



City of Longmont Customer 2014 Satisfaction Survey

Report of Results

December 2014



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Executive Summary

Survey Background

The City of Longmont contracted with National Research Center, Inc. (NRC) to conduct a survey of resident opinion regarding quality of life, community amenities, local government performance, service quality and community priorities in Longmont. The 2014 Longmont Customer Satisfaction Survey is the 15th community-wide survey that Longmont has conducted since 1996. Of 3,000 randomly selected households, 746 completed surveys were returned for a response rate of 26% and a margin of error of plus or minus four percentage points. To ensure that survey findings were representative of Longmont's entire adult population, results were weighted by respondent characteristics.

Where possible, results of the 2014 Longmont Customer Satisfaction Survey are compared to results from previous years and to average ratings from other cities across the country and in Colorado's Front Range.

Survey Findings

Residents continued to rate the overall quality of life in Longmont favorably and were committed to staying for the near future.

- About four in five respondents (82%) rated the overall quality of life in Longmont positively and these ratings were similar to previous years. Many of the survey questions could be compared to NRC's national benchmarking database. Ratings of the quality of life in Longmont were similar when compared to ratings given by residents in other communities across the nation as well as in the Front Range.
- Residents who owned their home, and were white, not Hispanic tended to give more positive ratings to the overall quality of life in Longmont compared to their counterparts.
- Eighty-three percent of respondents gave positive ratings to their neighborhood as a place to live which was an increase compared to 2012 (77%) and was similar to both the national and Front Range comparisons.
- Nearly 9 in 10 residents said they would be likely to remain in Longmont for the next five years (87%) or recommend living in Longmont to someone else (86%).
- Longmont residents were just as likely as residents across the county and in other Front Range communities to report being likely to have plans to remain in Longmont and recommend living in Longmont.

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

- Sixteen of the 21 listed community characteristics received a positive rating from at least a majority of residents.
- The most favored characteristic of Longmont was air quality, rated as "excellent" or "good" by around 8 in 10 respondents. Other positively rated characteristics were recreational opportunities and opportunities to attend cultural activities.
- Residents were less likely to rate shopping and employment opportunities positively with 28% or fewer survey respondents giving an "excellent" or "good" rating to these characteristics.

- Of 21 community characteristics evaluated in the survey, two were rated higher in 2014 than in 2012, six were rated lower and the rest were unchanged.
- Most community characteristics were rated similar to the national and Front Range ratings where comparisons were available.

Residents generally feel safe in the community but cite crime as a potential problem for the City to address.

- About 8 in 10 residents gave positive ratings for the quality of fire inspection and fire safety education (83% “excellent” or “good”), emergency dispatch (81%), and emergency police services (79%). Each of these ratings were similar to ratings given in 2012 and similar to both benchmarks when comparisons were available.
- The rating for the quality of crime prevention decreased from 2012 to 2014 (64% “excellent” or “good” in 2012 versus 54% in 2014) and was lower than both benchmark comparisons. A Key Driver Analysis for the City of Longmont identified three services as the most influential on ratings of the overall quality of City services, one of which was crime prevention.
- When asked to rate a variety of potential problems in Longmont, crime was considered a “major” or “moderate” problem by 61% of residents; only five percent felt it was “not a problem.”
- Residents were asked to identify the three biggest challenges that Longmont will have to face in the next five years; about one in five (21%) indicated challenges related to crime, safety and drugs.

Residents rated the quality of Longmont City services favorably and generally similar to past years.

- About 9 in 10 Longmont residents rated the overall quality of City services positively (88%), as in prior surveys, and this level was similar to the benchmarks.
- Three in 10 respondents linked their overall service ratings to the City’s good, timely, reliable and affordable service.
- Out of 34 City services, the top rated services included weekly trash pick-up, firefighting and rescue services and library services with 9 in 10 residents reporting these as “excellent” or “good.” Code enforcement and timing of traffic signals were the lowest rated services with less than half of respondents giving each a positive rating.
- Most services received ratings in 2014 that were similar to 2012, but three saw ratings improve (recreation programs and classes, senior services/Longmont Senior Center and building inspection) while two saw ratings decline (crime prevention and timing of traffic signals).
- When comparisons were available, ratings of individual services were mostly similar to the national and Front Range averages.
- A Key Driver Analysis for the City of Longmont identified three services as the most influential on ratings of the overall quality of City services: crime prevention, traffic signal timing and street repair. Of these, crime prevention was lower than the national benchmark; a jurisdiction typically should consider improvements to any key driver services that are not at least similar to the benchmark.
- Longmont residents’ overall impression of City employees was similar to the Front Range and national benchmarks.

While the economy continues to be a focus for Longmont, ratings for Longmont as a place to work and employment opportunities improved.

- While over half of residents (53%) felt jobs growth was “somewhat too slow” and an additional 23% felt it was “much too slow,” these ratings were on par with what is seen across the nation and in the Front Range.
- The economy, jobs and cost of living were common cited concerns in Longmont (22% of respondents indicated these as concerns). However, these items were less of a concern compared to transportation-related concerns (41%), concerns about stores and restaurants (27%) as well as concerns about growth and overpopulation (24%).
- A majority of residents (52%) rated Longmont as an “excellent” or “good” place to work; a rating that increased compared to 2012 and was similar to both the national and Front Range comparisons.
- More residents in 2014 compared to 2012 gave positive ratings for employment opportunities (28% “excellent” or “good” in 2014 versus 21% in 2012).

Support for potential approaches to preserve affordable rental housing varied.

- A majority of residents were in support of voting for a dedicated sales tax increase (52% “somewhat” or “strongly” support) and fewer were in support of voting for a dedicated property tax increase (33%).
- Nearly half of respondents (47%) were “strongly” opposed to voting for a dedicated property tax increase and about one-third (31%) were “strongly” opposed to voting for a dedicated sales tax increase.
- Respondents living in Ward 1 tended to indicate less support for voting for a dedicated property tax increase compared to those living in Ward 2 or Ward 3.
- Residents who own their home were less likely to support both the approaches of a property or sales tax increase compared to those who rent their home.

Survey Background

Survey Purpose

The City of Longmont contracted with National Research Center, Inc. (NRC) to conduct its 15th community-wide resident survey since 1996. The Longmont Customer Satisfaction Survey serves as a consumer report card for the City by providing residents the opportunity to rate quality of life, community amenities, local government performance, service quality and community priorities in Longmont. The survey also gives residents the opportunity to provide feedback to Longmont on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

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

Survey Methods

The survey was mailed to 3,000 randomly selected Longmont households in September 2014, distributed equally among the three City Council wards. Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard mailed, residents were sent a survey packet. This packet included the 2014 survey, a letter from the Mayor explaining the study and a postage-paid pre-addressed envelope in which to return the completed survey. The cover letter included a Web link to the survey for those who preferred to complete the survey online. The same packet was sent to selected households one week after the first packet. Completed surveys were collected over an eight week period. Of the 3,000 households selected to receive a survey, 76 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 746 residents completed a survey for a response rate of 26%.

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

How the Results Are Reported

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

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

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

Margin of Error

The margin of error around results for the entire sample (746 respondents) is plus or minus four percentage points around any given percentage.

Comparing Survey Results Over Time and by Subgroups

Results over time are displayed and discussed for questions on the 2014 survey asked in one or more previous years. Where differences in ratings from 2012 to 2014 are six percentage points or greater, they can be considered significantly higher or lower. Selected survey results were compared to certain demographic characteristics of survey respondents and are discussed throughout the body of the report. The crosstabulation tables are presented in *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*, and where differences between subgroups are statistically significant, the results in these tables are shaded grey.

Comparing Survey Results to Other Jurisdictions

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

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

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

¹ The following local government results are included in the Front Range benchmarks: Adams County, Arapahoe County, Arvada, Aurora, Boulder County, Boulder, Castle Pines, Castle Rock, Centennial, Clear Creek County, Colorado Springs, Commerce City, Denver Public Library, Denver, Douglas County, Englewood, Estes Park, Fort Collins, Greeley, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Lone Tree, Longmont, Louisville, Northglenn, Parker, Pueblo, Thornton, Westminster, Wheat Ridge and Windsor.

Survey Results

The 2014 City of Longmont Customer Satisfaction Survey covered many topics related to living in Longmont and using services in the community. The resulting report of results is organized around seven topic areas. These are:

- ***Life in Longmont*** – Longmont as a place to live, work, raise children, retire and shop; the image of the City; likelihood of remaining in Longmont and recommending it to others as a place to live; and levels of personal happiness among Longmont residents.
- ***Inclusiveness of Community*** – Importance of sense of community and efforts to promote diversity; activities to help make Longmont a welcoming community; and frequency of visiting with neighbors.
- ***Characteristics of Longmont*** – Favorite aspects of living in Longmont, aspects of the community (including opportunities for recreation, cultural events, education, shopping and access to affordable housing, child care and health care, etc.), sense of community and perceptions of the City’s most valuable assets.
- ***Information and engagement***– Ease of getting information about the City; most commonly used information sources, likelihood of participating or engaging in City-sponsored activities.
- ***City services and employees*** – Overall ratings of City services and influential factors, ratings for individual services and the type and nature of resident contacts with the City.
- ***Potential challenges*** – The biggest challenges facing Longmont, potential problems, perceptions of growth and inappropriate treatment by City employees.
- ***Policy question*** – Levels of support for voting for a potential property or sales tax to address the shortage of affordable rental housing that Longmont is facing.

Where available, this report provides Longmont’s results on these topic areas in the context of findings from other communities on the Front Range and across the nation. The 2014 results are compared alongside results from past survey years, where similar questions are asked.

Life in Longmont

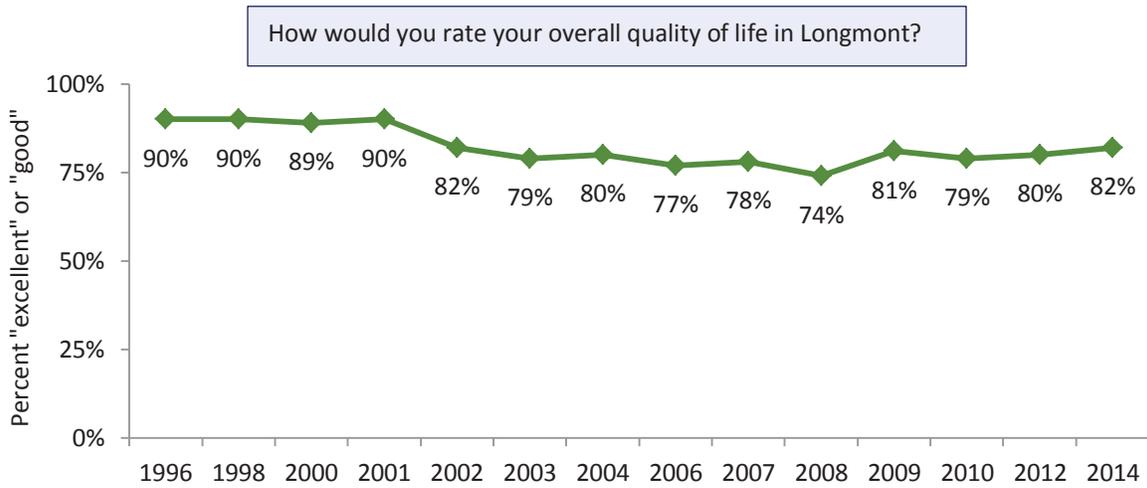
The Longmont 2014 Customer Satisfaction Survey contained a set of questions related to quality of community life in the city ranging from the overall quality of life to Longmont as a place to work and shop. Survey respondents also were asked to indicate how likely they would be to remain in the community and recommend it to others.

Overall Quality of Life

Survey respondents were asked to rate their overall quality of life in Longmont as well as specific elements related to quality of life. Residents continued the trend of favorable ratings for overall quality of life in the city. About four in five (82%) reported that it was “excellent” or “good” and these ratings were similar to previous years. This level of support was similar to the average for Colorado Front Range communities as well as jurisdictions across the country.

Survey results were compared by Ward of residency and select respondent demographic characteristics. Residents who owned their home, and were white, not Hispanic tended to give more positive ratings to the overall quality of life in Longmont compared to their counterparts (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by Ward of residency or age of resident.

Figure 1: Overall Quality of Life Compared Over Time



Residents responding to the survey rated six additional aspects of Longmont quality of life. Longmont as a place to live and raise children, as well as their neighborhood as a place to live were rated as “excellent” or “good” by at least 8 in 10 respondents. About 6 in 10 rated Longmont as an “excellent” or “good” place to retire and about half indicated it was an “excellent” or “good” place to work. About one-quarter of residents rated Longmont as an “excellent” or “good” place to shop.

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

When 2014 results were compared to 2012 results, four of the six ratings remained stable and two increased. The rating of Longmont as an “excellent” or “good” place to work increased from 46% in 2012 to 52% in 2014. Ratings for their neighborhood as a place to live also increased from 77% in 2012 to 83% in 2014.

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

When compared by respondent characteristics, residents who owned their home were more likely to give positive ratings to their neighborhood as a place to live compared to those who rent their home, while renters were more likely to give positive ratings to Longmont as a place to shop compared to homeowners. Residents ages 18 to 34 tended to give more positive ratings to Longmont as a place to work compared to their counterparts while residents 55 or older tended to give more positive ratings to Longmont as a place to retire. Residents living in Ward 2 tended to give more positive ratings to Longmont as a place to raise children and as a place to retire compared to their counterparts while both Ward 2 and Ward 3 residents tended to give more positive ratings to Longmont as a place to work compared to those living in Ward 1. For additional comparisons, please see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*.

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

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

The survey asked residents to indicate how likely or unlikely they would be to remain in Longmont for the next five years and to recommend living in Longmont to someone else. Most residents said they would be likely to do each (87% and 86%, respectively, said “very” or “somewhat” likely) and this was similar to responses in 2012 and 2010. Responses for both items were similar to the national and Front Range benchmark comparisons.

Respondents who owned their own home were more likely to recommend living in Longmont to someone who asks as well as remain in Longmont for the next five years compared to those who rent their home (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by Ward of residency, age, or race and ethnicity.

Figure 3: Likelihood of Remaining in and Recommending Longmont Compared Over Time

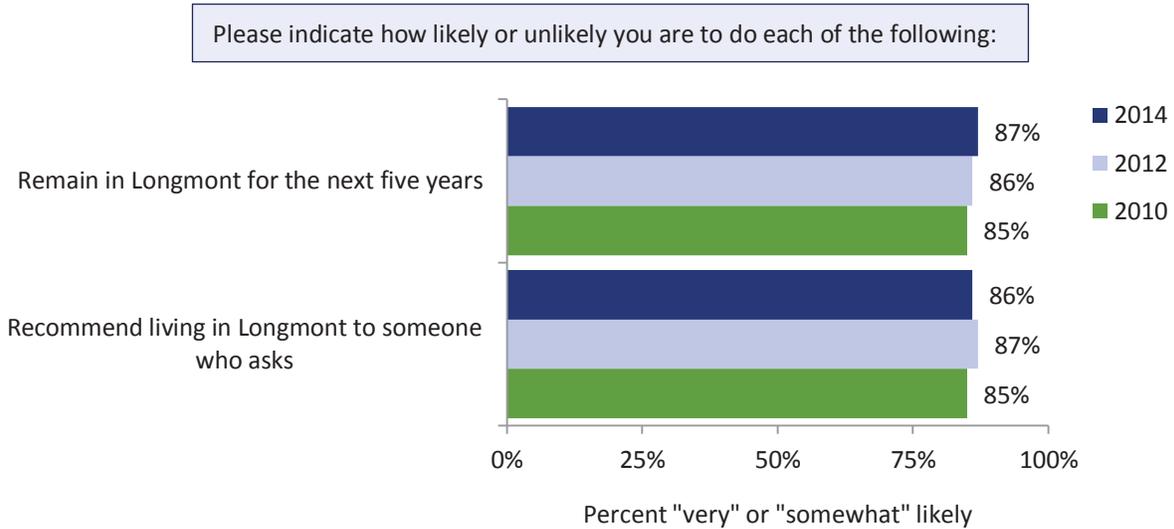


Figure 4: Likelihood of Remaining in and Recommending Longmont Benchmarks

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

Characteristics of Longmont

As in previous years, the survey asked respondents to rate various community characteristics as they related to the City of Longmont as a whole. Of the 23 characteristics, two were new to the 2014 survey (neighborliness of residents and services to support aging in place). See Figure 5 on the following page.

The most positively rated characteristics of Longmont were air quality (rated “excellent” or “good” by 77% of respondents), followed by recreational opportunities (74%) and opportunities to attend cultural activities (70%). Shopping (24%) and opportunities for employment (28%) were rated least positively by residents.

Tables and graphs in the body of this report display the responses from respondents who had an opinion about a specific item. More than 20% of respondents said “don’t know” when asked to rate access to affordable quality child care (54%), services to support aging in place (50%), ease of bus travel (39%) and job opportunities (21%). See *Appendix B: Frequency of Survey Responses* for the full frequencies.

Ratings in 2014 were generally similar to ratings in 2012 with a few exceptions. The ratings for overall quality of business and service establishments increased from 2012 to 2014 (50% “excellent” or “good” in 2012 compared to 57% in 2014) as well as employment opportunities (21% versus 28%). Six community characteristics decreased from 2012 to 2014; these include availability of paths and walking trails, (83% “excellent” or “good” in 2012 compared to 69% in 2014), overall image or reputation of Longmont (64% versus 53%), ease of bicycle travel (65% versus 51%), ease of car travel (59% versus 47%), access to affordable quality child care (49% versus 36%) and access to affordable quality housing (49% versus 33%).

Most of the community characteristics listed on the survey received ratings that were similar to the Front Range and national benchmarks. Longmont residents rated the overall image or reputation of Longmont lower than ratings seen in communities across the nation but similar to ratings in Front Range communities. The rating for ease of bus travel was similar to communities across the nation but lower compared to communities in the Front Range. Ease of car travel, access to affordable housing and shopping opportunities received ratings lower than both benchmark comparisons. The remaining dimensions were similar to the national and Front Range ratings.

Generally, residents living in Ward 2 and Ward 3 tended to give more positive ratings to a variety of community characteristics (overall quality of business and service establishments, shopping opportunities, amount of public parking, overall image or reputation of Longmont, etc.) compared to residents living in Ward 1. Residents ages 18 to 34 tended to give more positive ratings to the openness and acceptance of the community towards people of diverse backgrounds, recreational opportunities, job opportunities, ease of walking in Longmont and overall appearance of Longmont among others compared to their counterparts. Residents who owned their home tended to give more positive ratings to air quality, paths and walking trails, educational opportunities and access to affordable quality healthcare compared to their counterparts. Residents who were white, not Hispanic tended to give more positive ratings to the openness and acceptance of the community towards people of diverse backgrounds along with ease of bicycle travel, amount of public parking, and availability of paths and walking trails among others compared to their counterparts (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 5: Aspects of the Community Compared Over Time and Benchmarks

	2014	2012	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996	National comparison	Front Range Comparison
Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")															
Air quality	77%	76%	77%	N/A	72%	68%	N/A	Similar	Similar						
Recreational opportunities	74%	70%	67%	N/A	66%	69%	N/A	75%	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Opportunities to attend cultural activities	70%	67%	65%	59%	58%	61%	N/A	60%	N/A	N/A	N/A	N/A	N/A	Similar	Similar
Availability of paths and walking trails	69%	83%	N/A	Similar	Similar										
Sense of community	68%	66%	60%	65%	57%	59%	N/A	Similar	Similar						
Ease of walking in Longmont	66%	69%	N/A	Similar	Similar										
Cleanliness of Longmont	65%	69%	N/A	Similar	Similar										
Neighborliness of residents in Longmont	65%	N/A	Similar	Similar											
Overall appearance of the City of Longmont	63%	64%	64%	N/A	62%	69%	N/A	Similar	Similar						
Openness and acceptance of the community towards people of diverse backgrounds	57%	59%	53%	57%	49%	51%	N/A	Similar	Similar						
Overall quality of business and service establishments in Longmont	57%	50%	N/A	Similar	Similar										
Educational opportunities	56%	55%	N/A	Similar	Similar										
Amount of public parking	55%	51%	N/A	Similar	Similar										
Overall image or reputation of Longmont	53%	64%	N/A	Lower	Similar										
Access to affordable quality health care	53%	53%	48%	N/A	41%	42%	N/A	Similar	Similar						

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	2014	2012	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996	National comparison	Front Range Comparison
Ease of bicycle travel in Longmont	51%	65%	N/A	Similar	Similar										
Services to support aging in place (adult day care, money management, healthcare, etc.)	48%	N/A	N/A												
Ease of car travel in the City of Longmont	47%	59%	55%	N/A	51%	42%	36%	N/A	63%	57%	54%	69%	67%	Lower	Lower
Ease of bus travel in the City of Longmont	37%	41%	38%	N/A	37%	47%	N/A	N/A	63%	63%	56%	56%	61%	Similar	Lower
Access to affordable quality child care	36%	49%	39%	N/A	32%	32%	N/A	Similar	Similar						
Access to affordable quality housing	33%	49%	38%	N/A	34%	31%	N/A	Lower	Lower						
Job opportunities	28%	21%	17%	N/A	23%	31%	N/A	Similar	Similar						
Shopping opportunities	24%	27%	29%	N/A	39%	57%	N/A	Much lower	Much lower						

Inclusiveness of Community

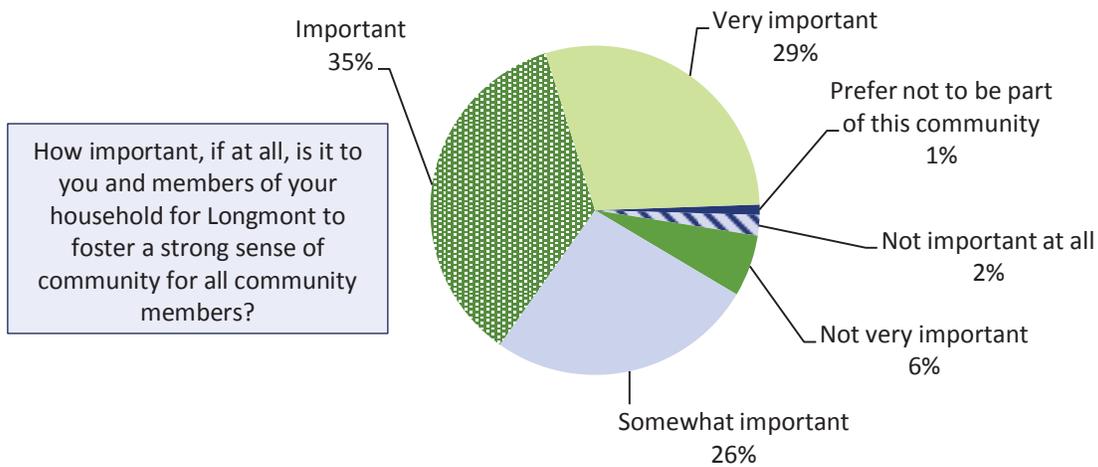
A series of new questions were included in the 2014 survey asking residents about their perception of the inclusiveness of Longmont. Questions ranged from asking about the importance of having a strong sense of community and frequency of visiting with neighbors to giving residents the opportunity to write in specific activities the community should have to make the community more welcoming. (See *Appendix B: Frequency of Survey Responses.*)

Sense of Community

When asked to indicate how important it was for Longmont to foster a strong sense of community for all community members, about one-third reported it as “very important” and an additional one-third reported it as “important.” Only 2% indicated it was “not at all important” and only 6% indicated it was “not very important.”

Residents were asked to rate the quality of a list of 23 community characteristics, including sense of community (see Figure 5). About 7 in 10 said the sense of community in Longmont was “excellent” or “good” which was a similar rating to both the national and Front Range benchmark. This rating is also similar to the 2012 (66% “excellent” or “good”) rating but higher than the 2010 rating (60%).

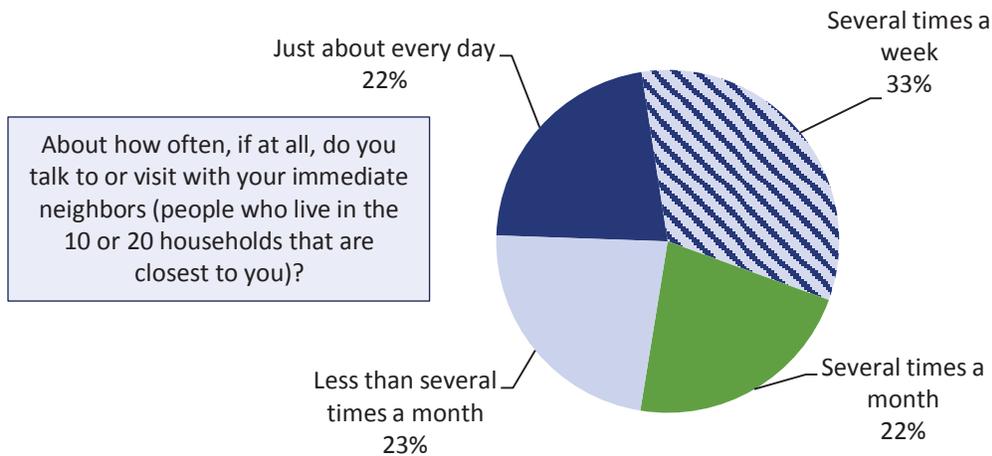
Figure 6: Sense of Community



Residents were asked to indicate how often they talk or visit with their immediate neighbors. Twenty-two percent indicated they visit with their immediate neighbors “just about every day” and an additional 33% indicated “several times a week.” No benchmarks were available for this question.

When asked to rate the quality of neighborliness of residents in Longmont among the list of 23 community characteristics, about two-thirds indicated this as “excellent” or “good” (see Figure 5). This rating was similar to both the national and Front Range benchmark; however, no by year comparison is available as this question was new to the 2014 survey.

Figure 7: Frequency of Visiting Neighbors



Fostering a Welcoming Community

When asked to indicate how important it was for the City to make efforts to promote diversity in the community, residents gave high ratings for each of the four actions. Nearly 9 in 10 residents felt it was at least “somewhat important” for the City to enhance the promotion and awareness of cultural events that take place in the community as well as expand the types of cultural events that are offered within the community. About half of residents felt it was “essential” or “very important” to promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles with an additional 3 in 10 indicating this as “somewhat important.” Providing educational opportunities to learn about different cultures and customs locally and around the world was given the lowest importance rating; however, at least 8 in 10 residents felt this action was at least “somewhat important.”

