1	2	3	4	5	1	2	3	4	5
Crime prevention	1	2	3	4	5	1	2	3	4	5
Fire fighting and rescue services	1	2	3	4	5	1	2	3	4	5
Fire inspection and fire safety education	1	2	3	4	5	1	2	3	4	5
Emergency police services	1	2	3	4	5	1	2	3	4	5
Emergency dispatch	1	2	3	4	5	1	2	3	4	5
Code enforcement (junk vehicles on private property, weed control, trash and outside storage)	1	2	3	4	5	1	2	3	4	5
Building and housing inspection	1	2	3	4	5	1	2	3	4	5
Planning	1	2	3	4	5	1	2	3	4	5
Maintaining landscaping along the public right of way	1	2	3	4	5	1	2	3	4	5
Maintenance of park grounds and facilities	1	2	3	4	5	1	2	3	4	5
Animal control	1	2	3	4	5	1	2	3	4	5

7. Please rate your overall satisfaction with the City services you receive.

- Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

7a. Why? _____

8. How do you feel about the rate of population growth in Longmont? Would you say in the past few years the population of Longmont has grown too fast, at about the right rate or not fast enough?

- Too fast About right Not fast enough Don't know

9. 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 10] No [go to question 13]

10. 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"/> Community 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 | <input type="checkbox"/> Other _____ |

11. 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"/> Community 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 | <input type="checkbox"/> Other _____ |

12. What was your impression of employees of the City and 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
Overall impression	1	2	3	4	5

13. 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 13a] No [go to question 14]

13a. If yes, did you report the inappropriate behavior to a public official?

- Yes No

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

	<u>Never</u>	<u>Very infrequently</u>	<u>Somewhat infrequently</u>	<u>Somewhat frequently</u>	<u>Very frequently</u>
Attend or watch a City Council meeting or other program on public access cable television channel 3	1	2	3	4	5
Watch "Behind the Badge" on public access cable television channel 3	1	2	3	4	5
Read bulletin board or information displays in City buildings ...	1	2	3	4	5
Watch Channel 14 – 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 Golden Outlook (senior services newsletter)	1	2	3	4	5
Use the Longmont Web site on the Internet.....	1	2	3	4	5
Read the Longmont Daily Times-Call newspaper	1	2	3	4	5
Read another newspaper	1	2	3	4	5
Use word of mouth/friends	1	2	3	4	5
Other, please specify _____	1	2	3	4	5

15. Would you say that the amount of information provided to you by the City of Longmont is too little, just the right amount or too much?

- Too little Just the right amount Too much Don't know

16. To what extent would you support or oppose an increase in sales tax of 4 cents for every \$10 purchased (increasing the City sales tax rate from 2.95% to 3.35%) to provide additional resources for public safety in Longmont, including more police officers on the street, detectives, emergency dispatchers, support personnel and more firefighters, as well as additional fire equipment and facilities?

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

17. The City has a history of working to improve the fish and stream habitat along St. Vrain Creek. The amount of water in the creek is important to making further improvements. Please indicate the extent to which you would support or oppose an increase of up to \$0.50 to your water bill per month to manage the City's water resources to increase the flow of water in the creek.

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

18. In 2000, voters approved a 0.20 cent sales tax (2 cents on \$10 purchased) to acquire open space in and around Longmont. It is scheduled to terminate in 2020. Please indicate the extent to which you would support or oppose extending the dedicated tax?

- Strongly support [go to question 19]
 Somewhat support [go to question 19]
 Somewhat oppose [go to question 20]
 Strongly oppose [go to question 20]
 Don't know [go to question 20]

19. Please indicate the extent to which you would support or oppose each of the following options for extending the open space tax.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Extending the 0.20 cent tax for 10 years, ending in 2030.....	1	2	3	4	5
Extending the 0.20 cent tax for 20 years, ending in 2040.....	1	2	3	4	5
Extending the dedicated tax indefinitely.....	1	2	3	4	5

20. To what extent would you support or oppose increasing the open space tax?

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

21. Please rate the extent to which you think traffic congestion is a problem on Ken Pratt Boulevard, west of Main Street.

