

# CITY OF LONGMONT CUSTOMER SATISFACTION SURVEY

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FINAL REPORT OF RESULTS  
August 2010

Prepared by:



3005 30th Street • Boulder, CO 80301 • 303-444-7863 • [www.n-r-c.com](http://www.n-r-c.com)

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# Executive Summary

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## **SURVEY PURPOSE**

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

## **METHODS**

The 2010 survey used stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings. The 2010 report includes comparisons of specific questions by Ward and illustrates where responses of residents from the three Wards were significantly different from each other (see *Appendix V. Comparison of Responses by Ward of Residence*).

Of the 3,000 surveys mailed in May 2010, about 130 of the surveys were returned because they could not be delivered as addressed. Of the 2,870 households that received a survey, 956 completed the survey, providing a response rate of 33%. The margin of error is no greater than plus or minus 3 percentage points around any given percent based on community-wide estimates.

The baseline Longmont Customer Satisfaction Survey was conducted in 1996. This was the 10th iteration of the survey.

## **SURVEY FINDINGS**

Overall, residents felt positively in 2010 and gave responses similar to previous years. A majority of Longmont residents reported a good quality of life in the City and evaluated the City as a good place to live. Many residents reported that they would be likely to recommend living in Longmont to someone else and that they would remain living in Longmont for the next five years, particularly if they were "very satisfied" with the overall quality of City services. Most commonly, residents commented that they like the hometown, family feel in the community, as well as the friendliness and comfortable atmosphere in the City. The quality of life in general, an affordable cost of living and location were residents' favorite aspects of Longmont and residents thought that the City's most valuable aspects were location and the friendly, small town feel of the community.

The overall quality of life in Longmont was rated as excellent or good by four in five respondents, similar to the national average and lower than in the Front Range average when compared to jurisdictions in NRC's benchmark database of over 500 resident surveys. A majority of respondents rated various aspects of quality of life as good or better, though Longmont as a place to work and as a place to shop received lower ratings than other characteristics. Quality of community ratings have remained stable over time, except for a slight drop for Longmont as a place to shop. Generally ratings were similar to or below the national and Front Range benchmarks.

A variety of characteristics of the community were evaluated by those participating in the study. The items receiving the most favorable ratings were air quality and opportunities to attend cultural activities. The ease of bus travel in the city and opportunities for jobs and shopping were rated least positively by residents, with ratings that were generally much below national and Front Range ratings. Of the 13 characteristics for which comparisons were available, three were above the national benchmark, four were similar and seven were below. Compared to the Front Range, Longmont was rated higher for two community characteristics (air quality and opportunities to attend cultural activities); two were rated similarly to peer jurisdictions and 9 of the 13 characteristics received lower ratings than in other Front Range jurisdictions.

Economy, jobs and cost of living, and the quality and variety of stores and restaurants were concerns for Longmont residents; growth also continued to cause some resident concern. Approximately 9 in 10 residents thought that the rate of jobs growth was too slow in Longmont, 6 in 10 rated retail growth as too slow and about half said that industrial growth was too slow. While half of respondents reported that the rate of population growth was too fast, two in five said it was about right.

In general, residents were satisfied with the overall quality of services they received in Longmont, with 84% giving a rating of satisfied or very satisfied, similar to previous years in when compared to ratings in other jurisdictions across the country and in the Colorado Front Range.

Overall, residents gave favorable ratings to most City services; for almost all services rated by survey respondents, a majority of residents gave each a good or excellent rating. Fire fighting and rescue services, trash and recycling pick-up, library services, electric service, sewer services and emergency dispatch received high marks by residents completing the survey. Timing of traffic signals, code enforcement and planning received the least positive ratings, with fewer than half giving a good or excellent rating. In general, 2010 service ratings were similar to 2008, though water conservation programs, electric conservation programs and the museum received good or excellent ratings by a higher proportion of respondents in 2010 than in 2008.

Of the 28 services for which comparisons were available to the nation, 9 were much higher than the national benchmark comparison, two were above, eight were similar, four were below and five were rated much lower than ratings given in other jurisdictions across the country. When compared to Front Range jurisdictions, 23 services could be compared; six were rated much higher than the Front Range average, eight were similar, three were below and six were much below the Front Range benchmark rating.

A Key Driver Analysis was conducted for the City of Longmont by examining the relationships between ratings of each service and ratings of the City of Longmont' overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality were: utility billing, emergency dispatch, enforcing traffic laws and planning. 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.

In addition to favorable ratings for quality of life and City services, City employees continued to receive high marks from those who reported having contact with they City in the past 24 months. Half or more rated each employee characteristic with a rating of "excellent." However, when compared by respondent subgroups, Hispanic and non-White respondents, renters and those living in attached units tended to give lower ratings than other residents.

A number of questions were included on the 2010 survey to help Longmont staff and officials assess resident opinions about salient issues impacting the city, such as telecommunications; medical marijuana dispensaries; funding for arts and cultural activities, a Veteran's memorial and signage welcoming visitor's to Longmont; curbside composting, transit enhancements; and renewable energy. Most respondents reported support for the City of Longmont leveraging its existing infrastructure (including its optical fiber system) and partnering with private sector telecommunication companies to provide advanced telecommunications services to residents and commercial users.

Forty-two percent of respondents strongly opposed completely banning medical marijuana dispensaries in Longmont's City limits, while 26% strongly supported the ban. If the City chooses to regulate dispensaries rather than ban them, a majority of residents indicated that dispensaries should be 1,000 feet from each of the facilities and about 10% thought there need not be a

minimum distance from schools, child care facilities, residential areas or parks. Strong opposers to a ban, in much greater numbers and percents, though no distances are required.

Four times as many respondents strongly opposed than did those who strongly supported a new special district tax to support the arts. When asked about funding arts and cultural activities in Longmont by reallocating funds currently used for other City programs, the strong opposers outnumbered the strong supporters almost two to one.

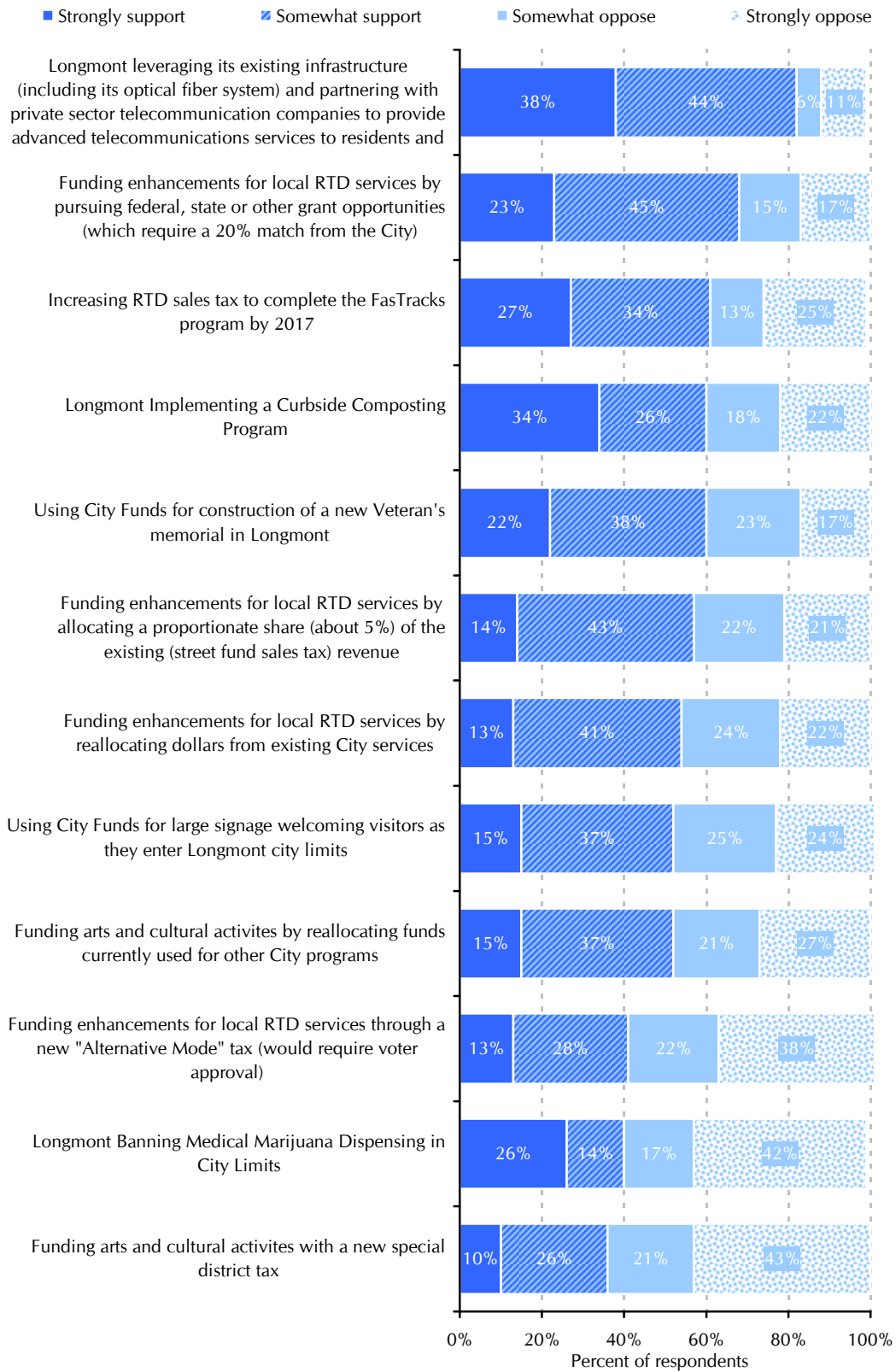
More respondents supported the City of Longmont implementing a curbside composting program at a cost of between \$2 and \$5 per month than did those who opposed the program (60% versus 40%, respectively). Top reasons for opposition were not wanting an added expense or another bin to their driveway.

When asked to indicate the extent to which they supported or opposed construction of a new Veteran's memorial in Longmont, about the same proportion of residents strongly opposed and strongly supported the construction of it. A higher proportion of residents strongly opposed using City funds for large signage welcoming visitors as they enter Longmont city limits than did those who strongly supported the idea.

Respondents were asked to indicate their support for or opposition to various options for the City of Longmont to fund enhancements to the local bus services, such as running buses more often, providing bus service to areas not currently served by bus routes and providing bus passes to residents. Strongest support was for Longmont to pursue federal, state or other grant opportunities, though almost as many strongly opposed this idea as did those who strongly supported it. The other three funding options were strongly opposed by more respondents than those who "strongly supported" each one with the most opposition for a new "Alternative Mode" tax that would require voter approval. Over 60% of residents supported an increase in the RTD sales tax of an additional 0.4 percent (four pennies on a \$10 purchase) to complete the FasTracks program, including the Northwest Commuter Rail portion by 2017.

Two-thirds of Longmont residents would be willing to pay something for more renewable energy and energy efficiency programs; a third reported that they did not want any additional costs per month on their monthly electric bill. Responses showed price sensitivity when residents were asked to indicate their preferred approach for Longmont's electric utility for providing more electricity from renewable energy sources when it is required by state and/or federal legislation to do so. About half (52%) wanted LPC to meet these requirements by selecting renewable energy resources in a mix that minimizes electric utility cost increases to Longmont rate payers.

**Figure 1: Summary of Support for and Opposition to 2010 Policy Questions**





# Survey Background and Methods

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## SURVEY PURPOSE

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

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

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

The first Longmont Customer Satisfaction Survey was conducted in 1994, and was quite different from the survey conducted in later years. Therefore, the trend lines presented throughout this report include data back to 1996, when available. This Customer Satisfaction Survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Longmont changes and grows. When policies or programs change, this solid foundation of survey results permits everyone to track the impacts on resident opinion.

## METHODS

The Longmont Customer Satisfaction Survey was administered by mail to a representative sample of 1,000 residents in each of three Wards in Longmont. Each household received three mailings beginning in May 2010. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, the surveys, which contained a letter from the Mayor inviting the household to participate in the 2010 Longmont Customer Satisfaction Survey, a six-page questionnaire and self-mailing envelope, were sent to residents. The survey also was translated into Spanish and available upon request. The survey instruments appear in *Appendix VII. Survey Instruments*.

About 4% of the postcards were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,870 households that received the survey, 956 completed a survey, providing a response rate of 33%, which is especially strong for a six page questionnaire.

Survey results were weighted so that the gender, age, housing unit type, tenure (rent versus own), race, ethnicity and educational attainment of respondents were represented in the proportions reflective of the entire city. (For more information see the detailed survey methodology in *Appendix II. Survey Methodology*.)

## HOW THE RESULTS ARE REPORTED

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the "percent positive" is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly

support” and “somewhat support,” “very likely” and “somewhat likely”).

On most of the questions in the survey, respondents were given the opportunity to answer “don’t know.” The proportion of respondents giving this reply, and all other responses, is shown in the full set of responses included in *Appendix III. Complete Set of Survey Frequencies* and is discussed in the body of this report if it is 20% or greater. 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 practice of rounding percentages to the nearest whole number.

### **PRECISION OF ESTIMATES**

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (956). For each of the three areas of Longmont (Wards 1, 2 and 3), the margin of error rises to approximately plus or minus six percent since sample sizes were approximately 303 for Ward 1, 329 for Ward 2 and 324 for Ward 3.

Selected results for all Longmont residents were compared to results from residents in each of the three Council Wards and are presented in *Appendix V. Comparison of Responses by Ward of Residence*.

### **COMPARING SURVEY RESULTS OVER TIME**

Because this survey was the 10<sup>th</sup> in a series of citizen surveys, the 2010 results are presented along with past ratings when available. Differences among years can be considered “statistically significant” if they are greater than six percentage points. Trend data for Longmont represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions. When applicable, data from Longmont’s Policy Surveys (conducted in 2005, 2007 and 2009) are included in the by-year comparisons.

Because summary statistics were changed in the 2008 report (and continue through 2010) from an average rating to percent “excellent” plus “good,” 1994 results are not presented in this report. Only average rating data were available for 1994. Raw data were needed for this conversion, which were unavailable. Readers may refer to the Longmont archives for the 1994 average results.

### **COMPARING SURVEY RESULTS TO OTHER JURISDICTIONS**

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. It is not known what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its

street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than fire protection. More illuminating is how residents' ratings of fire service compare to opinions about fire service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments.

Benchmark data can help that police department – or any City department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in conjunction with other sources of data about budget, population demographics, personnel, and politics to help managers know how to respond to comparative results.

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. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC's work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC's benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to a subsets of jurisdictions (within a given region or population category such as Front Range jurisdictions), as in this report. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in many households with teens, bring pride, and a sense of accomplishment.

#### **Comparison of Longmont to the Benchmarking Database**

Jurisdictions to which Longmont was compared can be found in *Appendix VI. Jurisdictions Included In Benchmark Comparisons*. National and Front Range 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, the City of Longmont's results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For

some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Longmont’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more,” or “less” if the difference between Longmont’s rating and the benchmark is greater than the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between Longmont’s rating and the benchmark is more than twice the margin of error.