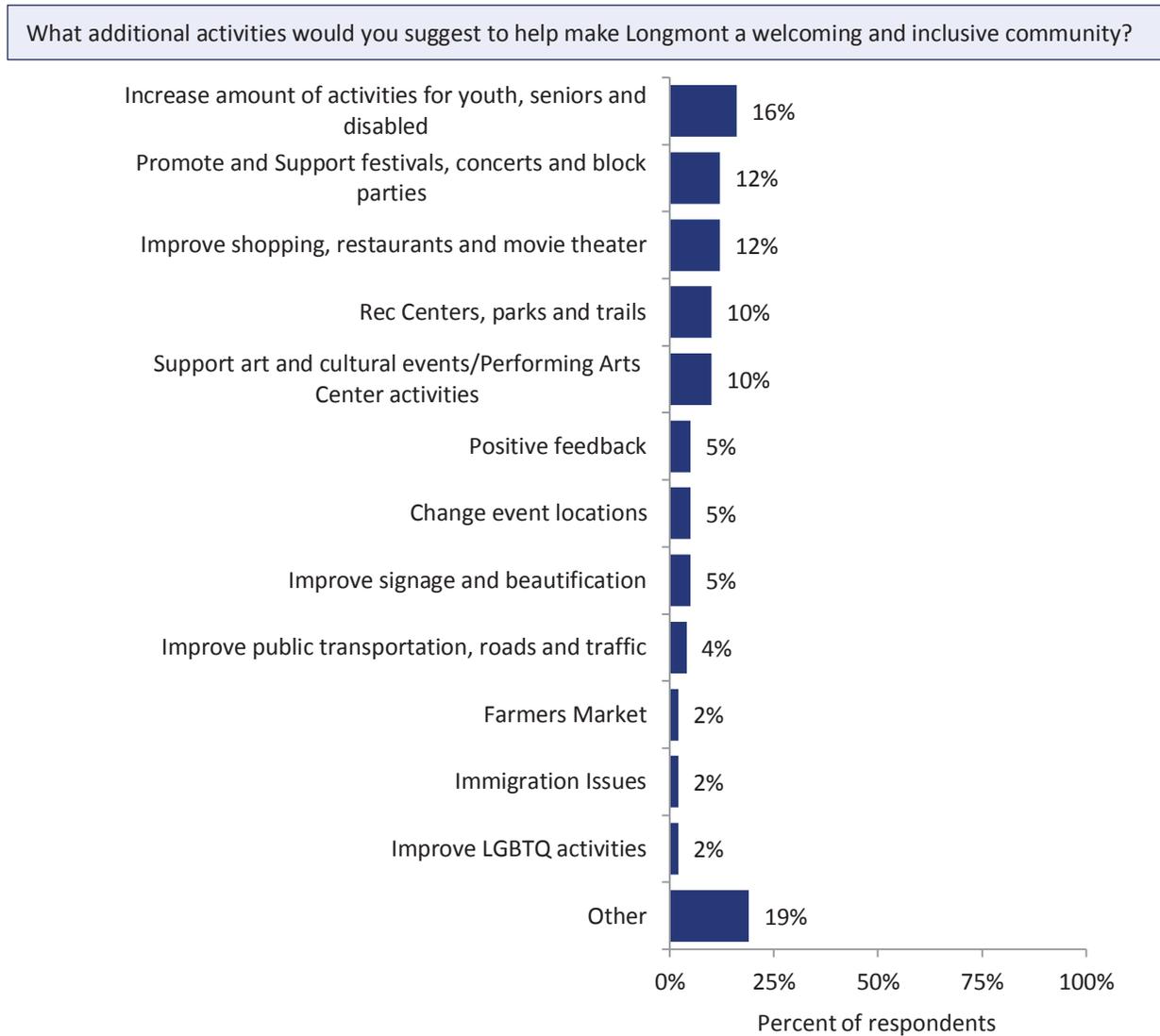
Generally, residents ages 18 to 34 who rent their home, lived in Ward 3 and who are Hispanic and/or other races tended to give higher ratings of importance to each of the four potential actions for the City to take to promote diversity in the community compared to their counterparts (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 8: Importance of City Efforts to Promote Diversity



The survey asked residents to write, in their own words, what additional activities they would suggest to help make Longmont a welcoming and inclusive community. These responses were grouped into themes and the full verbatim responses appear in *Appendix D: Verbatim Responses to Open-ended Survey Questions*. About 16% wrote in comments related to increasing the amount of activities for youth, seniors and disabled. About 1 in 10 wrote in comments about promoting festivals, concerts and block parties; improving shopping, restaurants and movie theaters; comments related to recreation center parks and trails; and comments related to supporting art and cultural events. Each of the remaining categories received comments from less than 1 in 10 residents. Nineteen percent wrote in comments that fell outside the list of the categorized themes.

Figure 9: Activities to Help Make Longmont a Welcoming Community



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

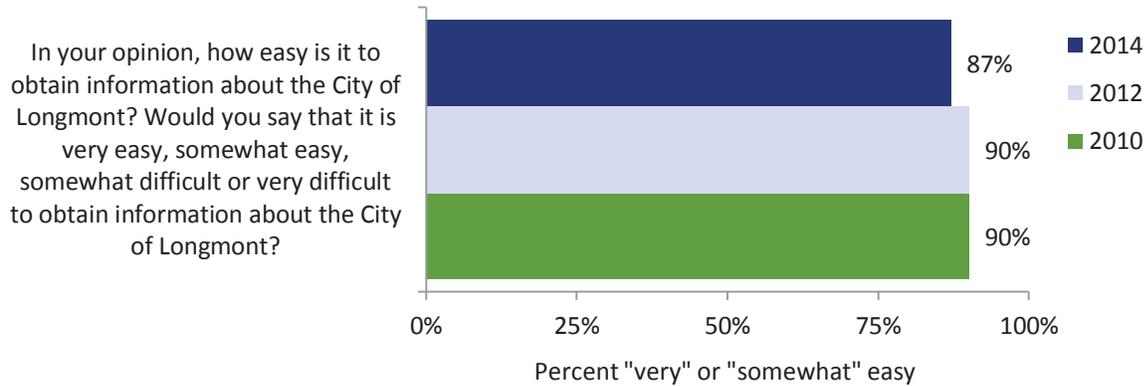
Information and Engagement

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

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

When results were compared by Ward of residency and respondent characteristics, differences did not emerge (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

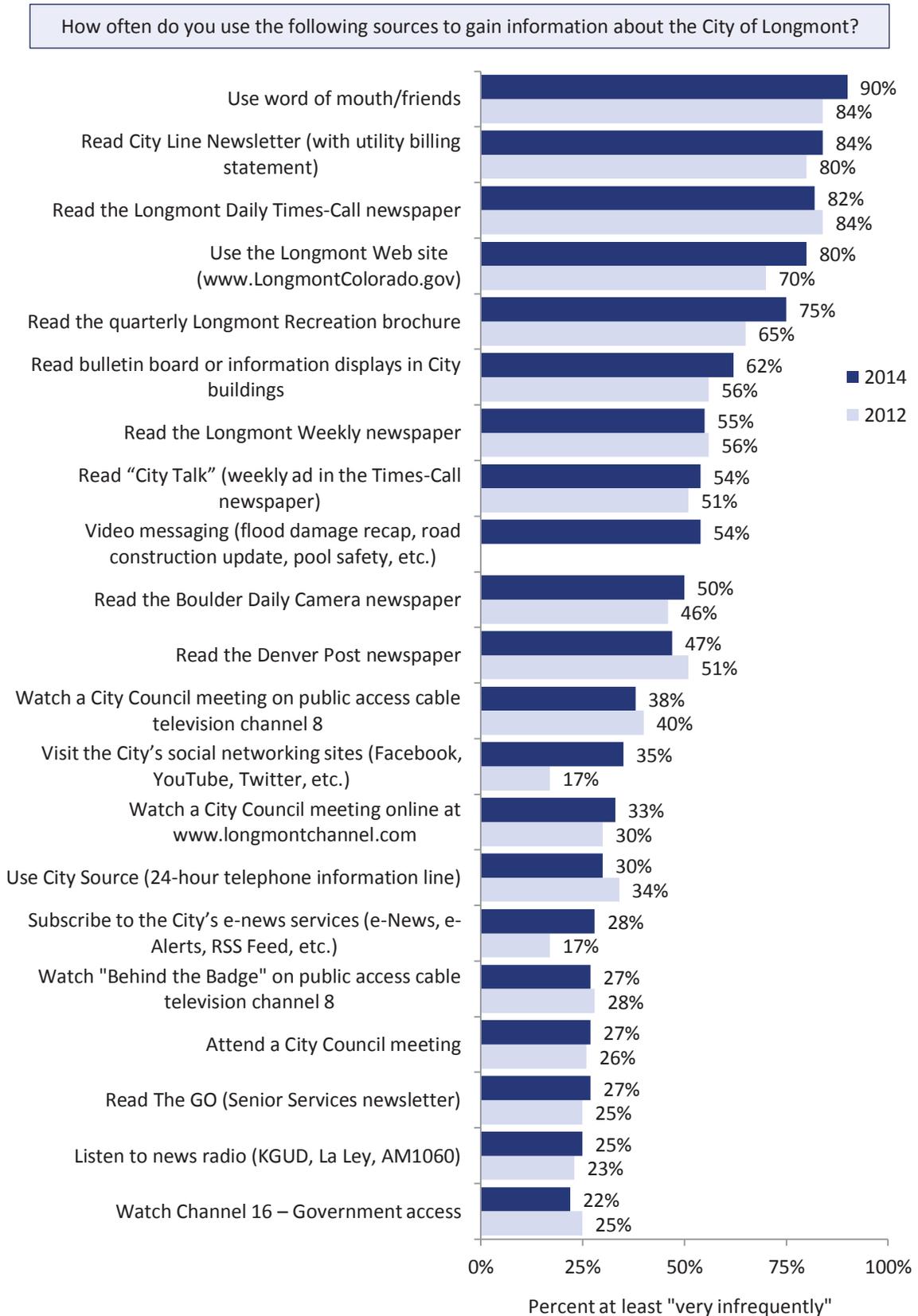
Figure 10: Ease of Getting Information about the City of Longmont Compared Over Time



Longmont residents reported using a variety of sources to gain information about their community using “never,” “very infrequently,” “somewhat infrequently,” “somewhat frequently” or “very frequently.” At least 8 in 10 reported “very” infrequently or more often using friends or word of mouth, reading the City Line Newsletter, reading Longmont *Daily Times-Call* newspaper and using the City web site. The sources used the least were Channel 16 Government Access and listening to news radio with about three-quarters reporting “never” using these sources to gain information about the City (see *Appendix B: Frequency of Survey Responses*).

Twenty of the 21 listed sources could be compared to 2012 (video messaging was new on the 2014 survey). The use of friends or word of mouth increased (84% at least “very infrequently” in 2012 compared to 90% in 2014) along with using the City web site (70% versus 80%), reading the quarterly Longmont Recreation brochure (65% versus 75%), reading the bulletin board information displayed in City buildings (56% versus 62%), visiting social networking sites (17% versus 35%) and subscribing to City e-news services (17% versus 28%). Use of the remaining listed sources remained stable from 2012 to 2014.

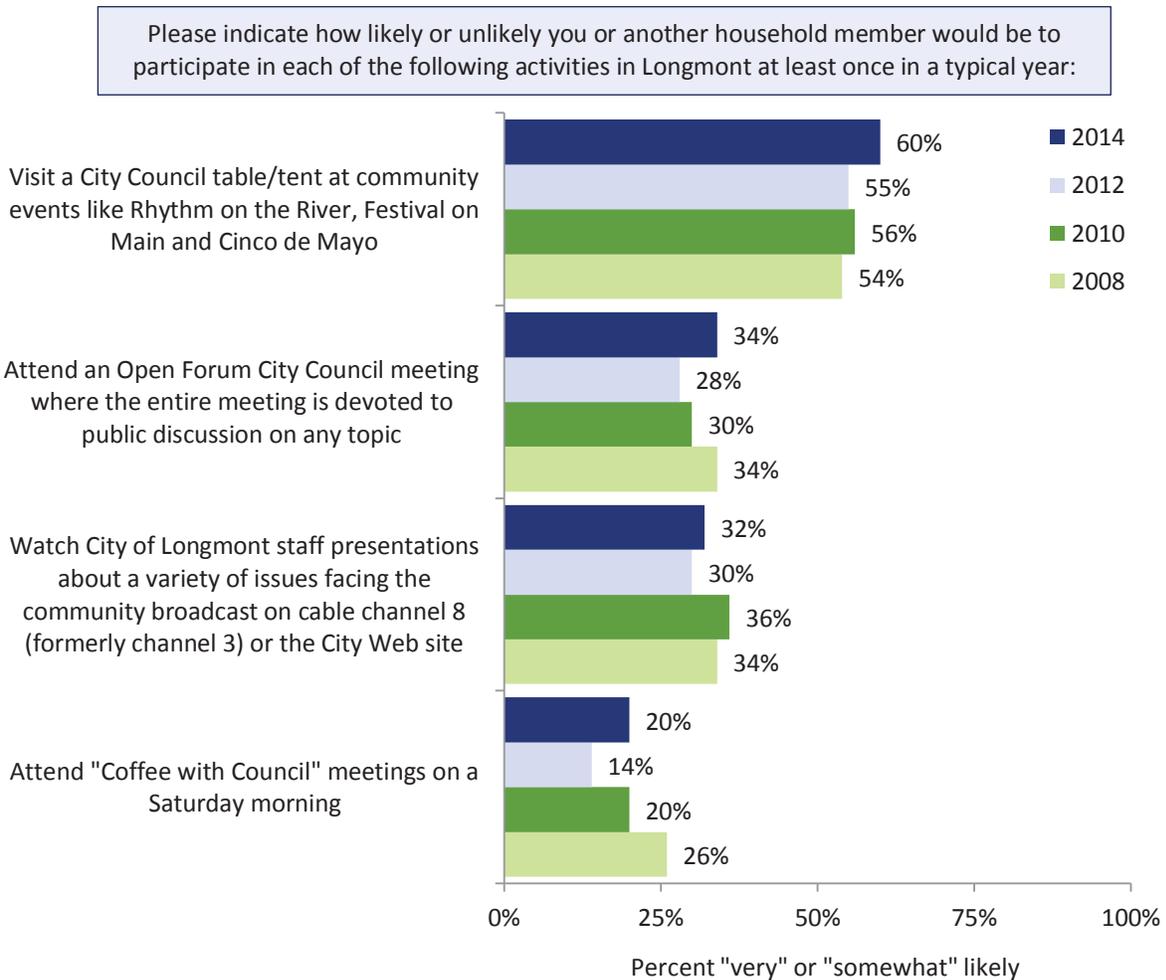
Figure 11: Information Sources Compared Over Time



As in 2008, 2010 and 2012, respondents were shown a list of four possible informational opportunities and asked about their likelihood of participating in each. Residents were most enthusiastic about the option to visit a City Council table or tent at community events such as Rhythm on the River, Festival on Main and Cinco de Mayo (about 6 in 10 indicated that they would be “very” or “somewhat” likely). About one-third indicated that they would be at least “somewhat” likely to attend an Open Forum City Council meeting devoted to public discussion, and a similar proportion indicated they would watch City of Longmont staff presentations on cable channel 8 or the City Web site. Fewer (20%) indicated they would attend “Coffee with Council” meetings on a Saturday morning.

The likelihood of attending an Open Forum City Council meetings or attending “Coffee with Council” meetings increased from 2012 to 2014, while the other options remained stable compared to 2012.

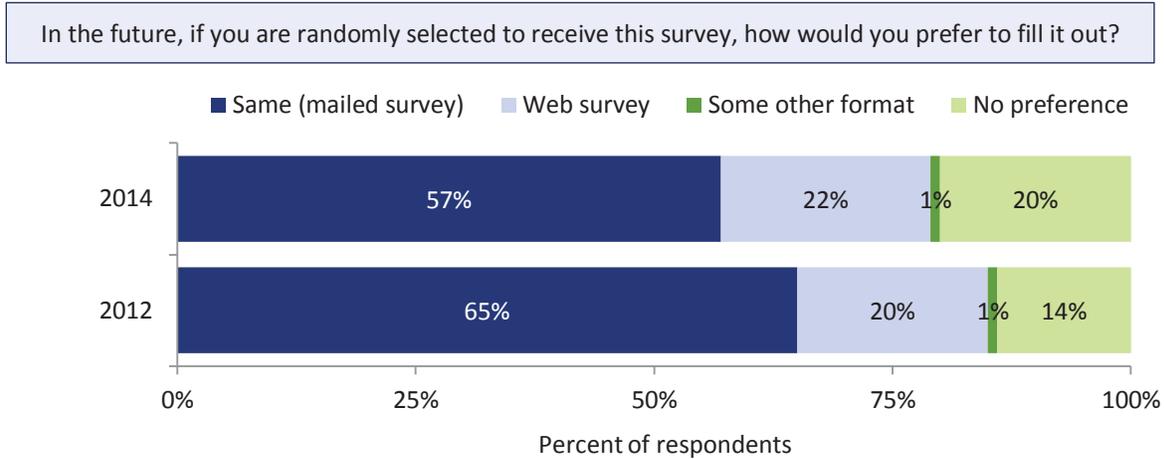
Figure 12: Likelihood of Participating in Informational Opportunities



When asked about participating in future resident surveys, the majority of respondents (57%) indicated that they would prefer to fill it out in the current mail format. About one in five preferred a Web survey option, 1% preferred some other format and 20% had no preference.

Compared to 2012, fewer residents indicated they would prefer the same (mailed survey) format and more indicated they had no preference.

Figure 13: Preferred Future Survey Format



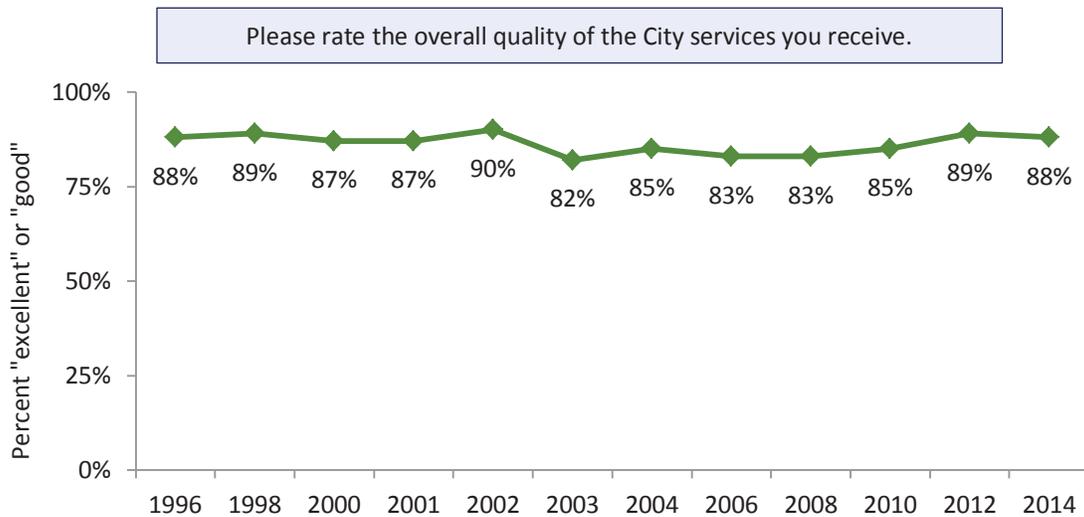
City Services and Employees

Service Quality

The survey included a list of individual services to be rated, along with an opportunity to rate the quality of services overall. In 2014, 88% of Longmont residents rated the overall quality of City services positively. This rating represents a continuation of a stable trend in resident opinion over past surveys. When compared to other jurisdictions across the nation and in the Front Range, ratings of the overall quality of City services were similar to the benchmarks.

Residents ages 18 to 34 and those that lived in Ward 2 gave higher ratings for their satisfaction with and overall quality of City services than their counterparts (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*). There were no differences by housing tenure or race and ethnicity.

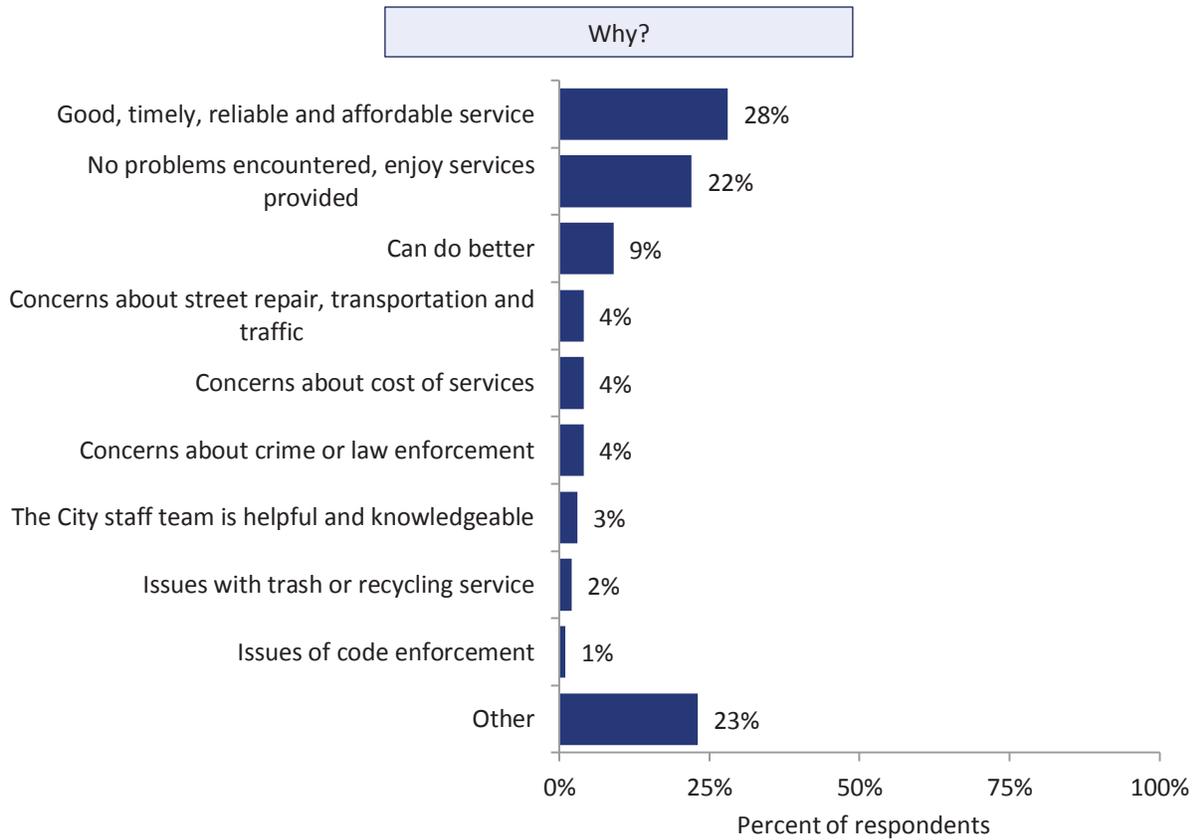
Figure 14: Overall Service Ratings Compared Over Time



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

When respondents were asked to specify in their own words why they had awarded such ratings to the overall quality of Longmont’s services, 3 in 10 made comments related to the City’s good, timely, reliable and affordable service. About 2 in 10 indicated that they had not encountered any problems with their services and enjoy services provided and the same proportion indicated an “other” reason. Fewer than 1 in 10 residents made comments related to the other categories listed. A complete list of resident responses can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 15: Reasons for Overall Service Ratings



In addition to providing an overall rating of City services, survey respondents rated the quality of 34 specific services in the City of Longmont. Top rated services included weekly trash pick-up, firefighting and rescue services and library services, with 9 in 10 residents reporting these as “excellent” or “good.” A similar proportion gave favorable ratings to sewer services, electric service and twice a month recycling pick up. Lowest rated were development review, code enforcement and timing of traffic signals. See Figure 16 on the following page.

Thirty-one of the 34 services could be compared to 2012 ratings (long range comprehensive planning, development review and plan review were new on the 2014 survey). Ratings in 2014 were generally similar ratings in 2012 with a few exceptions. The ratings for recreation programs and classes increased from 2012 to 2014 (75% “excellent” or “good” in 2012 compared to 81% in 2014) as well as ratings for senior services/Longmont Senior Center (72% versus 79%) and building inspection (60% versus 67%). The ratings for crime prevention decreased from 2012 to 2014 (64% “excellent” or “good” in 2012 compared to 54% in 2014) and for timing of traffic signals (57% versus 44%).

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

Of the 27 services that could be compared to the national average, 25 were similar to the benchmark and two were lower than the benchmark (maintaining landscaping along public right of way and crime prevention). Of the 23 services that could be compared to other jurisdictions in the Front Range, one was higher than the benchmark (snow removal from major streets), one was lower than the benchmark (crime prevention) and the remaining were similar to the benchmark.

Figure 16: Service Quality Ratings Compared Over Time and Benchmarks

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

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

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

Key Driver Analysis

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

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

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

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

The 2014 City of Longmont Action Chart™ on the following page combines three dimensions of performance:

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

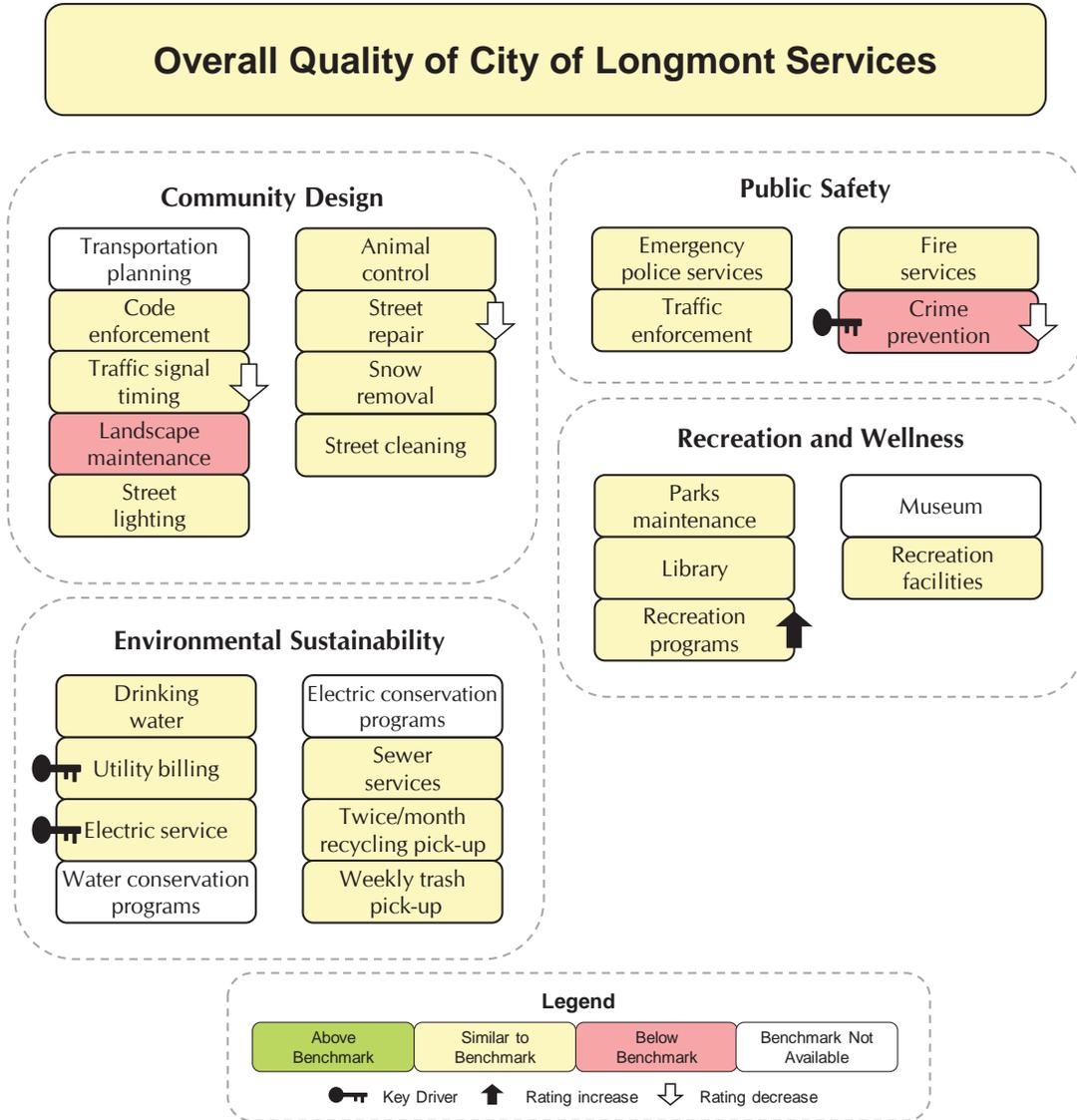
Twenty-six services were included in the KDA for the City of Longmont. Three of these services were identified as key drivers for the City: utility billing, electric service and crime prevention. Two of the key drivers were rated similarly to the national and Front Range benchmarks, while one was rated lower than both benchmarks (crime prevention). Ratings for utility billing and electric service remained stable from 2012 to 2014 while the rating for crime prevention decreased from 2012 to 2014.