- Not a problem Minor problem Moderate problem Major problem Don't know

22. To what extent would you support or oppose the construction of a southern bypass to relieve traffic congestion on Ken Pratt Boulevard that will generally start from the Diagonal Highway at the Airport Road Intersection and connect to County Line Road approximately three miles south of State Highway 119?

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

23. If construction of the bypass costs between 15 and 20 million dollars, to what extent would you support or oppose its construction?

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

24. Please first indicate the extent to which you support or oppose the following neighborhood traffic mitigation efforts. Second, select the *three* efforts you prefer be used to address traffic issues.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Check three as top priority
"Slow Down in Our Neighborhood" lawn signs	1	2	3	4	5	<input type="checkbox"/>
Directed police patrols	1	2	3	4	5	<input type="checkbox"/>
Citizen initiated neighborhood radar patrols.....	1	2	3	4	5	<input type="checkbox"/>
Radar speed trailers.....	1	2	3	4	5	<input type="checkbox"/>
Speed limit signs	1	2	3	4	5	<input type="checkbox"/>
The conversion of two-way streets into a one-way street	1	2	3	4	5	<input type="checkbox"/>
Turning restrictions as a means for reducing non-local traffic	1	2	3	4	5	<input type="checkbox"/>
Modifying on-street parking or street striping as a way to narrow the width of the street.....	1	2	3	4	5	<input type="checkbox"/>
Permanent pole-mounted speed radar units	1	2	3	4	5	<input type="checkbox"/>
Physical narrowing of the street at intersections.....	1	2	3	4	5	<input type="checkbox"/>
Mid-block locations that physically reduce the road width (e.g., roundabouts, medians, etc.)	1	2	3	4	5	<input type="checkbox"/>

25. Currently, storm water utility capital projects are funded on a “pay-as-you-go” basis, where projects are funded as money is available. If instead, the City borrowed money by issuing a bond, it could complete the projects faster, thereby reducing the risk of serious flooding of existing homes and businesses by accelerating the construction schedule by over 10 years. If there were no change to your monthly storm sewer rate, please indicate the extent to which you would support or oppose issuing bonds to complete storm water projects sooner.

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

26. To what extent do you support or oppose the City spending more money on code enforcement to ensure that all housing meets minimum standards?

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

27. To what extent do you support or oppose increasing the City sales taxes to fund construction of each of the following facilities?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
An ice rink/aquatics facility	1	2	3	4	5
A large, multi-use performing arts facility.....	1	2	3	4	5

28. To what extent would you support or oppose a lodging tax (a 2% tax on hotel rooms charged to hotel guests), to fund a convention and visitors association and a tourist information center, marketing Longmont as a destination city to visitors?

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

29. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

30. Are you currently employed?

- Yes
 No, but I am looking for a job
 No, and I am not seeking employment (homemaker, retired, etc.)

31. Have you lost a job in the last 12 months?

- Yes
 No [go to question 34]

32. How long did it take you to find a new job?

- _____ months (if less than two weeks, enter “0”)
 Have not found a job yet [go to question 34]

33. How does the salary at your new job compare to your previous salary?

- Salary is higher Salary is the same Salary is lower

34. Do you have a personal computer in your home? (Please check only one.)

- Yes, have a computer at home with Internet access
- Yes, have a computer at home but without Internet access
- No

35. Please indicate how often you or other members of your household have used the Internet in the last 12 months for each of the following:

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
To make purchases or pay for services	1	2	3	4	5
To visit the City of Longmont Web site	1 (go to 37)	2	3	4	5

36. Please indicate how often you or other members of your household used the City of Longmont Web site for each of the following:

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
To conduct business with the City of Longmont	1	2	3	4	5
To find information about City services or schedules	1	2	3	4	5
To find information about City codes	1	2	3	4	5
To download a City form	1	2	3	4	5
To find information about employment with the City	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.