# Longmont Quality of Life

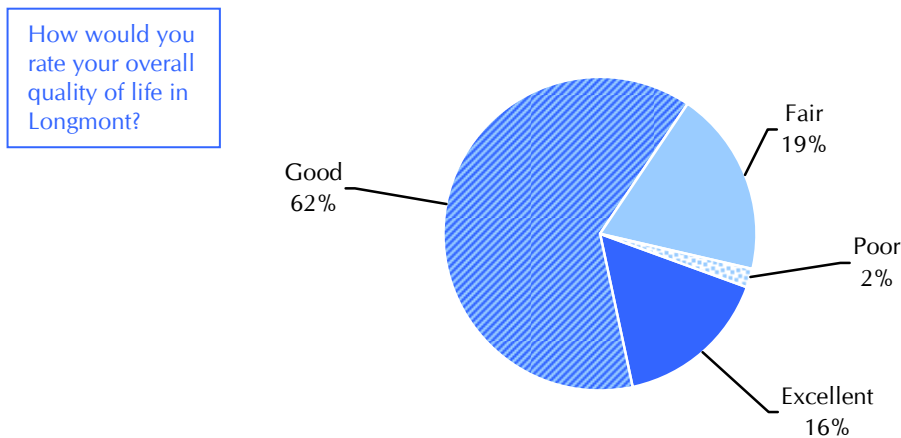
Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The Longmont 2010 Customer Satisfaction Survey contained a set of questions related to quality of community life in the city. While many aspects of the quality of life in Longmont were rated favorably, opportunities remain for Longmont as a place to work, shop and retire.

## OVERALL QUALITY OF LIFE

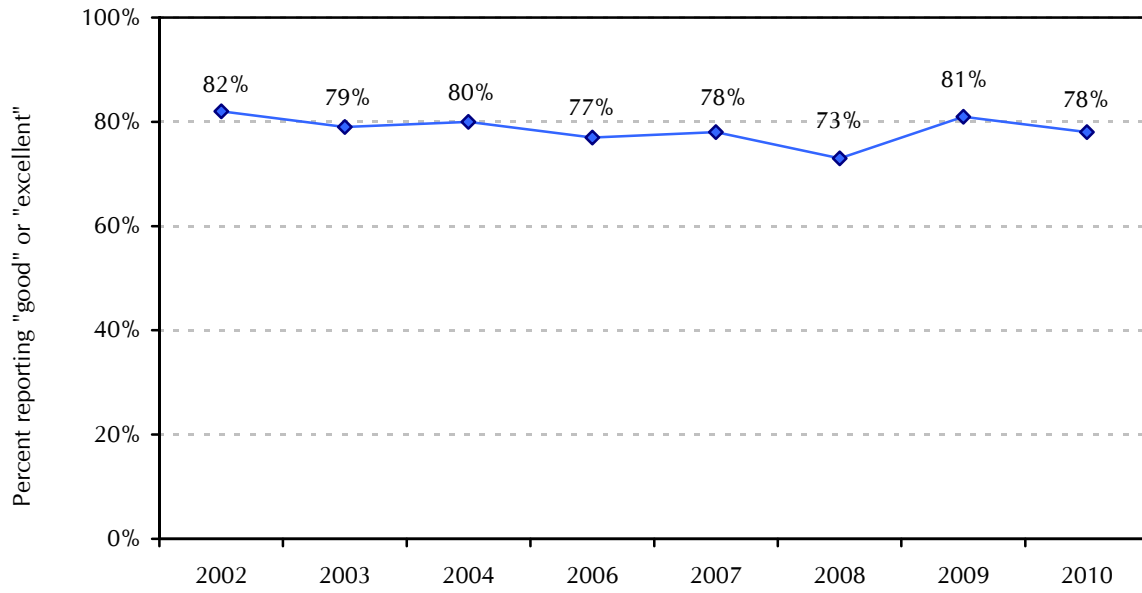
In addition to rating various aspects of quality of life in the city, survey respondents were asked to rate their overall quality of life in Longmont. Residents continued the trend of favorable ratings for overall quality of life in the city. About four in five (78%) reported it was good or excellent, about one in five (19%) gave a fair rating and 2% said poor. These ratings were similar to previous years and when compared to jurisdictions across the country, but much below the Colorado Front Range average.

When asked to rate their overall quality of life in Longmont, the following residents were more likely to give positive marks: respondents who reported their ethnicity as non-Hispanic and their race as white, residents reporting a higher annual household income, a higher educational attainment, those living in detached housing units and those who report owning their own homes (see Table 1). Residents living in Wards 2 and 3 were more likely to give favorable ratings to Longmont as a place to live, raise children, their neighborhoods as a place to live and the overall quality of life in Longmont than were Ward 3 residents (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Figure 2: Overall Quality of Life**



**Figure 3: Overall Quality of Life Compared Over Time**



*This question was not asked in 2005.*

**Table 1: Overall Quality of Life by Demographics**

Please rate the following aspects of life in Longmont.		How would you rate your overall quality of life in Longmont?
Respondent Age	18-34	79%
	35-54	79%
	55+	77%
	Overall	79%
Gender of Respondent	Female	80%
	Male	78%
	Overall	79%
Ethnicity	Hispanic origin	62%
	Not of Hispanic origin	81%
	Overall	79%
Race	White	80%
	Non-white	72%
	Overall	79%
Level of Education	High School degree or less	74%
	More than High School education	82%
	Overall	79%
Income of Respondent	Less than \$25,000	68%
	\$25,000 - \$99,999	78%
	\$100,000 or more	90%
	Overall	79%
Length of Residency	Less than 5 years	81%
	5-9 years	84%
	10-14 years	80%
	15 -19 years	82%
	20+ years	74%
	Overall	79%
Housing Unit Type	Detached	83%
	Attached	70%
	Overall	79%
Housing Tenure	Rent	72%
	Own	82%
	Overall	79%

*Percent reporting "good" or "excellent"*

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

## QUALITY OF LIFE AND COMMUNITY

Residents responding to the survey rated six aspects of Longmont quality of life. About four in five respondents rated three of the six as good or excellent (Longmont as a place to live, your neighborhood as a place to live and Longmont as a place to raise children). Ratings for the first two aspects were similar to the national average, but lower than the Front Range benchmarks. Although the city as a place to raise children also was rated positively by a large majority of respondents (72%), jurisdictions across the nation and in the Front Range received higher ratings than Longmont. The city as a place to work and as a place to retire received ratings that fell below national and Front Range scores. Generally, ratings remained consistent over time, but Longmont as a place to shop saw a decline from 2008 to 2010. Benchmark comparisons were not available for this item.

When comparing responses by select respondent demographics, older residents, White, non-Hispanic, those who have a higher level of education, higher income, those living in detached housing units and those who own their homes generally gave higher ratings than other residents (see Table 3). Ward 2 residents reported higher ratings than did other residents for Longmont as a place to live, their neighborhood as a place to live, the city as a place to raise children and the overall quality of life in the city (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Table 2: Quality of Community**

Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Longmont as a place to live	26%	57%	16%	2%	100%	Similar	Much below
Your neighborhood as a place to live	30%	48%	19%	3%	100%	Similar	Below
Longmont as a place to raise children	20%	52%	24%	3%	100%	Below	Much Below
Longmont as a place to retire	15%	42%	34%	9%	100%	Below	Much Below
Longmont as a place to work	7%	41%	33%	18%	100%	Much Below	Much Below
Longmont as a place to shop	4%	25%	40%	31%	100%	Not available	Not available

**Table 3: Longmont Quality of Life Ratings Over Time**

Please rate the following aspects of life in Longmont.	Year of survey					
	2010	2009	2008	2007	2006	2004
Longmont as a place to live	83%	83%	84%	82%	80%	83%
Your neighborhood as a place to live	78%	76%	75%	75%	72%	76%
Longmont as a place to raise children	72%	76%	71%	71%	67%	71%
Longmont as a place to retire	57%	62%	59%	57%	55%	55%
Longmont as a place to work	48%	54%	NA	NA	NA	NA
Longmont as a place to shop	29%	37%	NA	NA	NA	NA

Percent reporting "good" or "excellent"

This question was not asked in 2005. Longmont as a place to shop and as a place to work were added in 2009 to the Policy Survey and again to the 2010 Customer Satisfaction Survey.

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



**Table 4: Overall Quality of Life by Demographics**

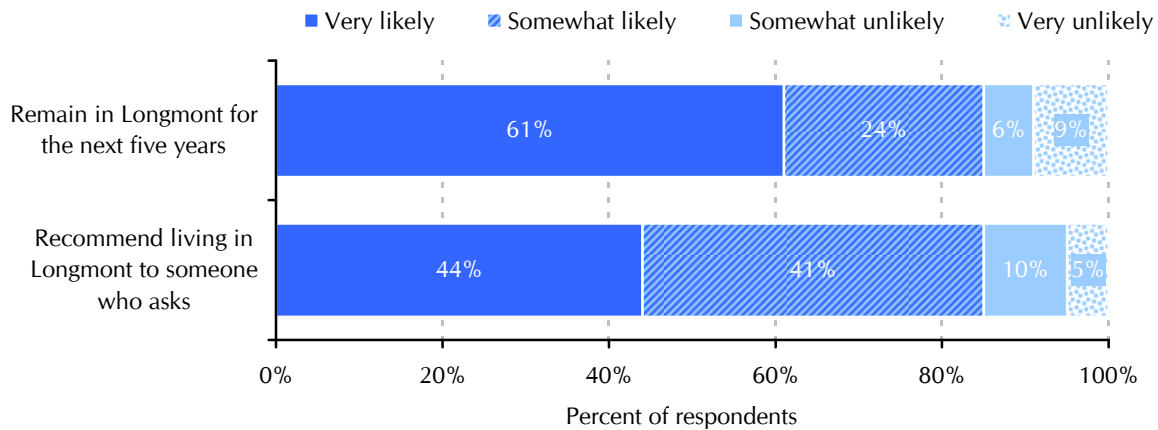
Quality of Community by Demographics							
Please rate the following aspects of life in Longmont.		Longmont as a place to live	Your neighborhood as a place to live	Longmont as a place to raise children	Longmont as a place to retire	Longmont as a place to work	Longmont as a place to shop
Respondent Age	18-34	79%	79%	64%	48%	49%	21%
	35-54	81%	78%	76%	55%	51%	29%
	55+	86%	78%	78%	68%	44%	35%
	Overall	83%	78%	72%	57%	48%	29%
Gender of Respondent	Female	84%	77%	76%	57%	47%	29%
	Male	81%	80%	70%	57%	51%	28%
	Overall	83%	78%	72%	57%	48%	29%
Ethnicity	Hispanic origin	66%	63%	63%	49%	32%	28%
	Not of Hispanic origin	84%	80%	75%	59%	52%	29%
	Overall	83%	78%	72%	57%	48%	29%
Race	White	83%	79%	76%	59%	51%	29%
	Non-white	78%	75%	60%	52%	42%	27%
	Overall	83%	78%	72%	57%	48%	29%
Level of Education	High School degree or less	79%	74%	72%	56%	41%	33%
	More than High School education	84%	80%	74%	58%	53%	26%
	Overall	83%	78%	72%	57%	48%	29%
Income of Respondent	Less than \$25,000	74%	63%	66%	45%	38%	30%
	\$25,000 - \$99,999	82%	79%	73%	59%	48%	31%
	\$100,000 or more	90%	88%	82%	65%	64%	24%
	Overall	83%	78%	74%	58%	50%	29%
Length of Residency	Less than 5 years	83%	83%	70%	54%	49%	32%
	5-9 years	86%	82%	77%	55%	50%	23%
	10-14 years	80%	72%	71%	59%	54%	38%
	15 -19 years	86%	77%	67%	67%	49%	22%
	20+ years	80%	77%	77%	56%	47%	27%
	Overall	83%	78%	72%	57%	48%	29%
Housing Unit Type	Detached	86%	83%	76%	58%	51%	27%
	Attached	73%	66%	66%	57%	43%	33%
	Overall	83%	78%	72%	57%	48%	29%
Housing Tenure	Rent	73%	70%	63%	49%	40%	30%
	Own	87%	83%	77%	62%	54%	28%
	Overall	83%	78%	72%	57%	48%	29%

Percent reporting "good" or "excellent"

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

A new question was added to the 2010 survey that asked residents to indicate how likely or unlikely they would be to recommend living in Longmont to someone else and the likelihood that they would remain living in Longmont for the next five years. Many residents said they would be likely to do both, but a higher proportion reported that they would be at least very likely to remain living in Longmont for the next five years than did those who said they would be very likely to recommend living in Longmont to someone who asks. Responses for both items were similar to or higher than the national and Front Range benchmark comparisons. While Ward 2 respondents were more likely to recommend living in Longmont than other residents, Ward 1 residents reported a higher likelihood of remaining in Longmont for the next five years than others (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Figure 4: Likelihood of Recommending Longmont to Others/Remaining in Longmont for Next Five Years**



## COMMUNITY CHARACTERISTICS

As in previous years, survey respondents were asked to rate various community characteristics as they related to the City of Longmont as a whole. Some characteristics received positive marks and some were rated less positively. Air quality and opportunities to attend cultural activities were evaluated as good or excellent by a majority of respondents (77% and 65%, respectively); these ratings were above national and Front Range average ratings. Recreational opportunities were thought to be good or better by about two-thirds of respondents and above the national benchmark. When compared to other Front Range jurisdictions, Longmont's rating for this community characteristic fell much below the regional average.

The overall appearance of the City of Longmont, perceived sense of community, ease of car travel and the openness and acceptance of the community towards people of diverse backgrounds received mid-range ratings that generally were lower than ratings compared to other jurisdictions across the country and in the Colorado.

Access to affordable quality housing, child care and health care were viewed as less favorable community characteristics, though similar to ratings across the nation. However access to affordable quality housing fell below Front Range average ratings.

The ease of bus travel in the city, and opportunities for jobs and shopping were rated least positively by residents, with ratings that were generally much below national and Front Range ratings.

A number of respondents said "don't know" when asked to rate access to affordable quality child care (51%) and the ease of bus travel (42%) in Longmont (see *Appendix III. Complete Set of Survey Frequencies*).

When compared to ratings given in 2008, the proportion of respondents rating access to affordable quality child care in Longmont as good or excellent slightly increased while ratings for shopping opportunities in the city dropped by about 10 percentage points. (See Table 6.)