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

had ratings that decreased over time. In Longmont, crime prevention was lower than the benchmark and electric service and utility billing were similar to the benchmark. These are services on which the City may want to keep a watchful eye in order to maintain and improve the favorable ratings of the overall quality of City services.

Services with a high percent of respondents answering “don’t know” (i.e., more than 40%) were excluded from the analysis and were considered services that would be less influential. See *Appendix B: Frequency of Survey Responses* for the percent “no opinion” for each service.

Figure 17: Longmont 2014 Action Chart™



Contact with the City

In 2014, 61% of respondents indicated that they had contacted the City of Longmont to request services within the two years prior to the survey. This proportion is higher than what was reported in 2010 and 2012, but similar to the 2008 rating.

Residents were asked to specify up to three services they had requested in the 12 months prior to the survey as well as which department was the most recent contact (see Figure 19 on the next page). In 2014, respondents who had contacted the City about a service within the past two years were most likely to have done so for utility billing, with about 5 in 10 indicating this service (and 21% reporting it as their most recent contact). About one-third had contacted the City regarding recreation centers or police services and about one in five had contacted the City regarding library services or the electric utility. Few had inquired about services relating to human resources, sales tax, economic development, courts, or the City Attorney.

Most rates of contact were similar compared to 2012; however, more reported contacting the City about utility billing in 2014 compared to 2012 (48% versus 42% respectively) and fewer reported contacting the City about police services, library services, animal control, building inspection, code enforcement, the museum, and human resources.

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

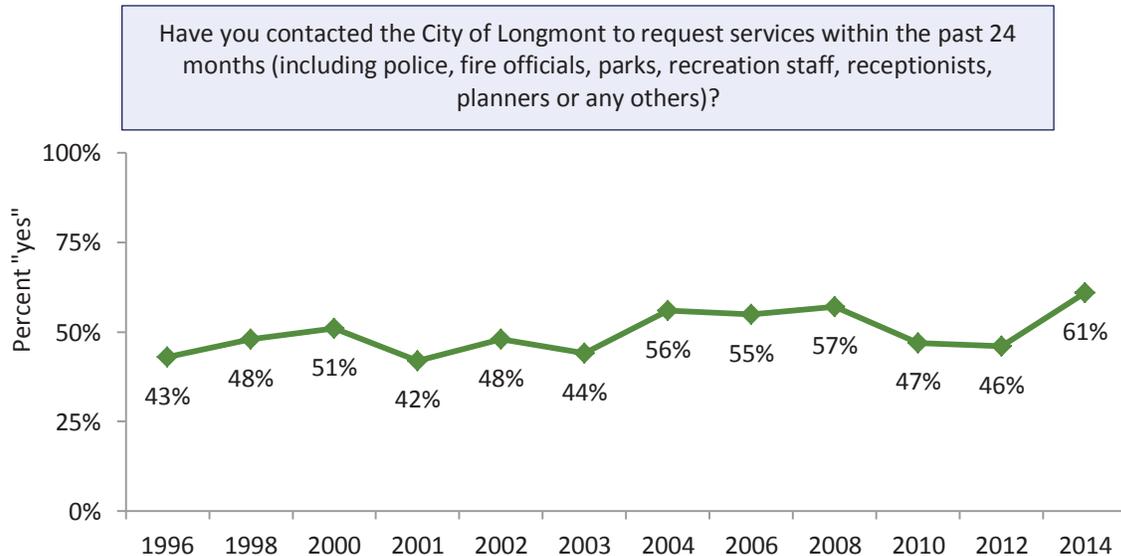


Figure 19: Services Requested in Previous 24 Months Compared Over Time

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

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

In 2012 and prior, “Parks” was “Parks/Golf” whereas in 2014 “Golf services” was a new item. In 2012 and prior, “Senior services / Longmont Senior Center” was “Senior services.”

Survey respondents were asked to reflect on their interaction with City employees in their most recent contact. Longmont residents approved of the performance of City employees, with about 9 in 10 rating employees' respectful treatment, knowledge of the issue, willingness to help and the ease of getting in touch with them as "excellent" or "good." Eight in 10 gave "excellent" or "good" marks to how quickly the issue was handled and to their overall impression of their most recent contact with a City employee. See Figure 20 on the following page.

When compared to 2012 ratings, each of the aspects of employee interactions remained stable in 2014. Where benchmark comparisons were available, all ratings were similar to both the national and Front Range comparisons.

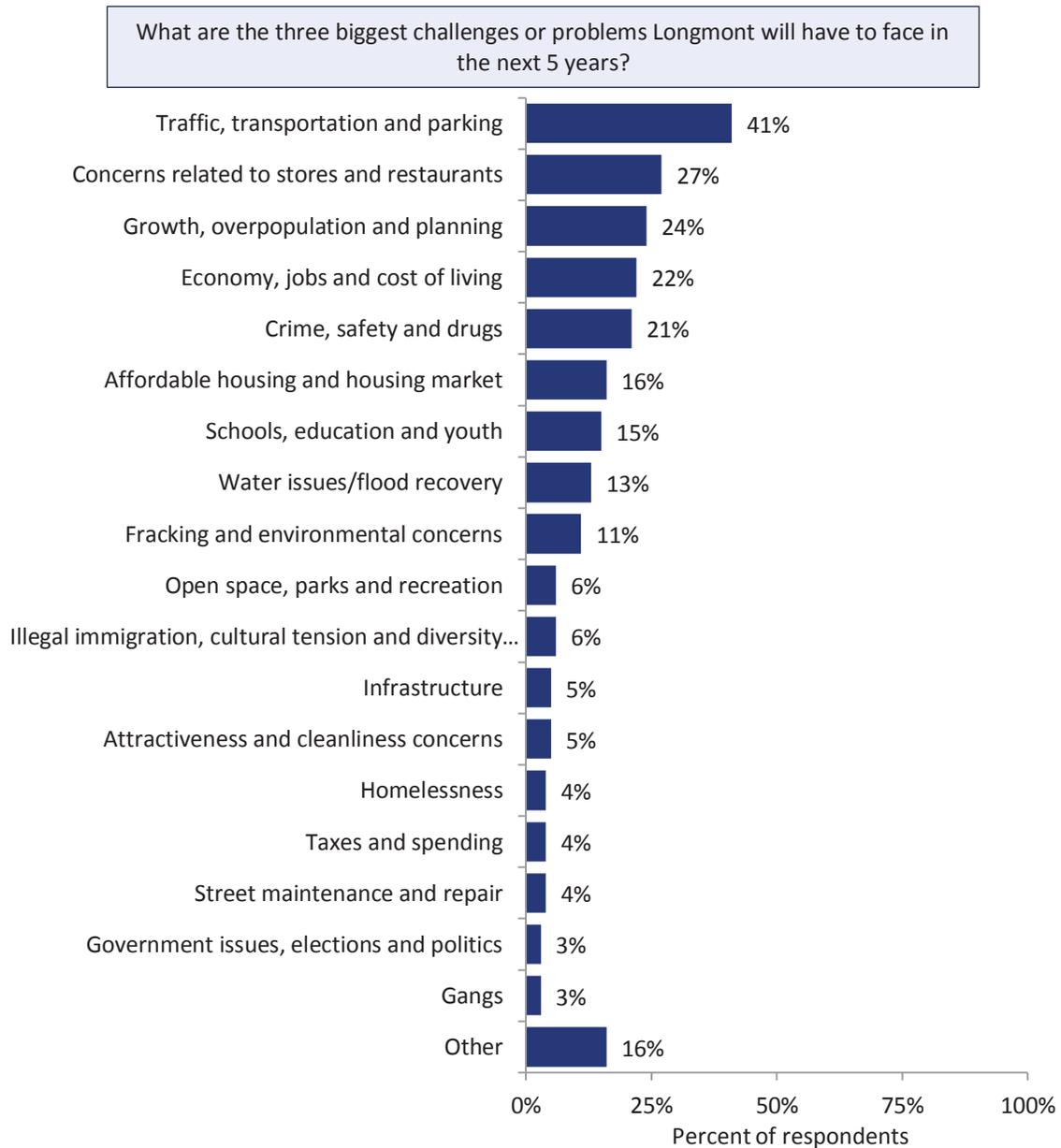
Figure 20: Employee Ratings Compared Over Time and Benchmarks

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

Potential Challenges

An open-ended question on the survey invited respondents to write in their own words the three most pressing problems for Longmont in the upcoming five-year time frame. The problems that the residents most often mentioned in response were related to traffic, transportation and parking (mentioned by 41% of residents); concerns related to stores and restaurants (27%); growth, overpopulation and planning (24%); economy, jobs and cost of living (22%); and concerns related to crime, safety and drugs (21%). The full verbatim responses appear in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 21: Challenges Facing Longmont in the Next Five Years



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

In addition to identifying the challenges faced by the City over the next five years, the survey listed 15 specific potential problems and asked respondents to rate the extent to which each was a problem in Longmont. The potential issues considered most problematic were crime (only 5% indicated this was “not a problem”) followed by drugs (6%), traffic congestion (6%) and vandalism (7%). Lack of growth was considered “not a problem” by 52% of residents followed by weeds (24%), too much growth (23%) and junk vehicles (22%).

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

Compared to 2012, fewer respondents were concerned about lack of growth (35% “not a problem” in 2012 versus 52% in 2014) and home foreclosures (7% versus 14%) while more were concerned about too much growth (34% “not a problem” in 2012 versus 23% in 2014) and traffic congestion (13% versus 6%).

Figure 22: Potential Problems in Longmont Compared Over Time

To what degree, if at all, are each of the following a problem in Longmont?	2014	2012	2010	2008	2006	2004	2002	2001	2000	1998	1996
Crime	5%	4%	2%	3%	2%	4%	N/A	N/A	N/A	N/A	N/A
Traffic congestion	6%	13%	11%	8%	4%	6%	14%	16%	8%	16%	20%
Drugs	6%	5%	5%	4%	4%	3%	N/A	N/A	N/A	N/A	N/A
Vandalism	7%	7%	5%	5%	5%	2%	N/A	N/A	N/A	N/A	N/A
Methamphetamine labs	9%	13%	10%	7%	9%	7%	N/A	N/A	N/A	N/A	N/A
Homelessness	10%	10%	12%	11%	15%	13%	N/A	N/A	N/A	N/A	N/A
Home foreclosures	14%	7%	3%	3%	N/A						
Run down buildings	15%	12%	12%	10%	14%	14%	N/A	N/A	N/A	N/A	N/A
Unsupervised youth	19%	15%	11%	9%	9%	4%	N/A	N/A	N/A	N/A	N/A
Graffiti	20%	22%	8%	7%	4%	9%	N/A	N/A	N/A	N/A	N/A
Noise	21%	23%	21%	20%	15%	14%	N/A	N/A	N/A	N/A	N/A
Junk vehicles	22%	22%	18%	15%	12%	15%	N/A	N/A	N/A	N/A	N/A
Too much growth	23%	34%	25%	18%	8%	9%	N/A	N/A	N/A	N/A	N/A
Weeds	24%	24%	16%	18%	20%	17%	N/A	N/A	N/A	N/A	N/A
Lack of growth	52%	35%	45%	56%	70%	73%	N/A	N/A	N/A	N/A	N/A

Percent reporting “not a problem.”

The survey included a question asking respondents to rate the speed of population, retail, industrial and jobs growth as it related to Longmont over the past two years, as well as the rate of growth in the physical size of the City. Only the City’s size was seen as the right level of growth by a majority of respondents (72%). About 4 in 10 indicated that the speed of industrial growth (40%) and population growth (45%) were the “right amount.”

Jobs, retail and industrial growth were seen as “somewhat” or “much” too slow by 76%, 61% and 55% of respondents, respectively. For both industrial and jobs growth, “don’t know” was chosen by more than 20% of respondents (see *Appendix B: Frequency of Survey Responses*).

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

Figure 23: Perceptions of the Speed of Growth

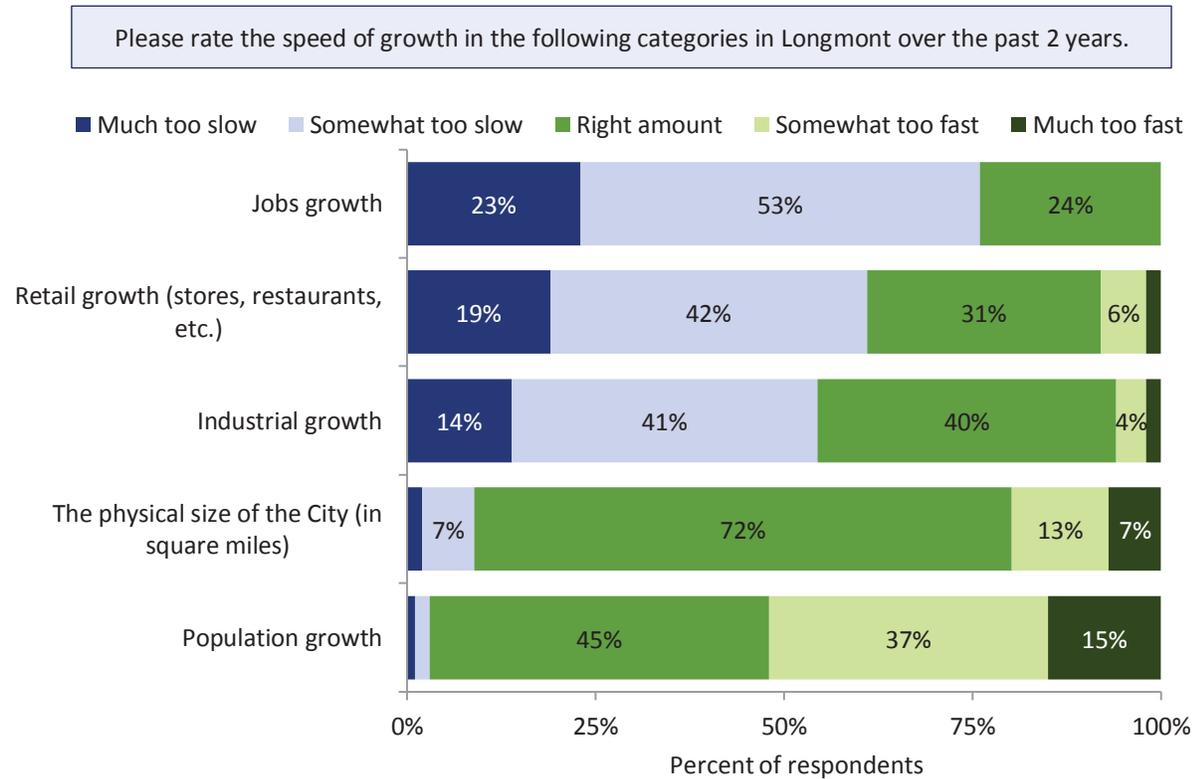


Figure 24: Perceptions of the Speed of Growth Benchmarks

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

Discrimination

Discrimination by City employees was explored in a pair of questions on the survey. A small number of survey respondents (18) reported having been treated inappropriately by a City employee in the 12 months prior to the survey because of race, national origin, age, religious affiliation, sexual orientation or gender. Of those respondents, eight stated that they reported the inappropriate behavior to a public official.

Compared to 2012, both the number that reported having been treated inappropriately by a City employee in the 12 months and those that reported the inappropriate behavior to a public official decreased in 2014.

Figure 25: Inappropriate Treatment by City Employee Compared Over Time

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

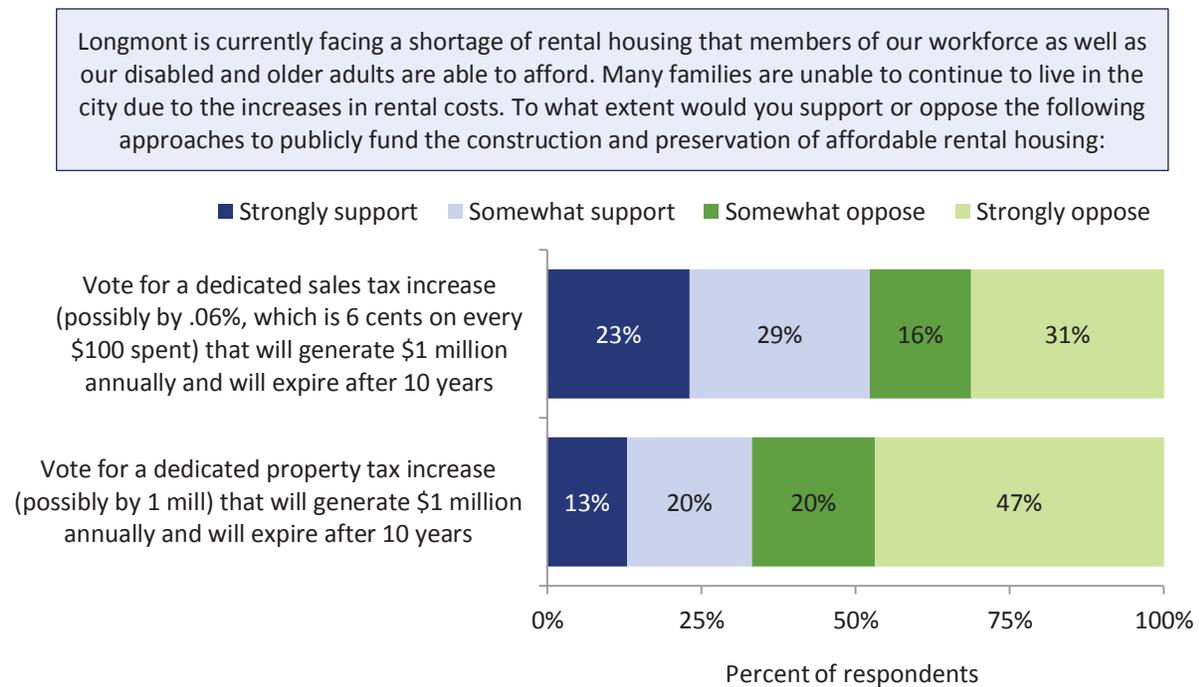
Policy Question

A new question included on the survey asked residents about their level of support for two different approaches to publicly fund the construction and preservation of affordable rental housing.

To address the shortage of affordable rental housing that Longmont is facing, a majority of residents were in support of voting for a dedicated sales tax increase (52% “somewhat” or “strongly” support) and fewer were in support of voting for a dedicated property tax increase (33%). Nearly half of respondents (47%) were “strongly” opposed to voting for a dedicated property tax increase and about one-third (31%) were “strongly” opposed to voting for a dedicated sales tax increase.

Respondents living in Ward 1 tended to indicate less support for voting for a dedicated property tax increase compared to those living in Ward 2 or Ward 3. Residents who own their home were less likely to support both the approaches of a property or sales tax increase compared to those who rent their home (see *Appendix C: Comparisons of Select Questions by Respondent Characteristics and Ward*).

Figure 26: Support for Preservation of Affordable Rental Housing



Appendix A: Respondent Characteristics

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

Table 1: Respondent Length of Residency

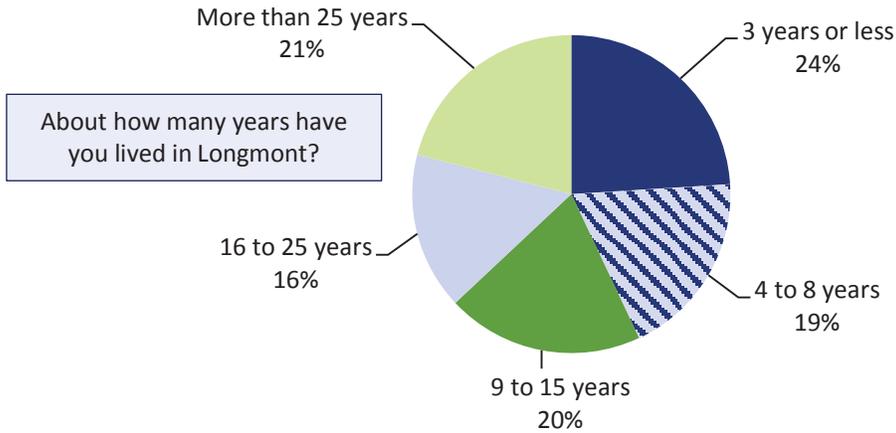


Table 2: Respondent Housing Unit Type

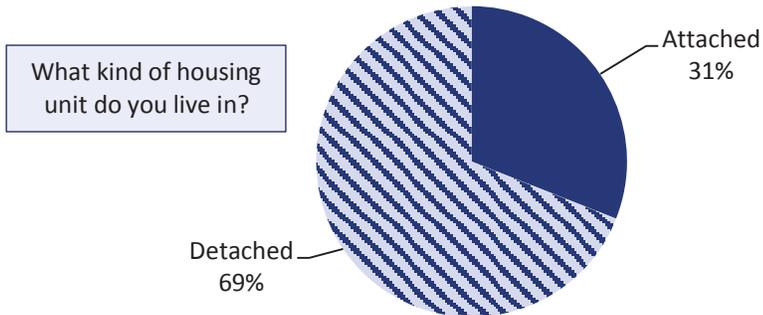


Table 3: Respondent Housing Tenure

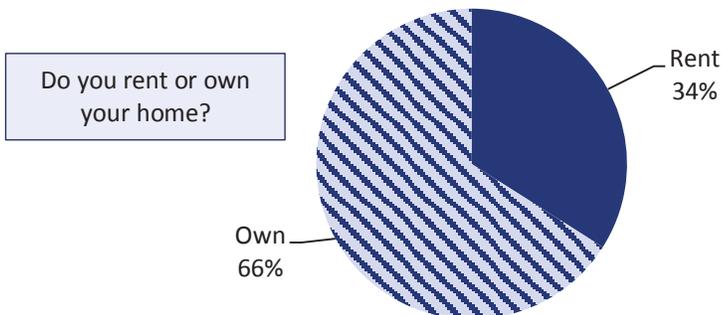


Table 4: Respondent City of Employment

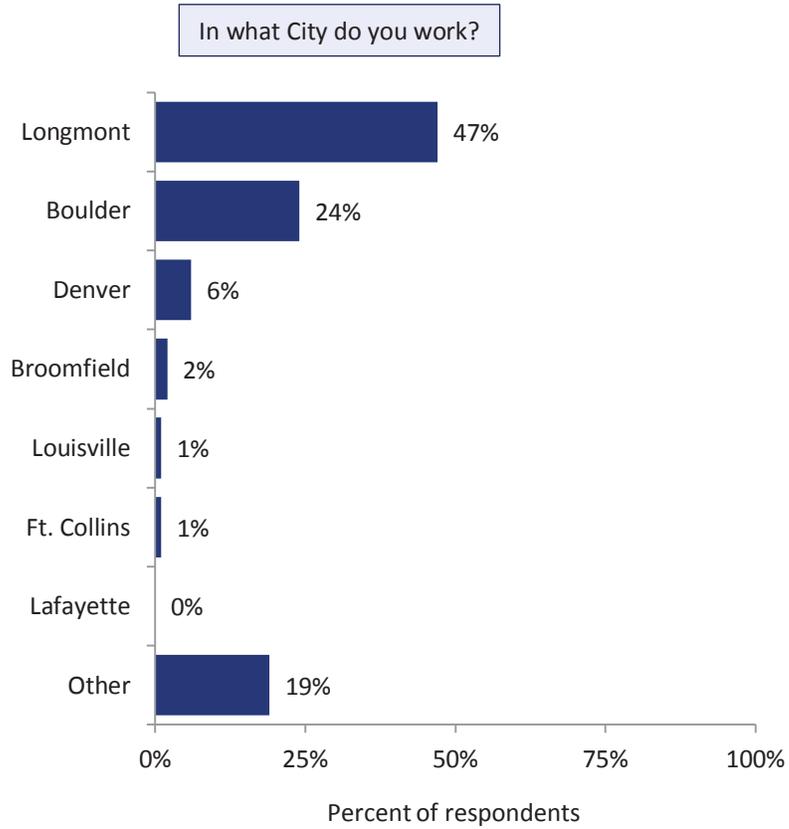


Table 5: Respondent Ethnicity

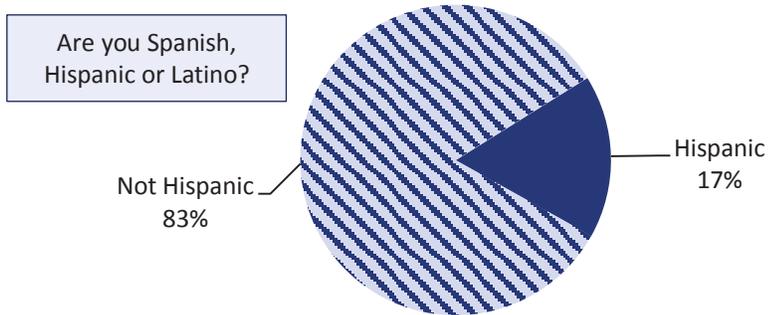


Table 6: Respondent Race

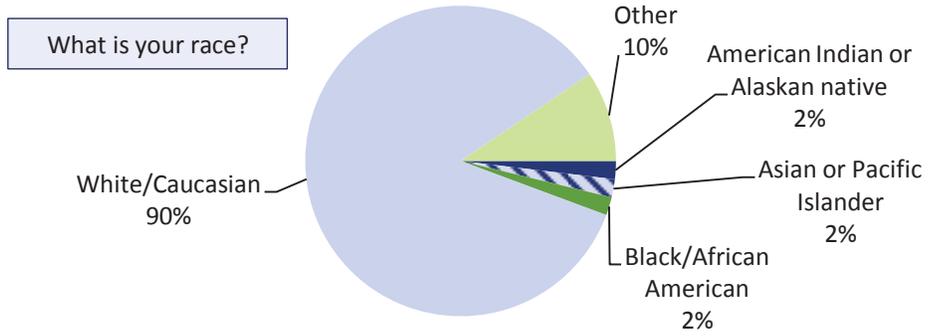


Table 7: Respondent Age

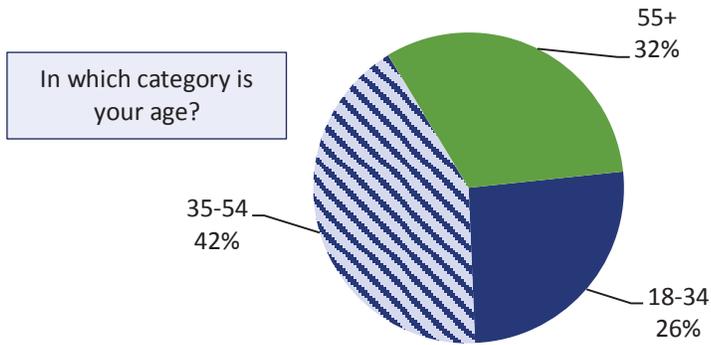


Table 8: Respondent Gender

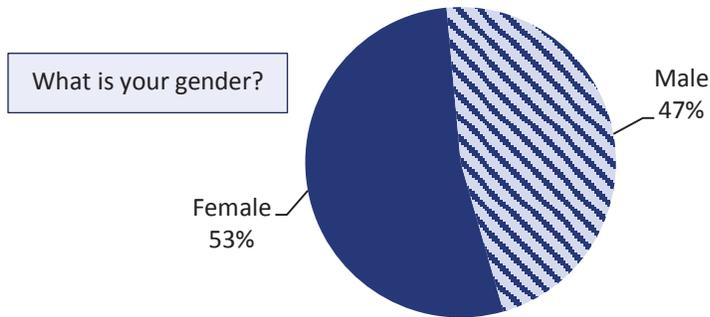


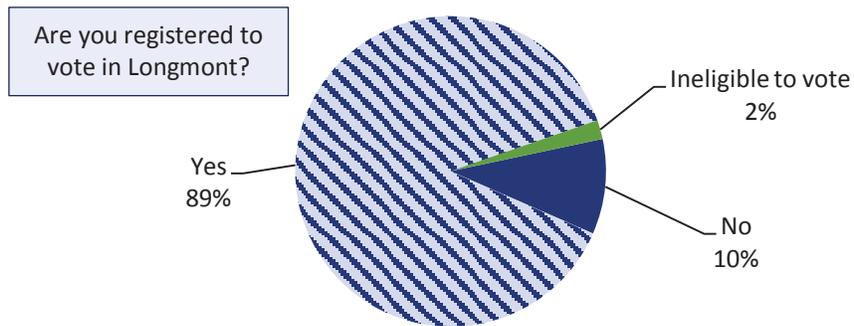
Table 9: Respondent Education Level

What is the highest degree or level of school you have completed?	Percent of respondents
12th grade or less, no diploma	3%
High school diploma	12%
Some college, no degree	20%
Associate's degree (e.g., AA, AS)	9%
Bachelor's degree (e.g., BA, AB, BS)	34%
Graduate degree or professional degree	22%
Total	100%