37. Do you live within the City of Longmont?

- Yes
- No

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

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

- Single family house
- Apartment
- Condo
- Townhouse
- Mobile home
- Other

40. Do you rent or own your home?

- Rent
- Own

41. About how much was your household's total income before taxes for all of 2005? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$10,000
- \$10,000 to under \$15,000
- \$15,000 to under \$25,000
- \$25,000 to under \$35,000
- \$35,000 to under \$50,000
- \$50,000 to under \$75,000
- \$75,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 to under \$200,000
- \$200,000 or more

42. In what City do you work?

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

43. 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

44. Are you Spanish, Hispanic or Latino?

- Yes
- No

45. 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

46. In which category is your age?

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

47. What is your gender?

- Female
- Male

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., 3005 30th Street, Boulder, CO 80301

2006 Encuesta acerca de la satisfacción de los residentes de la Ciudad de Longmont

Por favor complete este cuestionario si usted es el adulto (tiene 18 años o más) en el hogar que haya pasado el cumpleaños más reciente. La encuesta tomará aproximadamente 10-15 minutos para completar. El año de nacimiento del adulto no importa. Por favor, para cada pregunta seleccione la respuesta más cercana a su opinión. Sus respuestas son anónimas y solamente se reportarán en forma de grupo.

1. Por favor califique los siguientes aspectos de la vida en Longmont:

	Excelente	Bueno	Pasable	Bajo	No sé
¿Cómo evalúa a Longmont como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa a Longmont como lugar para criar a sus hijos?.....	1	2	3	4	5
¿Cómo evalúa a Longmont como lugar para jubilarse?.....	1	2	3	4	5
¿Cómo evalúa la calidad de vida en general en Longmont?.....	1	2	3	4	5

2. ¿Cuáles son los tres problemas más graves que Longmont tendrá que afrontar en los próximos cinco años?

- _____
- _____
- _____

3. ¿Hasta qué punto, si existen del todo, son problemas en Longmont los siguientes?:

	No es Problema	Problema Menor	Problema Moderado	Problema Mayor	No sé
El crimen.....	1	2	3	4	5
Las drogas.....	1	2	3	4	5
Demasiado crecimiento.....	1	2	3	4	5
Falta de crecimiento.....	1	2	3	4	5
El graffiti.....	1	2	3	4	5
La bulla/el ruido.....	1	2	3	4	5
Edificios deteriorados.....	1	2	3	4	5
Vehículos chatarra.....	1	2	3	4	5
Congestión de tráfico.....	1	2	3	4	5
Jóvenes sin supervisión.....	1	2	3	4	5
Desamparados.....	1	2	3	4	5
Malas Hierbas.....	1	2	3	4	5
Laboratorios de Drogas (Methamphetamine) ..	1	2	3	4	5
Vandalismo.....	1	2	3	4	5

4. ¿Cuáles son las tres áreas de vida comunitaria de Longmont sobre las cuales usted se siente más optimista cuando mira 5 años hacia el futuro?

- _____
- _____
- _____

5. Por favor, califique cada una de las características siguientes, desde la perspectiva de su relación con la ciudad de Longmont en su totalidad:

	Excelente	Bueno	Pasable	Bajo	No sé
Sensación de comunidad.....	1	2	3	4	5
Receptividad y aceptación por parte de la comunidad hacia personas con orígenes y experiencias diversos.....	1	2	3	4	5
Apariencia general de la ciudad de Longmont.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Oportunidades de compras.....	1	2	3	4	5
Calidad del aire.....	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades de empleo.....	1	2	3	4	5
Acceso a viviendas económicas.....	1	2	3	4	5
Acceso a atención económica para los niños.....	1	2	3	4	5
Acceso a buena atención médica económica.....	1	2	3	4	5
Facilidad de desplazarse en vehículo por la ciudad de Longmont.....	1	2	3	4	5
Facilidad de desplazarse en autobús por la ciudad de Longmont.....	1	2	3	4	5

6. Los siguientes son servicios proveídos por la ciudad de Longmont. Para cada servicio en Longmont, primero marque el nivel de calidad del servicio y después, marque el nivel de importancia.