In general, residents from the three Council Wards gave similar ratings, though Ward 2 residents reported higher ratings for air quality and ease of car travel in Longmont than did those living in other areas of the community (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Table 5: Community Characteristics**

<b>Please rate each of the following characteristics as they relate to the City of Longmont as a whole:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>National comparison</b>	<b>Front Range comparison</b>
Air quality	14%	63%	21%	2%	100%	Above	Above
Recreational opportunities	18%	49%	27%	5%	100%	Above	Much Below
Opportunities to attend cultural activities	15%	50%	26%	9%	100%	Much Above	Above
Overall appearance of the City of Longmont	8%	56%	32%	4%	100%	Below	Much Below
Sense of community	11%	49%	34%	7%	100%	Below	Below
Ease of car travel in the City of Longmont	11%	44%	33%	12%	100%	Similar	Much Below
Openness and acceptance of the community towards people of diverse backgrounds	9%	44%	35%	11%	100%	Much Below	Much Below
Access to affordable quality health care	9%	38%	36%	17%	100%	Similar	Below
Access to affordable quality housing	5%	34%	42%	20%	100%	Similar	Similar
Access to affordable quality child care	5%	34%	45%	16%	100%	Similar	Similar
Ease of bus travel in the City of Longmont	10%	28%	38%	24%	100%	Below	Much Below
Shopping opportunities	4%	25%	35%	36%	100%	Much Below	Much Below
Job opportunities	2%	16%	43%	40%	100%	Much Below	Much Below

**Table 6: Community Characteristics Compared Over Time**

Please rate each of the following characteristics as they relate to the City of Longmont as a whole.	Year of survey										
	2010	2009	2008	2006	2005	2004	2002	2001	2000	1998	1996
Air quality	77%	NA	72%	68%	NA	NA	NA	NA	NA	NA	NA
Recreational opportunities	67%	NA	66%	69%	NA	75%	NA	NA	NA	NA	NA
Opportunities to attend cultural activities	65%	59%	58%	61%	NA	60%	NA	NA	NA	NA	NA
Overall appearance of the City of Longmont	64%	NA	62%	69%	NA	NA	NA	NA	NA	NA	NA
Sense of community	60%	65%	57%	59%	NA	NA	NA	NA	NA	NA	NA
Ease of car travel in the City of Longmont	55%	NA	51%	42%	36%	NA	63%	57%	54%	69%	67%
Openness and acceptance of the community towards people of diverse backgrounds	53%	57%	49%	51%	NA	NA	NA	NA	NA	NA	NA
Access to affordable quality health care	47%	NA	41%	42%	NA	NA	NA	NA	NA	NA	NA
Access to affordable quality housing	39%	NA	34%	31%	NA	NA	NA	NA	NA	NA	NA
Access to affordable quality child care	39%	NA	32%	32%	NA	NA	NA	NA	NA	NA	NA
Ease of bus travel in the City of Longmont	38%	NA	37%	47%	NA	NA	63%	63%	56%	56%	61%
Shopping opportunities	29%	NA	39%	57%	NA	NA	NA	NA	NA	NA	NA
Job opportunities	18%	NA	23%	31%	NA	NA	NA	NA	NA	NA	NA

Percent reporting "good" or "excellent"

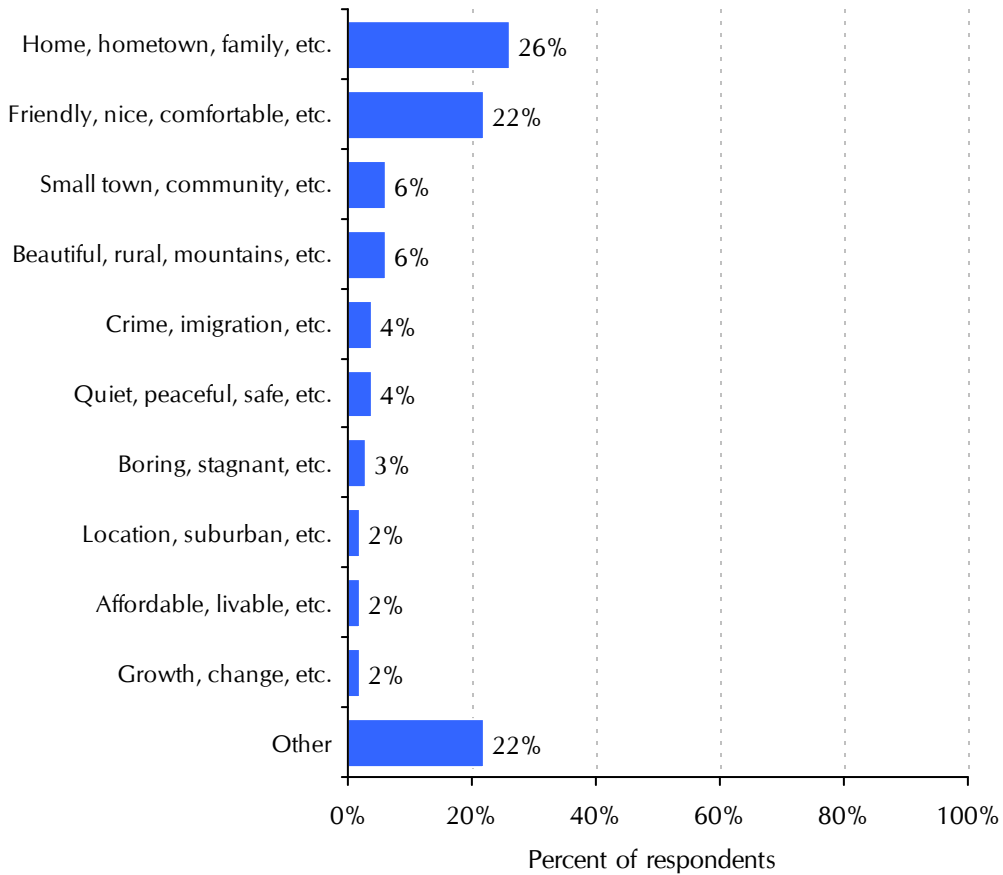
This question was not asked in 2007 or 2003; select characteristics were rated in 2009.

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

## REASONS FOR LIVING IN LONGMONT

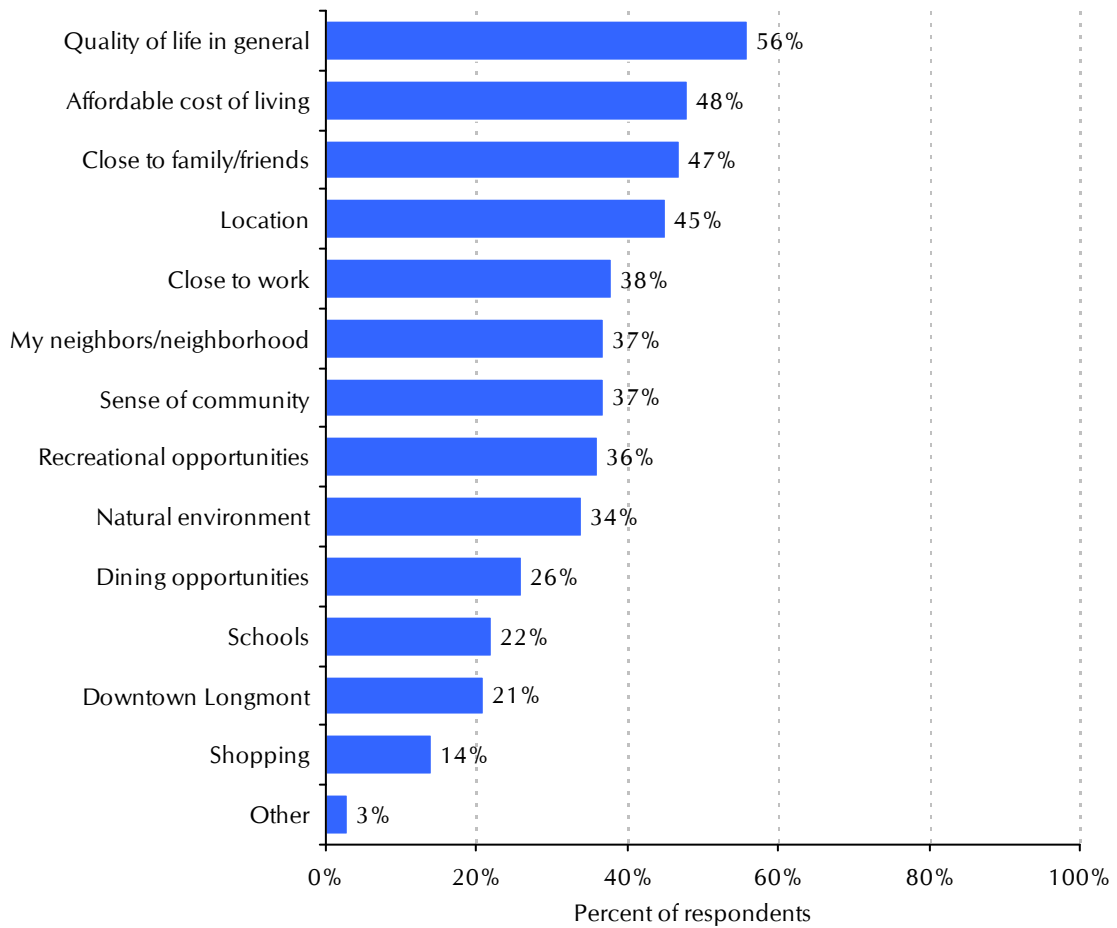
A series of questions was added to the 2010 survey to help the City understand residents' reasons for living in Longmont. The first question in the set asked survey participants to write in unprompted responses for the single word that first comes to mind when someone says "Longmont." Most commonly, residents commented about the hometown, family feel in the community, followed by comments about the friendliness and comfortable feel in the Longmont.

**Figure 5: Single Word Used to Describe Longmont**



When asked to select from a list of items what they consider their favorite aspects about living in Longmont, just over half selected quality of life in general. Similar proportions selected the affordable cost of living and that Longmont is close to family and friends. Just under half reported that the location of the city is one of their favorite aspects of Longmont.

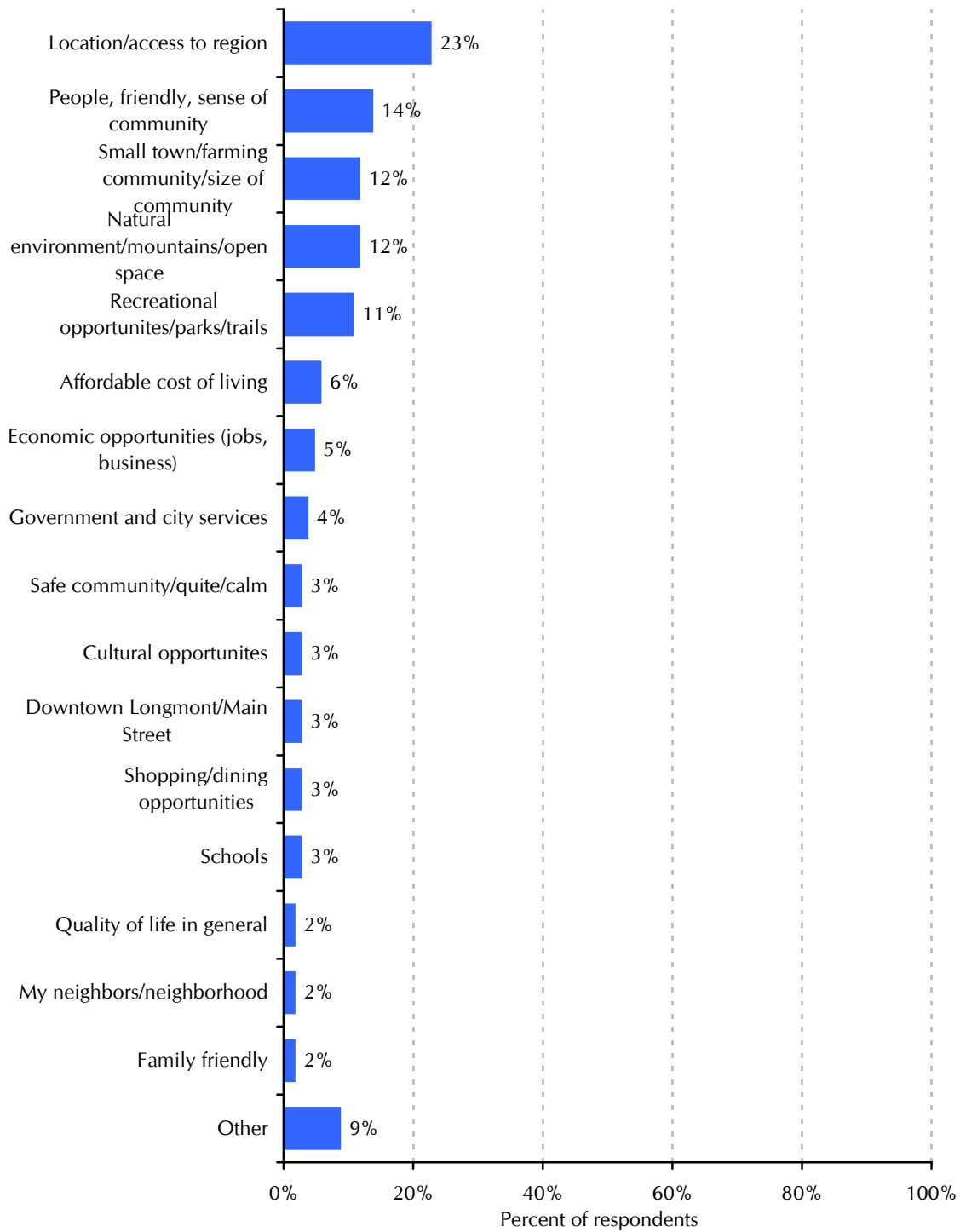
**Figure 6: Favorite Aspects about Living in Longmont**



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

Another question in this series asked residents to write in what they thought Longmont’s most valuable asset. As shown in the chart below, about a quarter made comments pertaining to Longmont’s location; others mentioned the friendliness of the community, the small town feel of the community, Longmont’s natural environment and recreational opportunities.

**Figure 7: Longmont's "Most Valuable Assets"**



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



## Issues Facing the Community

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This section discusses potential challenges for the City of Longmont. Residents' unprompted reports of the most pressing problems facing Longmont in the next five years<sup>1</sup> are compared over time in the following table. Residents were provided the option to mention up to three problems. As in previous survey years, the problems that the residents most often mentioned were growth and overpopulation; economy, jobs and cost of living; general crime; and traffic. Growth was at the top of the list in 2008, but economy, jobs and cost of living rose to the top in 2010. Four percent gave "other" responses that could not be categorized into a common theme. These responses appear verbatim in *Appendix IV. Verbatim Responses*.

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<sup>1</sup> Coding of responses categories changed slightly from 2004 to 2006: too much growth vs. growth/overpopulation, crime vs. general crime (vandalism, drugs, violence), lack of education/overcrowding schools vs. schools/education, water/water shortage vs. water issues, racial tension/issues vs. illegal immigration/cultural tension, affordable housing vs. affordable housing/housing market and pollution vs. pollution/environmental issues. Also, some categories were added to 2006: Gangs and large companies pushing out small business.

**Table 7: Biggest Problems Longmont Will Face in Next Five Years**

What are the three biggest problems Longmont will have to face in the next 5 years?	Year of survey									
	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996
Economy, jobs and cost of living	16%	12%	4%	8%	8%	4%	4%	2%	2%	4%
Growth and overpopulation	12%	14%	18%	21%	21%	27%	27%	30%	29%	30%
Quality, quantity and variety of stores restaurants	11%	6%	2%	4%	NA	NA	NA	NA	NA	NA
General crime (vandalism, drugs, violence)	10%	11%	13%	11%	10%	6%	5%	5%	9%	12%
Traffic	9%	11%	16%	19%	16%	20%	19%	19%	18%	10%
Illegal immigration and cultural tension	9%	6%	9%	4%	2%	1%	1%	1%	1%	0%
Cost and decline of City services and taxes are too high	7%	2%	3%	1%	4%	3%	2%	2%	2%	6%
Schools and education	6%	8%	7%	8%	10%	9%	8%	11%	10%	9%
Gangs	4%	6%	12%	NA	NA	NA	NA	NA	NA	NA
Street maintenance and repair	3%	1%	1%	2%	2%	3%	3%	4%	4%	2%
Affordable housing and housing market	2%	6%	4%	3%	4%	4%	5%	5%	3%	7%
Large companies pushing out small business	1%	1%	2%	NA	NA	NA	NA	NA	NA	NA
Deterioration of appearance and junk	1%	1%	1%	2%	NA	NA	NA	NA	NA	NA
Pollution and environmental issues	1%	1%	1%	1%	2%	2%	2%	3%	3%	1%
Maintaining small town quality of life and uniqueness	1%	0%	1%	2%	NA	NA	NA	NA	NA	NA
Water issues	0%	2%	2%	5%	8%	6%	3%	3%	1%	1%
Open space	0%	1%	1%	1%	1%	1%	1%	NA	NA	NA
Other	4%	9%	0%	0%	9%	3%	6%	7%	7%	7%
Don't know	4%	1%	3%	0%	0%	6%	7%	4%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Response categories are worded differently than in previous years; see footnote on previous page.