Table 10: Respondent Household Income

About how much was your household's total income before taxes for all of 2013?	Percent of respondents
Less than \$24,999	15%
\$25,000 to \$49,999	24%
\$50,000 to \$99,999	31%
\$100,000 to \$149,999	20%
\$150,000 to \$199,999	6%
\$200,000 or more	5%
Total	100%

Table 11: Respondent Voter Registration Status



Appendix B: Frequency of Survey Responses

Frequencies Excluding “Don’t know” Responses

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

Table 12: Question 1

Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Total
How would you rate Longmont as a place to live?	34%	52%	12%	1%	100%
How would you rate your neighborhood as a place to live?	36%	47%	13%	4%	100%
How would you rate Longmont as a place to raise children?	27%	53%	18%	3%	100%
How would you rate Longmont as a place to retire?	21%	40%	29%	10%	100%
How would you rate Longmont as a place to shop?	4%	23%	39%	34%	100%
How would you rate Longmont as a place to work?	14%	38%	34%	14%	100%
How would you rate your overall quality of life in Longmont?	26%	56%	16%	2%	100%

Table 13: Question 2

What are the three biggest challenges or problems Longmont will have to face in the next 5 years?	Percent of respondents
Growth, overpopulation and planning	24%
Traffic, transportation and parking	41%
Illegal immigration, cultural tension and diversity issues	6%
Schools, education and youth	15%
Street maintenance and repair	4%
Gangs	3%
Water issues/flood recovery	13%
Crime, safety and drugs	21%
Attractiveness and cleanliness concerns	5%
Economy, jobs and cost of living	22%
Affordable housing and housing market	16%
Concerns related to stores and restaurants	27%
Taxes and spending	4%
Open space, parks and recreation	6%
Government issues, elections and politics	3%
Fracking and environmental concerns	11%
Homelessness	4%
Infrastructure	5%
Other	16%

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

Total may exceed 100% as respondents could give up to 3 answers.

Table 14: Question 3

To what degree, if at all, are each of the following a problem in Longmont:	Not a problem	Minor problem	Moderate problem	Major problem	Total
Crime	5%	34%	50%	11%	100%
Drugs	6%	22%	46%	27%	100%
Too much growth	23%	32%	28%	17%	100%
Lack of growth	52%	24%	16%	7%	100%
Graffiti	20%	49%	27%	4%	100%
Noise	21%	43%	26%	10%	100%
Run down buildings	15%	47%	27%	12%	100%
Junk vehicles	22%	50%	21%	7%	100%
Traffic congestion	6%	25%	40%	29%	100%
Unsupervised youth	19%	40%	30%	11%	100%
Homelessness	10%	38%	32%	19%	100%
Weeds	24%	43%	23%	10%	100%
Methamphetamine labs	9%	35%	34%	23%	100%
Vandalism	7%	39%	40%	14%	100%
Home foreclosures	14%	47%	29%	10%	100%

Table 15: Question 4

Please rate each of the following characteristics as they relate to the City of Longmont as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	17%	51%	27%	5%	100%
Neighborliness of residents in Longmont	18%	48%	27%	7%	100%
Openness and acceptance of the community towards people of diverse backgrounds	16%	42%	33%	10%	100%
Overall appearance of the City of Longmont	13%	50%	29%	8%	100%
Cleanliness of Longmont	15%	50%	31%	4%	100%
Opportunities to attend cultural activities	22%	48%	24%	6%	100%
Overall quality of business and service establishments in Longmont	11%	46%	34%	9%	100%
Shopping opportunities	7%	17%	40%	36%	100%
Air quality	22%	56%	19%	4%	100%
Recreational opportunities	27%	47%	23%	4%	100%
Availability of paths and walking trails	31%	38%	23%	8%	100%
Job opportunities	3%	26%	44%	28%	100%
Educational opportunities	11%	45%	34%	11%	100%
Access to affordable quality housing	6%	27%	33%	34%	100%
Access to affordable quality child care	8%	27%	38%	26%	100%
Access to affordable quality health care	10%	43%	31%	16%	100%
Ease of car travel in the City of Longmont	9%	37%	36%	17%	100%
Ease of bus travel in the City of Longmont	5%	32%	29%	34%	100%

Please rate each of the following characteristics as they relate to the City of Longmont as a whole:	Excellent	Good	Fair	Poor	Total
Ease of bicycle travel in Longmont	10%	41%	36%	13%	100%
Ease of walking in Longmont	19%	47%	28%	6%	100%
Amount of public parking	12%	43%	30%	15%	100%
Overall image or reputation of Longmont	10%	43%	36%	10%	100%
Services to support aging in place (adult day care, money management, healthcare, etc.)	10%	38%	40%	12%	100%

Table 16: Question 5

Please rate the quality of each of the following services in Longmont.	Excellent	Good	Fair	Poor	Total
Snow removal from major streets	21%	54%	18%	6%	100%
Street repair and maintenance	6%	44%	35%	15%	100%
Street cleaning	14%	51%	27%	8%	100%
Street lighting	12%	57%	21%	9%	100%
Timing of traffic signals	6%	38%	37%	19%	100%
Tap water (quality of drinking water)	36%	46%	13%	5%	100%
Sewer services	28%	60%	11%	1%	100%
Water conservation programs	17%	56%	20%	7%	100%
Electric service	34%	54%	11%	1%	100%
Electric conservation programs	21%	55%	18%	6%	100%
Utility billing	24%	56%	14%	6%	100%
Weekly trash pick up	39%	52%	8%	1%	100%
Twice a month recycling pick up	37%	49%	9%	5%	100%
Recreation facilities	28%	50%	18%	4%	100%
Recreation programs and classes	28%	53%	16%	4%	100%
Library services	42%	47%	11%	1%	100%
Youth services sponsored programs	19%	45%	24%	11%	100%
Senior services / Longmont Senior Center	32%	47%	19%	2%	100%
Museum	18%	52%	24%	6%	100%
Enforcing traffic laws	14%	48%	27%	12%	100%
Crime prevention	8%	46%	33%	13%	100%
Fire fighting and rescue services	33%	59%	8%	1%	100%
Fire inspection and fire safety education	25%	57%	16%	1%	100%
Emergency police services	29%	51%	15%	6%	100%
Emergency dispatch	31%	50%	16%	3%	100%
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	11%	36%	31%	22%	100%
Building inspection	20%	47%	26%	7%	100%
Plan review	16%	50%	26%	9%	100%

Please rate the quality of each of the following services in Longmont.	Excellent	Good	Fair	Poor	Total
Transportation planning (transit, bike, pedestrian)	10%	40%	35%	15%	100%
Long range comprehensive planning	11%	39%	30%	21%	100%
Development review (Citywide)	12%	36%	36%	16%	100%
Maintaining landscaping along the public right of way	14%	51%	23%	12%	100%
Maintenance of park grounds and facilities	25%	54%	16%	5%	100%
Animal control	16%	57%	20%	7%	100%

Table 17: Question 6

Please rate the overall quality of the City services you receive.	Percent of respondents
Excellent	25%
Good	62%
Fair	11%
Poor	2%
Total	100%

Table 18: Question 6a

Why?	Percent of respondents
No problems encountered, enjoy services provided	22%
Good, timely, reliable and affordable service	28%
Concerns about crime or law enforcement	4%
Issues with trash or recycling service	2%
Issues of code enforcement	1%
Can do better	9%
The City staff team is helpful and knowledgeable	3%
Concerns about cost of services	4%
Concerns about street repair, transportation and traffic	4%
Other	23%
Total	100%

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

Table 19: Question 7

Please rate the speed of growth in the following categories in Longmont over the past 2 years.	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	2%	45%	37%	15%	100%
Retail growth (stores, restaurants, etc.)	19%	42%	31%	6%	2%	100%
Industrial growth	14%	41%	40%	4%	2%	100%
The physical size of the City (in square miles)	2%	7%	72%	13%	7%	100%
Jobs growth	23%	53%	24%	0%	0%	100%

Table 20: Question 8

Have you contacted the City of Longmont to request services within the past 24 months (including police, fire officials, parks, recreation staff, receptionists, planners or any others)?	Percent of respondents
Yes	61%
No	39%
Total	100%

Table 21: Question 9

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)	Percent of respondents
Water/Sewer	13%
Utility Billing (Water, Electric, Sewer and Trash)	48%
Longmont Power and Communications (Electric Utility)	18%
Streets/Snow Removal	5%
Recreation Center(s)	28%
Parks	12%
Youth services	3%
Senior services / Longmont Senior Center	8%
Police	27%
Fire	6%
Building Inspection	7%
Trash/Recycling	14%
Human Resources	1%
Animal Control	9%
Sales Tax	1%
Library	20%
City Manager's Office	2%
Economic Development	1%

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)	Percent of respondents
Code Enforcement	7%
Housing	3%
City Attorney/Prosecutor	0%
Municipal Court	0%
Museum	3%
Golf Services	3%

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

Table 22: Question 10

For which service did you most recently contact the City? (Check only one.)	Percent of respondents
Water/Sewer	4%
Utility Billing (Water, Electric, Sewer and Trash)	21%
Longmont Power and Communications (Electric Utility)	4%
Streets/Snow Removal	1%
Recreation Center(s)	14%
Parks	3%
Youth services	1%
Senior services / Longmont Senior Center	3%
Police	18%
Fire	4%
Building Inspection	3%
Trash/Recycling	6%
Human Resources	0%
Animal Control	5%
Sales Tax	1%
Library	6%
City Manager's Office	1%
Economic Development	0%
Code Enforcement	3%
Housing	1%
City Attorney/Prosecutor	0%
Municipal Court	0%
Museum	2%
Golf Services	1%
Total	100%

Table 23: Question 11

What was your impression of employees of the City of Longmont in your most recent contact? (Rate each characteristic below.).	Excellent	Good	Fair	Poor	Total
Knowledge of issue	49%	38%	8%	5%	100%
Treated you with respect	61%	29%	6%	4%	100%
Willingness to help or understand	58%	30%	5%	8%	100%
How easy it was to get in touch with the employee	48%	39%	7%	6%	100%
How quickly the issue was handled	49%	32%	8%	12%	100%
Overall impression	50%	33%	10%	6%	100%

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

Table 24: Question 12

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

Table 25: Question 12a

If yes, did you report the inappropriate behavior to a public official?	Percent of respondents
Yes	49%
No	51%
Total	100%

Table 26: Question 13

In your opinion, how easy is it to obtain information about the City of Longmont? Would you say that it is very easy, somewhat easy, somewhat difficult or very difficult to obtain information about the City of Longmont?	Percent of respondents
Very easy	33%
Somewhat easy	55%
Somewhat difficult	11%
Very difficult	1%
Total	100%

Table 27: Question 14

Please indicate how likely or unlikely you or another household member would be to participate in each of the following activities in Longmont at least once in a typical year:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Attend “Coffee with Council” meetings on a Saturday morning	3%	17%	24%	56%	100%
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	5%	28%	30%	36%	100%
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 or the City’s Web site	6%	26%	22%	46%	100%
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	22%	37%	19%	21%	100%

Table 28: Question 15

How often do you use the following sources to gain information about the City of Longmont?	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Total
Attend a City Council meeting	73%	16%	9%	1%	1%	100%
Watch a City Council meeting online at www.longmontchannel.com	67%	22%	9%	1%	0%	100%
Watch a City Council meeting on public access cable television channel 8	62%	19%	13%	4%	2%	100%
Watch “Behind the Badge” on public access cable television channel 8	73%	14%	8%	4%	2%	100%
Read bulletin board or information displays in City buildings	38%	26%	18%	14%	3%	100%
Watch Channel 16 – Government access	78%	14%	5%	2%	2%	100%
Read City Line Newsletter (with utility billing statement)	16%	9%	15%	29%	32%	100%
Use City Source (24-hour telephone information line)	70%	16%	8%	4%	2%	100%
Read The GO (Senior Services newsletter)	73%	9%	5%	6%	7%	100%
Use the Longmont Web site (www.LongmontColorado.gov)	20%	15%	22%	25%	17%	100%

How often do you use the following sources to gain information about the City of Longmont?	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Total
Read the Longmont Daily Times-Call newspaper	18%	14%	17%	21%	30%	100%
Read the Boulder Daily Camera newspaper	50%	18%	15%	11%	6%	100%
Read the Denver Post newspaper	53%	17%	12%	10%	8%	100%
Read the Longmont Weekly newspaper	45%	22%	15%	12%	7%	100%
Read "City Talk" (weekly ad in the Times-Call newspaper)	46%	17%	14%	15%	8%	100%
Subscribe to the City's e-news services (e-News, e-Alerts, RSS Feed, etc.)	72%	9%	6%	5%	8%	100%
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.)	65%	12%	11%	7%	4%	100%
Read the quarterly Longmont Recreation brochure	25%	12%	16%	23%	24%	100%
Listen to news radio (KGUD, La Ley, AM1060)	75%	11%	6%	4%	4%	100%
Use word of mouth/friends	10%	14%	25%	28%	23%	100%
Video messaging (flood damage recap, road construction update, pool safety, etc.)	46%	20%	13%	16%	5%	100%

Table 29: Question 16

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Longmont to someone who asks	49%	37%	8%	6%	100%
Remain in Longmont for the next five years	61%	26%	7%	6%	100%

Table 30: Question 17

About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about every day	22%
Several times a week	33%
Several times a month	22%
Less than several times a month	23%
Total	100%

Table 31: Question 18

How important, if at all, is it to you and members of your household for Longmont to foster a strong sense of community for all community members?	Percent of respondents
Prefer not to be part of this community	1%
Not important at all	2%
Not very important	6%
Somewhat important	26%
Important	35%
Very important	29%
Total	100%

Table 32: Question 19

How important, if at all, do you think it is for the City to implement each of the following?	Essential	Very important	Somewhat important	Not at all important	Total
Expand the types of cultural events that are offered within the community	16%	32%	39%	12%	100%
Enhance the promotion and awareness of cultural events that take place in the community	18%	36%	36%	11%	100%
Provide educational opportunities to learn about different cultures and customs locally and around the world	14%	28%	40%	17%	100%
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	22%	30%	34%	14%	100%

Table 33: Question 20

What additional activities would you suggest to help make Longmont a welcoming and inclusive community?	Percent of respondents
Improve shopping, restaurants and movie theater	12%
Promote and support festivals, concerts and block parties	12%
Support art and cultural events/Performing Arts Center activities	10%
Improve signage and beautification	5%
Improve public transportation, roads and traffic	4%
Change event locations	5%
Rec Centers, parks and trails	10%
Increase amount of activities for youth, seniors and disabled	16%
Improve LGBTQ activities	2%
Immigration issues	2%
Farmers Market	2%
Positive feedback	5%
Other	19%

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

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

Table 34: Question 21

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the increases in rental costs. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of affordable rental housing:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Vote for a dedicated sales tax increase (possibly by .06%, which is 6 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years	23%	29%	16%	31%	100%
Vote for a dedicated property tax increase (possibly by 1 mill) that will generate \$1 million annually and will expire after 10 years	13%	20%	20%	47%	100%

Table 35: Question D1

About how many years have you lived in Longmont? (If less than 6 months, enter "0.")	Percent of respondents
3 years or less	24%
4 to 8 years	19%
9 to 15 years	20%
16 to 25 years	16%
More than 25 years	21%
Total	100%

Table 36: Question D2

What kind of housing unit do you live in?	Percent of respondents
Single family house	69%
Apartment	17%
Condo	5%
Townhouse	7%
Mobile Home	0%
Other	2%
Total	100%

Table 37: Question D3

Do you rent or own your home?	Percent of respondents
Rent	34%
Own	66%
Total	100%

Table 38: Question D4

In what City do you work?	Percent of respondents
Longmont	47%
Boulder	24%
Denver	6%
Ft. Collins	1%
Lafayette	0%
Louisville	1%
Broomfield	2%
Other	19%
Total	100%

Table 39: Question D5

Are you Spanish, Hispanic or Latino?	Percent of respondents
Yes	17%
No	83%
Total	100%

Table 40: Question D6

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents
American Indian or Alaskan native	2%
Asian or Pacific Islander	2%
Black/African American	2%
White/Caucasian	90%
Other	10%

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

Table 41: Question D7

In which category is your age?	Percent of respondents
18-24	1%
25-34	24%
35-44	17%
45-54	26%
55-64	13%
65-74	11%
75-84	6%
85+	3%
Total	100%

Table 42: Question D8

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

Table 43: Question D9

What is the highest degree or level of school you have completed?	Percent of respondents
12th grade or less, no diploma	3%
High school diploma	12%
Some college, no degree	20%
Associate's degree (e.g., AA, AS)	9%
Bachelor's degree (e.g., BA, AB, BS)	34%
Graduate degree or professional degree	22%
Total	100%

Table 44: Question D10

About how much was your household's total income before taxes for all of 2013?	Percent of respondents
Less than \$24,999	15%
\$25,000 to \$49,999	24%
\$50,000 to \$99,999	31%
\$100,000 to \$149,999	20%
\$150,000 to \$199,999	6%
\$200,000 or more	5%
Total	100%

Table 45: Question D11

Are you registered to vote in Longmont?	Percent of respondents
No	10%
Yes	89%
Ineligible to vote	2%
Total	100%

Table 46: Question D12

In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?	Percent of respondents
Same (mailed survey)	57%
Web survey	22%
Some other format	1%
No preference	20%
Total	100%

Frequencies Including “Don’t know” Responses

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

Table 47: Question 1

Please rate the following aspects of life in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
How would you rate Longmont as a place to live?	34%	N=250	52%	N=385	12%	N=90	1%	N=11	0%	N=0	100%	N=736
How would you rate your neighborhood as a place to live?	36%	N=262	47%	N=343	13%	N=95	4%	N=26	0%	N=0	100%	N=725
How would you rate Longmont as a place to raise children?	24%	N=173	47%	N=338	16%	N=114	3%	N=19	11%	N=80	100%	N=723
How would you rate Longmont as a place to retire?	18%	N=132	35%	N=250	26%	N=183	9%	N=64	12%	N=89	100%	N=718
How would you rate Longmont as a place to shop?	4%	N=30	23%	N=168	39%	N=281	34%	N=243	0%	N=3	100%	N=725
How would you rate Longmont as a place to work?	11%	N=78	30%	N=218	27%	N=194	11%	N=78	21%	N=149	100%	N=718
How would you rate your overall quality of life in Longmont?	26%	N=186	56%	N=405	16%	N=118	2%	N=11	0%	N=0	100%	N=722

Table 48: Question 2

What are the three biggest challenges or problems Longmont will have to face in the next 5 years?	Percent	Number
Growth, overpopulation and planning	24%	N=137
Traffic, transportation and parking	41%	N=236
Illegal immigration, cultural tension and diversity issues	6%	N=33
Schools, education and youth	15%	N=86
Street maintenance and repair	4%	N=23
Gangs	3%	N=15
Water issues/flood recovery	13%	N=77
Crime, safety and drugs	21%	N=122
Attractiveness and cleanliness concerns	5%	N=26
Economy, jobs and cost of living	22%	N=128

What are the three biggest challenges or problems Longmont will have to face in the next 5 years?	Percent	Number
Affordable housing and housing market	16%	N=91
Concerns related to stores and restaurants	27%	N=154
Taxes and spending	4%	N=24
Open space, parks and recreation	6%	N=37
Government issues, elections and politics	3%	N=16
Fracking and environmental concerns	11%	N=61
Homelessness	4%	N=25
Infrastructure	5%	N=29
Don't know	1%	N=7
Other	16%	N=94
Total	100%	N=574

Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions. Total may exceed 100% as respondents could give up to 3 answers.