	<u>Calidad</u>					<u>Importancia</u>				
	Excelente	Buena	Satisfactoria	Mala	No sé	Muy Importante	Importante	Algo Importante	No Importante	No sé
Eliminación de nieve en las calles										
principales	1	2	3	4	5	1	2	3	4	5
Reparación y mantenimiento de calles...	1	2	3	4	5	1	2	3	4	5
Limpieza de calles	1	2	3	4	5	1	2	3	4	5
Iluminación de calles	1	2	3	4	5	1	2	3	4	5
Regulación de los semáforos	1	2	3	4	5	1	2	3	4	5
Agua potable	1	2	3	4	5	1	2	3	4	5
Tratamiento de aguas negras.....	1	2	3	4	5	1	2	3	4	5
Programas de conservación del agua	1	2	3	4	5	1	2	3	4	5
Servicio eléctrico	1	2	3	4	5	1	2	3	4	5
Programas de conservación de la										
electricidad	1	2	3	4	5	1	2	3	4	5
Facturación de servicios públicos	1	2	3	4	5	1	2	3	4	5
Recolección semanal de basura.....	1	2	3	4	5	1	2	3	4	5
Recolección quincenal del reciclaje	1	2	3	4	5	1	2	3	4	5
Centros de recreación.....	1	2	3	4	5	1	2	3	4	5
Programas y clases de recreación.....	1	2	3	4	5	1	2	3	4	5
Servicios de biblioteca	1	2	3	4	5	1	2	3	4	5
Programas patrocinados por los										
servicios a jóvenes.....	1	2	3	4	5	1	2	3	4	5
Servicios a adultos mayores.....	1	2	3	4	5	1	2	3	4	5
Museo	1	2	3	4	5	1	2	3	4	5
Hacer respetar las reglas de tráfico	1	2	3	4	5	1	2	3	4	5
Prevención del crimen.....	1	2	3	4	5	1	2	3	4	5
Servicios de bomberos y rescate	1	2	3	4	5	1	2	3	4	5
Inspección de incendios y educación de										
la seguridad de incendios.....	1	2	3	4	5	1	2	3	4	5
Servicios de policía en casos de										
emergencia.....	1	2	3	4	5	1	2	3	4	5
Despacho de emergencia.....	1	2	3	4	5	1	2	3	4	5
Hacer respetar las reglas sobre los										
(vehículos inservibles, maleza,										
basura y almacenamiento										
en exteriores)	1	2	3	4	5	1	2	3	4	5
Inspección de edificios y viviendas	1	2	3	4	5	1	2	3	4	5
Planificación	1	2	3	4	5	1	2	3	4	5
Mantenimiento del paisaje a lo largo										
del camino público	1	2	3	4	5	1	2	3	4	5
Mantenimiento de los terrenos de										
parques y edificios.....	1	2	3	4	5	1	2	3	4	5
Control de animales	1	2	3	4	5	1	2	3	4	5

7. Por favor, marque su nivel de satisfacción en general con los servicios que recibe de la ciudad.

Muy satisfecho Muy satisfecho Ni satisfecho ni insatisfecho Insatisfecho Muy insatisfecho

7a. ¿Por qué? _____

8. ¿Cuál es su opinión sobre el crecimiento de la población de Longmont? ¿Diría que la población ha crecido con demasiado rapidez, a una tasa satisfactoria, o no suficientemente rápido?

Con demasiado rapidez Una tasa normal No suficientemente rápido No sé

9. ¿Se ha comunicado con la ciudad de Longmont para pedir servicios en los últimos 24 meses (incluyendo policía, bomberos, personal de los parques y centros recreativos, recepcionistas, planificadores, u otros)?

Sí [vaya a la pregunta 10] No [vaya a la pregunta 13]

10. ¿Para cuál o cuáles de los servicios contactó usted a la Ciudad dentro de los 24 meses pasados? (Marque hasta 3 servicios.)