Note: no significance testing was conducted on this question.

## POTENTIAL PROBLEMS IN THE COMMUNITY

In addition to asking respondents to identify the three biggest problems they thought Longmont would face in the next five years, respondents also were asked to rate, on a four-point scale, specific potential problems in Longmont. More than half of respondents perceived home foreclosures, drugs, crime, methamphetamine labs, vandalism, traffic congestion and unsupervised youth to be moderate or major problems in Longmont.

Nearly 50% of respondents were not concerned about a lack of growth in Longmont and 19% felt that too much growth was a major problem in Longmont. These items were the only two that showed a shift from 2008 to 2010, with a decline in the percent saying lack of growth is “not a problem” and an increase in the percent saying too much growth is “not a problem.”

About a third of respondents said “don’t know” when asked to rate how much of a problem methamphetamine labs were in Longmont; one in five gave this response when asked to rate concerns about foreclosures. The full set of frequencies for this question appears in *Appendix III. Complete Set of Survey Frequencies.*

**Table 8: Potential Problems**

<b>Please rate each of the following characteristics as they relate to the City of Longmont as a whole..</b>	<b>Not a problem</b>	<b>Minor problem</b>	<b>Moderate problem</b>	<b>Major problem</b>	<b>Total</b>
Lack of growth	45%	27%	17%	12%	100%
Too much growth	25%	28%	28%	19%	100%
Noise	21%	42%	27%	10%	100%
Junk vehicles	18%	42%	30%	9%	100%
Weeds	16%	46%	25%	12%	100%
Run down buildings	12%	44%	29%	14%	100%
Homelessness	12%	40%	36%	12%	100%
Traffic congestion	11%	32%	34%	23%	100%
Unsupervised youth	11%	34%	38%	17%	100%
Methamphetamine labs	10%	25%	35%	30%	100%
Graffiti	8%	43%	34%	14%	100%
Drugs	5%	19%	47%	29%	100%
Vandalism	5%	34%	40%	20%	100%
Home foreclosures	3%	17%	42%	38%	100%
Crime	2%	31%	53%	13%	100%

**Table 9: Potential Problems**

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

*Percent reporting "not a problem"*

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

## Growth

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 the physical size of the city. Fewer than half thought that Longmont had the right amount of each type of growth, except for the physical size of the city. Approximately 9 in 10 residents thought that the rate of jobs growth was too slow in Longmont, 6 in 10 rated retail growth as too slow and about half said that industrial growth was too slow. While half of respondents reported that the rate of population growth was too fast, 43% said the rate of this type of growth was about right. Other than a slight increase in the proportion of residents reporting industrial growth as too slow, ratings of growth remained stable from 2009 to 2010.

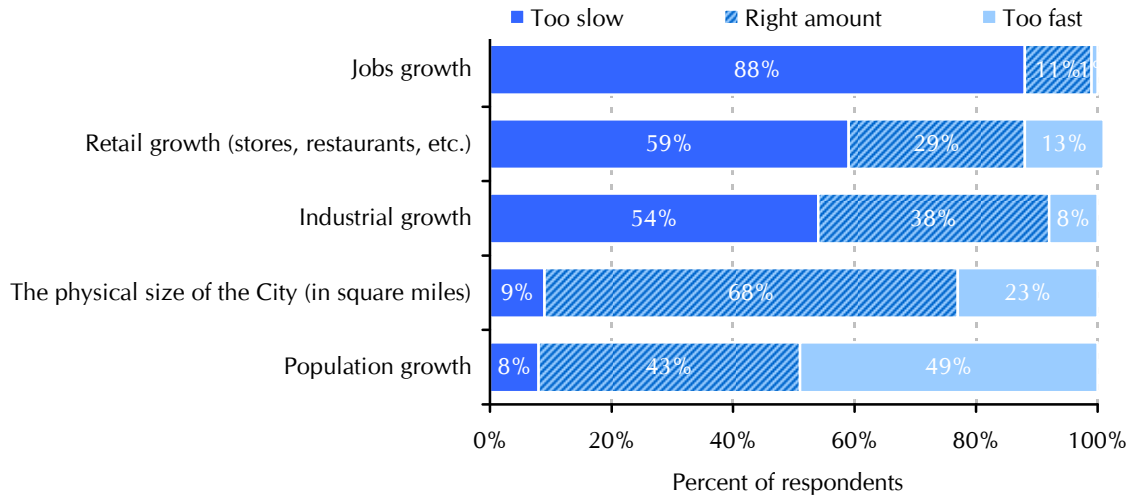
Assessments for three kinds of growth rates were available for comparison ratings given by residents in other jurisdictions in the nation and in the Front Range. More Longmont residents rated population growth as “too fast” when compared to the national benchmark, but fewer than when compared to the Front Range benchmark. Many more Longmont residents thought that jobs growth and retail growth was “too slow” in the City when compared with growth ratings in other jurisdictions in the nation and in the Front Range.

About one in five replied “don’t know” when asked to rate the speed of jobs growth and about a quarter of respondents gave this response when asked to rate industrial growth (See *Appendix III. Complete Set of Survey Frequencies*).

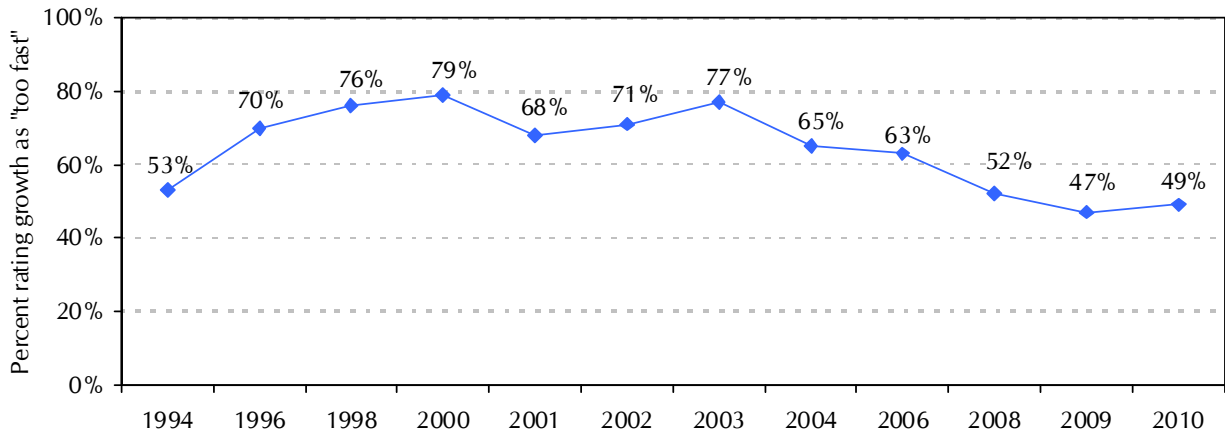
**Table 10: Speed of Growth Ratings**

<b>Please rate the speed of growth in the following categories in Longmont over the past 2 years.</b>	<b>Much too slow</b>	<b>Somewhat too slow</b>	<b>Right amount</b>	<b>Somewhat too fast</b>	<b>Much too fast</b>	<b>National comparison</b>	<b>Front Range comparison</b>
Jobs growth	37%	51%	11%	1%	0%	Much more reporting too slow	Much more reporting too slow
Retail growth (stores, restaurants, etc.)	20%	39%	29%	9%	4%	Much more reporting too slow	Much more reporting too slow
Industrial growth	15%	39%	38%	5%	3%	Not available	Not available
The physical size of the City (in square miles)	4%	5%	68%	15%	8%	Not available	Not available
Population growth	2%	6%	43%	33%	16%	More reporting too fast	Less reporting too fast

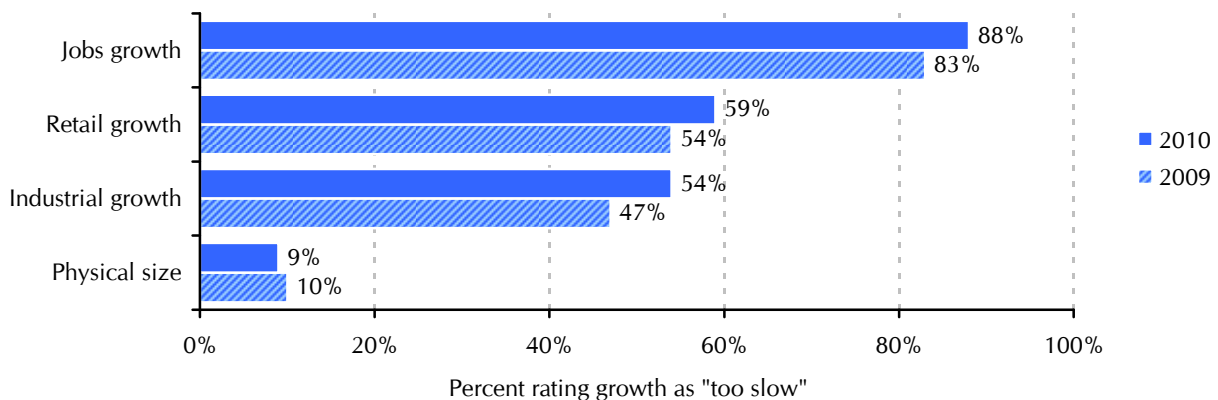
**Figure 8: Speed of Growth Summary**



**Figure 9: Population Growth Compared Over Time**



**Figure 10: Ratings of Growth Compared Over Time**



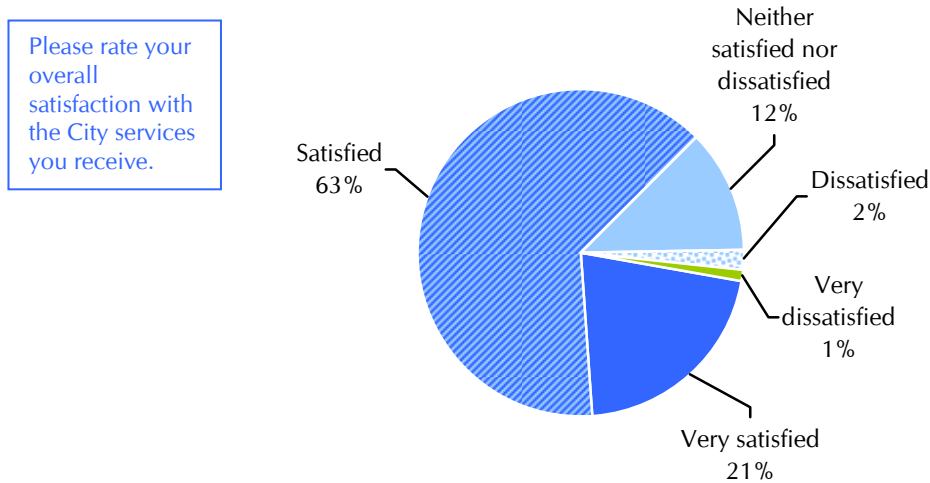
# Evaluation of City Services

After assessing the quality of 31 City services, residents were asked to rate their overall satisfaction with government services.

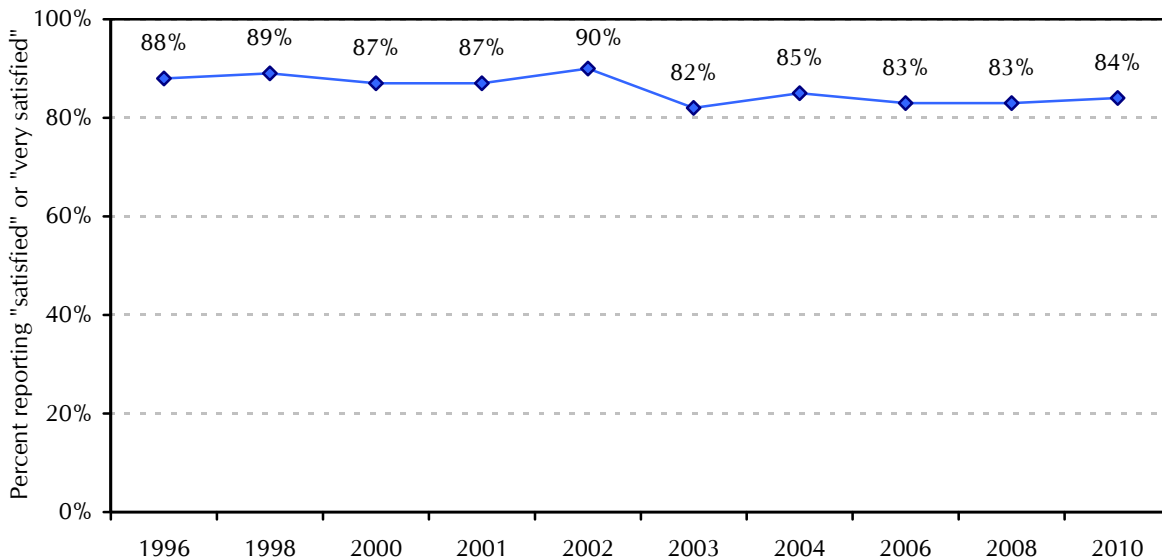
## OVERALL SATISFACTION WITH CITY SERVICES

About four in five respondents (84%) said they were satisfied or very satisfied with the services they receive, overall. These ratings were similar to ratings given in more recent survey years, similar to the Front Range benchmark and above the national rating.

**Figure 11: Overall Satisfaction with City Services**

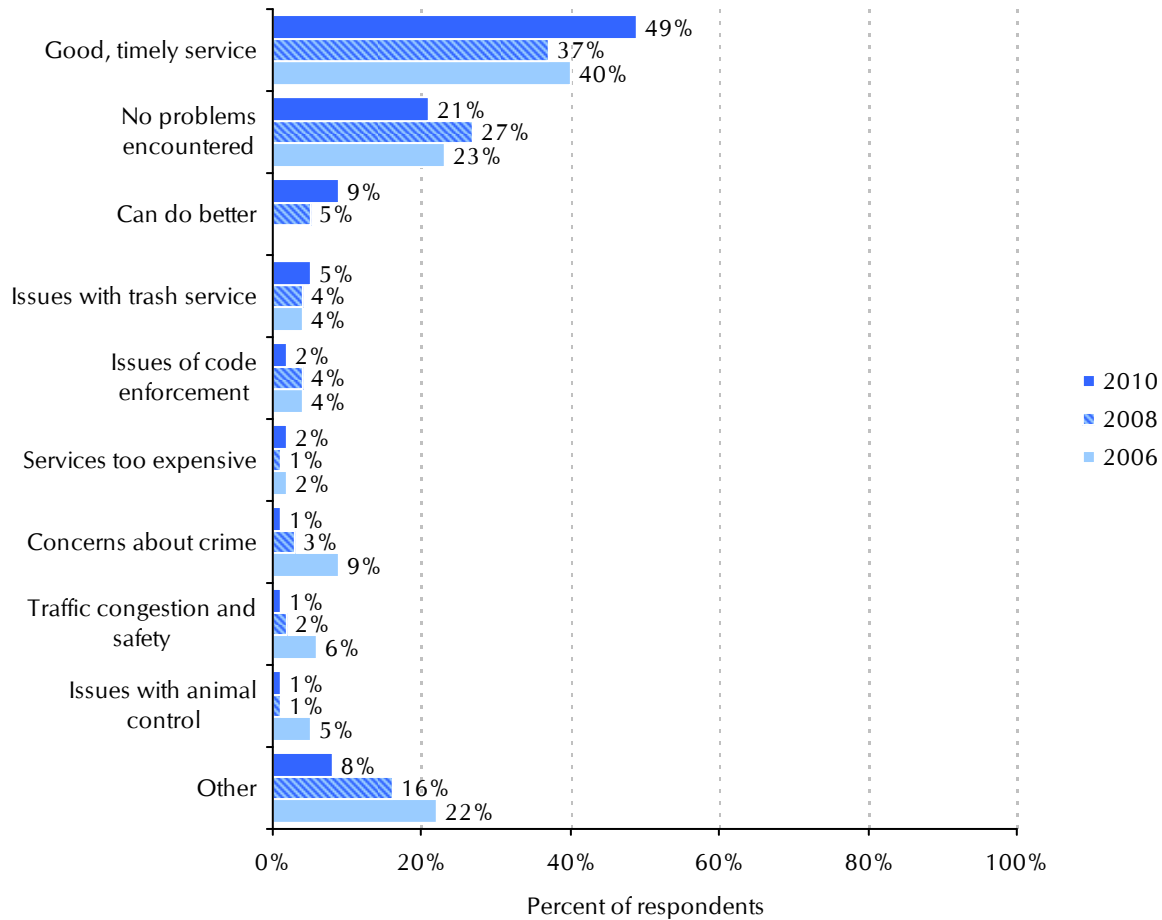


**Figure 12: Overall Satisfaction with City Services Compared Over Time**



Respondents who gave an overall satisfaction rating were asked to give a reason for the rating they gave. This was an open-ended question where the respondents were allowed to write in any answer. About 7 in 10 gave positive feedback such as “good, timely service” or “no problems encountered.” Fewer than 10% mentioned comments related to poor services and 8% made comments that could not be grouped into a category with similar comments. All responses to this question are listed verbatim in *Appendix IV. Verbatim Responses*.