Table 49: Question 3

To what degree, if at all, are each of the following a problem in Longmont:	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	5% N=35	32% N=235	47% N=345	11% N=77	5% N=39	100% N=731
Drugs	5% N=35	19% N=138	40% N=291	24% N=172	12% N=90	100% N=726
Too much growth	22% N=158	30% N=219	26% N=189	16% N=116	5% N=39	100% N=720
Lack of growth	49% N=347	23% N=162	15% N=107	7% N=47	7% N=51	100% N=714
Graffiti	19% N=141	47% N=341	25% N=184	4% N=27	5% N=37	100% N=730
Noise	21% N=150	42% N=309	25% N=183	10% N=70	2% N=17	100% N=730
Run down buildings	14% N=102	45% N=329	26% N=189	11% N=83	4% N=28	100% N=731
Junk vehicles	20% N=150	46% N=340	19% N=140	7% N=50	7% N=52	100% N=731
Traffic congestion	6% N=41	24% N=179	39% N=287	29% N=211	2% N=13	100% N=730
Unsupervised youth	17% N=121	35% N=252	26% N=187	10% N=71	13% N=94	100% N=725
Homelessness	9% N=68	35% N=253	29% N=215	18% N=128	9% N=67	100% N=731
Weeds	23% N=166	40% N=295	22% N=158	9% N=68	6% N=42	100% N=730
Methamphetamine labs	5% N=39	22% N=159	21% N=152	14% N=103	38% N=275	100% N=728
Vandalism	6% N=45	33% N=237	34% N=245	11% N=83	16% N=117	100% N=726
Home foreclosures	8% N=61	29% N=212	18% N=132	6% N=43	38% N=280	100% N=729

Table 50: Question 4

Please rate each of the following characteristics as they relate to the City of Longmont as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sense of community	16%	N=119	49%	N=359	27%	N=194	5%	N=36	3%	N=21	100%	N=728
Neighborhoodness of residents in Longmont	17%	N=127	47%	N=340	27%	N=196	7%	N=52	2%	N=11	100%	N=727
Openness and acceptance of the community towards people of diverse backgrounds	14%	N=104	39%	N=278	30%	N=218	9%	N=67	7%	N=50	100%	N=717
Overall appearance of the City of Longmont	13%	N=94	49%	N=359	29%	N=212	8%	N=59	1%	N=5	100%	N=729
Cleanliness of Longmont	15%	N=109	50%	N=368	31%	N=225	4%	N=28	0%	N=2	100%	N=732
Opportunities to attend cultural activities	21%	N=155	45%	N=333	23%	N=166	6%	N=44	5%	N=38	100%	N=735
Overall quality of business and service establishments in Longmont	11%	N=77	45%	N=333	34%	N=246	9%	N=67	1%	N=10	100%	N=733
Shopping opportunities	7%	N=49	17%	N=127	40%	N=297	36%	N=261	0%	N=0	100%	N=734
Air quality	21%	N=157	55%	N=402	19%	N=136	4%	N=28	1%	N=9	100%	N=732
Recreational opportunities	26%	N=193	46%	N=336	22%	N=164	4%	N=26	2%	N=14	100%	N=733
Availability of paths and walking trails	31%	N=224	37%	N=270	23%	N=163	8%	N=55	2%	N=13	100%	N=725
Job opportunities	2%	N=16	20%	N=147	35%	N=251	22%	N=159	21%	N=154	100%	N=727
Educational opportunities	9%	N=68	40%	N=288	30%	N=217	9%	N=68	12%	N=87	100%	N=729
Access to affordable quality housing	5%	N=38	22%	N=158	27%	N=199	28%	N=201	18%	N=134	100%	N=731
Access to affordable quality child care	4%	N=28	12%	N=91	18%	N=127	12%	N=86	54%	N=394	100%	N=726
Access to affordable quality health care	9%	N=63	36%	N=260	26%	N=190	13%	N=97	16%	N=114	100%	N=723
Ease of car travel in the City of Longmont	9%	N=67	37%	N=268	35%	N=256	17%	N=124	2%	N=15	100%	N=729
Ease of bus travel in the City of Longmont	3%	N=21	19%	N=141	18%	N=130	21%	N=152	39%	N=288	100%	N=732
Ease of bicycle travel in Longmont	8%	N=60	34%	N=244	29%	N=212	10%	N=75	19%	N=137	100%	N=727
Ease of walking in Longmont	18%	N=134	45%	N=327	26%	N=192	6%	N=44	4%	N=32	100%	N=730
Amount of public parking	12%	N=84	42%	N=306	30%	N=216	14%	N=105	3%	N=19	100%	N=730
Overall image or reputation of Longmont	10%	N=74	42%	N=303	35%	N=256	10%	N=73	3%	N=22	100%	N=727
Services to support aging in place (adult day care, money management, healthcare, etc.)	5%	N=36	19%	N=140	20%	N=148	6%	N=44	50%	N=366	100%	N=734

Table 51: Question 5

Please rate the quality of each of the following services in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal from major streets	20%	N=149	52%	N=375	17%	N=126	6%	N=42	5%	N=35	100%	N=727
Street repair and maintenance	6%	N=45	43%	N=313	35%	N=251	15%	N=105	1%	N=8	100%	N=723
Street cleaning	13%	N=97	49%	N=354	26%	N=185	8%	N=57	4%	N=29	100%	N=722
Street lighting	12%	N=90	57%	N=411	21%	N=154	9%	N=65	0%	N=2	100%	N=721
Timing of traffic signals	6%	N=40	38%	N=274	37%	N=266	19%	N=138	1%	N=7	100%	N=725
Tap water (quality of drinking water)	36%	N=261	46%	N=334	12%	N=91	5%	N=34	1%	N=10	100%	N=730
Sewer services	25%	N=183	55%	N=399	10%	N=73	1%	N=10	8%	N=57	100%	N=721
Water conservation programs	12%	N=83	37%	N=266	13%	N=94	5%	N=35	34%	N=243	100%	N=721
Electric service	34%	N=243	53%	N=379	10%	N=75	1%	N=10	2%	N=15	100%	N=722
Electric conservation programs	13%	N=94	36%	N=254	12%	N=84	4%	N=25	36%	N=257	100%	N=715
Utility billing	24%	N=170	54%	N=388	14%	N=101	5%	N=39	3%	N=22	100%	N=719
Weekly trash pick up	38%	N=274	50%	N=368	8%	N=57	1%	N=6	3%	N=25	100%	N=729
Twice a month recycling pick up	35%	N=252	45%	N=330	8%	N=61	4%	N=31	7%	N=53	100%	N=727
Recreation facilities	26%	N=185	46%	N=332	17%	N=120	3%	N=25	8%	N=59	100%	N=722
Recreation programs and classes	23%	N=165	43%	N=311	13%	N=92	3%	N=22	18%	N=128	100%	N=717
Library services	37%	N=268	41%	N=299	9%	N=67	1%	N=6	11%	N=83	100%	N=723
Youth services sponsored programs	9%	N=63	21%	N=151	11%	N=81	5%	N=37	54%	N=390	100%	N=723
Senior services / Longmont Senior Center	14%	N=105	21%	N=155	9%	N=63	1%	N=8	54%	N=394	100%	N=725
Museum	13%	N=92	37%	N=267	16%	N=120	4%	N=30	30%	N=217	100%	N=726
Enforcing traffic laws	12%	N=84	41%	N=298	23%	N=167	10%	N=75	14%	N=104	100%	N=728
Crime prevention	7%	N=48	38%	N=274	27%	N=194	11%	N=76	18%	N=132	100%	N=724
Fire fighting and rescue services	24%	N=174	43%	N=311	6%	N=43	0%	N=4	26%	N=187	100%	N=719
Fire inspection and fire safety education	14%	N=103	32%	N=233	9%	N=64	1%	N=6	44%	N=317	100%	N=723
Emergency police services	19%	N=140	34%	N=248	10%	N=73	4%	N=28	33%	N=236	100%	N=725
Emergency dispatch	18%	N=133	30%	N=215	10%	N=69	2%	N=14	40%	N=290	100%	N=722
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	9%	N=64	28%	N=204	25%	N=178	18%	N=127	21%	N=152	100%	N=725

Please rate the quality of each of the following services in Longmont.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Building inspection	8%	N=60	20%	N=143	11%	N=79	3%	N=22	58%	N=420	100%	N=724
Plan review	5%	N=38	17%	N=120	9%	N=62	3%	N=22	66%	N=478	100%	N=719
Transportation planning (transit, bike, pedestrian)	6%	N=46	26%	N=187	23%	N=162	10%	N=70	35%	N=255	100%	N=721
Long range comprehensive planning	5%	N=35	18%	N=129	14%	N=101	10%	N=69	54%	N=387	100%	N=721
Development review (Citywide)	5%	N=36	15%	N=108	15%	N=108	7%	N=48	58%	N=416	100%	N=716
Maintaining landscaping along the public right of way	13%	N=98	49%	N=355	22%	N=158	12%	N=85	4%	N=30	100%	N=725
Maintenance of park grounds and facilities	24%	N=174	53%	N=381	16%	N=116	5%	N=37	2%	N=15	100%	N=722
Animal control	13%	N=93	46%	N=334	16%	N=117	6%	N=40	19%	N=135	100%	N=720

Table 52: Question 6

Please rate the overall quality of the City services you receive.		Percent	Number
Excellent		25%	N=182
Good		62%	N=447
Fair		11%	N=78
Poor		2%	N=11
Don't know		1%	N=6
Total		100%	N=723

Table 53: Question 6a

Why?	Percent	Number
No problems encountered, enjoy services provided	22%	N=68
Good, timely, reliable and affordable service	28%	N=85
Concerns about crime or law enforcement	4%	N=12
Issues with trash or recycling service	2%	N=5
Issues of code enforcement	1%	N=4
Can do better	9%	N=27
The City staff team is helpful and knowledgeable	3%	N=10
Concerns about cost of services	4%	N=11
Concerns about street repair, transportation and traffic	4%	N=13
Don't know/no opinion	1%	N=3
Other	23%	N=70
Total	100%	N=308

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

Table 54: Question 7

Please rate the speed of growth in the following categories in Longmont over the past 2 years.	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Population growth	1%	N=5	2%	N=11	38%	N=278	32%	N=230	13%	N=91	15%	N=109	100%	N=725
Retail growth (stores, restaurants, etc.)	18%	N=130	40%	N=287	29%	N=211	5%	N=38	1%	N=11	6%	N=47	100%	N=723
Industrial growth	9%	N=68	28%	N=202	27%	N=196	3%	N=21	1%	N=10	31%	N=222	100%	N=718
The physical size of the City (in square miles)	1%	N=9	6%	N=41	58%	N=423	10%	N=74	5%	N=38	19%	N=142	100%	N=726
Jobs growth	16%	N=118	38%	N=273	17%	N=123	0%	N=2	0%	N=0	29%	N=212	100%	N=728

Table 55: Question 8

Have you contacted the City of Longmont to request services within the past 24 months (including police, fire officials, parks, recreation staff, receptionists, planners or any others)?	Percent	Number
Yes	61%	N=426
No	39%	N=277
Total	100%	N=703

Table 56: Question 9

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)	Percent	Number
Water/Sewer	13%	N=55
Utility Billing (Water, Electric, Sewer and Trash)	48%	N=204
Longmont Power and Communications (Electric Utility)	18%	N=76
Streets/Snow Removal	5%	N=20
Recreation Center(s)	28%	N=120
Parks	12%	N=50
Youth services	3%	N=12
Senior services / Longmont Senior Center	8%	N=33
Police	27%	N=115
Fire	6%	N=26
Building Inspection	7%	N=30
Trash/Recycling	14%	N=59
Human Resources	1%	N=3
Animal Control	9%	N=38
Sales Tax	1%	N=3
Library	20%	N=86
City Manager's Office	2%	N=10
Economic Development	1%	N=4

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)	Percent	Number
Code Enforcement	7%	N=30
Housing	3%	N=12
City Attorney/Prosecutor	0%	N=2
Municipal Court	0%	N=1
Museum	3%	N=13
Golf Services	3%	N=13

Total may exceed 100% as respondents could give up to 3 answers.

Table 57: Question 10

For which service did you most recently contact the City? (Check only one.)	Percent	Number
Water/Sewer	4%	N=15
Utility Billing (Water, Electric, Sewer and Trash)	21%	N=88
Longmont Power and Communications (Electric Utility)	4%	N=17
Streets/Snow Removal	1%	N=5
Recreation Center(s)	14%	N=57
Parks	3%	N=12
Youth services	1%	N=2
Senior services / Longmont Senior Center	3%	N=13
Police	18%	N=74
Fire	4%	N=15
Building Inspection	3%	N=13
Trash/Recycling	6%	N=24
Human Resources	0%	N=0
Animal Control	5%	N=20
Sales Tax	1%	N=4
Library	6%	N=25
City Manager's Office	1%	N=2
Economic Development	0%	N=1

For which service did you most recently contact the City? (Check only one.)	Percent	Number
Code Enforcement	3%	N=13
Housing	1%	N=3
City Attorney/Prosecutor	0%	N=0
Municipal Court	0%	N=0
Museum	2%	N=8
Golf Services	1%	N=4
Total	100%	N=412

Table 58: Question 11

What was your impression of employees of the City of Longmont in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	48%	N=205	37%	N=158	8%	N=35	5%	N=20	1%	N=6	100%	N=423
Knowledge of issue	61%	N=257	28%	N=120	6%	N=24	4%	N=17	1%	N=5	100%	N=423
Treated you with respect	57%	N=242	29%	N=124	5%	N=21	7%	N=31	1%	N=4	100%	N=422
Willingness to help or understand	47%	N=199	39%	N=163	7%	N=28	6%	N=23	2%	N=8	100%	N=421
How easy it was to get in touch with the employee	47%	N=200	31%	N=130	7%	N=31	11%	N=48	3%	N=14	100%	N=423
How quickly the issue was handled	50%	N=210	33%	N=139	10%	N=44	6%	N=26	1%	N=5	100%	N=423

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

Table 59: Question 12

During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliation or gender?	Percent	Number
Yes	3%	N=18
No	97%	N=700
Total	100%	N=718

Table 60: Question 12a

If yes, did you report the inappropriate behavior to a public official?	Percent	Number
Yes	49%	N=8
No	51%	N=8
Total	100%	N=15

Table 61: Question 13

In your opinion, how easy is it to obtain information about the City of Longmont? Would you say that it is very easy, somewhat easy, somewhat difficult or very difficult to obtain information about the City of Longmont?	Percent	Number
Very easy	30%	N=214
Somewhat easy	50%	N=359
Somewhat difficult	10%	N=74
Very difficult	1%	N=9
Don't know	8%	N=57
Total	100%	N=713

Table 62: Question 14

Please indicate how likely or unlikely you or another household member would be to participate in each of the following activities in Longmont at least once in a typical year:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Attend "Coffee with Council" meetings on a Saturday morning	3%	N=19	16%	N=116	23%	N=164	54%	N=387	5%	N=33	100%	N=720
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	5%	N=38	27%	N=195	29%	N=211	35%	N=250	4%	N=26	100%	N=719
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 or the City's Web site	6%	N=43	25%	N=181	21%	N=151	44%	N=320	4%	N=26	100%	N=721
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	22%	N=155	36%	N=256	18%	N=133	20%	N=146	4%	N=28	100%	N=718

Table 63: Question 15

How often do you use the following sources to gain information about the City of Longmont?	Never		Very infrequently		Somewhat infrequently		Somewhat frequently		Very frequently		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Attend a City Council meeting	73%	N=531	16%	N=119	9%	N=66	1%	N=4	1%	N=4	100%	N=724
Watch a City Council meeting online at www.longmontchannel.com	67%	N=487	22%	N=156	9%	N=67	1%	N=9	0%	N=3	100%	N=723
Watch a City Council meeting on public access cable television channel 8	62%	N=449	19%	N=137	13%	N=95	4%	N=32	2%	N=12	100%	N=725
Watch "Behind the Badge" on public access cable television channel 8	73%	N=523	14%	N=101	8%	N=55	4%	N=28	2%	N=11	100%	N=718
Read bulletin board or information displays in City buildings	38%	N=272	26%	N=186	18%	N=131	14%	N=103	3%	N=23	100%	N=715
Watch Channel 16 – Government access	78%	N=556	14%	N=97	5%	N=37	2%	N=13	2%	N=13	100%	N=716
Read City Line Newsletter (with utility billing statement)	16%	N=111	9%	N=65	15%	N=106	29%	N=204	32%	N=229	100%	N=714

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	
Use City Source (24-hour telephone information line)	70%	N=497	16%	N=116	8%	N=59	4%	N=25	2%	N=13	100%	N=709
Read The GO (Senior Services newsletter)	73%	N=513	9%	N=64	5%	N=36	6%	N=46	7%	N=49	100%	N=708
Use the Longmont Web site (www.LongmontColorado.gov)	20%	N=145	15%	N=109	22%	N=159	25%	N=181	17%	N=118	100%	N=712
Read the Longmont Daily Times-Call newspaper	18%	N=132	14%	N=100	17%	N=123	21%	N=148	30%	N=212	100%	N=714
Read the Boulder Daily Camera newspaper	50%	N=360	18%	N=127	15%	N=110	11%	N=78	6%	N=45	100%	N=721
Read the Denver Post newspaper	53%	N=379	17%	N=124	12%	N=83	10%	N=72	8%	N=61	100%	N=720
Read the Longmont Weekly newspaper	45%	N=323	22%	N=156	15%	N=104	12%	N=85	7%	N=51	100%	N=719
Read "City Talk" (weekly ad in the Times-Call newspaper)	46%	N=329	17%	N=121	14%	N=101	15%	N=103	8%	N=55	100%	N=709
Subscribe to the City's e-news services (e-News, e-Alerts, RSS Feed, etc.)	72%	N=515	9%	N=66	6%	N=45	5%	N=38	8%	N=54	100%	N=718
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.)	65%	N=467	12%	N=86	11%	N=81	7%	N=49	4%	N=32	100%	N=716
Read the quarterly Longmont Recreation brochure	25%	N=176	12%	N=88	16%	N=115	23%	N=164	24%	N=170	100%	N=713
Listen to news radio (KGUD, La Ley, AM1060)	75%	N=541	11%	N=80	6%	N=41	4%	N=32	4%	N=28	100%	N=721
Use word of mouth/friends	10%	N=68	14%	N=103	25%	N=176	28%	N=200	23%	N=164	100%	N=710
Video messaging (flood damage recap, road construction update, pool safety, etc.)	46%	N=329	20%	N=141	13%	N=95	16%	N=111	5%	N=39	100%	N=714

Table 64: Question 16

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Longmont to someone who asks	48%	N=348	37%	N=267	8%	N=59	6%	N=41	1%	N=6	100%	N=721
Remain in Longmont for the next five years	59%	N=423	25%	N=181	7%	N=47	6%	N=44	3%	N=24	100%	N=720

Table 65: Question 17

About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent	Number
Just about every day	22%	N=160
Several times a week	33%	N=242
Several times a month	22%	N=163
Less than several times a month	23%	N=170
Total	100%	N=735

Table 66: Question 18

How important, if at all, is it to you and members of your household for Longmont to foster a strong sense of community for all community members?	Percent	Number
Prefer not to be part of this community	1%	N=7
Not important at all	2%	N=18
Not very important	6%	N=45
Somewhat important	26%	N=193
Important	35%	N=258
Very important	29%	N=213
Total	100%	N=734

Table 67: Question 19

How important, if at all, do you think it is for the City to implement each of the following?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Expand the types of cultural events that are offered within the community	16% N=113	31% N=226	37% N=274	12% N=86	4% N=30	100% N=730
Enhance the promotion and awareness of cultural events that take place in the community	17% N=126	35% N=254	34% N=251	10% N=75	3% N=24	100% N=730
Provide educational opportunities to learn about different cultures and customs locally and around the world	13% N=99	28% N=203	39% N=289	17% N=125	2% N=17	100% N=733
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	21% N=151	28% N=209	33% N=240	14% N=100	4% N=33	100% N=732

Table 68: Question 20

What additional activities would you suggest to help make Longmont a welcoming and inclusive community?	Percent	Number
Improve shopping, restaurants and movie theater	12%	N=37
Promote and support festivals, concerts and block parties	12%	N=38
Support art and cultural events/Performing Arts Center activities	10%	N=33
Improve signage and beautification	5%	N=17
Improve public transportation, roads and traffic	4%	N=14
Change event locations	5%	N=17
Rec Centers, parks and trails	10%	N=33
Increase amount of activities for youth, seniors and disabled	16%	N=52
Improve LGBTQ activities	2%	N=7
Immigration issues	2%	N=7
Farmers Market	2%	N=6
Positive feedback	5%	N=15
Other	19%	N=61
Don't know	10%	N=33

Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions. Total may exceed 100% as respondents could give more than one answer

Table 69: Question 21

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the increases in rental costs. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of affordable rental housing:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	21%	N=156	27%	N=197	15%	N=111	29%	N=212	7%	N=51	100%	N=728
Vote for a dedicated sales tax increase (possibly by .06%, which is 6 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years												
Vote for a dedicated property tax increase (possibly by 1 mill) that will generate \$1 million annually and will expire after 10 years	12%	N=85	19%	N=134	18%	N=131	43%	N=309	9%	N=62	100%	N=722

Table 70: Question D1

About how many years have you lived in Longmont? (If less than 6 months, enter "0.")	Percent	Number
3 years or less	24%	N=176
4 to 8 years	19%	N=140
9 to 15 years	20%	N=143
16 to 25 years	16%	N=117
More than 25 years	21%	N=157
Total	100%	N=733

Table 71: Question D2

What kind of housing unit do you live in?	Percent	Number
Single family house	69%	N=502
Apartment	17%	N=127
Condo	5%	N=37
Townhouse	7%	N=51
Mobile home	0%	N=0
Other	2%	N=14
Total	100%	N=732

Table 72: Question D3

Do you rent or own your home?	Percent	Number
Rent	34%	N=247
Own	66%	N=482
Total	100%	N=729

Table 73: Question D4

In what City do you work?	Percent	Number
Longmont	47%	N=308
Boulder	24%	N=160
Denver	6%	N=36
Ft. Collins	1%	N=4
Lafayette	0%	N=3
Louisville	1%	N=8
Broomfield	2%	N=13
Other	19%	N=126
Total	100%	N=657

Table 74: Question D5

Are you Spanish, Hispanic or Latino?	Percent	Number
Yes	17%	N=121
No	83%	N=594
Total	100%	N=716

Table 75: Question D6

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent	Number
American Indian or Alaskan native	2%	N=12
Asian or Pacific Islander	2%	N=13
Black/African American	2%	N=11
White/Caucasian	90%	N=636
Other	10%	N=70

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

Table 76: Question D7

In which category is your age?	Percent	Number
18-24	1%	N=10
25-34	24%	N=176
35-44	17%	N=121
45-54	26%	N=185
55-64	13%	N=94
65-74	11%	N=79
75-84	6%	N=42
85+	3%	N=19
Total	100%	N=726

Table 77: Question D8

What is your gender?	Percent	Number
Female	53%	N=379
Male	47%	N=341
Total	100%	N=721

Table 78: Question D9

What is the highest degree or level of school you have completed?	Percent	Number
12th grade or less, no diploma	3%	N=22
High school diploma	12%	N=87
Some college, no degree	20%	N=144
Associate's degree (e.g., AA, AS)	9%	N=62
Bachelor's degree (e.g., BA, AB, BS)	34%	N=247
Graduate degree or professional degree	22%	N=161
Total	100%	N=722

Table 79: Question D10

About how much was your household's total income before taxes for all of 2013?	Percent	Number
Less than \$24,999	15%	N=107
\$25,000 to \$49,999	24%	N=164
\$50,000 to \$99,999	31%	N=212
\$100,000 to \$149,999	20%	N=138
\$150,000 to \$199,999	6%	N=39
\$200,000 or more	5%	N=33
Total	100%	N=693

Table 80: Question D11

Are you registered to vote in Longmont?	Percent	Number
No	9%	N=69
Yes	87%	N=637
Ineligible to vote	2%	N=13
Don't know	1%	N=10
Total	100%	N=729

Table 81: Question D12

In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?	Percent	Number
Same (mailed survey)	57%	N=413
Web survey	22%	N=160
Some other format	1%	N=4
No preference	20%	N=144
Total	100%	N=721

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

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

Table 82: Question 1 by Ward, Age, Tenure and Race/Ethnicity

Please rate the following aspects of life in Longmont. (Percent "excellent" or "good")	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
How would you rate Longmont as a place to live?	85%	89%	85%	90%	86%	84%	83%	88%	88%	82%	86%
How would you rate your neighborhood as a place to live?	80%	85%	84%	87%	83%	81%	74%	89%	84%	81%	83%
How would you rate Longmont as a place to raise children?	74%	88%	75%	83%	80%	75%	76%	81%	83%	68%	79%
How would you rate Longmont as a place to retire?	59%	67%	56%	61%	53%	69%	64%	59%	66%	44%	61%
How would you rate Longmont as a place to shop?	26%	32%	25%	34%	25%	26%	33%	24%	27%	33%	27%
How would you rate Longmont as a place to work?	41%	56%	57%	62%	46%	52%	52%	52%	54%	48%	52%
How would you rate your overall quality of life in Longmont?	81%	86%	79%	87%	82%	79%	73%	87%	85%	72%	82%

Table 83: Question 4 by Ward, Age, Tenure and Race/Ethnicity

Please rate each of the following characteristics as they relate to the City of Longmont as a whole: (Percent "excellent" or "good")	Ward of residency				Respondent age			Housing tenure		Race/ethnicity			Overall
	1	2	3	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race		
		67%	71%	64%	74%	64%	67%	67%	67%	68%	69%	66%	
Sense of community	63%	71%	62%	72%	61%	65%	59%	69%	65%	65%	66%	65%	
Neighborhoods of residents in Longmont													
Openness and acceptance of the community towards people of diverse backgrounds	57%	62%	53%	72%	54%	50%	55%	58%	58%	59%	50%	57%	
Overall appearance of the City of Longmont	62%	63%	63%	70%	54%	67%	56%	66%	66%	67%	46%	63%	
Cleanliness of Longmont	66%	67%	64%	67%	61%	69%	55%	70%	70%	69%	53%	65%	
Opportunities to attend cultural activities	71%	70%	69%	70%	69%	71%	68%	71%	71%	69%	72%	70%	
Overall quality of business and service establishments in Longmont													
Shopping opportunities	44%	65%	58%	70%	51%	54%	66%	52%	52%	57%	59%	57%	
Air quality	21%	30%	21%	35%	21%	19%	29%	21%	21%	23%	31%	24%	
Recreational opportunities	73%	82%	76%	82%	79%	71%	69%	82%	82%	81%	66%	77%	
Availability of paths and walking trails	68%	76%	75%	81%	67%	76%	72%	75%	75%	74%	76%	74%	
Job opportunities	70%	73%	66%	65%	66%	78%	58%	75%	75%	73%	59%	69%	
Educational opportunities	25%	27%	32%	36%	27%	22%	25%	30%	30%	28%	30%	28%	
Access to affordable quality housing	54%	60%	53%	57%	53%	58%	49%	59%	59%	57%	51%	56%	
Access to affordable quality child care	31%	30%	37%	34%	38%	24%	25%	37%	37%	35%	25%	33%	
Access to affordable quality health care	24%	35%	44%	38%	38%	31%	36%	35%	35%	39%	29%	36%	
Ease of car travel in the City of Longmont	49%	52%	57%	45%	54%	57%	43%	58%	58%	57%	39%	53%	
Ease of bus travel in the City of Longmont	36%	51%	51%	48%	47%	47%	45%	48%	48%	48%	44%	47%	
Ease of bicycle travel in Longmont	36%	37%	36%	38%	41%	29%	35%	38%	38%	38%	34%	37%	
Ease of walking in Longmont	50%	50%	53%	60%	48%	51%	51%	52%	52%	58%	32%	51%	
Amount of public parking	68%	64%	66%	75%	60%	65%	61%	68%	68%	68%	59%	66%	
Overall image or reputation of Longmont	44%	61%	57%	61%	55%	50%	52%	57%	57%	60%	37%	55%	
Services to support aging in place (adult day care, money management, healthcare, etc.)	46%	58%	54%	44%	44%	63%	52%	54%	54%	57%	39%	53%	
	37%	53%	51%	46%	41%	53%	34%	53%	53%	50%	39%	48%	

Table 84: Question 6 by Ward, Age, Tenure and Race/Ethnicity

(Percent "excellent" or "good")	Ward of residency		Respondent age		Housing tenure		Race/ethnicity		Overall		
	1	2	3	18-34	35-54	55+	Own	Rent		White alone, not Hispanic	Hispanic and/or other race
	83%	92%	87%	92%	84%	88%	84%	89%		89%	85%

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

Table 85: Question 13 by Ward, Age, Tenure and Race/Ethnicity

(Percent "very" or "somewhat" easy.)	Ward of residency			Respondent age		Housing tenure		Race/ethnicity		Overall	
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic		Hispanic and/or other race
		86%	87%	89%	87%	87%	87%	85%	88%		88%

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

Table 86: Question 16 by Ward, Age, Tenure and Race/Ethnicity

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely.)	Ward of residency			Respondent age		Housing tenure		Race/ethnicity		Overall	
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic		Hispanic and/or other race
	Recommend living in Longmont to someone who asks	87%	88%	83%	88%	85%	86%	79%	89%		88%
Remain in Longmont for the next five years	86%	90%	84%	84%	86%	91%	80%	90%	87%	87%	

Table 87: Question 19 by Ward, Age, Tenure and Race/Ethnicity

How important, if at all, do you think it is for the City to implement each of the following? (Percent "essential" or "very important")	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	Expand the types of cultural events that are offered within the community	42%	51%	51%	66%	40%	45%	64%	41%	44%	
Enhance the promotion and awareness of cultural events that take place in the community	46%	52%	62%	67%	49%	50%	66%	48%	50%	72%	54%
Provide educational opportunities to learn about different cultures and customs locally and around the world	36%	39%	49%	52%	38%	40%	57%	34%	38%	59%	42%
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	40%	54%	58%	62%	47%	50%	66%	44%	48%	68%	51%

Table 88: Question 21 by Ward, Age, Tenure and Race/Ethnicity

Longmont is currently facing a shortage of rental housing that members of our workforce as well as our disabled and older adults are able to afford. Many families are unable to continue to live in the city due to the increases in rental costs. To what extent would you support or oppose the following approaches to publicly fund the construction and preservation of affordable rental housing: (Percent "strongly" or "somewhat" support.)	Ward of residency			Respondent age			Housing tenure		Race/ethnicity		Overall
	1	2	3	18-34	35-54	55+	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
	Vote for a dedicated sales tax increase (possibly by .06%, which is 6 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years	50%	49%	57%	56%	53%	50%	67%	46%	53%	
Vote for a dedicated property tax increase (possibly by 1 mill) that will generate \$1 million annually and will expire after 10 years	24%	37%	37%	35%	33%	33%	57%	22%	34%	36%	33%

Appendix D: Verbatim Responses to Open-ended Survey Questions

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

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

Traffic, transportation and parking

- A faster way to go thru town N to S, E to W.
- Accessibility of the city for physically challenged.
- Accommodating an aging population needing mass transit/transportation.
- Affordable transportation beyond Boulder county - light rail.
- An increase of traffic related problems.
- And that [word removed] train man!
- Because you want to make Longmont parking.
- Better public transit.
- Bicycle lanes/travel.
- Bicyclist not obeying traffic signs or equivalent.
- Bike path repair.
- Bus services.
- Car travel.
- Commuting to work in Boulder.
- congested streets (main through fares i.e. Ken Pratt)
- congestion - traffic
- Counter traffic that passes thru, that doesn't like or work here.
- Diagonal traffic.
- Downtown Parking.
- Ease of walking - Main Street is still not leisurely.
- Elevated tracks or monorail should be used to avoid congestion/Ernest Drugs.
- Expanding bus routes between residential on commercial areas.
- Expanding Key Pratt.
- Growth of public transpo - very important.
- Improve public transportation: availability/ cost.
- Improve the bus / transportation system.
- Improved public transit.
- Increase in traffic.
- Increased traffic / commute times to Boulder.
- Increased traffic on 66 and 119.
- Increased traffic volumes.
- Increased traffic w/ new mall.
- Increased traffic with increased population due to new neighborhoods.
- Increased traffic.
- Increased traffic.
- Increased traffic.
- Increasing traffic.
- Increasing traffic.
- Light rail to Boulder & Denver.
- Main St. will never recover if it stays a thoroughfare.
- Main St. traffic.
- Main street congestion!!!
- Make 17th & lain all the thru, the last 1/4 mile at pace!
- Making the light rail we already paid for actually be built & operational.
- Managing traffic.
- Managing traffic.
- Mass transit.
- mass transit--we need a better bus system for Longmont
- Mass transportation that is easy to use!!!
- Mobility options for the aged & disabled.
- More traffic and
- Need to widen pike from sunset to main to make it safer!
- Need to widen pike from Sunset to Main to make it safer.
- Parking - Get rid of diagonal parking. To moving an accident rises.
- Parking downtown.
- Parking downtown.