- | | | |
|--|--|---|
| <input type="checkbox"/> Agua / Alcantarilla | <input type="checkbox"/> Policía | <input type="checkbox"/> Oficina del Gerente de la Ciudad |
| <input type="checkbox"/> Cobros de Utilidad (Agua, Eléctrico, Alcantarilla y Basura) | <input type="checkbox"/> Fuego | <input type="checkbox"/> Desarrollo Comunitario |
| <input type="checkbox"/> Energía y Comunicaciones de Longmont (Utilidad Eléctrica) | <input type="checkbox"/> Inspección de Edificio | <input type="checkbox"/> Exigencia de Códigos |
| <input type="checkbox"/> Calles/ Eliminación de Nieve | <input type="checkbox"/> Basura/Reciclaje | <input type="checkbox"/> Urbanización |
| <input type="checkbox"/> Centro(s) de Recreación | <input type="checkbox"/> Servicios para Jóvenes | <input type="checkbox"/> Abogado de la Ciudad/Demandante |
| <input type="checkbox"/> Parques /Golf | <input type="checkbox"/> Servicios para Tercera Edad | <input type="checkbox"/> Corte Municipal |
| <input type="checkbox"/> Recursos Humanos | <input type="checkbox"/> Impuestos de Venta | <input type="checkbox"/> Museo |
| <input type="checkbox"/> Control de Animales | <input type="checkbox"/> Biblioteca | <input type="checkbox"/> Otro _____ |

11. ¿Para cuál servicio contactó más recientemente a la Ciudad? (Marque sólo uno.)

- | | | |
|--|--|---|
| <input type="checkbox"/> Agua / Alcantarilla | <input type="checkbox"/> Policía | <input type="checkbox"/> Oficina del Gerente de la Ciudad |
| <input type="checkbox"/> Cobros de Utilidad (Agua, Eléctrico, Alcantarilla y Basura) | <input type="checkbox"/> Fuego | <input type="checkbox"/> Desarrollo Comunitario |
| <input type="checkbox"/> Energía y Comunicaciones de Longmont (Utilidad Eléctrica) | <input type="checkbox"/> Inspección de Edificio | <input type="checkbox"/> Exigencia de Códigos |
| <input type="checkbox"/> Calles/ Eliminación de Nieve | <input type="checkbox"/> Basura/Reciclaje | <input type="checkbox"/> Urbanización |
| <input type="checkbox"/> Centro(s) de Recreación | <input type="checkbox"/> Servicios para Jóvenes | <input type="checkbox"/> Abogado de la Ciudad/Demandante |
| <input type="checkbox"/> Parques /Golf | <input type="checkbox"/> Servicios para Tercera Edad | <input type="checkbox"/> Corte Municipal |
| <input type="checkbox"/> Recursos Humanos | <input type="checkbox"/> Impuestos de Venta | <input type="checkbox"/> Museo |
| <input type="checkbox"/> Control de Animales | <input type="checkbox"/> Biblioteca | <input type="checkbox"/> Otro _____ |

12. ¿Cuál fue su impresión de los empleados de la ciudad de Longmont en su contacto más reciente? (Califique cada una de las características siguientes.)

	<u>Excelente</u>	<u>Buena</u>	<u>Satisfactoria</u>	<u>Mala</u>	<u>No sé</u>
Conocimiento acerca del asunto.....	1	2	3	4	5
Se le trató a usted con respeto	1	2	3	4	5
Dispuesto a ayudar o comprender.....	1	2	3	4	5
La facilidad de ponerse en contacto con el empleado	1	2	3	4	5
La impresión general	1	2	3	4	5

13. ¿Durante los últimos 12 meses, se le trató a usted inadecuadamente por un empleado de la ciudad debido a su raza, origen nacional, edad, afiliación religiosa, o género?

- Sí [vaya a la pregunta 13a] No [vaya a la pregunta 14]

13a. ¿Reportó usted el comportamiento inadecuado a un funcionario?

- Sí No

14. ¿Con qué frecuencia usa las fuentes siguientes para obtener información sobre la ciudad de Longmont?