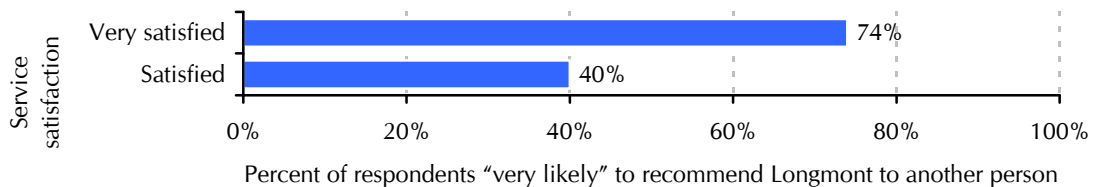
**Figure 13: Reasons for Satisfaction Rating Compared Over Time**



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

Of those who were “very satisfied” with overall services in Longmont, 74% were “very likely” to recommend Longmont to another person. However, if residents were only “satisfied” with services, 39% were “very likely” to recommend Longmont.

**Figure 14: Likelihood to Recommend Longmont and Satisfaction with Services**





## QUALITY OF CITY SERVICES

Nine in ten residents completing the survey rated fire fighting and rescue services and weekly trash pick-up as good or excellent. Other positively rated services were: library services (85% rating as good or excellent), electric service (84%), sewer services (84%), twice a month recycling pick-up (83%) and emergency dispatch (82%). Code enforcement and planning received the least positive ratings, with fewer than half giving a good or excellent rating.

A high proportion of survey participants reported “don’t know” when asked to rate the quality of various city services: water conservation programs (27% said “don’t know”), electric conservation programs (27%), recreation programs and classes (25%), youth services sponsored programs (53%), services to seniors (53%), museum (31%), fire fighting and rescue services (22%), fire inspection and fire safety education (42%), emergency police services (26%), emergency dispatch (31%), building and housing inspection (48%) and planning (39%). For a complete set of frequencies for each survey question, please see *Appendix III. Complete Set of Survey Frequencies*.

Most services ratings remained stable over time, though electric and water conservation and the museum saw increases from 2008 to 2010. (See Table 11.)

Of the 31 services listed on the survey, 28 could be compared to ratings given in jurisdictions across the country and 23 were compared to Front Range ratings.

Nine services were rated much higher than the national benchmark (weekly trash pick up, sewer services, twice a month recycling pick up, tap water, snow removal from major streets, animal control, street lighting, services for seniors and street repair and maintenance); two were rated above the national average (electric service and recreation facilities); eight were similar to the national norm (emergency police services, fire inspection and fire safety education, maintenance of park grounds and facilities, utility billing, recreation programs and classes, street cleaning, building and housing inspection and timing of traffic signals); four were evaluated with ratings below the national average (library services, museum, enforcing traffic laws and youth services sponsored programs) and five were rated much below ratings given in other jurisdictions across the country (fire fighting and rescue services, maintaining landscaping along the public right of way, crime prevention, code enforcement and planning).

When compared to ratings given in other Front Range communities, 6 of the 23 that had a comparison available were much above average (sewer services, twice a month recycling pick up, snow removal from major streets, animal control, services for seniors and street repair and maintenance); eight were similar (weekly trash pick up, tap water, emergency police services, fire inspection and fire safety education, street lighting, street cleaning, building and housing inspection and timing of traffic signals); three were below average (recreation facilities, library services and enforcing traffic laws); and six were much below the Front Range benchmark (youth services sponsored programs, fire fighting and rescue services, crime prevention, code enforcement, maintenance of park grounds and facilities and recreation programs and classes).

National benchmarks were not available for emergency dispatch, electric conservation programs and water conservation programs. Front Range comparisons were not available for electric service, museum, maintaining landscaping along the public right of way, planning, emergency dispatch, water conservation programs, electric conservation programs and utility billing.

Where there were differences in responses by Council Ward, residents living in Ward 2 tended to give higher quality ratings than other residents (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Table 11: Quality of City Services**

<b>Following are services provided in the City of Longmont. For each service, please rate the quality of the service.</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>National Benchmark Comparison</b>	<b>Front Range Benchmark Comparison</b>
Fire fighting and rescue services	29%	60%	10%	1%	100%	Much Below	Much Below
Weekly trash pick up	35%	52%	11%	2%	100%	Much Above	Similar
Library services	35%	50%	13%	3%	100%	Below	Below
Electric service	28%	56%	14%	1%	100%	Above	Not available
Sewer services	22%	62%	15%	1%	100%	Much Above	Much Above
Twice a month recycling pick up	35%	48%	14%	3%	100%	Much Above	Much Above
Emergency dispatch	24%	58%	11%	6%	100%	Not available	Not available
Tap water (quality of drinking water)	34%	44%	17%	5%	100%	Much Above	Similar
Emergency police services	24%	54%	16%	6%	100%	Similar	Similar
Snow removal from major streets	23%	55%	17%	5%	100%	Much Above	Much Above
Fire inspection and fire safety education	21%	56%	18%	5%	100%	Similar	Similar
Maintenance of park grounds and facilities	20%	56%	22%	3%	100%	Similar	Much Below
Recreation facilities	21%	54%	19%	5%	100%	Above	Below
Utility billing	19%	55%	21%	4%	100%	Similar	Not available
Recreation programs and classes	22%	50%	23%	6%	100%	Similar	Much Below
Animal control	13%	58%	23%	6%	100%	Much Above	Much Above
Water conservation programs	12%	59%	23%	6%	100%	Not available	Not available
Street lighting	10%	59%	27%	5%	100%	Much Above	Similar
Electric conservation programs	14%	54%	26%	6%	100%	Not available	Not available
Services for seniors	19%	49%	25%	6%	100%	Much Above	Much Above
Street cleaning	9%	58%	27%	6%	100%	Similar	Similar
Museum	14%	51%	28%	8%	100%	Below	Not available
Maintaining landscaping along the public right of way	13%	51%	30%	6%	100%	Much Below	Not available
Enforcing traffic laws	11%	50%	29%	10%	100%	Below	Below
Youth services sponsored programs	13%	44%	32%	10%	100%	Below	Much Below
Building and housing inspection	7%	47%	39%	6%	100%	Similar	Similar
Street repair and maintenance	6%	47%	35%	12%	100%	Much Above	Much Above
Crime prevention	6%	47%	35%	12%	100%	Much Below	Much Below
Timing of traffic signals	7%	40%	36%	18%	100%	Similar	Similar
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	6%	33%	39%	23%	100%	Much Below	Much Below
Planning	3%	36%	39%	22%	100%	Much Below	Not available

**Table 12: Quality of City Services Compared Over Time**

Please rate the quality of the services provided in the City of Longmont.	Year of survey									
	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996
Fire fighting and rescue services	89%	90%	92%	92%	92%	97%	92%	95%	94%	96%
Weekly trash pick up	87%	84%	92%	87%	85%	93%	90%	78%	89%	85%
Library services	85%	83%	89%	84%	89%	95%	96%	94%	96%	97%
Sewer services	84%	84%	88%	87%	82%	91%	86%	88%	87%	94%
Electric service	84%	84%	87%	89%	85%	91%	86%	90%	93%	96%
Twice a month recycling pick up	83%	77%	84%	83%	81%	88%	86%	77%	90%	91%
Emergency dispatch	82%	81%	78%	77%	74%	90%	86%	84%	86%	85%
Tap water (quality of drinking water)	78%	79%	77%	78%	78%	85%	83%	79%	83%	93%
Emergency police services	78%	77%	77%	77%	77%	85%	86%	79%	86%	91%
Snow removal from major streets	78%	73%	76%	84%	83%	77%	78%	78%	74%	70%
Fire inspection and fire safety education	77%	72%	71%	79%	81%	84%	80%	81%	82%	91%
Maintenance of park grounds and facilities	76%	79%	76%	75%	77%	87%	91%	88%	91%	94%
Recreation facilities	75%	69%	74%	74%	77%	83%	65%	66%	63%	74%
Utility billing	74%	74%	78%	77%	76%	85%	77%	83%	83%	85%
Recreation programs and classes	72%	67%	74%	68%	70%	84%	72%	68%	77%	80%
Animal control	71%	70%	67%	69%	NA	NA	NA	NA	NA	NA
Water conservation programs	71%	59%	68%	68%	67%	72%	67%	64%	70%	74%
Street lighting	69%	68%	71%	71%	67%	76%	82%	81%	79%	81%
Services for seniors	68%	65%	78%	67%	69%	87%	79%	31%	21%	17%
Electric conservation programs	68%	59%	67%	63%	63%	74%	63%	66%	69%	NA
Street cleaning	67%	64%	71%	72%	66%	74%	79%	76%	81%	84%
Museum	65%	56%	65%	63%	34%	24%	31%	35%	67%	74%
Maintaining landscaping along the public right of way	64%	62%	63%	62%	59%	76%	84%	73%	79%	84%
Enforcing traffic laws	61%	57%	54%	57%	45%	33%	27%	68%	71%	71%
Youth services sponsored programs	57%	53%	58%	49%	57%	66%	63%	53%	39%	36%
Building and housing inspection	54%	52%	61%	55%	52%	69%	67%	70%	65%	67%
Crime prevention	53%	51%	43%	51%	55%	68%	72%	69%	66%	68%
Street repair and maintenance	53%	50%	62%	56%	44%	54%	56%	48%	52%	50%
Timing of traffic signals	47%	47%	44%	48%	46%	59%	62%	50%	56%	49%
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	39%	37%	35%	37%	33%	52%	61%	48%	53%	52%
Planning	39%	36%	42%	42%	41%	62%	56%	50%	57%	55%

Percent reporting "good" or "excellent"

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

## KEY DRIVER ANALYSIS

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

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.

In local government and in Longmont, core services – like fire fighting, sewer services, etc. – invariably land at the top of the list created when residents are asked about the most important City services. And core services are important. But by using Key Driver Analysis, our 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. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough. In previous survey years, Longmont has asked residents to rate the quality and importance of city services. In 2010, the City opted to replace the "importance" questions with KDA analysis to better understand what predicts ratings for quality of 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 of Longmont' 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.

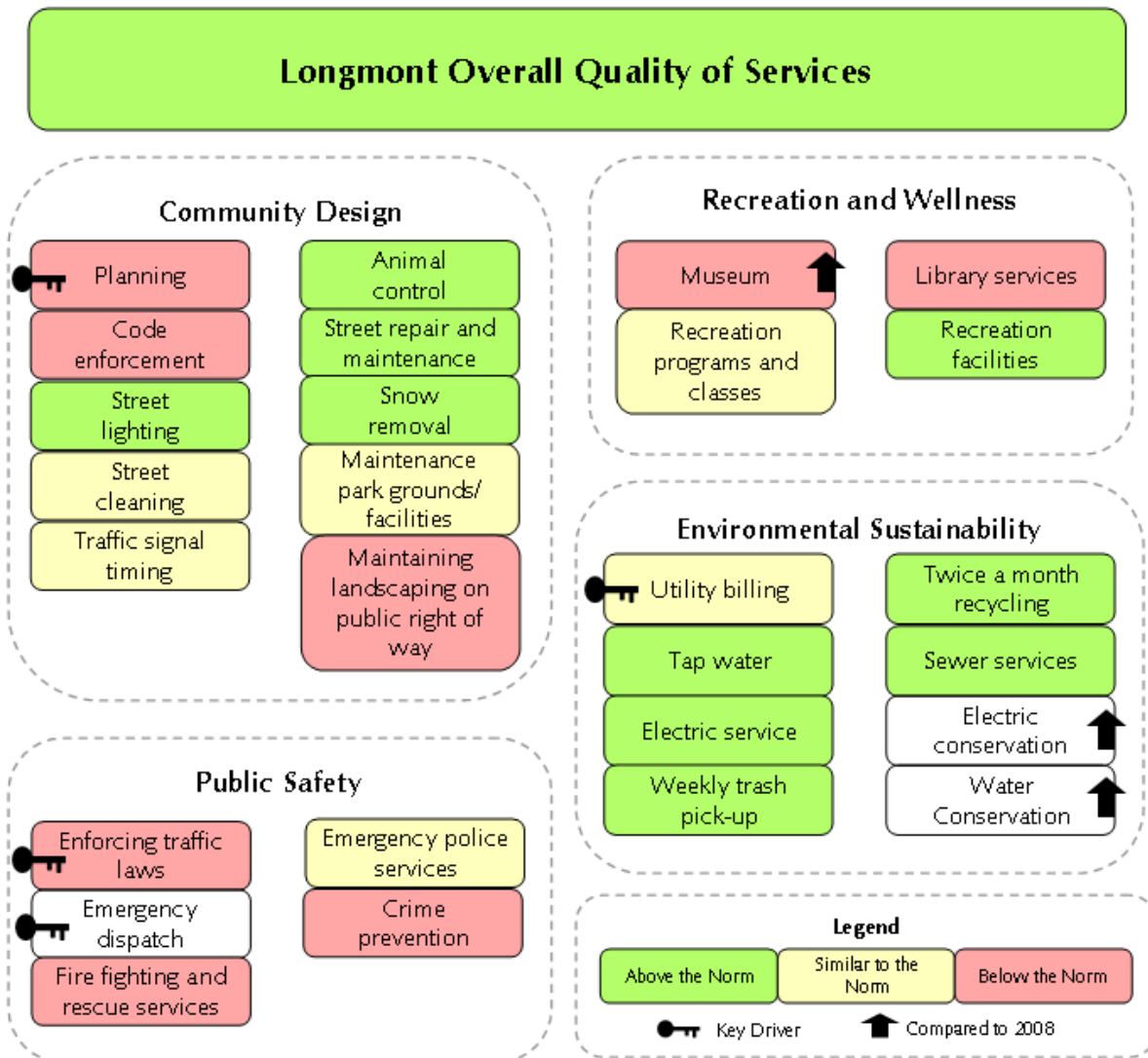
The 2010 City of Longmont Action Chart™ on the following page combines three dimensions of performance:

- 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-seven services were included in the KDA for the City of Longmont. Four of these services were identified as key drivers for the City: utility billing, emergency dispatch, enforcing traffic laws and planning. Utility billing was rated similarly to ratings given in other jurisdictions across the nation, enforcing traffic laws was rated below the national average and planning was rated much below the national benchmark. A comparison for emergency dispatch was not available. Ratings for all four key drivers were similar to 2008 ratings.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. Since traffic enforcement and planning were rated below the national average, it is recommended to first focus on these services.