- Traffic.
- Traffic.
- Traffic.
- Traffic
- Train
- Train issues w/ road traffic.
- Train.
- Trains.
- Transportation
- Transportation - people vs cars
- Transportation (public).
- Transportation -get light rail here.
- Transportation when no longer drive.
- Transportation.
- Transportation.
- Transportation.
- Transportation.
- Transportation-Traffic
- Update bus system.

Concerns related to stores and restaurants

- A good place to shop (we have enough grocery stores).
- A place to shop now that Dillard's is out. We need a place!
- Adding aggressive healthy options.
- Adequate shopping options.
- Attract more diverse higher end shopping to bring consumers to Longmont rather than residents going elsewhere so shop. Sam's doesn't do it!
- Attract quality shopping.
- Attracting business other than grocery stores.
- Attracting customers to the mall.
- attracting quality retail stores
- Attracting quality shopping. The new mall is a disappointment in this area.
- Attracting retail stores other than "Big Box".
- Attractions- shopping etc.
- Better retail shopping. Please give us that so our tax & stay in Longmont.
- Better shopping & restaurant.
- Better shopping.
- Better shopping.
- Big business retention/ attraction.
- Bring back MA & PA shops.
- Bring in some high end stores & restaurants.
- Bringing in larger business & retail.
- Bringing in retail stores to the new mall.
- Building new mall.
- Business development of the proper kind to its population.
- Completing twin peaks mall construction
- Completion of new shopping development at old mall site.
- Completion of the new mall in a timely fashion.
- Creating a vibrant new "mall"
- Creating bright diverse, appealing shopping / Entertainment.
- Creating the mall attracting retailers for quality (not Walmart, Costco, etc.)
- Decent shopping for all ages.
- Decent shopping new mall will not cut it.
- Decent shopping! Sam's club, whole foods, gold's gym? really???
- Desirable shopping with desirable anchor stores. Not
- Downtown development.
- Downtown is at a tipping point -- needs an infusion of new businesses, or it risks becoming a ghost town
- Downtown.
- Drawing in business & retail.
- Encourage local small business, eateries.
- Enhancing downtown area, make it a place you want to go to.
- Enhancing shopping opportunities.
- Establishing a competitive shopping mall.
- Find better retail businesses.
- Get more shopping.
- Get the major bookstore.
- Getting good retail shopping variety in the new mall.
- Getting quality retail stores.
- Getting the mall open.
- Good shopping - good reasonable movies.
- Good shopping center is needed.
- Having an open mall - bad idea.
- High end department stores - absence of.
- How to make the new mall work.
- Improve mall/ shopping districts.
- improve shopping
- Improving the downtown business district - more ped & hike friendly.
- Incentifying new business development with tax breaks
- Independent stores.
- Indoor shopping mall for disabled & elderly people.
- Keep businesses local.
- Keeping businesses here.

- Keeping current businesses here.
- Keeping people shopping in Longmont.
- Keeping shopping dollars in town.
- Keeping shops, restaurants, etc. open no more empty buildings.
- Lack of a mall the old was fine.
- Lack of diverse retail - no Sams but Costco.
- Lack of downtown businesses.
- Lack of popular shopping resources.
- Lack of retail soups - shopping.
- Lack of shopping - especially clothes.
- Lack of shopping resulting in lower sales tax revenue.
- Lack of shopping.
- Less shopping places.
- Little shopping - the new mall doesn't have anything good.
- Local shopping options - people shopping outside Longmont.
- Loss of tax revenue due to lack of quality retail shopping.
- Loss of tax revenue due to limited shopping (upscale retail) options in Longmont.
- Maintaining local venues.
- Maintaining quality businesses.
- make downtown a destination
- Making the mall work.
- Mall
- Mall competition
- Mall redevelopment.
- Modernize main str. - to be more people friendly limit # of dawn shop.
- More store / shopping mall needed.
- More Stores.
- More variety of restaurants.
- Need more growth such as Barnes & noble, olive garden, Macy's.
- Need nice place to shop for clothes & movie theater.
- New mall.
- No 24 hr. pharmacy.
- No Costco! Who needs another Wal-Mart/ Sam's club?
- No Dillard's to bring in outside tax dollars Low cost housing
- No diverse shopping.
- No mall and when there was a mall limited shopping.
- No quality shopping for clothes.
- No upscale dept. store. I don't like kohl's or Pennys.
- Not a variety of clothing stores.
- Not having enough shopping to keep me from going to another town.
- Pawn shops less of them.
- Places to shop.
- Poor shopping choices (and it sounds like I'll continue to go to Lakeland or Flatirons to shop!)
- Poor shopping.
- Providing better restaurant & shopping options.
- Providing shopping to keep taxes in town.
- Putting a Sams and whole foods in a mall [?].
- Quality of local retailers.
- Quality retail mall.
- Quality Shopping
- Really need high end shopping to keep tax dollars local.
- Rebuilding and establishing twin peaks mall.
- Rebuilding the Mall
- Rentalization of Main Street - less empty buildings & pawn shops! More shops, art, Lout.
- Retail - I would love to "keep it local".
- Retail - quality of stores - both consumable and dept. type
- Retail - transitions from big-box & mall stores to???
- Retail Growth.
- Retail shopping.
- Retail.
- Retention of retail shopping.
- San's club, whole food etc.
- Shopping
- Shopping - Clothes.
- Shopping - clothing higher quality.
- Shopping - No decent dept. store for the first time in 25-30 years.
- Shopping - nothing is here. Our stores are miniature versions and still have to go elsewhere to shop.

- Shopping - Upper end shopping & stores.
- Shopping (Macy's Nordstrom, Dillard's- more upscale).
- Shopping (other than for groceries) sends people out of town.
- Shopping / attractions - zoo, aquarium, kid friendly activities.
- Shopping areas (need quality dept. & boutique).
- Shopping center mall that will be built.
- Shopping choices.
- Shopping for quality clothing for seniors.
- Shopping mall tenants to bring back tax base.
- Shopping to keep dollars in Longmont.
- Shopping! Or lack of any!
- Shopping.
- Shopping/ restaurants.
- Stores - dept. of shopping.
- Sufficient retail sales tax collection i.e. people shopping in Lgmt.
- Terrible shopping options - hate Walmart & Sam's Club.
- The mall - can't believe you Mortgaged city building to partner with an unproven project when it goes bankrupt like previous mall we will still be in debt.
- There is no mall for shopping.
- This "new" shopping mall - what a joke.
- To improve shopping environment.
- Too many Sam's club / Walmart are in town.
- Too many Walmart affiliates.
- Too many Walmart's.
- Under Performing / stagnant retail counters around town.
- Very little "small" shops big box stores & chains.
- Walmart's.
- We need 24 hour pharmacy.

- We need a department store - Macy's - Dillard's.
- We need a real shopping mall.
- Why isn't there a Costco?
- With the building of the new mall there needs to be better shops so we won't have to go to boulder or Centerra in Loveland.

Growth, overpopulation and planning

- Accommodation to growth.
- Amount of growth.
- Balancing growth & expansion.
- Balancing lifestyle with growth.
- Better long-term planning for new development layouts.
- Better planning on future commercial areas.
- Business community expanding.
- Capping new construction.
- City boundary limited by surrounding towns expanding.
- City expansion.
- City planning & growth.
- Construction.
- Continued development of Downtown
- Continuing to revitalize downtown.
- Controlled growth.
- Develop responsibly - follow IGA's / prohibit oil drilling & gas / expand open space & wildlife habitat.
- Downtown development
- Economic growth vs stagnating wages.
- Effects of pesticide use on population
- Establishing a fresh identity instead of just growing and losing community.
- Expansion.
- Good urban planning.
- Growing low-income population.
- Growing population
- Growing populations needs.
- Growing too far & too fast.
- Growth
- Growth - affordable rental housing.
- Growth - housing, schools.
- Growth - population.
- Growth & traffic.
- Growth / traffic.

- Population.
- Population.
- Railroad thru downtown & all accesses.
- Rapid growth.
- Read cousin lights middle of block crossing, like Boulders!
- Redevelopment of closed areas.
- Revitalization of downtown.
- Smart management of growth
- Stop growing meet the needs of current residents.
- Sustainable development - no boom/bust.
- The railroad cutting the city in half and blocking traffic regularly (+noise).
- Timely development.
- Too many people.
- Too much growth (traffic & population).
- Too much growth without infrastructure to maintain facilities/park.
- Too much growth.
- Too much growth.
- Too much growth.
- Too much growth.
- Too Quick growth.
- Unbridled growth in suburbs.
- Urban growth.

Economy, jobs and cost of living

- A major employer & Amgen closing.
- And that means we don't have enough jobs.
- Attracting businesses, & employment.
- Attracting economic growth.
- Attracting good jobs / Companies.
- Attracting national / global business
- Attracting new businesses.
- Attracting new businesses.
- Attracting primary employers with decent paying jobs.
- Attracting/keeping good business & service establishments.
- Attraction of companies (jobs) and relative businesses.
- Bring more companies to Longmont
- Bringing in large high- paying companies.
- Bringing new businesses.
- Business development.
- Business recruitment.
- Businesses (Large & small) relocating to lower tax counties.
- Closing of Amgen.

- Comments to Denver too many low paying jobs - not enough high paying jobs - for jobs.
- Cost of living
- Cost of living & homeless population in Longmont.
- Cost of living will be a challenge.
- Cost of living, rental homes are very expensive to rent.
- Cost of living.
- Cost of Living.
- Cost of living.
- Cost to live where.
- Creating & Maintaining Good Jobs
- Creating jobs in other industry other than retail.
- Decent jobs.
- Diversify businesses / employment.
- Economic development.
- Economic development.
- Economic growth
- economic stress
- Economic very poor.
- Economy.
- Economy.
- Economy-services-crime issues- recreation facilities for children.
- Electricity rates inflation.
- Employment - pay way low comparatively.
- Employment growth.
- Employment.
- Employment.
- Employment.
- Encouraging people to spend \$ locally - esp. downtown.
- Find primary employers.
- Gender pay gaps
- Getting large employees to replace Amgen & all the vacant industrial spaces.
- Growth in primary employer jobs.
- High Electric rates.
- High quality jobs.
- How to attract industry.
- IBM leaving.
- Income Disparity.
- Income- Good jobs with decent pay.
- Increased cost of living
- Increasing wages.
- Job creation beyond hourly retail/food service jobs.
- Job creation.
- Job creation.

- Keeping housing affordable.
- Lack of affordable housing.
- Lack of affordable rent/ housing.
- Low - no income housing.
- Low cost rentals.
- Low income & rental properties buying home values down.
- Low income affordable housing.
- Low income housing effect on poor schools.
- Low Income housing.
- Low income housing.
- Low income housing.
- Low income housing.
- Low pay & low income - not being able to afford living expenses & housing.
- Low-cost housing.
- More cheap housing for seniors.
- No affordable housing - property tax keeps climbing.
- Not enough affordable smaller housing for seniors & young adults.
- Not enough small, affordable sensor (downsizing) homes.
- Place to live
- Property prices suck.
- Property Values
- Property values / Education.
- Property values not keeping up with neighboring communities
- Provide housing needs to enough residents.
- Reasonable housing
- Rents To high.
- Rising property values.
- Senior Housing.
- Short age of affordable housing.
- Shortage of low income housing.
- Such housing - affordable. Decent public transportation.
- The rents are kind of expensive.
- To prevent house price/ rent to rise to high/ quickly.
- We need low income -affordable housing

Schools, education and youth

- Activities for teenagers tweeners.
- Activities for teens.
- Activities for teens and young adults.
- Affordable childcare & enough childcare facilities.
- better education/better quality schools
- Classroom size for schools.

- Common core in our public schools
- Computer information technology education.
- Crowded schools - SW side in particular.
- Education
- Education for children.
- Education k-12 schools are getting more & more dangerous. Bullying is high! rampant it's not the same as the bullying in the 80's / 90's.
- Education.
- Education.
- Education.
- Education.
- Education.
- Education.
- Engaging toddlers in age appropriate activities.
- Finding child care (quality).
- Funding schools
- Funds for schools, road repairs, flood route improvement.
- Get/keep quality education opportunities
- growth in our school without adequate financial support
- I don't like the public school my son goes to Frederick.
- Improve school system.
- Improving education (funding \$) for 18+ under.
- Improving quality of schools.
- Improving school district.
- Increased classroom size
- K-12 Education.
- Keeping education for children up to par or above.
- Keeping schools performance to a higher level without increased taxes.
- Lack of programs for children with high functioning autism.
- Large class sizes in some schools.
- Level of education.
- Maintaining excellent school to draw employers.
- More activities for youth & seniors.
- More schooling.
- More schools / new rec center due to growth in SW Longmont.
- More things for keep kids busy and off the streets.
- Need better schools.
- Overcrowded schools.

- Overcrowded schools in areas of new growth.
- Overcrowding in schools & education standards.
- Overcrowding of schools - uncontrolled development of sections of town A. Better restaurant & shopping options - Sam's club is the opposite of what we need!
- Paying Teachers.
- Public school education - quality.
- Quality Education for all.
- Quality education.
- Quality of Education - our schools do not score well on "Great Schools".
- Quality schools.
- School class sizes too big.
- School crowding
- School district needs to spend more money on students & teachers & less on themselves.
- School funding
- School funding
- School funding.
- School overcrowding due to congestion.
- School overcrowding.
- Schools
- Schools (keeping up with growth).
- Schools and overcrowding.
- Schools becoming segregated due to open enrollment.
- Schools keeping up with county growth.
- Schools- need better schools- too many gangs.
- Schools, support for public Rd.
- Schools.
- Schools.
- Schools.
- Schools.
- Schools.
- Schools.
- Some schools allow to high open enrollment for school.
- Support of schools.
- The poor elementary woods in our district.
- The schools are over populated w/ Mexicans.

- To improve school quality and provide more education opportunities for adults.
- Unsupervised youth.
- Up-grade the school system.

Water issues/flood recovery

- Adequate water supplies.
- Budgeting for flood damage repairs.
- Clean water supplies
- Clean water.
- Continued flood recovery.
- Dealing with water shortages and water competition.
- Final repair from flood.
- Fix flood trails.
- Fixing damage from 2013 floods.
- Flood Control.
- Flood control.
- Flood damage repair & prevention.
- Flood damage repair.
- Flood mitigation.
- Flood preparation.
- Flood prevention / Continued clean-up from the flood.
- Flood Recovery
- Flood recovery
- Flood recovery
- Flood recovery & abatement.
- Flood recovery completion.
- Flood recovery including parks & trails.
- Flood recovery repair.
- Flood recovery.
- Flood repair
- Flood repair to bike paths.
- flood repairs
- Flood repairs.
- Flood.
- Floods.
- I'm worried about flood.
- Inundation
- Maintaining the water supply.
- Make certain St. Vain river stays in its banks.
- Money for flood damaged locations.
- Natural disaster (Such as flood).
- Open- ended storm drainage 20B & usage.
- Rebuild after flood of 2013.
- Rebuilding after the flood of 2013

- Rebuilding all the flood damaged paths, bridges etc.
- Rebuilding flood damage.
- Rebuilding the bike paths & other flood damage.
- Recovering from the flood
- Reopening damaged (Flood) streets/ paths.
- Repairing flood damage.
- Repairing flood damage; preparing for future floods.
- Repairing flood.
- Repairs from flood.
- Repaying debt for flood damage.
- Restoration from the flood.
- Restoring city facilities impacted by floods of 2013.
- Restoring flood damage.
- Restructuring after the flood.
- Storm drainage.
- Taking the initiative to call people to evaluate before a flood instead of watching it come from Lyons for four hours from a helicopter.
- Water
- Water
- Water- Farmers, Lawns, drinking, Wastewater management... (lack of excess)
- Water supply and quality taste.
- Water supply.
- Water too much and too little.
- Water.
- Water.
- Weather issues i.e. floods etc.

Fracking and environmental concerns

- Allowing fracking for economic growth.
-
- Aware of environment and unnecessary waste.
- Battling with oil & gold to save our air, water & agriculture.
- Clean Air.
- Climate change / making inhabitants more.
- Contamination
- Decreasing negative impact on environment.
- Defeating fracking.
- Effects of pesticide use on bees
- Energy use.
- Environmental Awareness

- Environmental issues, especially fracking in Weld County, which is too close to us.
- Environmental issues.
- environmental stress
- Fighting against fracking in the city limits.
- Fracking
- Fracking
- Fracking
- Fracking
- fracking
- Fracking
- Fracking! It has no place in a town- keep it rural!
- Fracking & oil & gas.
- Fracking jerks (corporations).
- Fracking new suit.
- Fracking problems
- Fracking regulations.
- Fracking safety
- Fracking traffic & all that goes with that.
- Fracking.
- Fracking/sovereignty.
- Keeping Fracking away from our community.
- keeping fracking out of our city
- Keeping fracking out.
- Keeping Fracking outside city limits
- Keeping water and air quality safe - educate about dangers of fracking.
- Noise at LUH - large generators.
- Oil and Gas development
- Oil and gas industry.
- Oil Drilling and fracking issues.
- Plastic / air pollution running engines while parking.
- Preventing fracking
- Staying green.
- Stopping the fracking.
- Use of natural resources / conservancy.
- Wasted revenue/potential revenue because of fracking decisions.

Open space, parks and recreation

- Better recreation centers.
- Cost of social services.
- Do not destroy the St. Vrain Creek ecology and wildlife habitat.
- East end of town lacks parks when west side keeps getting more & more.
- Improving rec services.
- Keeping open space. No business light industrial parks!
- Lack of recreational facilities- on west side of town, in particular.
- Library & Rec Center west Longmont.
- loss of open space
- Loss of open space / residential growth.
- Loss of surrounding open space.
- Maintaining parks.
- Making the rec center satellite facilities that were voted in years ago a reality.
- More parks
- No ice rink, roller rink, miniature golf, mall for kids-nothing
- Outgrowing our recreational facilities.
- Parks.
- Providing adequately diverse forms of recreation - at reasonable or no cost so all can participate.
- RAW land purchase and development
- Rebuilding green way.
- Repairs to bike path and road from the 2013 flood.
- Retail / business tax revenue decline.

Illegal immigration, cultural tension and diversity issues

- Addressing immigration issues.
- An influx of illegal aliens.
- demographic change
- Diverse population (meeting needs).
- Diversity - Language barriers
- Diversity tolerance.
- Establishing "culture" between changing demographics.
- Ethnic Divisions.
- Gentrification.
- Illegal imaginations.
- Illegal Immigrants
- Illegal immigrants receiving social services, not learning the national language and involvement in bringing crime & drugs to Longmont.
- Illegal immigrants.

- Illegal immigrants.
- Illegal immigrants.
- Illegal immigrants.
- Illegal Immigrants.
- Illegal Immigration
- Illegals.
- Illegals.
- Immigration.
- Increase Diversity.
- Increasing percentage of non-English speaking students.
- Integrating Hispanic & Caucasian into one community
- Integration of Hispanics into the city as a whole.
- Large population of people have illegally.
- More emphasis on Latino population mastering English.
- More illegal immigrants moving in and the two payers supporting them.
- Over populated w/ illegal Mexicans.
- The illegal population
- Too many illegal alien
- Too many illegals!!! Scared to walk alone harassed.
- Too much political correctness.
- We must stop using Spanish on official publications and encourage our immigrants to speak Eng. in order really become Americans!

Attractiveness and cleanliness concerns

- Better trash removable.
- Building updates.
- Clean North Main up.
- Clearing bushes, tree branches etc. so people can see to pull out.
- Continuing renovation of run-down parts of town
- East side near rail tracks is run down.
- Eastside neighborhood more rundown and poorer district than west side (historic).
- How our center completion.
- Improving run-down sections of town.
- Increasing disrepair at buildings, streets, especially on main St.
- Land space.
- More attractive areas around city entry park - too many took tacky stopping areas.
- Need a more welcoming city entry.

- Poorly maintained properties - junk cars etc.(code enforcement issues)
- Recycling should be every week.
- Remove / restore depressed areas around / downtown - make it a quality area.
- Remove dilapidated factory buildings in heart of city.
- Run down city buildings and appearance of city.
- Run down homes.
- Rundown surrounding neighborhoods.
- Trash force to clean up individual trashy residences.
- Trying to keep neighborhoods clean & safe.
- Weeds junk cost & junk in yards I clean up Longmont.

Infrastructure

- Ageing & insufficient infrastructure.
- Aging infrastructure - sewer, roads, water treatment, bridges.
- City infrastructure to meet projected population growth.
- establishing stability of creeks and infrastructure to guard against another 100 year flood
- Funding infrastructure & necessary services
- How do we pay to keep up our aging infrastructure.
- Improving/increasing infrastructure for growth.
- Infrastructure
- Infrastructure
- Infrastructure
- Infrastructure / roads need of much repair.
- Infrastructure especially roads & too many cars
- Infrastructure issues.
- Infrastructure maintains ability.
- Infrastructure repair.
- infrastructure stress
- Infrastructure to meet demands of more people.
- Infrastructure to support growth including schools.
- Infrastructure to support growth.
- Infrastructure, esp. streets.
- Infrastructure.
- Infrastructure.
- Infrastructure.

- Infrastructure.
- Infrastructure.
- Infrastructure/recovery from flood
- Maintaining & improving infrastructure.
- Maintaining infrastructure, roads, and parks.
- Maintaining infrastructure.
- Maintaining infrastructure.
- Maintaining infrastructure.
- Maintaining quality infrastructure.
- Maintaining quality of life infrastructure: schools, parks, bike ways, rec CTS, schools.
- Replace infrastructure.
- Up-to-date infrastructures.

Street maintenance and repair

- Clear snow & maintain all residential streets.
- Development main streets of 3rd.
- Fix roads.
- Fixing streets, pot holes, etc. many requests made, few responses.
- Keeping up with road repair.
- Maintaining streets.
- Need road bypass to travel.
- Old factory or Hill - 119.
- Pot holes.
- Rebuilding bridge.
- Rebuilding roads, bridges, trails etc. after flood.
- Repair Sunset Bridge.
- Repairing street / flying sidewalks.
- Repairing streets & roads.
- Riverside sidewalk & bike paths not being rebuilt.
- Road maintenance
- Road maintenance- striping- crosswalk worn off in most areas.
- Road quality.
- Road repair
- Road repair issues - city doesn't seem to be able to keep up with current road repair issues.
- Roads
- Roads are setting out dated
- Roads, Bridges & trails.
- Roads.
- Roadways repair upkeep.
- Snow removal.
- Street repair
- Street repair.

- Street repairs.
- Streets
- Streets.
- The streets are all torn up / sunset is still.

Taxes and spending

- \$
- Acquiring funding without raising taxes
- Boulder city taxes.
- Budget.
- Budgeting for more civil servants.
- City budget is too high too much spending.
- Decrease tax revenue from [?] corporate jobs.
- Dollars generated in Longmont staying in Longmont.
- Expanding its tax base
- Funding
- Higher taxes.
- Higher taxes as well living costs.
- Higher taxes Sky diving noise.
- Keeping tax dollars in Longmont.
- keeping within the budget--not spending more than you receive
- Lack of sales tax base.
- Loss of tax revenue due to lack of marijuana dispensaries.
- Lower taxes.
- Lower Taxes.
- Lower Taxes.
- Overcoming local govts liberal tax & spend mostly county govt!
- Overspending / Taxes up.
- People leaving because of high taxes.
- Raising taxes
- Return of the Cannabis industry to increase tax base.
- Revenue loss.
- Revenue.
- Revenues.
- Tax & spend
- tax income lost to other cities
- Taxes - too high on homes.
- Taxes are high in Boulder County.
- Taxes to decrease / work opportunities.
- Taxes.
- Taxes.
- Taxes.
- Taxes.
- Taxes.
- Taxes.