	<u>Nunca</u>	<u>Con muy poca frecuencia</u>	<u>Con poca frecuencia</u>	<u>Con frecuencia</u>	<u>Con mucha frecuencia</u>
Atiende o mira alguna sesión del Consejo de la Ciudad u otro programa de acceso público por cable en el canal 13.....	1	2	3	4	5
Ve el programa "Behind the Badge" en el canal 3 de televisión de acceso público por cable	1	2	3	4	5
Lee los boletines u otra información mostrada en los edificios de la ciudad	1	2	3	4	5
Ve el canal 14 – Acceso al gobierno	1	2	3	4	5
Lee la hoja Cityline (con estado de cuenta de servicios públicos) ..	1	2	3	4	5
Usa City Source [la línea de información de las 24 horas].....	1	2	3	4	5
Lee Golden Outlook (boletín de servicios para tercera edad)	1	2	3	4	5
Utiliza el sitio del web de Longmont en el Internet.....	1	2	3	4	5
Lee el periódico Longmont Daily Times Call	1	2	3	4	5
Lee otro periódico.....	1	2	3	4	5
Sigue las recomendaciones de amigos u otros.....	1	2	3	4	5
Otra, por favor especifique	1	2	3	4	5

15. En su opinión, ¿La cantidad de información proveída por la ciudad de Longmont no es suficiente, es suficiente, o es demasiada?

- No es suficiente Suficiente Demasiada No sé

16. ¿En qué medida apoyaría o se opondría a un aumento en los impuestos de venta de 4 centavos por cada \$10 de compras (incrementando la tasa de impuestos de venta de la ciudad de 2.95% a 3.35%) para proporcionar recursos adicionales para la seguridad pública en Longmont, incluyendo más policías en la calle, detectives, agentes despachadores de emergencia, personal de apoyo y más bomberos, así como equipos e instalaciones de bomberos adicionales?

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

17. La ciudad lleva tiempo trabajando para mejorar el hábitat de los peces en el arroyo St. Vrain. La cantidad de agua en el arroyo es importante para efectuar otros mejoramientos. Por favor, indique en qué medida apoyaría o se opondría a un aumento de hasta \$0.50 en el recibo de agua cada mes para administrar los recursos de agua de la ciudad con objeto de incrementar el flujo de agua en el arroyo.

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

18. En el 2000, los votantes aprobaron un impuesto de ventas de 0.20 centavos (2 centavos por cada \$10 de compras) para adquirir espacio abierto dentro de Longmont y en sus alrededores. El presente programa terminará en el 2020. Por favor, indique en qué medida apoyaría o se opondría a la extensión del impuesto dedicado.

- Apoyo total [vaya a la pregunta 19]
 Apoyo relativo [vaya a la pregunta 19]
 Oposición relativa [vaya a la pregunta 20]
 Oposición total [vaya a la pregunta 20]
 No sé [vaya a la pregunta 20]

19. Indique en qué medida apoyaría o se opondría a cada una de las siguientes opciones para extender el impuesto del programa de espacio abierto.

	Apoyo total	Apoyo relativo	Oposición relativa	Oposición total	No sé
Extender el impuesto de 0.20 centavos durante 10 años, hasta el 2030..1	2	3	4	5	
Extender el impuesto de 0.20 centavos durante 20 años, hasta el 2040..1	2	3	4	5	
Extender el impuesto dedicado en forma indefinida.....1	2	3	4	5	

20. ¿En qué medida apoyaría o se opondría a aumentar el impuesto del programa de espacio abierto?

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

21. Por favor, califique la medida en que piensa que la congestión de tráfico es un problema en Ken Pratt Boulevard, al oeste de Main Street.

- No es Problema Problema Menor Problema Moderado Problema Mayor No sé

22. ¿En qué medida apoyaría o se opondría a la construcción de una carretera de circunvalación al sur para aliviar la congestión de tráfico en Ken Pratt Boulevard, que probablemente empezaría en la intersección de Diagonal Highway y Airport Road y se conectaría con County Line Road, aproximadamente tres millas al sur de State Highway 119?

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

23. Si la construcción de la carretera de circunvalación cuesta entre 15 y 20 millones de dólares, ¿en qué medida apoyaría o se opondría a su construcción?