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

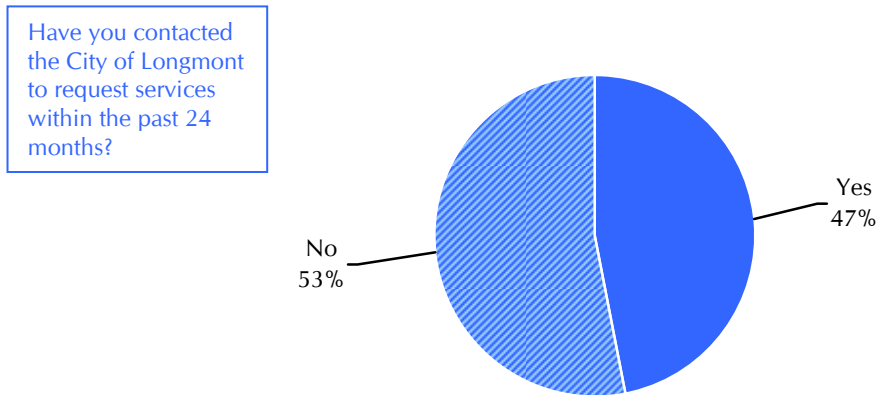


# Contacting City Government

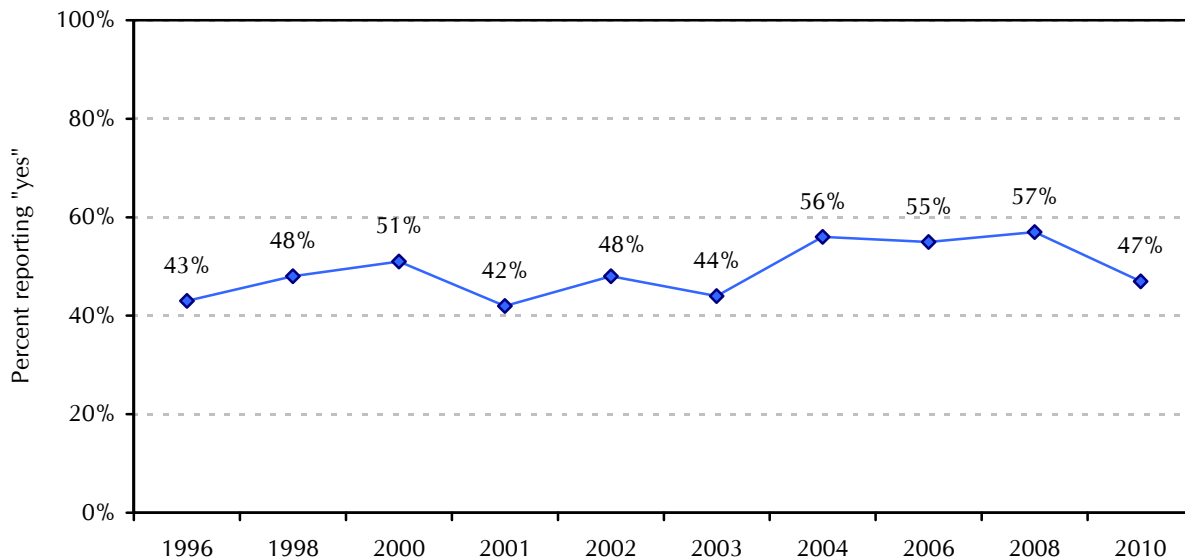
## CONTACT WITH CITY GOVERNMENT

Forty-seven percent of respondents said they had contacted the City of Longmont to request services within the past 24 months, lower than in previous years. It should be noted that while the proportion of respondents dropped from 2010 to 2008, the actual number of those who reported contacting the City of Longmont between the two years was similar (403 in 2008 versus 433 in 2010).

**Figure 15: Contact with City of Longmont**



**Figure 16: Contact with the City Compared Over Time**



The 47% of residents who reported having contact with a City of Longmont employee within the last 24 months were asked to specify with which service or services they had contact. In early survey years, this question was unprompted and gave residents the option of writing in their answers. Since 2004, respondents have been given a list of services and asked to mark which services they had contacted; respondents were allowed to select up to three services. The top four most commonly contacted services by Longmont residents in 2010 were: utility billing (35%), police (35%), recreation centers (25%) and library (28%).

**Table 13: Most Commonly Contacted Services in the Past 24 Months Compared Over Time**

Department	Year of survey			
	2010	2008	2006	2004
Utility Billing (Water, Electric, Sewer and Trash)	35%	25%	30%	38%
Police	35%	37%	36%	36%
Library	28%	21%	25%	24%
Recreation Centers	25%	20%	21%	25%
Trash/Recycling	23%	18%	21%	26%
Longmont Power and Communications (Electric Utility)	18%	15%	17%	16%
Animal Control	16%	17%	23%	18%
Code Enforcement	9%	12%	9%	12%
Parks/Golf	10%	9%	15%	12%
Water/Sewer	9%	10%	8%	15%
Fire	7%	7%	3%	5%
Building Inspection	9%	5%	6%	10%
Museum	8%	5%	4%	6%
Human Resources	4%	4%	1%	5%
Senior Services	7%	7%	3%	5%
Housing	6%	4%	3%	4%
Streets/Snow Removal	4%	8%	2%	5%
City Managers Office	2%	3%	1%	2%
Youth Services	4%	2%	3%	3%
Municipal Court	2%	3%	2%	3%
Sales Tax	3%	2%	1%	3%
Economic Development*	1%	1%	1%	3%
City Attorney/Prosecutor	1%	1%	1%	1%

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

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

\*"Economic Development" was listed as "Community Development" in previous years.

Note: no significance testing was conducted on this question.

When asked to indicate which one city service they most recently contacted, using a prompted list of services, the utility billing was the most common service (15% of those making contact with a City employee), up from 2008, while police contact saw a decrease from 2008 to 2010.

**Table 14: Top Reasons for Most Recently Contacting the City of Longmont Compared Over Time**

Reasons	Year of Survey									
	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996
Utility Billing	15%	0%	15%	13%	1%	14%	19%	NA	NA	NA
Police	12%	22%	24%	18%	24%	16%	11%	24%	15%	19%
Library	11%	7%	7%	9%	1%	1%	1%	NA	NA	NA
Recreation Centers	12%	12%	10%	8%	10%	6%	2%	3%	4%	3%
Trash/recycling					7%	14%	20%	24%	21%	25%
Recycling (asked with trash – see above)	9%	7%	7%	9%	2%	2%	1%	3%	0%	0%
Animal control	7%	5%	9%	6%	3%	2%	2%	2%	4%	4%
Longmont Power and Communications (Electric Utility)	7%	4%	5%	5%	NA	NA	NA	NA	NA	NA
Code Enforcement	5%	6%	4%	4%	NA	NA	NA	NA	NA	NA
Parks/Golf	5%	5%	6%	4%	2%	4%	3%	3%	1%	1%
Fire	4%	2%	2%	2%	4%	2%	2%	3%	3%	1%
Water/Sewer	3%	0%	2%	4%	3%	4%	4%	2%	3%	9%
Building inspection	2%	3%	3%	4%	7%	8%	7%	7%	8%	6%
Streets/Snow removal	2%	3%	1%	2%	1%	10%	4%	5%	6%	8%
Human Resources	2%	0%	0%	2%	NA	NA	NA	NA	NA	NA
Senior Services	1%	4%	1%	1%	NA	NA	NA	NA	NA	NA
City Manager's Office	1%	1%	0%	1%	NA	NA	NA	NA	NA	NA
Museum	1%	1%	0%	1%	NA	NA	NA	NA	NA	NA
Youth Services	0%	4%	0%	0%	NA	NA	NA	NA	NA	NA
Economic Development*	0%	1%	0%	1%	NA	NA	NA	NA	NA	NA
Housing	0%	1%	0%	1%	NA	NA	NA	NA	NA	NA
Municipal Court	0%	1%	1%	1%	NA	NA	NA	NA	NA	NA
City Attorney/Prosecutor	0%	0%	NA	1%	NA	NA	NA	NA	NA	NA
Sales Tax	0%	0%	NA	1%	NA	NA	NA	NA	NA	NA
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

*\*"Economic Development" was listed as "Community Development" in previous years.*

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

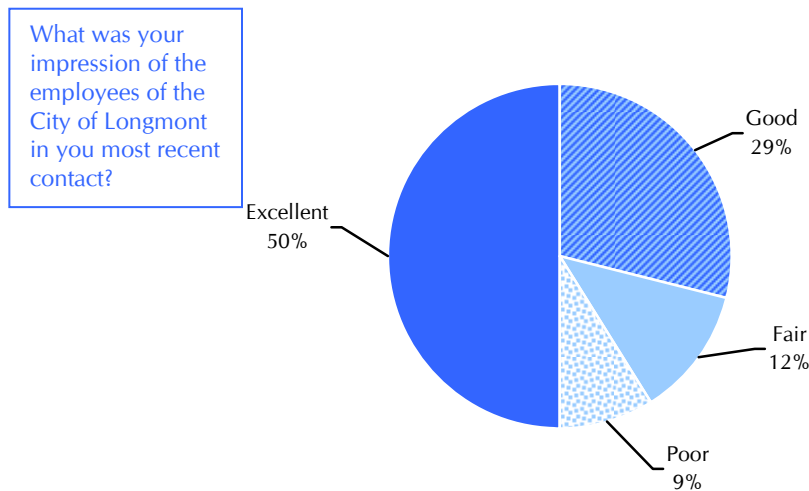


## CITY EMPLOYEE RATINGS

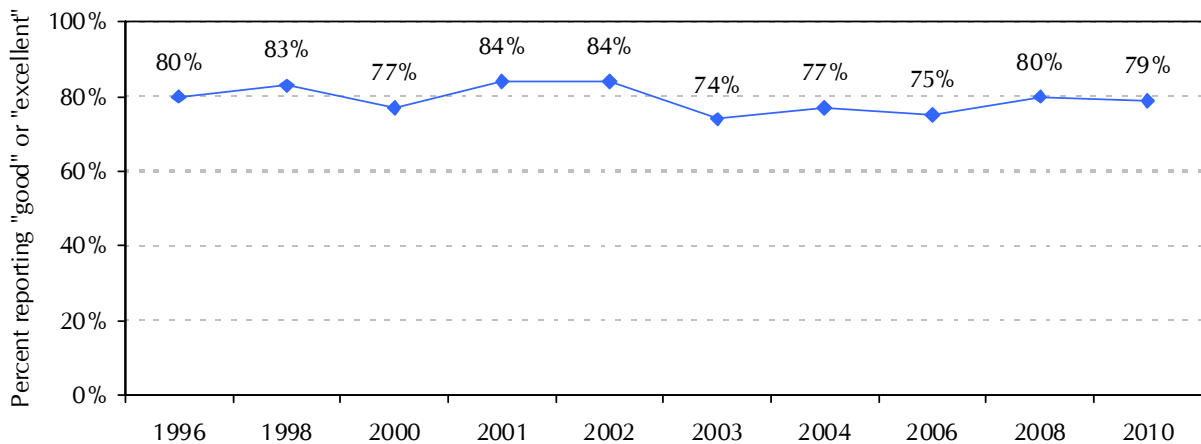
The 47% of respondents who reported having had contact with the City of Longmont in the past 24 months were asked to rate their most recent contact in terms of employees' knowledge, professional attitude, the ease of getting in touch with the employee and their willingness to help or understand. Respondents also rated their overall impression of the employee.

Approximately four in five respondents rated the overall impression of the employee with which they most recently had contact as good or excellent, with 50% giving an excellent rating. The ratings have held up well over the years and are much above the national and Front Range benchmarks.

**Figure 17: Overall Impression of City Employee**



**Figure 18: Overall Impression of City Employee Compared Over Time**



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

Half or more of those who reported having contact with the City of Longmont in the past 24 months rated each employee characteristic as excellent. Employee ratings remained consistent from 2008 to 2010. In general, Longmont City employee ratings were above or much above national and Front Range ratings, though treating residents with respect was similar to the Front Range benchmark and ratings for employees' willingness to help or understand were much below the Front Range average rating.

**Table 15: Ratings of City Employee**

What was your impression of Employee of the City and Longmont in your most recent contact?						National Benchmark Comparison	Front Range Benchmark Comparison
	Excellent	Good	Fair	Poor	Total		
Knowledge of issue	49%	37%	9%	5%	100%	Much Above	Much Above
Treated you with respect	56%	29%	8%	7%	100%	Much Above	Similar
Willingness to help or understand	54%	27%	9%	10%	100%	Above	Much Below
How easy it was to get in touch with the employee	48%	32%	17%	4%	100%	Much Above	Much Above

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

**Table 16: Ratings of City Employee Compared Over Time**

What was your impression of Employee of the City and Longmont in your most recent contact?	Year of survey									
	2010	2008	2006	2004	2003	2002	2001	2000	1998	1996
Knowledge of issue	86%	83%	79%	83%	82%	86%	80%	79%	85%	83%
Treated you with respect	85%	86%	82%	85%	81%	91%	89%	85%	89%	83%
Willingness to help or understand	81%	79%	77%	81%	73%	85%	85%	78%	81%	82%
How easy it was to get in touch with the employee	79%	78%	77%	77%	72%	82%	83%	81%	86%	81%

*Percent reporting "good" or "excellent"*

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

Employee ratings were compared by specific respondent demographic characteristics. Different answers were given by residents of different subgroups, except for gender, age and income. Hispanic and non-White respondents, renters and those living in attached units tended to give lower ratings than other residents when asked to rate the various employee characteristics.