- We need less government & less taxes, not more

Homelessness

- A lot more homeless people.
- Aggressively work on helping the homeless get back in their feet.
- Homeless - New mall & shopping -Retail.
- Homeless pan handling and all issues relating to the homeless
- Homeless people - "no pan handling".
- Homeless people- not enough places for them.
- Homeless people.
- Homeless problems.
- Homeless.
- Homeless.
- Homeless.
- Homelessness
- Homelessness - Chronic.
- Homelessness / begging.
- Homelessness / Hunger.
- Homelessness, affordable sections 8 housing choice voucher available properties so many vacant buildings & apartment, yet so many homeless.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homeliness.
- Housing for homeless.
- increase in homelessness, especially with legalized marijuana it will draw drug addicts to the area
- Need established overnight homeless shelter.
- The homeless population
- The people on every street corner asking for money.

Gangs

- Addressing "Gang" crime.
- Criminal gangs.
- Gang activity in poorer sections of town
- Gang activity that politicians & police refuse to acknowledge exists.
- Gang violence.
- Gangs
- Gangs
- Gangs - with lab Cavendish.
- Gangs crime.

- Gangs.
- Gangs.
- Gangs.
- Gangs/ crime/ drugs - [?] but should be #1.
- Gangs/ drugs.
- Keeping teens busy so they don't cause problems (Gangs)
- Public safety (Gangs, Drugs).
- Seems to have drug/ pang problem.
- The current presence of drug cartel.

Government issues, elections and politics

- Adapting to a more aggressive / progressive community development strategy
- allowing actual democracy to set laws governing all aspects of our city
- Boulder county commissioners ignoring Longmont.
- Conservation vs liberals in most decisions.
- Crazy Anti-Government Groups
- Desire by council to progress by spending.
- Electing the right officials to move Longmont forward.
- Government interference where not needed - stay out of fracking!
- Intrusion of boulder county governments.
- Intrusion of Tritown on city limits.
- Lack of foresight the council by management.
- Legalizing marijuana (Pot) (Leading the way)
- Liberal agendas (Green) (Opposing Tracking)
- Marijuana reform.
- More government central.
- New city council.
- Overcoming the destruction the current city council has done.
- Political.
- Political polarity
- The people vote & we aren't happy with the results that actually happen.
- Zoning Enforcement.
- The current city council.
- The people vote & we aren't happy with the results that actually happen.
- Zoning Enforcement.

Other

- [?] for middle class
- A lot of cases closed because the police can't figure out.
- A place to use as on 1st avenue (art / cultural center).
- A Vitalize north part of town and downtown.
- Add city - wide fiber interact and train noise.
- Address urban decay.
- Airport noise / expansion. Residential neighborhoods greatly affected.
- Airport Noise.
- Airport should not grow. Not in the best interest of residents.
- An increase in the # of boulder workers looking for housing in Longmont.
- An increase of nonproductive people.
- Annoying sky diving noise
- As we near build out how do we keep people coming to Longmont.
- Attracting resident.
- Barking dogs at all hours.
- Barking dogs.
- Boulder County.
- Building
- Building new Kanemoto pool.
- Climate change /disaster preparedness.
- Common core.
- Community does not support local small businesses enough.
- Continued senior services.
- Continuing to be seen as the suburb of boulder, for the poor.
- Creating an environment for entrepreneurship
- Downtown stinks-need better pedestrian areas
- Downtown.
- Drain the system.
- Due to career changes we are facing relocation, so I don't feel I can address.
- Effects of climate change- I would like to see community wind / solar.
- Entertainment (Kids) 13-20
- Excessive building.
- Fiber Network.
- Fiber optic Ring.
- Getting the city-wide broadband available - stop processing.
- Help downtown finally "Turn the corner" get rid of the turkey plant, get RTD Rail.

- High speed internet for all.
- I don't drink but the Jazz fest need beer?
- I have experienced several situations over the 15 yrs. I have lived here.
- Insult of third world population.
- Internet Privacy.
- Join.
- Just moved here.
- Keep downtown viable.
- Keeping our local hospital operating. The city doesn't offer insurance to its employees to receive care in their hometown disgraceful!
- LGBT equal rights
- Locals are not welcoming to new comers.
- Loss of town congestion.
- maintaining a small town feel
- Maintaining high quality levels of service.
- Maintaining sense of community.
- Medical & Dental price affordable care.
- Medicals care.
- More slack.
- Move of [?] globe.
- Need to become sustainable. Staff wages too high; retirement too good. The rest of us can't afford it.
- Neighborhood changes in type of neighbors.
- New construction = overcrowding in schools.
- No "open air" music scene.
- No more theater.
- Not making changes & making driving in town harder.
- Not naming any more streets after Ken Pratt. It's confusing enough.
- Not open it makes getting around terrible.
- Not to over develop the city
- Not turning into what Boulders has become, another California.
- Nothing to do here theaters etc.
- organizing [?] development (west side only)
- People drive way to fast down our street even though it is a residential neighborhood.
- Poverty and blight in some neighborhoods.
- Print more positive news. Most news is negative (world).
- Probably terrorists.
- Providing enough health care providers
- Realizing the long term negative affects; overcoming them of:
- Reputation.
- Rolling out broadband service (can't wait)!
- Service gets rid of the train noise currently (carbon blight Associated with it).
- Services for seniors.
- Services for seniors/aging population.
- Sprout development.
- Support services.
- Technology - affordable Wi-Fi for all.
- The threat of becoming like Boulder, CO (high taxes, high cost of living).
- There are places that are vacant (along clover basin).
- There are some improvements to be made otherwise things are fine.
- Tones.
- Train noise - need wayside horns at intersection - not on train!
- Train noise.
- Trashy people
- Unblocking signage for safety sake.
- Urban decline.
- Urban sprawl
- We want fiber optics
- Where/when I have contact the police department & they did not response/ deal.

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

Good, timely, reliable and affordable service

- All over it is good. But I never received any fire safety education/ emergency education all I know is call all.
- All services I received or have used are good or better.
- All services provided to me have exceeded my expectations.
- Any issues have been resolved pretty easily.
- City services (trash, H2O, sewer, electric) are very reasonably priced.
- Consistent, responsive city government!
- Convenience online utility billing provides curbside compost!!
- Courteous, Prompt & able to meet needs.
- Debris pick up after flood - excellent.
- Dependable quick response to outages city staff knowledgeable.
- Dependable, reasonable cost.
- Efficiency, regularity, ease.
- Electric/water rates are great, police fire regent.
- Excellent Services.
- Few outages - good trash pickup.
- Fire, police & senior transportation & housing-feel looked after educated because of where I live.
- Given immediate attention.
- Good but concerned about the future.
- Good history of good, appropriate services which include a focus on environmental responsibility (recycle program, compost focus in community events, etc.).
- Good level of service for cost.
- Great job helping with the flood in 2013. Thanks to Fireman & police. Also thanks to building department & inspectors great to work with.
- Great services. Any time have to call the city - nice & quick to rectify situation.
- Great trash removal & street light maintenance. Utility bill seems high snow removal for more side streets.
- Have experienced positive interactions.
- Haven't loved here very long but seems good overall.
- High quality/ helpful.
- I believe the city provides great service at a good value.
- I don't use a lot of city services, but they seems to function well.
- I think the city does a good job in the services offered at a reasonable cost. I don't like that the electric bill is being used as an instrument to tax its citizens (called a fee). It's just not right!
- In general, the services are provided in a friendly and quality manner, on time and generally at a reasonable and cost-competitive cost.
- Lights work, toilets flush, trash picked up.
- Longmont provides very good services overall, no complaints.
- Longmont Utilities are very good. So long as festivals allow smoking, they I cannot consider them family friendly.
- Most services are good to excellent. Traffic light timing is very poor - major congestion at some intersections need retiming. Major stop & start lights are timed for traffic stopping, not traffic flow.
- My interactions have been generally good.
- My need are met at reasonable fee/tax levels
- My services have been functional at all times.
- No power or few power outage good water & sewer.
- No power outages.
- On schedule no outages.

- Overall good/excellent except crime to the east; also street repair & traffic flow are getting bad. Electric costs high
- Overall meets my expectations and needs.
- Overall the city does an excellent job in most respects. Parks are exceptional.
- Paying utility bills is easy; trash pickup goods; recycling easy; overall all city services are good!
- Police emergency services especially good. Never a problem with elec or trash.
- Police, fire dept., trash pick-up very good.
- Prompt response to question, concerns.
- Prompt response when needed!
- Prompt services.
- Prompt, dependable, senior center is outstanding.
- Prompt, Functional, Comprehensive.
- Prompt, polite, courteous.
- Quality line services.
- Reasonable cost, convenient, dependable.
- Reliable, consistent.
- Reliable.
- Reliable.
- Services are good and timely in all-weather condition.
- Services are reliable & acceptably priced.
- Services are timely.
- Street and sidewalk were recently repaired / replaced. City is kept clean and neat. Really appreciate the landscaping.
- The amount I pay seems fair to what I see happening.
- The city is responsive to problems, immediate action appreciated.
- The services are dependable.
- They seem to do a good job
- They are dependable & reasonably priced.
- They do what they have to, and get the job done.
- They know what are they doing, and I think they doing good!
- They meet my needs and those of my family at reasonable cost.
- They offer a diversity of programs for all ages.
- They're good.
- Things are generally good.
- Timely / Reasonable prices.
- Timely, fair cost, awareness, respect.
- Timely, responsive.
- Trash handling always on time, water never off, no interruption of electrical services.
- Utilities are affordable _and_ dependable... can't wait for city-provided internet service to arrive for those reasons. Police, fire, garbage/recycling, parks folks all do a good job.
- Utility billing is kept low, public services are conveniently located.
- Very reliable.
- We needed emergency services & responders were prompt & helpful.
- When the flood happened, we had bulldozers & dump trucks & National Guard & fireman etc. here on the double and they were amazing!
- Whenever we have needed assistance, response has always been prompt & efficient.
- Wide variety and locations of svcs.
- Your police & emergency EMT service has been timely & efficient. I've used bus service & that is good too...

No problems encountered, enjoy services provided

- All city services, meet / and / exceed expectations.

- All services I've needed and use have met my expectations. Timing of lights at some intersections needs to change.
- Cleaner, nicer and safer than other cities I have lived in.
- Everyone seems to do their jobs.
- Everything seems fine. We just moved within the city a few months ago.
- Experienced no problems.
- Have lived here for less than one year. So far, so good.
- Have no complaints
- Have no complaints.
- Have no reason to complain.
- Have not had any problems. City employees helpful and responsive when I call with questions.
- Have not had many problems w/ C.O.L.
- How never had a problem with services even driving snow storms / floods.
- I do not have any issues with city services.
- I do not have any issues.
- I don't ask for much.
- I don't have a complaint yet!
- I don't have to think about them - they just happen.
- I don't use many of the city services but those I do access are effectively provided.
- I enjoy living in Longmont. There can be more focus on supporting employees.
- I feel lucky the city of Longmont is actually in charge of so many of our services.
- I have no complains.
- I have no need to contact the city i.e. problems.
- I have not complained of any services.
- I have not had any service issues. City government is working.
- I live in an apt. I have no complaints.
- I moved here in mar 2014 - Everywhere people & services just what I needed!
- I really do not have any complaints about the City services.
- I think we are lucky to have electric services through the city-glad to get the internet soon.
- I'm very happy with the water quality and overall city sewer. It would better if recycles could get moved up more often or always fills up.
- I've been very happy with the electrical, water, and trash service I receive from the city, and I make extensive use of the recreation facilities
- I've got no complaints.
- Longmont is overall a pleasing place to live in despite a few short comings.
- Low water, electric, great recycling.
- Never problem incredibly polite & helpful personnel.
- Never had a problem.
- Never had a problem.
- Never had a problem.
- Never had an issue, it would be nice to get the bridge on sunset open.
- Never had any issues.
- Never had any issues.
- Never had any unusual problems, customer service are excellent!!!
- Never have had any issues with any of them.
- Never have had any problem.
- No comment needed for excellent rating.
- No complaints
- No complaints
- No complaints, except phone pay for electric bill is cumbersome.
- No complaints.
- No complaints.

- No Complaints.
- No issues
- No major complaints.
- No noticeable problems so far.
- No Problem with any.
- No problem with utility services & billing.
- No problems
- No problems.
- No problems.
- No problems.
- Only lived here 4 Mo. everything ok so far other than roads!
- Police, fire, utilities, parks & rec, education work well with very limited funding.
- Response and service has been without problem.
- Services provided as needed.
- They are fine.
- We have never had any problems.
- We moved here last year after decades in Boulder, and so far we are loving the community feel of Longmont. There are a lot of things we still have to learn about our new city, but so far we are quite pleased. We especially love that all the utilities -except gas - are city owned, and we are really looking forward to city wide Internet.
- We've enjoyed the rec center & the preschool.
- We've had very few issues with city services.

Can do better

- Always non for improvement in certain areas.
- Believe Longmont does something's extremely well, many things very well, and a few things not so well.
- Don't see a lot / wish was "better", but also nothing that stands out.
- Even though Longmont has issues, good outweighs bad.
- Good, but not great, looking forward to the future changes in comm.
- I enjoy the parks, library; rec center- utility billing seems inconsistent & sporadic at times.
- It can improve just a little more!!
- Just minimum to get by.
- Longmont has some work to do to get an excellent.
- Many of the services are good; few would fall into the excellent category. However there are definite areas that are lacking and need improvement. One is youth services for kids age 12 - 16. There are not many in the catalog. These are the ages kids need to have things to do and yet many of your activities end at age 12 and do not pick up again until age 16. Sports are the only programs that really cover the middle school age children. Shopping is a huge concern. I know so many people that shop outside the city of Longmont. There is just not the diversity of stores that you find in other cities. I had hope with the new mall going in that we would alleviate this issue. However many of the store that are slated to be in the mall are not the stores that people wanting nor are they varied; stores like Old Navy, Eddie Bauer, Bath and Body Works, Macy's, Costco, Hot Topic, Barnes & Noble.
- Room for improvement. Encourage the use of public row areas for gardening!
- Seems adequate.
- They still need to be upgraded again.
- Wasn't great but not as bad as other cities.
- We moved from Los Angeles to Longmont in August 2013, and notice the city doesn't do anything spectacularly horrible nor does it do anything surprisingly amazing. It just seems to do enough to barely keep up with the times. Whereas, surrounding communities like Louisville, Lafayette, and Loveland appear to be accelerating a more progressive agenda to attract individuals and families to their communities. Our family would fully support a more aggressive agenda to blend 21st century amenities and services while maintaining the hometown feel of a more rural lifestyle.

Concerns about crime or law enforcement

- Because there are too many cars for Police. I would like to see more bike cops.
- Because what I have gone through was good but one police were rude.
- Condescending, uncaring police department and city employees, especially managers who are unresponsive.
- Emergency dispatch - dispatch runs police dept.
- False arrests; unclear communication.
- I called in a \$500 theft of my storage closet at my apartment building by Chris Lee, maintenance man and the policeman who answered could not have cared less. Would not even file a report. Curious if he would have acted the same if it was his staff. 2nd occurrence in building.
- I like/enjoy living in Longmont. I'm often frustrated when I call police for "service"
- My only complaint is placement of stop signs on streets (inconsistent & confusing)
- Need more police road traffic enforce. Weekly recycling.
- Not happy with police, unhappy with planned utility cost increase.
- Police response to our calls
- Too many speeders on our street, weekly recycling is needed, snow on roads is awful despite getting very little snow, our street was so dangerous!
- Trash, sewer, etc. services are good. Police almost non-existent.

Concerns about cost of services

- As a renter in a multi-unit house, I feel the utilities costs are too high and not equal.
- Electric / city bill needs to come down like my wages have.
- Electric billing is fair-rest to high
- Electric bills are too high.
- Electric is a little high, Recycle doesn't pick up enough, wish there was more for kids.
- Expense.
- Expenses in city budget too much. Replace city vehicles less often. We can't afford new pick-ups & cars - why should you put them.
- Expensive but needs are met.
- Loveland Colo provides better services for lower rate.
- Too expensive
- Waste disposal (sewer) charges too high.
- Water service to very expensive.

Concerns about street repair, transportation and traffic

- Bus service is so useless; of course people don't use it. I'd use it if the routes & schedules were adequate useful.
- I'm confused why they allow trains to cross Longmont during rush hour. Horrible congestion.
- Longmont city council all needs fired traffic a nightmare, too many walking around streets. Longmont has no shopping and new mall is a joke.
- More traffic enforcement.
- Please work on light timers. The population is too large to accommodate the short light times.
- Programs are good but streets in need smoothing, Hover road is like riding in a boat even with good shocks.
- Streets are in horrible condition. Lack of planning & coordination in street repairs. Traffic enforcement is zero in my area. Trash service & recycling are regular, but if they break the cart or lids, or spill trash/recycling, they take no effort to fix t. Housing & rents are out of control. No good job opportunities for youth without degrees. Spanish speaking "bonus" pay and hiring ratio is unacceptable by the City of Longmont.
- The city does not seem the same after last year's flood. The bike paths are closed and not worked on. At the same time, before the flood there was no easy access from our area to connect to the paths without going on a busy highway. The streets have not been well taken care of this year. The

sweeping has seemed nonexistent and the weed in many places is out of control. I do appreciate the fine utility system and how it is handled.

- The only thing that brings rating down is the faded crosswalks.
- There are lots of bad cracks / potholes in roads.
- Traffic terrible way too much growth, no good mall and the one being built needs major dept. stores not Sams athletic center or another vitamin/wealth food stores.

The City staff team is helpful and knowledgeable

- All my dealings have been pleasant.
- Any time I contact the city regarding services, I have received excellent resolution.
- Anytime a problem has arisen Longmont City Services has attempted to find a solution and they are pleasant.
- Consistent friendly service.
- Courteous, Knowledgeable Employees, just under staffed.
- Don't need to contact city, when I have need. I get the help that I need.
- Every city employee I have ever encountered is polite, Informative, & patiently will explain until I understand.
- I have always received adequate or better service when dealing with any of the city employees
- I've always been treated respectfully and promptly. Emergency services exceptional.
- Overall consistent support (resident since 1996).
- Responsive, friendly city staff.
- The city has a very friendly staff. It's nice to have a live person to talk to when going to the city. Always helpful and efficient.
- Very polite and prompt action taken - Thank you!

Issues with trash or recycling service

- Could use recycle more often than trash. Public R of W needs more maintenance.
- Other than needing more recycling pick-ups everything is great.
- Recycle should be weekly to encourage more recycling than trash.
- Recycling should be weekly-have more recycling than trash.
- Recycling Weekly would be helpful. Clean energy should be more of a focus.
- Some services are missed regularly (Trash, snow).
- We should not be forced to pay for trash pickup if we don't have a can!!!

Issues of code enforcement

- Code enforcement is lacking.
- Code enforcement.
- However, I call to report street & sign issues, but they are largely ignored.
- I'm not going to report my neighbor - tired of the junky front yards. Do your job! City Services are great... except code enforcement... clean up!
- I've called about my neighbor's music, junk cars, oil dumping, trash etc. with no restrictions.
- Need enforcement of dog leash ordinance in city parks!!! Please!!!

Other

- Retired to Longmont. Very satisfied with living here.
- Beat around the bush about bills & reasons.
- Because they don't care about what the city / residents need!
- Building inspectors services. Trash/ recycle is ok.
- Building plan review takes too long-
- City is pretty "on top" of things.
- City needs to work toward self-sufficiency- charge what services cost don't rely on growth to fund expenses. Stop growing city staff & salaries & retirement. We can't afford any more!

- City owned power.
- City seems to function well.
- Compare to where I lived before.
- Don't waste any more money on dump Lawsville - Before we (Better than Boulder) all go Bankrupt.
- Electricity for a while was a little glitchy in homes due to power switches from plant?
- Entering town - poor.
- I am 66 yrs. old moved here last sept 2013 and it's hard to meet people my age.
- I enjoy having one bill with most utilities on it.
- I had a garage fire. The FD was slow to respond. I put fire out and was still fighting fire when they arrived. Neighbor had to prompt them to get out of cab & fight fire. Electrical permit sit on someone's desk 6 weeks!
- I have not had mall problems.
- I like the multitude of small festivals and little community but the poor neighborhoods are overly run down.
- I see it recovering faster after the floods, it also helps the needy.
- I think that the water meters need to be checked if someone has an issue instead they ignore you.
- Ice skaters must drive to surrounding towns. Teens need some place to go/things to do-not too expensive.
- It doesn't seem that individual situations are considered, lack of services.
- It's a community where people care about each other.
- It's Just the way it is!
- It's no Louisville
- Landlord Alliance meetings are AWESOME!!! No other city around here, that I know of, offer such excellent information or even has any program like this in their city....and all for free! Very impressed. Meetings are well attended, so it's definitely an interest and a need. Thanks!!!!
- Lived here since 1973 & Longmont seems to be slowly improving.
- Long Range planning poor shopping.
- Longmont is a big city with a small town feel. I love all the parades & festivals
- Longmont is a good community with people always willing to help.
- Lots of contracting. Contractors don't care.
- More kid friendly activities please!
- No comments, but not bragging either.
- No solar credits.
- Not enough people to do the job - stand in line at several facilities to get helped.
- Not sure I like the rec service, Museum etc. Like the communication.
- Note Answer # 5
- Nothing for kids to do (skating, rink, arcade, mall), the public greenways look awful.
- Only fast food restaurants exist north east of 17 North past 17th Ave Build nicer restaurants/shopping on north east Longmont need to get rid of the rundown communities/business/along main St.
- Only gear for patio!
- Overall we have decent public services, but the city needs more public.
- Rose garden is a disgrace! There has been a dramatic cut in quality of care to parks, open space of trails/rights of way. I hope after flood repairs it improves.
- Some are no one cares.
- The city doesn't rest on its past successes.
- The city has grown and changed a lot in my lifetime here. I think you keeping up.
- The city spends quite a lot of money to Landscape an area (i.e. Martin just N of Hwy 119) then totally neglect it (don't water don't weed). There are many areas like that.
- The city's relationship with Colorado Mosquito Control overrides all other city services in my opinion. The spraying practices that go on all summer in Longmont are unnecessary, criminal, harmful to the environment, and are threatening food supply for future generations.
- There is not money put into public parks or activities that are kid friendly.

- There isn't much of an infrastructure, except the utilities are very annoying with man, statements!
- There needs to be rec center in southwest Longmont.
- Too much growth - not enough infrastructure or green spaces. We need to plan my green space inside city limits.
- We don't have any choices.
- We have had a lot of problems w/utility billing.
- We've had having problems w/utility billing, otherwise things are good, and bus routes need expansion.

Question 20: What additional activities would you suggest to help make Longmont a welcoming and inclusive community?

Increase amount of activities for youth, seniors and disabled

- Affordable game place for teenagers (Boon docks) or something similar - family restaurants - Buffet - No more fast food or Beer joints.
- Any activity that children can attend and do activities for free. Use the parks more for group things.
- Educational programs for kids with learning disabilities and mild autism.
- Family centered activities, festivals, parades, etc.
- Greater variety of classes / activities at the senior center: creative writing, quilling classes, better library.
- Have more recreational businesses for youth to go to and pass the time. Including senior rec. Things that are offered are boring!
- Have more youth - teen activities.
- If there were better art / music / educational opportunities for people 18-30 years old.
- It'd be great to have more toddler activities.
- Live teenagers activities that might help them stay out of trouble.
- Lot of senior services available published in people, i.e. Boulder county case connect, Meals On wheels, carry out cagnazzo, yard western, etc.
- More activities are needed for children, like other cities.
- More activities for children.
- More activities for teenagers that are safe, fun, and cool. End the call - in T-c line! Cost your authority, I knows.
- More activities for the younger generation.
- More activities for youth like 1) New roller skating rink 2) Another movie place 3 Maybe start J.A. & promote ROTC more.
- More activities that focus on the 55+ group.
- More affordable youth activities.
- More family bike rides throughout the year.
- More fun active kid / family activities. More shade and trees around open areas.
- More indoor kid friendly places, pedestrian's crosswalks on 9th Ave & other major roads.
- More kid friendly activities, more health oriented activities, more activities involving awareness of the homeless population in Longmont.
- More recreational opportunities for our youth. To keep them off the streets.
- More senior activities w/ handicap access.
- Place for seniors to walk in bad weather. Place for children to play in bad weather. Better theatre movies.
- Promote events that appeal to different age brackets. Focusing on age demographics even cultural demographics would help.
- Reach out more to people with disabilities. Families with a family member with a disability tend to be isolated.
- Street dances family style (no hard rock).

- Supports / svcs / activities for disabled & baby boomers (age 55 - 62).
- The city has a large population of older residents dependent on social security that income increase by 1 or 2 %, city budget take note utility increases!
- There are plenty of opportunities for adults and young families. Not so much for teens, or so I've heard.
- There is little focus on developing activities for youth. Ice rink Skate Park is important. The shopping is awful for anything upscale big gap and loss of tax \$\$ go out of town to shop.
- There needs to be more activities for our high school students to do.
- Things for kids-teens ice rink, roller rink (on bus route) a nice new rec center available for all (free days for poor kids).
- We definitely need more places for older kids (more sunset pools, rec centers) etc.
- We need activities for our teen and young adults to keep them in town - safe and well kept walking trails.
- We went to Boulder, Downtown on Sunday, it was really fun, and they have activities for the whole family.
- Youth activities.

Promote and Support festivals, concerts and block parties

- A Better Boulder county fair, more kid friendly museum.
- Beer festivals, Concerts, Balloon festival, activities for kids, A Good theater (movie) variety of restaurants.
- Bigger 4th July celebration, more festivals not based on race or ethnicity. Everyone goes to peach/strawberry festival, Day of dead. Cinco de Mayo too race based.
- Block Parties
- Continue to have music and festivals downtown and expand on this.
- Continue to promote neighborhood activities, HOAs: It is important to know my neighbors.
- Downtown block parties, - Community parties dart.
- Events should not be cultural or group focused. They should be community Events regional/neighborhood events.
- Expend the Christmas Parade such fun!! Have a day just for kids- "kids' day"!
- Have more patriotic events - less emphasis on been so disappointed that been is now available at places like Rhythm on the River.
- Have more street fairs or festivals.
- Help promote more block parties. We moved into Longmont Estates, but neighbors here don't seem interested in socializing.
- I love the festivals, so more of that type of thing would be great. However, we love Longmont - and our family visited and is moving here. Overall, keep up the good work.
- Include more local musical groups in city festivals. Provide venues for "discovering" less known local groups.
- Latin bands at Roosevelt and also Kimbark concert venues in the summer might foster inclusiveness.
- Longmont days a weekend celebrations to celebrate the day Longmont became a city.
- Love the concerts - street/parks.
- Make it easy to have a block party i.e. advertising means, access to equipment & food (discounts maybe?)
- More events like rhythm on the river. Allow alcohol / beer in city parks.
- More festivals - may be outside of main st so parking isn't so bad.
- More festivals in downtown Longmont, I really enjoyed this summer's events.
- More live music events during the summer.
- More local concerts, contests such as; best BBQ, more large events like fairs, rodeos, etc.
- More music events at city parks.
- More outdoor activities-how about not letting people & without a valid D.L. drive-get them off of roads.
- More public events like October fest.