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

24. Por favor, primero indique la medida en que apoyaría o se opondría a los siguientes esfuerzos de mitigación del tráfico por los vecindarios. En segundo lugar, seleccione los *tres* esfuerzos que preferiría que se emplearan para hacer frente a los problemas de tráfico.

	Apoyo total	Apoyo relativo	Oposición relativa	Oposición total	No sé	Marque tres como prioridad
Señales de jardín "Espacio por nuestro vecindario"	1	2	3	4	5	<input type="checkbox"/>
Patrullas de policía dirigidas	1	2	3	4	5	<input type="checkbox"/>
Patrullas de radar iniciados por los ciudadanos de los vecindarios...	1	2	3	4	5	<input type="checkbox"/>
Remolques de velocidad por radar	1	2	3	4	5	<input type="checkbox"/>
Señales de límite de velocidad	1	2	3	4	5	<input type="checkbox"/>
Conversión de calles bidireccionales en calles unidireccionales	1	2	3	4	5	<input type="checkbox"/>
Restricciones de torcer, como medida para reducir tráfico no local .	1	2	3	4	5	<input type="checkbox"/>
Modificación del estacionamiento o las rayas en las calles para reducir el ancho de la calle	1	2	3	4	5	<input type="checkbox"/>
Unidades de velocidad por radar permanentes montadas en postes..	1	2	3	4	5	<input type="checkbox"/>
Reducción física del ancho de la calle en intersecciones	1	2	3	4	5	<input type="checkbox"/>
Reducción del ancho de la calle con construcciones físicas en su centro (por ej., rotondas, separadores, etc.)	1	2	3	4	5	<input type="checkbox"/>

25. Actualmente, los proyectos de capital para aguas pluviales se financian "con cargo a los ingresos corrientes", es decir, los proyectos son financiados a medida que se dispone de dinero. Si, en cambio, la ciudad tomara prestado el dinero emitiendo un bono, podría completar los proyectos más rápidamente, reduciendo así el riesgo de serias inundaciones de viviendas y comercios existentes al acelerar el programa de construcción por más de 10 años. Si no hubiera ningún cambio a su cuota mensual del alcantarillado pluvial, indique por favor en qué medida apoyaría o se opondría a la emisión de bonos para completar más rápidamente los proyectos de aguas pluviales.

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

26. ¿En qué medida apoyaría o se opondría al gasto incrementado por parte de la ciudad para hacer respetar los códigos para garantizar que todas las viviendas cumplan las normas mínimas?

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

27. ¿En qué medida apoyaría o se opondría al aumento de los impuestos de venta de la ciudad para financiar la construcción de cada una de las instalaciones siguientes?

	Apoyo total	Apoyo relativo	Oposición relativa	Oposición total	No sé
Centro acuático y de pista de patinaje sobre hielo	1	2	3	4	5
Centro grande y multiuso de artes de la representación.....	1	2	3	4	5

28. ¿En qué medida apoyaría o se opondría a un impuesto de alojamiento (un impuesto del 2% en habitaciones de hotel cargado a los clientes del hotel) para financiar una asociación para convenciones y visitantes, y un centro de información para turistas, comercializando Longmont como una ciudad de destino para los visitantes?

- Apoyo total Apoyo relativo Oposición relativa Oposición total No sé

29. ¿Cómo cree que la economía afectará al ingreso de su familia en los próximos 6 meses? Cree que el efecto será:

- Muy positivo Algo positivo Ni positivo ni negativo Algo negativo Muy negativo

30. ¿Está usted empleado actualmente?

- Sí
 No, pero busco empleo
 No, pero no busco empleo (soy ama de casa, jubilado(a), etc.)

31. ¿Ha perdido su trabajo en los últimos 12 meses?

- Sí
 No [vaya a la pregunta 34]

32. ¿Cuánto tiempo tardó en encontrar nuevo empleo?

- _____ meses (ponga "0" si tardó menos de dos semanas)
 Todavía no he encontrado empleo [vaya a la pregunta 34]

33. ¿Cómo se compara su sueldo actual, a su sueldo anterior?