**Table 17: Ratings of City Employee by Demographics**

What was your impression of employees of the City of Longmont in your most recent contact?		Knowledge of issue	Treated you with respect	Willingness to help or understand	Ease of getting in touch with employee	Overall impression
Respondent Age	18-34	87%	82%	78%	80%	83%
	35-54	87%	86%	80%	79%	77%
	55+	82%	87%	86%	77%	80%
	Overall	86%	85%	81%	79%	79%
Gender of Respondent	Female	86%	84%	78%	80%	78%
	Male	86%	87%	84%	78%	80%
	Overall	86%	85%	81%	79%	79%
Ethnicity	Hispanic origin	78%	80%	64%	71%	65%
	Not of Hispanic origin	87%	85%	83%	80%	81%
	Overall	86%	85%	81%	79%	79%
Race	White	89%	87%	83%	84%	83%
	Non-white	78%	76%	76%	64%	66%
	Overall	87%	85%	81%	79%	80%
Level of Education	High School degree or less	93%	86%	82%	79%	76%
	More than High School education	85%	86%	82%	80%	82%
	Overall	87%	86%	82%	80%	80%
Income of Respondent	Less than \$25,000	81%	80%	80%	74%	76%
	\$25,000 - \$99,999	87%	87%	83%	81%	80%
	\$100,000 or more	88%	88%	83%	83%	83%
	Overall	86%	86%	82%	81%	80%
Length of Residency	Less than 5 years	79%	73%	74%	74%	74%
	5-9 years	90%	93%	82%	86%	89%
	10-14 years	88%	88%	85%	76%	79%
	15 -19 years	94%	95%	89%	72%	78%
	20+ years	87%	91%	90%	84%	84%
	Overall	87%	86%	83%	80%	81%
Housing Unit Type	Detached	88%	88%	83%	83%	83%
	Attached	78%	75%	74%	68%	67%
	Overall	86%	85%	81%	79%	79%
Housing Tenure	Rent	77%	69%	69%	67%	68%
	Own	90%	92%	86%	84%	84%
	Overall	86%	85%	81%	79%	79%

Percent reporting "good" or "excellent"

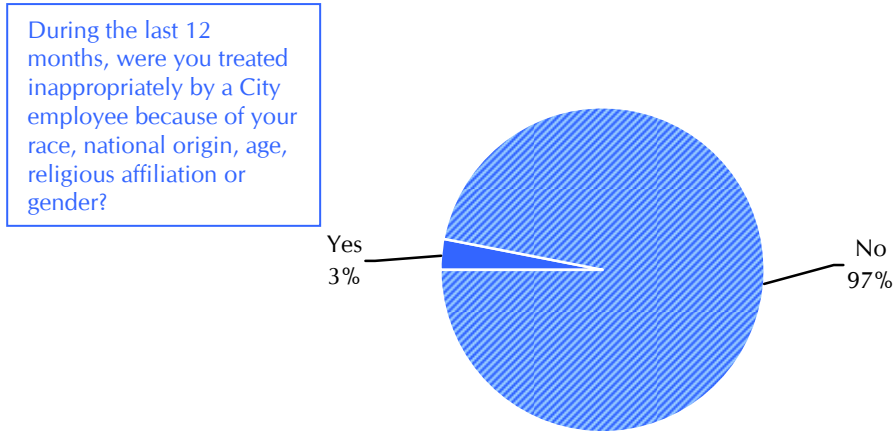
This question was asked only of those who reported having contact with the City of Longmont in the past 24 months.

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

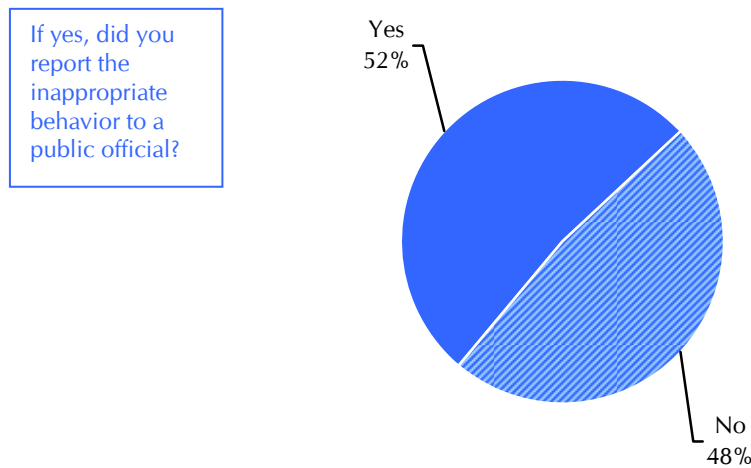
### DISCRIMINATION

Three percent of survey respondents (N = 27) 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 3% of respondents, about half (N = 13) stated that they reported the inappropriate behavior to a public official.

**Figure 19: Inappropriate Treatment of Residents by City Employee**



**Figure 20: Percent Reporting Inappropriate Treatment to a Public Official**

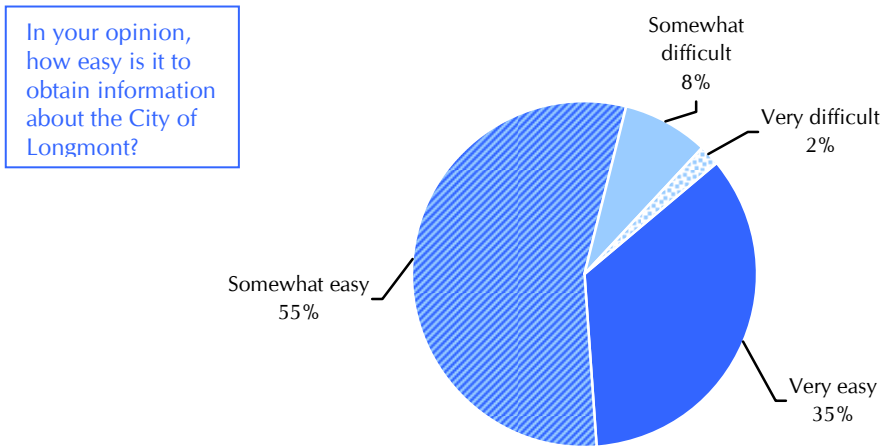


*This question was asked only of the 3% (N = 27) who said they had been treated inappropriately by a City employee because of race, national original, age, religious affiliation or gender.*

## Public Information

The 2010 survey included a new question designed to understand residents’ opinions about the ease of obtaining information about Longmont. About a third of respondents reported it is very easy to obtain information and another 55% noted that it is somewhat easy to do so.

**Figure 21: Ease of Obtaining Information about the City of Longmont**



When asked how frequently they used various news sources, 8 in 10 said they had never subscribed to the City’s e-news or visited the City’s social networking site; about 7 in 10 respondents reported never attending or watching a Council meeting, reading GO (a senior services newsletter), watching the government access channel or watching “Behind the Badge.”

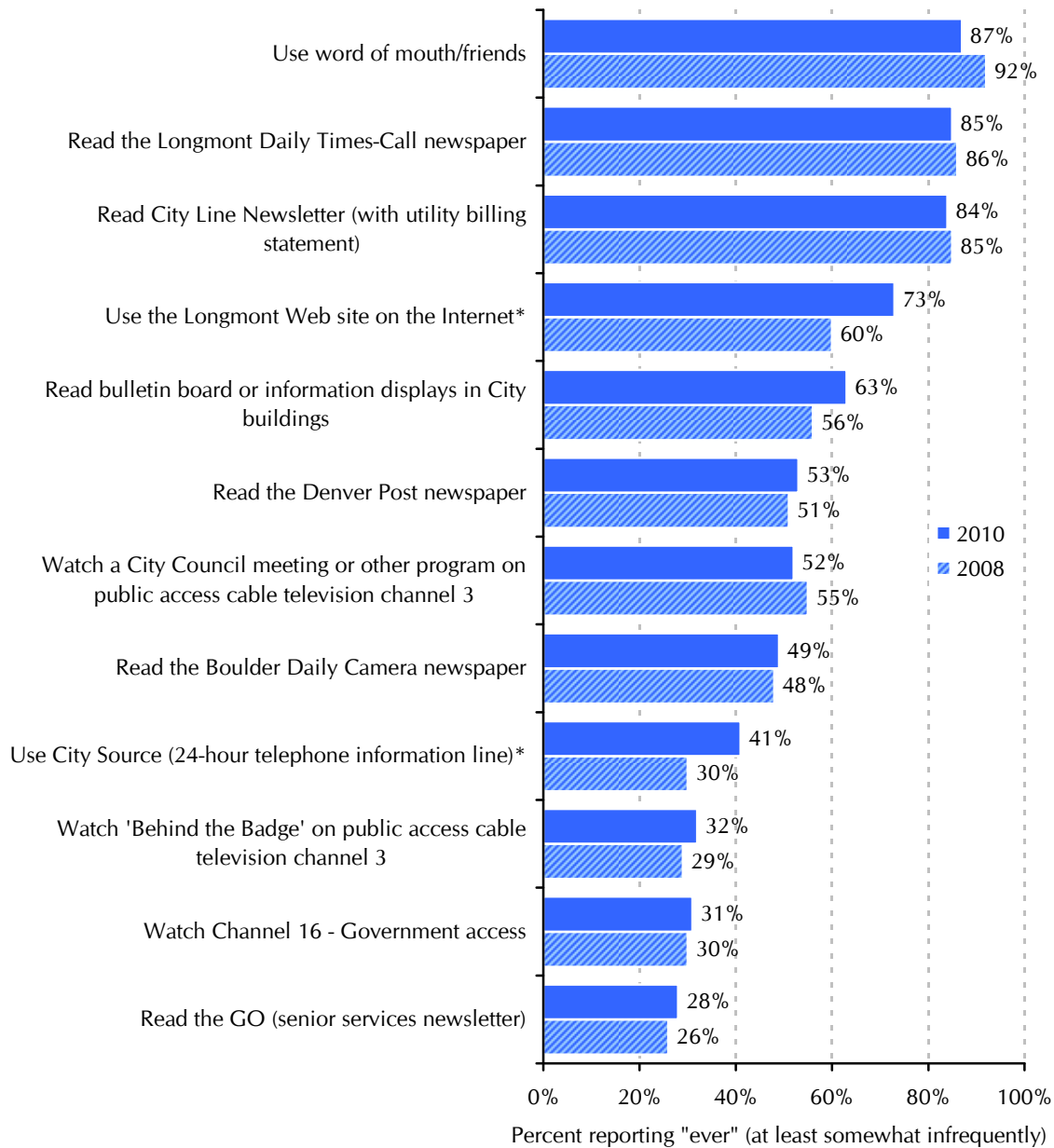
The most frequently used news sources were word of mouth/friends (49% using somewhat or very frequently), reading the *Longmont Daily Times-Call* newspaper (59%) and reading the *City Line Newsletter* (included with the utility billing statement) (59%).

When compared to reported use in 2008, more residents in 2010 than in 2008 said they get their information about Longmont from the City’s Web site and from City Source (a 24-hour telephone information line).

**Table 18: Sources of Information about the City of Longmont**

<b>How often do you use the following sources to gain information about the City of Longmont?</b>	<b>Never</b>	<b>Very infrequently</b>	<b>Somewhat infrequently</b>	<b>Somewhat frequently</b>	<b>Very frequently</b>	<b>Total</b>
Attend a City Council meeting	73%	18%	7%	1%	1%	100%
Watch a City Council meeting on public access cable television channel 8 (formerly channel 3)	49%	24%	16%	9%	3%	100%
Watch "Behind the Badge" on public access cable television channel 8 (formerly channel 3)	68%	14%	10%	5%	3%	100%
Read bulletin board or information displays in City buildings	37%	25%	21%	13%	4%	100%
Watch Channel 16 – Government access	69%	15%	9%	5%	2%	100%
Read City Line Newsletter (with utility billing statement)	16%	10%	15%	27%	32%	100%
Use City Source (24-hour telephone information line)	59%	18%	16%	5%	2%	100%
Read The GO (senior services newsletter)	72%	10%	7%	6%	5%	100%
Use the Longmont Web site (www.ci.longmont.co.us)	27%	13%	19%	27%	14%	100%
Read the Longmont Daily Times-Call newspaper	15%	13%	13%	20%	39%	100%
Read the Boulder Daily Camera newspaper	51%	21%	11%	10%	7%	100%
Read the Denver Post newspaper	48%	19%	13%	10%	11%	100%
Read the Longmont Ledger newspaper	45%	15%	13%	14%	13%	100%
Read the Longmont Life bi-monthly newsletter	54%	14%	14%	10%	8%	100%
Read "City Talk" (weekly ad in the Times-Call newspaper)	45%	17%	13%	14%	12%	100%
Subscribe to the City's e-news services (e-News, e-Alerts, RSS Feed, etc.)	81%	8%	5%	2%	3%	100%
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.)	81%	9%	5%	3%	2%	100%
Read the quarterly Longmont Recreation brochure	37%	14%	17%	17%	15%	100%
Listen to news radio (KGUD, La Ley, AM1060)	76%	8%	7%	4%	5%	100%
Use word of mouth/friends	13%	14%	24%	31%	18%	100%

**Figure 22: Information Sources Compared Over Time**



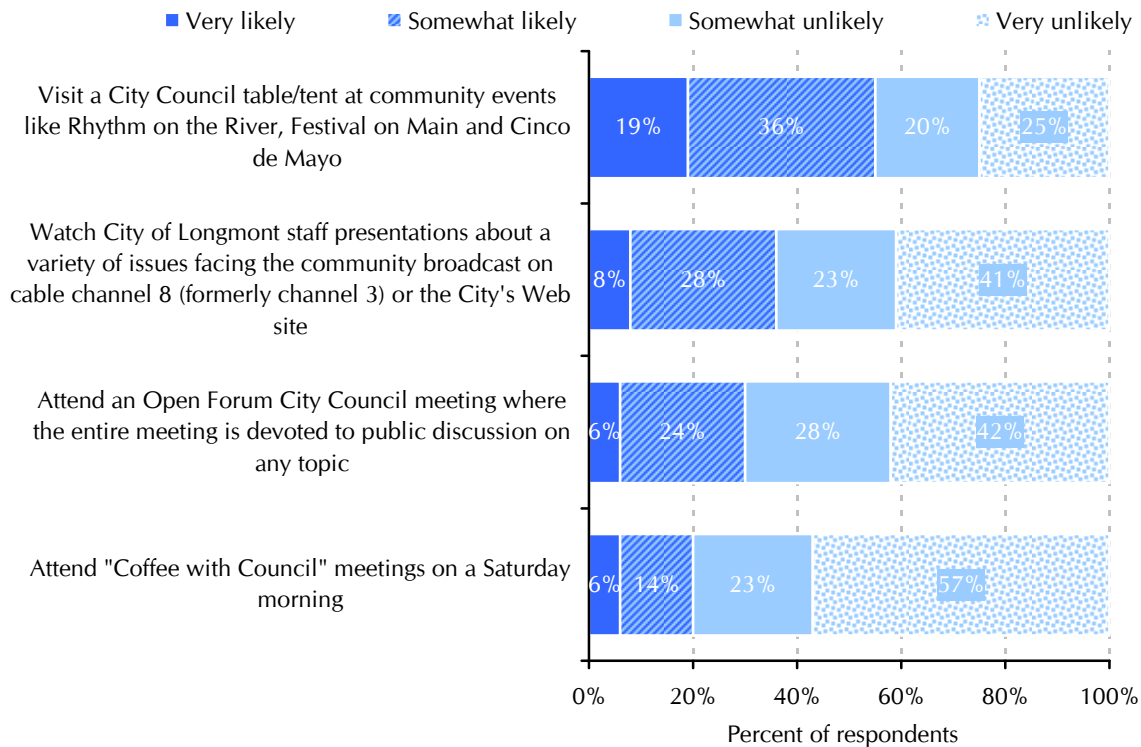
\*Notes statistically significant differences between responses. (Significant at  $p < .05$ .)

## COMMUNITY PARTICIPATION

Another question asked survey participants to indicate how likely or unlikely they would be to participate in various activities in Longmont at least once in a typical year. For most activities, a higher proportion of respondents said they would be unlikely to participate in each in a typical year than did those who said they would be likely to do each. However, about three-quarters of respondents (76%) reported that they would be somewhat or very likely to read a monthly newsletter about City of Longmont events, meetings, policies, and municipal services. Just over half (55%) said they would be likely to visit a City Council table or tent at a community event. Residents' reports of likely participation were similar to 2008.