- Music
- Neighborhood blocks activities.
- Neighborhood blocks parties.
- Potluck dinners.
- Promote the block party grant! My Neighborhood did it and it really helped build community.
- Seasonal parades different areas of Longmont. More trees, wildlife and natural recreation areas. Remove old industry bldgs. Better downtown walk / cleaner / more stores, restaurants.
- Shutdown kimbark St. / Have arts crafts fair w/ road booths / Encourage no driving walk Bike ride bus / face painting, balloons, kid activities / Farmers market included / Info booths.
- Year-round festivals occurring once or twice a month. Bike rental stations around the city.

Improve shopping, restaurants and movie theater

- A beautiful mall/shopping area with lovely landscape, movie theater stores restaurants, saloons, etc. Performing arts center art studios, ballroom dancing.
- An up-to-date movie theatre.
- Better quality shopping / better traffic flow - peak hours.
- Better shopping - better stores so we don't have to spend our money in Boulder, Loveland.
- Better shopping choices.
- Better shopping mall, book stores.
- Better shops to be included in the new mall. Banners/ advertising in places all over town, not just Main St, about activities around town.
- Better specialty stores & restaurants that are not chains (restaurants).
- Have an indoor mall. For ease of physical access & weather have travel access N and S via rail
- Improve the choices for shopping at the new outdoor mall.
- More businesses like "Luckys"! Love them and shop there all the time. Good people, prices, involvement, charity and more!
- More clothing stores to shop at - miss our mall.
- More entertainment. Comedy club. Western dance & bar. Weekend children activities.
- More locally covered area ethnic businesses.
- More shopping - tired of our few choices and lack of opportunity.
- More socializing areas. The new Roosevelt Bldg. is great for that (restaurants & outdoor seating) & the new are in place of the Turkey plant will be great.
- Movie theater more recreation centers & bike trails. More pedestrian friendly. When I'm older want to walk to movies, restaurants & shopping etc. Transportation to Denver easily.
- On areas from food tracks.
- Outdoor mall.
- Put some major stores in new mall. We don't need sams; food (organic, vitamin shop) health athletic centers have more than enough.
- Recognize economic diversity within this community & attract quality retail. Not everyone who lives here is poor, 3 Walmart's is an awful message.
- Restaurants = country buffet.
- Some more restaurant franchises (Long john silver, golden corral, etc.)
- Some upscale shopping - Macy's nice boutiques - upscale stores.
- Theater, performing arts, music
- We need more department stores within the community that are more valuable for my specific needs. What I mean is not just aiming for the young people.

Rec Centers, parks and trails

- A city miniature golf course! Get a quantee and dance center!
- Another rec center - the one we have is too small for the size of Longmont
- Another Rec Center.
- Another recreation center. An auditorium for concerts other than the high school.

- Bike park - like the Valmont park in Boulder
- Botanical garden like in steamboat springs our real garden needs work.
- Create an indoor / outdoor pool for adults / seniors only gave up on the rec center pools-kids are wild-dirty diapers in locker rooms.
- Enforce leash law in city parks - currently cannot visit any park without seeing / experience off leash dogs(FYI-I am a dog owner)
- Events in neighborhood parks.
- Fix the playground at kanemoto to park continue to choose monitoring of area to decrease drug problem add a leaf collection service.
- Fix/repair st Vrain green way. I really miss it!
- Free archery range.
- Have hot tubs. More dispensaries (recreational).
- Have music in the parks in a wider variety of parks.
- Horseback riding.
- Ice rink (inside-not the pavilion).
- It is very bad for our skyline neighborhood when our home football games are played far away like in Lyons or Erie too hard for many to go that far. Share the Longmont field better. Not fair to our kids!
- It would be beneficial to the Longmont perspective to primate it's recreational, arts, and cultural aspects.
- I would love to see a new rec center be built on the south side of town with a competition pool to help relieve over use of quail and centennial.
- Love our bike & walking trails. Can't wait until they open up again- That's my love for Longmont!
- Mail trail parks & state park info to new residents.
- Miniature golf recreational areas, Teen hangouts (good clean fun).
- More Blue trails.
- More community gardens & informal opportunities to get people outside, as opposed to festivals.
- Museums, aquarium, Water Park, ice-skating. More shopping & movie theatre!
- Perhaps low rent or free space for small community groups to host card / Mah Jong / etc. get together.
- Rec centers to offer classes after 6 PM at night.
- Rec ctr is far from my house. I would use it more if closer. Also, please fix the bike path so we can ride all over again.
- Repair our trails.
- River Walk with shops & retail.

Support art and cultural events/Performing Arts Center activities

- A day for white people!
- Add cultural/ethnic events to existing events such as festival on main, art walk etc.
- A performing arts center.
- Ball Room Dancing, restaurant with dancing.
- Beyond expanding cultural events, I would explore various life stage events (i.e., singles, just marrieds, young families, mature families and empty-nesters). I would also explore opportunities to revisit past Longmont traditions and reinvigorate them with a sense of modernness for newer families in Longmont to embrace. This feels missing in the community or not marketed well.
- Celebrations and events that are not in celebration of Latino holidays.
- Community Events focusing on Culture
- Cultural activities should represent cultures than Hispanic.
- Cultural events should be more diverse not always about Hispanic culture as we have many others in Longmont.
- Dance, art and music competitions / career services.
- Don't just have activities that focus solely on the Hispanic community.
- Have other cultural activities other than Hispanic.

- If you're going to focus on culture, don't neglect "other" nationalities (i.e. German, Swiss, Irish, and Scot etc.).
- Irish, German festivals Native American. I am tired of seeing only Cinco de Mayo/ we need different cultures.
- It would be nice to have a large entertainment venue for larger entertainment events-concerts, plays etc. Bring more cultural arts events to Longmont!
- I would love it if Longmont had Real Estate Arts community. I was disappointed by art walk - lots of walk, lots of irrelevant booths, not much art.
- More activities and intentionality to bring together the Latino and Non-Latino residents of the city. (A side note; it's frustrating to see the extra step someone would have to take to complete this in Spanish)!
- More activities that do not enforce one specific culture. Activities for every culture to attend.
- More art and involvement fairs.
- Oktoberfest - non Hispanic activities!!! There are other cultures here!
- Other nationality festivals.
- Picnics for different cultures. Game nights plays for all. Social get togethers. Dances for everyone (include many nationalities & racial)
- Promote atmosphere of one community instead of separation of cultures.
- Promote more seasonal events - i.e. brewery based. - More leash off dog friendly trails for walks.
- Provide more opportunities for alternative/progressive/young art
- Smaller, but more frequent, cultural festivals throughout the year - Asian, Latino, Irish / Scottish - maybe a "Cultural Parade"?
- Theater concerts shopping, Art & antiques & restaurants downtown.

Positive feedback

- All ok.
- Continue the many excellent opportunities available.
- Doing a good job now with current events.
- Don't know.
- Have no suggestion, the current downtowns activities and at Roosevelt Park are great!
- I feel that Longmont is welcoming and inclusive. You're doing a great job. We love it here!
- I feel things are ok the way they are.
- I found the outreach and info available - excellent!
- I have always found Longmont to be welcoming & inclusive.
- I love it here. I love the people and the feeling of security.
- Ideally enjoyed programs at the museum and the library.
- I think Longmont does a good job of trying to instill community feel.
- I think Longmont has good x-cultural programs. Don't have any better suggestions!
- I think Longmont has improved a lot with Street Festivals Good Music, Art walks; Downtown still needs some work to look better.
- I think they are already doing a good job of making city events available.
- Like all the activities a 4th July, Rhythm on River art walks, ice rink, etc.
- Longmont does a good job so far.
- Sorry to say I can't think of any - I've seen your street events & parades & think too they are good - your music events in parks too! It's great here.
- The day of the dead at museum is wonderful! More activities like that would be great!
- We feel very lucky to belong to the Longmont community. The city offers such wonderful activities, it is very much appreciated.

Change event locations

- Better downtown events.
- Main Street events - involve micro business continue most of current events.

- More "open air" activities downtown see Pearl St.
- More events downtown, more community involvement- helping seniors, getting homeless of the street.
- More events in other parts of Longmont, in addition to main street- Roosevelt park.
- Provide more services / access and events in northern / north western side of town.

Improve signage and beautification

- Attractive Signage.
- Bigger signs that say welcome to Longmont.
- Clean up downtown - Logan appears low income everywhere. Don't try to house people.
- Cleanup some neighborhood on north side - North Main also.
- Do something with the factory on the hill of 119 entering town. Have the train scheduled at better hours.
- Don't need activities, use man power and money to keep town in good shape.
- Expand code enforcement to keep people's needs, trash, junk cars, music & oil dumping down. Rid the town of trashy people.
- Fix Main Street. Too many thrift shops, pawn shops, ethnic markets, rundown buildings.
- Improve all of Downtown, get rid of "Turkey" plant, have a truly unique event, not just a "copycat" of other cities.
- Make entrance to the city more welcoming (moved lawns/gasses, artwork, colorful signs, businesses cleaned up).
- Make entrances more pleasing (Old Barn & house on north main). Get rid of ugly art in public places (aluminum tree in Lake Macintosh rabbit face on east side).
- More attractive gateways to the city, the old sugar mill is an eyesore.
- Upgrade/eliminate old building & communities Add better Restaurants/shopping in NE Longmont. Fill the old Kmart with something much better.
- Use vacant buildings rather than build new ones-This reduces blight. Get broadband Available.
- What you are closing with the south Longmont area - create more joules here in our city.

Improve public transportation, roads and traffic

- Better speeding control and stopping engines while parked esp. trucks, buses and police cars.
- Bus service to Denver on Sundays.
- Close Main Street to traffic from 8th to 2nd.
- Cross walking.
- Find a compromise w/ railroad to reduce or create quiet zones.
- Fix the roads.
- Free monthly bus tour for new Comers, complementary 3 months' time call.
- Get Main Street fixed up with a good variety of restaurants & local businesses.
- Improve bike travel.
- Make downtown main st more inviting pedestrian friendly (especially in crossing main). Improve building, farings & signage.
- More accessible public transportation.
- Reduce traffic on main st to have an enjoyable, safe downtown.
- Remove the train during high traffic times.
- Tell the Police dept. to start getting real serious about the large # of people blatantly running red lights every day!!
- Work with RTD to get affordable regional rates.

Farmers Market

- Farmers market fees lowered for people starting out (art/craft fairs too).
- More farmers market days. More free concerts that attract a younger crowd. Better dog parks. Community cleans up days.

- Thanks you wed nite farmer's market in town, bring back thurs nite bands on 4th & main.

Immigration Issues

- INS Booth at all local events. What a loaded question this is...
- Longmont must start enforcing the laws for everyone, including people who are here illegally.
- Longmont already did very well. Hope Colorado could change policy for temporarily legal stay people to get their driving license, could give them license or state ID without black belt.
- Stop catering to illegal immigrants. Take care of our own citizens. Another Wal-Mart? Really?!!!
- Stop illegal immigration!

Improve LGBTQ activities

- Do not emphasize sexual orientation; that should be private! Friendliness is key... Too much emphasis on Mexican culture we are a "melting pot" we need a more diverse represent adon of all nationalities/ cultures in Longmont.
- Expand support of LGBTQ & Community and take a stand for their safety & rights.
- More LBGT activities.
- More gay/lesbian events.
- Using chik-fil-a @ city gatherings sends the message that GLBTQ citizens are not welcome.

Other

- Additional opportunities to learn about the history of Longmont is settings & besides museums.
- Advertisement in sunset magazine.
- Allow medical/Recreational marijuana dispensaries.
- A town this size should be able to eliminate homelessness and have Real estate available so no one is ever homeless without shelter especially in winter.
- Better communication. I don't have cable due to high cost; never think about the city website.
- Better maintenance on rental properties.
- Business development center - improve and expand.
- Contact Boulder to YWCA, which sponsors a Reading to End Racism programs (RER). Support expansion to Longmont of the RER program in schools!
- Drug Enforcement Control Illegals.
- Ensure diversity of Longmont police force.
- Fix the rental housing shortage. We have a special part of America "RT 66"
- For the city to be more involved with the service groups, like the mason, ELKs, Moose, Am, Legion.
- Get a council that will fulfill voters' wishes instead of doing whatever they want after vote.
- Healthcare.
- I don't feel government has a responsibility to create a 'welcoming' or 'inclusive' community. That is the role of the city's citizens.
- Implement broadband.
- Is the council going to re-vote on the issue of medicinal Marijuana. We are way beloved and are long at economically.
- I would like to see city employees work as hard as someone in the private sector. More time on the jobs & less on the Golf courses!
- I would vote for either, as long as it's dedicated for housing.
- Less negative news on TV and newspapers. Negative news promotes negative actions.
- Limit smoking to designated areas at city sponsored events.
- Longmont C.O. needs to offer itself as the future capital of our USA.
- Making all council meeting to accessible to all community members & all events made easier to attend.
- More tourism
- May be post signs letting people know Longmont promotes the drug cartel organization.
- Mitigate train horns by using wayside horns at the intersection.

- More city engagement / civic engagement between local businesses and nonprofits.
- More control of pan handling.
- More involvement from the city with services org. like the Am legion, Elks lodge, Masons, Moose lodge.
- More opportunities that reflect the current diversity of Longmont & include these voices in policy beyond the arts.
- More reasonable expenses- the better support services for the needy, the more will come. We need to find a better way.
- More ways to walk to get to places. Hook up w/ the light rail train system.
- My greatest concerns are fracking & crime. More action taken by the city to shut down drugs, crime, gangs.
- Need more trade schools.
- No rentals
- Offer tax breaks to new businesses to locate here. Offer coupons deals, etc. for Denver area at the local level.
- Perhaps a welcome to Longmont mailing, w. major phone # s, list of major city events, info on how to get a recycle bin, etc.
- Programs (presentations) at library & museum.
- Provide free ESL classes continually throughout the years provide childcare during classes - day and evening. Encourage a community push to be an exclusive English speaking city.
- Provide services we cannot provide for ourselves and stay out of the private sector building malls and communication lines.
- Quarterly, police & fire displays with representatives to answer questions.
- Reroute the train!! A lot more police presents. There are drugs all over this town.
- Reach out to people who have volunteered to serve on committees.
- Read "the loudest duck". Raise minimum wage - do not provide government housing. Do not involve government in housing at all.
- Reasonable housing.
- School district needs to include all students, provide programs for struggling students. Ditch the CSAP or TCAP or???
- Seminars on the subtle negative effects of prejudice??
- Send shorter surveys. Unbelievable could not complete.
- Signature event w/a state-wide (not Rhythm, fest, etc.) draw. Sensible branding campaign that maintains identity (not Boulder's).
- Stop spraying insecticides, killing bees and ignoring the facts. Start implementing a larvacide program similar to the City of Boulder.
- Stop the mosquito spraying & preserve our health.
- Struggling to answer the above questions and since I don't see spots for other comments, I'll share them here. 1. I don't get Channel 8 or 16 on DirecTV or I probably would watch the city channels. As for the question immediately above, I think these things are important, but I'm not sure that it's the city's role to "expand the types of cultural events...", for instance. Can't the nonprofit and business community take on some of these initiatives?
- Teach locals manners. We moved here from a big city so our children could have better lives. We both work in state government & are surprised @ how rude the locals are.
- The city line newsletter is obsolete by the time it arrives. Most activities are over before I get the announcement. I have missed functions because I did not find out about them before they were over.
- Through the on-line community connect people. Facebook, next door, etc.
- Upgrade the schools.
- Welcome packet/ bag to new residents make more affordable housing options.
- Welcome wagon (type) to new home owners.
- Your survey is too long.

Appendix E: Detailed Survey Methodology

Developing the Questionnaire

The City of Longmont Customer Satisfaction Survey first was administered in 1996. General resident surveys, such as this one, ask recipients their perspectives about the quality of life in Longmont, their opinion on policy issues facing the City and their assessment of City service delivery. The 2014 survey was created by using the 2012 survey as a starting point and revised iteratively until arriving at the final five-page version that captured the important topics for Longmont.

Selecting Survey Recipients

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

All addresses falling into Longmont zip codes were “geocoded” to eliminate addresses from the list that were outside the study boundaries and identify into which of Longmont’s three wards each address was located. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. Any addresses that were outside of the city limits were removed and 1,000 households were selected at random from each of the three wards.

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

Survey Administration and Response

Each of the 3,000 households was contacted three times. First, a prenotification postcard announcement was sent, informing the household members that they had been selected to participate in the City of Longmont 2014 Customer Satisfaction Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the Mayor enlisting participation. A second survey packet was mailed contained the same material. With this second wave of surveys, respondents were instructed to not fill out another survey. Both waves of survey materials invited respondents to take the survey online. These packets also contained a postage-paid pre-addressed return envelope in which the survey recipients could return the completed questionnaire to NRC.

The mailings began in September 2014. Completed surveys were collected over the following eight weeks. About 76 of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,924 households that have received the survey mailings, 744 completed the survey (46 of which were

completed online), providing a response rate of 26%. The table on the following page shows the response rates by each of the three wards.

Table 89: Response Rates by Ward

Ward	Total sent	Total undeliverable	Total completed	Response rate
1	1,000	23	207	21%
2	1,000	21	259	27%
3	1,000	33	280	29%
Total	3,000	77	746	26%

Margin of Error

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some resident opinions are relied on to estimate all opinions. The margin of error around results for the entire sample (746 respondents) is plus or minus four percentage points around any given percentage.

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

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

Survey Processing (Data Entry)

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

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

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

Survey Analysis

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2011 American Community Survey (ACS) estimates for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the City. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

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

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

Table 90: City of Longmont 2014 Customer Satisfaction Survey Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	37%	20%	34%
Own home	63%	80%	66%
Detached unit*	68%	77%	69%
Attached unit*	32%	23%	31%
Race and Ethnicity			
White	86%	91%	86%
Not white	14%	9%	14%
Not Hispanic	80%	94%	83%
Hispanic	20%	6%	17%
Sex and Age			
Female	51%	62%	53%
Male	49%	38%	47%
18-34 years of age	29%	11%	26%
35-54 years of age	41%	31%	42%
55+ years of age	30%	58%	32%
Females 18-34	14%	8%	13%
Females 35-54	21%	20%	22%
Females 55+	16%	35%	17%
Males 18-34	15%	3%	13%
Males 35-54	20%	12%	21%
Males 55+	14%	23%	14%

* ACS 2011

Analyzing the Data

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

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

Appendix F: Survey Questionnaire

The following pages display the 2014 Longmont Customer Satisfaction Survey.

Dear Longmont Resident,
It won't take much of your time to make a big difference!
Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.
Thank you for helping create a better City!
Sincerely,

Estimado Residente de Longmont:
¡No le tomará mucho de su tiempo para marcar una gran diferencia!
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.
¡Gracias por ayudar a crear una Ciudad mejor!
Atentamente,

Dear Longmont Resident,
It won't take much of your time to make a big difference!
Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.
Thank you for helping create a better City!
Sincerely,

Estimado Residente de Longmont:
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Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.
¡Gracias por ayudar a crear una Ciudad mejor!
Atentamente,



Dennis L. Coombs
Mayor / Alcalde



Dennis L. Coombs
Mayor / Alcalde



Dennis L. Coombs
Mayor / Alcalde

Dear Longmont Resident,
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Atentamente,

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¡Gracias por ayudar a crear una Ciudad mejor!
Atentamente,



Dennis L. Coombs
Mayor / Alcalde



Dennis L. Coombs
Mayor / Alcalde



Dennis L. Coombs
Mayor / Alcalde

PRESORTED
FIRST CLASS
MAIL
US POSTAGE
PAID
BOULDER, CO
PERMIT NO. 94

CITY MANAGER'S OFFICE
350 KIMBARK STREET
LONGMONT, CO 80501



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CITY MANAGER'S OFFICE
350 KIMBARK STREET
LONGMONT, CO 80501





OFFICE OF THE MAYOR & CITY COUNCIL

PHONE: 303-651-8601 | FAX: 303-651-8590

Dear City of Longmont Resident:

Please help us shape the future of Longmont! You have been selected at random to participate in The City of Longmont 2014 Customer Satisfaction Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Longmont make decisions that affect our City.

A few things to remember:

- Your responses are completely anonymous.
In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:

www.n-r-c.com/survey/longmont.htm

If you have any questions about the survey please call Rigo Leal, Public Information Officer, at 303-651-8601.

Thank you for your time and participation!

Sincerely,

Dennis L. Coombs (handwritten signature)

Dennis L. Coombs

Mayor

Estimado Residente de Longmont:

¡Por favor ayúdenos a moldear el futuro de Longmont! Usted ha sido seleccionado al azar para participar en la Ciudad de Longmont 2014 Encuesta de los Ciudadanos.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Longmont tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- Sus respuestas son completamente anónimas.
Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:

www.n-r-c.com/survey/longmont.htm

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si usted no puede hacer la encuesta incluida en inglés, favor de llamar al 303-651-8601 para pedir una copia de la encuesta en español.

¡Gracias por su tiempo y participación!

Atentamente,

Dennis L. Coombs (handwritten signature)

Dennis L. Coombs

Alcalde

MAYOR DENNIS COOMBS 303-651-8602
MAYOR PRO TEM BRIAN BAGLEY 720-400-9877

COUNCIL MEMBERS:

WARD I BRIAN BAGLEY 720-400-9877

WARD II JEFF MOORE 720-606-3668

WARD III BONNIE FINLEY 720-438-8818

AT-LARGE SARAH LEVISON 303-847-1647

AT-LARGE GABE SANTOS 303-775-4005

AT-LARGE POLLY CHRISTENSEN 720-606-3665



CITY COUNCIL MEETINGS:

TUESDAY EVENINGS, 7:00 P.M., COUNCIL CHAMBERS 350 KIMBARK ST. LONGMONT, CO 80501



OFFICE OF THE MAYOR & CITY COUNCIL

PHONE: 303-651-8601 | FAX: 303-651-8590

Dear City of Longmont Resident:

Here's a second chance if you haven't already responded to The City of Longmont 2014 Customer Satisfaction Survey! (If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)

Please help us shape the future of Longmont! You have been selected at random to participate in The City of Longmont 2014 Customer Satisfaction Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Longmont make decisions that affect our City.

A few things to remember:

- Your responses are completely anonymous.
In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at: www.n-r-c.com/survey/longmont.htm

If you have any questions about the survey please call Rigo Leal, Public Information Officer, at 303-651-8601.

Thank you for your time and participation!

Sincerely,

Dennis L Coombs (handwritten signature)

Dennis L. Coombs
Mayor

Estimado Residente de Longmont:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Ciudad de Longmont 2014 Encuesta de los Ciudadanos! (Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)

¡Por favor ayúdenos a moldear el futuro de Longmont! Usted ha sido seleccionado al azar para participar en la Ciudad de Longmont 2014 Encuesta de los Ciudadanos.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Longmont tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- Sus respuestas son completamente anónimas.
Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:

www.n-r-c.com/survey/longmont.htm

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si usted no puede hacer la encuesta incluida en inglés, favor de llamar al 303-651-8601 para pedir una copia de la encuesta en español.

¡Gracias por su tiempo y participación!

Atentamente,

Dennis L Coombs (handwritten signature)

Dennis L. Coombs
Alcalde

MAYOR
DENNIS COOMBS
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SARAH LEVISON
303-847-1647

AT-LARGE
GABE SANTOS
303-775-4005

AT-LARGE
POLLY CHRISTENSEN
720-606-3665



2014 City of Longmont Customer Satisfaction Survey

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

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

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

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

1. _____
2. _____
3. _____

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

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

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

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

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

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

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

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

6a. Why?

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

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

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

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

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

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

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

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

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

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

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

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

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

- Yes No

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

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

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

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

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

	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently
Attend a City Council meeting	1	2	3	4	5
Watch a City Council meeting online at www.longmontchannel.com	1	2	3	4	5
Watch a City Council meeting on public access cable television channel 8	1	2	3	4	5
Watch "Behind the Badge" on public access cable television channel 8.....	1	2	3	4	5
Read bulletin board or information displays in City buildings.....	1	2	3	4	5
Watch Channel 16 – Government access.....	1	2	3	4	5
Read City Line Newsletter (with utility billing statement).....	1	2	3	4	5
Use City Source (24-hour telephone information line)	1	2	3	4	5
Read The GO (Senior Services newsletter)	1	2	3	4	5
Use the Longmont Web site (www.LongmontColorado.gov)	1	2	3	4	5
Read the Longmont Daily Times-Call newspaper	1	2	3	4	5
Read the Boulder Daily Camera newspaper	1	2	3	4	5
Read the Denver Post newspaper.....	1	2	3	4	5
Read the Longmont Weekly newspaper	1	2	3	4	5
Read "City Talk" (weekly ad in the Times-Call newspaper)	1	2	3	4	5
Subscribe to the City's e-news services (e-News, e-Alerts, RSS Feed, etc.).....	1	2	3	4	5
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.).....	1	2	3	4	5
Read the quarterly Longmont Recreation brochure.....	1	2	3	4	5
Listen to news radio (KGUD, La Ley, AM1060)	1	2	3	4	5
Use word of mouth/friends.....	1	2	3	4	5
Video messaging (flood damage recap, road construction update, pool safety, etc.)	1	2	3	4	5

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

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

17. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
- Several times a week
- Several times a month
- Less than several times a month

18. How important, if at all, is it to you and members of your household for Longmont to foster a strong sense of community for all community members?

- Prefer not to be part of this community
- Not important at all
- Not very important
- Somewhat important
- Important
- Very important

19. How important, if at all, do you think it is for the City to implement each of the following?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Expand the types of cultural events that are offered within the community	1	2	3	4	5
Enhance the promotion and awareness of cultural events that take place in the community.....	1	2	3	4	5
Provide educational opportunities to learn about different cultures and customs locally and around the world.....	1	2	3	4	5
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	1	2	3	4	5

20. What additional activities would you suggest to help make Longmont a welcoming and inclusive community?

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

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Vote for a dedicated sales tax increase (possibly by .06%, which is 6 cents on every \$100 spent) that will generate \$1 million annually and will expire after 10 years	1	2	3	4	5
Vote for a dedicated property tax increase (possibly by 1 mill) that will generate \$1 million annually and will expire after 10 years	1	2	3	4	5

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

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

_____ years

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

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

D3. Do you rent or own your home?

- Rent
- Own

D4. In what City do you work?

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

Please respond to both question D5 and D6:

D5. Are you Spanish, Hispanic or Latino?

- Yes
- No

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

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

D7. In which category is your age?

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

D8. What is your gender?

- Female
- Male

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

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

D10. About how much was your household's total income before taxes for all of 2013? (Please include in your total income money from all sources for all persons living in your household.)

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

D11. Are you registered to vote in Longmont?

- No
- Yes
- Ineligible to vote
- Don't know

D12. In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?

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

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



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