- Sueldo es más alto Sueldo es lo mismo Sueldo es más bajo

34. ¿Tiene computadora personal en la casa? (Favor de marcar una sola respuesta.)

- Sí, tengo computadora en la casa con acceso al Internet
- Sí, tengo computadora en la casa sin acceso al Internet
- No

35. Favor de indicar con qué frecuencia usted u otros miembros de su familia han utilizado el Internet en los últimos 12 meses para cada uno de los siguientes usos:

	<u>Nunca</u>	<u>Una o dos veces</u>	<u>3 a 12 veces</u>	<u>13 to 26 veces</u>	<u>Más de 26 veces</u>
Para hacer compras o pagar por servicios	1	2	3	4	5
Para entrar al sitio del web de la ciudad de Longmont	1 (vaya a 37)	2	3	4	5

36. Por favor indique qué tan a menudo usted u otros miembros de su residencia utilizan el sitio de Red de la Ciudad de Longmont para cada una de las siguientes:

	<u>Nunca</u>	<u>Una o dos veces</u>	<u>3 to 12 veces</u>	<u>13 to 26 veces</u>	<u>Más de 26 veces</u>
Llevar a cabo negocios con la Ciudad de Longmont	1	2	3	4	5
Encontrar información sobre los servicios o itinerarios de la Ciudad	1	2	3	4	5
Encontrar información sobre códigos Ciudadanos	1	2	3	4	5
Descargar un formulario de Ciudad	1	2	3	4	5
Encontrar información sobre el empleo con la Ciudad	1	2	3	4	5

Nuestras últimas preguntas tratan de usted y su casa. De nuevo, todas las respuestas en esta encuesta son completamente anónimas y serán reportadas solamente en forma de grupo.

37. ¿Vive dentro de la ciudad de Longmont?

- Sí
- No

38. ¿Cuántos años ha vivido en Longmont? (Ponga "0" si menos de 6 meses.)

39. ¿En qué tipo de vivienda está usted?

- Casa para una sola familia (unifamiliar)
- Casa construida en una hilera de casas
- Apartamento
- Casa móvil
- Condominio
- Otro

40. ¿Renta o es dueño de su casa?

- Renta
- Dueño

41. ¿Aproximadamente cuál fue el ingreso total de su casa, antes de impuestos, en el año 2005? (Por favor, incluya en su ingreso total el ingreso de todas fuentes y de todas las personas que viven en su casa.)

- Menos de \$10,000
- \$10,000 á menos de \$15,000
- \$15,000 á menos de \$25,000
- \$25,000 á menos de \$35,000
- \$35,000 á menos de \$50,000
- \$50,000 á menos de \$75,000
- \$75,000 á menos de \$100,000
- \$100,000 á menos de \$150,000
- \$150,000 á menos de \$200,000
- \$200,000 o más

42. ¿En qué ciudad trabaja?

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

43. ¿Cuáles de las siguientes categorías describe mejor el nivel más alto de instrucción formal que ha completado?

- Grado 12 o menor, sin graduarse
- Se graduó de escuela secundaria
- Clases de universidad, sin graduarse
- Título asociado (ejemplo AA, AS)
- Título de cuatro años (ejemplo BA, AB, BS)
- Título de estudios superiores o título profesional

44. ¿Es usted Español, Hispano o Latino?

- Sí
- No

45. ¿Cuál es su raza? (Marque todas que apliquen.)

- Indio americano o nativo de Alaska
- De isla del pacifica o asiática
- Negro, africo-americano
- Blanco, caucáseo
- Otra

46. ¿Cuántos años tiene usted?

- 18-24 años
- 55-64 años
- 25-34 años
- 65-74 años
- 35-44 años
- 75-85 años
- 45-54 años
- 85 años o más

47. ¿Cuál es su género?

- Femenino
- Masculino

Gracias por completar esta encuesta. Por favor, devuelva la encuesta completada en el sobre adjunto, lo cuál está con franqueo pagado, al: National Research Center, Inc., 3005 30th Street, Boulder, CO 80301