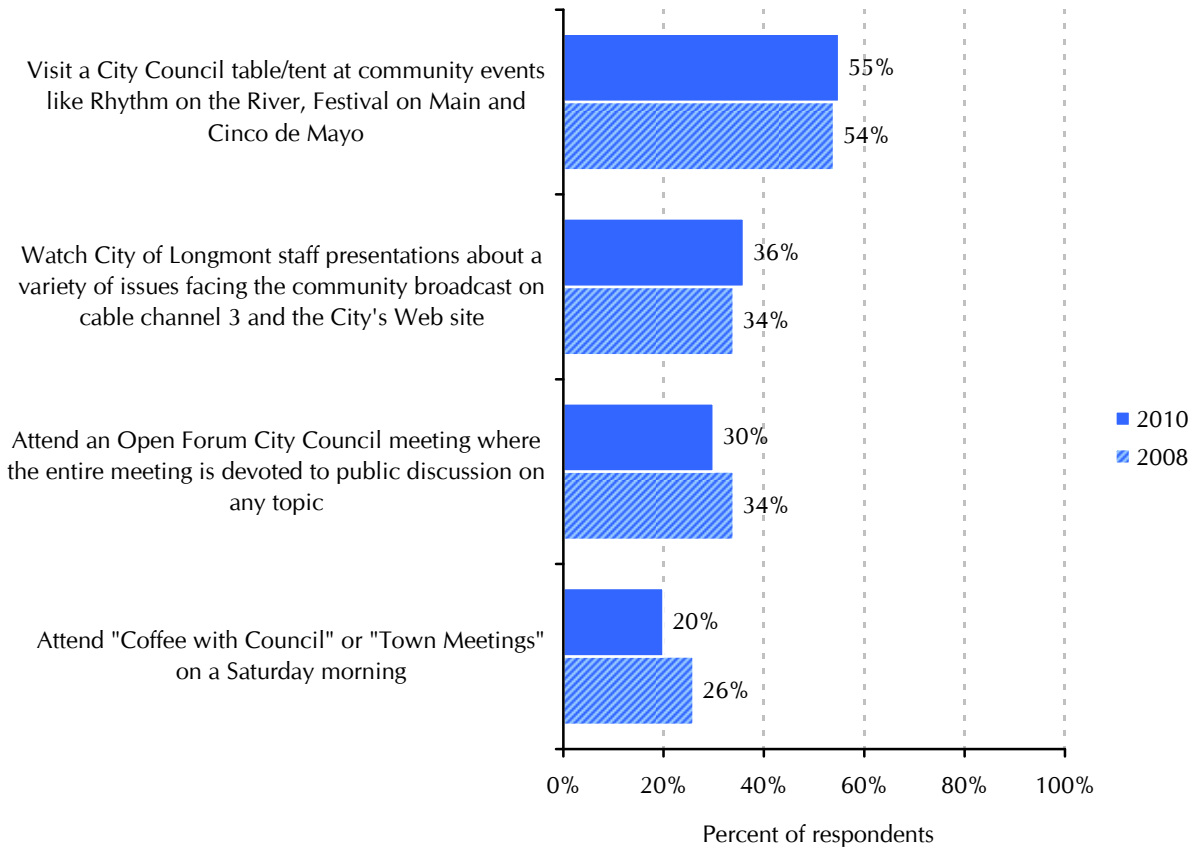
**Figure 23: Likelihood of Community Participation**

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:



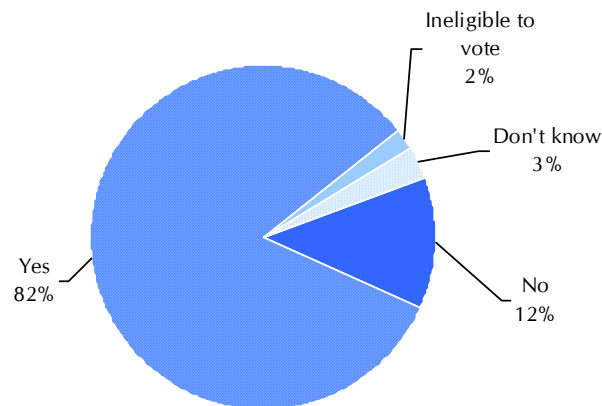


**Figure 24: Likelihood of Community Participation Compared Over Time**



About four in five survey respondents reported they are registered to vote in Longmont, similar to reports in other jurisdictions across the country and in the Colorado Front Range.

**Figure 25: Voter Registration**



# Policy Questions

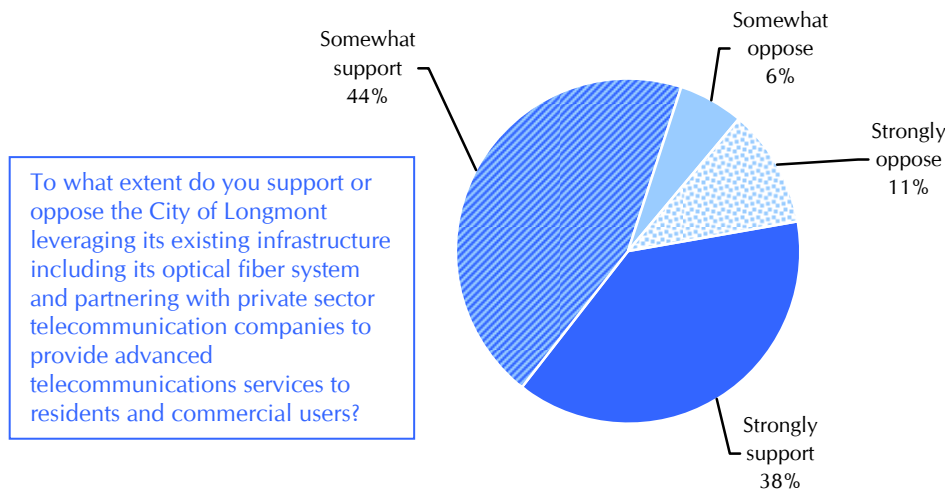
A number of questions were included on the 2010 survey to help Longmont staff and officials assess resident opinions about salient issues impacting the city. Topics included: telecommunications; medical marijuana dispensaries; funding for arts and cultural activities, a Veteran’s memorial and signage welcoming visitor’s to Longmont; curbside composting, transit enhancements; and renewable energy.

## TELECOMMUNICATIONS

The first policy question on the survey asked residents to indicate support for or opposition to the City of Longmont leveraging its existing infrastructure (including its optical fiber system) and partnering with private sector telecommunication companies to provide advanced telecommunications services to residents and commercial users. Most respondents reported support for this idea with approximately two in five in strong support of this idea.

Note that about one in five did not have an opinion about this question (See *Appendix III. Complete Set of Survey Frequencies*).

**Figure 26: Support For or Opposition to the City of Longmont partnering with Private Sector Telecommunications Companies**

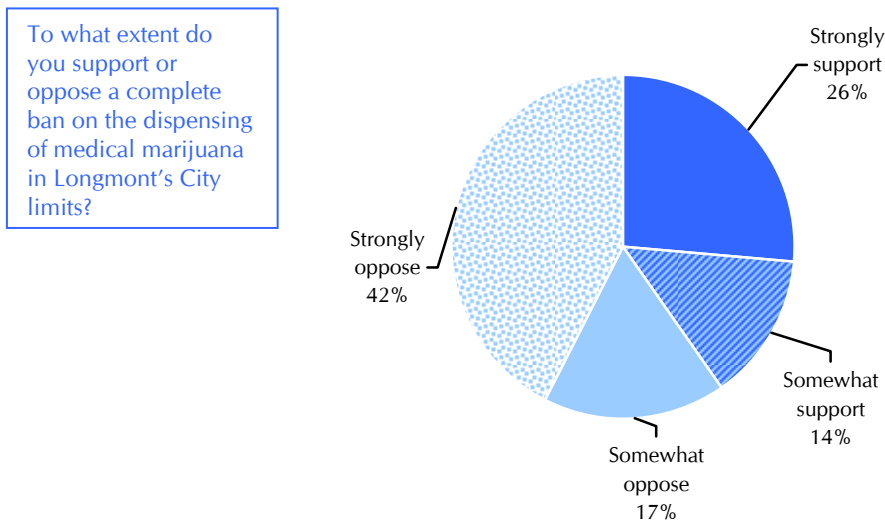


## MEDICAL MARIJUANA DISPENSARIES

When asked the extent to which they support or oppose a complete ban on the dispensing of medical marijuana in Longmont’s City limits, slightly fewer residents supported the ban than did those who opposed it. Forty-two percent of respondents strongly opposed completely banning medical marijuana dispensaries in Longmont’s City limits, while 26% strongly supported the ban. A follow-up question asked residents to indicate what they thought the minimum distance from medical marijuana dispensaries should be from various facilities in the community, if the city chooses to regulate dispensaries rather than ban them. A majority of residents indicated that dispensaries should be 1,000 feet from each of the facilities. About 10% thought there need not be a minimum distance from schools, child care facilities, residential areas or parks. About a quarter said “none” and a similar proportion selected “don’t know” when asked about a preferred minimum distance from other authorized marijuana dispensaries.

Approximately one in four residents selected “don’t know” when asked how far medical marijuana dispensaries should be from other approved marijuana dispensaries (see *Appendix III. Complete Set of Survey Frequencies*).

**Figure 27: Support For or Opposition to the City of Longmont Banning Medical Marijuana Dispensing in City Limits**



**Table 19: Preferred Distance of Medical Marijuana Dispensaries from Various Facilities in Longmont**

If the city chooses to regulate medical dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?	None	250 ft.	500 ft.	1,000 ft.	Total
Schools	7%	5%	6%	81%	100%
Child care facilities	8%	6%	8%	77%	100%
Residential areas	11%	11%	15%	63%	100%
Parks	11%	6%	14%	68%	100%
Other medical marijuana dispensaries	23%	7%	8%	62%	100%

The following tables show support or opposition to banning medical marijuana dispensing in Longmont by the preferred distance of dispensaries to various facilities. Whether they support or oppose banning dispensaries, most of each response group thinks there should be some distances from certain places. However, it is true that the strong “opposers” to a ban, in much greater numbers and percents, think no distances are required.

<b>Support For or Opposition to Banning Dispensing of Medical Marijuana Dispensaries by Preferred Distance of Dispensaries to Schools</b>							
<b>If the city chooses to regulate medical dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?</b>		<b>To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?</b>					<b>Total</b>
		<b>Strongly support</b>	<b>Somewhat support</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Don't know</b>	
Schools	None	2.3%	1.6%	8.1%	10.9%	.0%	6.5%
	250 ft.	3.7%	2.4%	1.4%	7.8%	.0%	4.6%
	500 ft.	2.3%	5.7%	7.4%	7.3%	.0%	5.5%
	1,000 ft.	84.5%	79.7%	75.0%	59.8%	71.4%	71.7%
	Don't know	7.3%	10.6%	8.1%	14.2%	28.6%	11.7%
<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

<b>Support For or Opposition to Banning Dispensing of Medical Marijuana Dispensaries by Preferred Distance of Dispensaries to Schools Child Care Facilities</b>							
<b>If the city chooses to regulate medical dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?</b>		<b>To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?</b>					<b>Total</b>
		<b>Strongly support</b>	<b>Somewhat support</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Don't know</b>	
Child care facilities	None	5.0%	1.6%	8.1%	10.3%	.0%	7.0%
	250 ft.	3.6%	2.4%	1.4%	10.0%	.0%	5.5%
	500 ft.	3.2%	8.9%	10.1%	9.4%	.0%	7.5%
	1,000 ft.	81.8%	77.4%	70.9%	56.4%	76.9%	68.9%
	Don't know	6.4%	9.7%	9.5%	13.9%	23.1%	11.1%
<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Support For or Opposition to Banning Dispensing of Medical Marijuana Dispensaries by Preferred Distance of Dispensaries to Residential Areas**

If the city chooses to regulate medical dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?		To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?					Total
		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	
Residential areas	None	5.9%	4.0%	3.4%	17.3%	2.4%	9.6%
	250 ft.	3.6%	4.0%	4.7%	18.2%	4.8%	9.8%
	500 ft.	10.0%	14.5%	17.6%	13.1%	9.5%	13.1%
	1,000 ft.	73.2%	64.5%	60.1%	39.4%	52.4%	55.3%
	Don't know	7.3%	12.9%	14.2%	12.0%	31.0%	12.2%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Support For or Opposition to Banning Dispensing of Medical Marijuana Dispensaries by Preferred Distance of Dispensaries to Parks**

If the city chooses to regulate medical dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?		To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?					Total
		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	
Parks	None	5.6%	2.4%	5.4%	18.6%	.0%	10.1%
	250 ft.	5.1%	4.0%	2.0%	8.6%	2.4%	5.7%
	500 ft.	3.7%	13.6%	14.8%	16.4%	4.9%	12.1%
	1,000 ft.	76.7%	68.0%	65.1%	44.4%	63.4%	59.9%
	Don't know	8.8%	12.0%	12.8%	11.9%	29.3%	12.1%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Support For or Opposition to Banning Dispensing of Medical Marijuana Dispensaries by Preferred Distance of Dispensaries to Other Medical Marijuana Dispensaries**

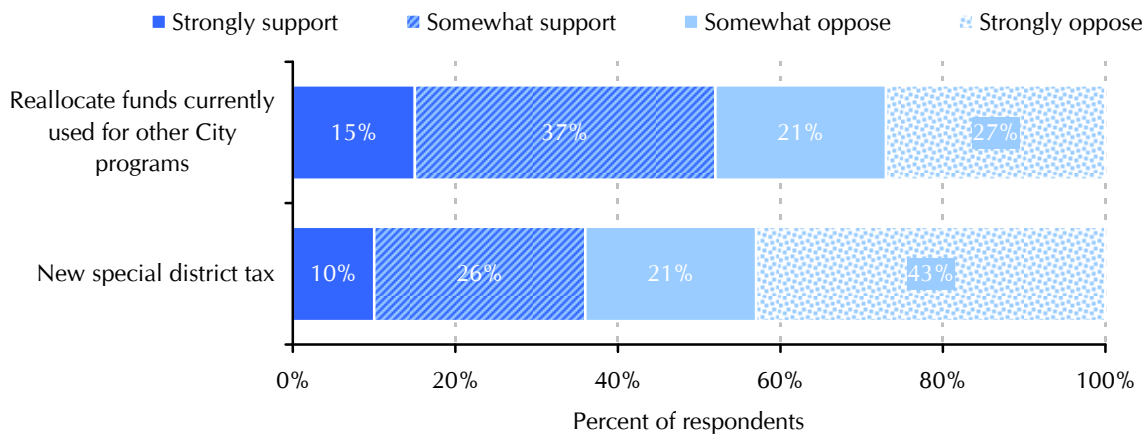
If the city chooses to regulate medical dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?		To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?					Total
		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	
Other medical marijuana dispensaries	None	7.0%	15.6%	9.0%	27.2%	23.1%	17.4%
	250 ft.	2.8%	3.3%	6.3%	8.2%	2.6%	5.6%
	500 ft.	3.7%	5.7%	6.3%	8.5%	2.6%	6.3%
	1,000 ft.	64.5%	54.1%	59.0%	33.1%	38.5%	48.3%
	Don't know	22.0%	21.3%	19.4%	22.9%	33.3%	22.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## ARTS AND CULTURAL ACTIVITIES FUNDING

The 2010 survey included a question that asked residents’ support for or opposition to two funding options for arts and cultural activities in Longmont. A higher proportion of respondents strongly opposed each funding source than did those who strongly supported them, with four times as many in strong opposition than in strong support for a new special district tax to support the arts. Supporters and opposers of reallocating funds currently used for other City programs were more evenly split with about 52% at least somewhat supporting this idea and about 48% opposing the concept. The strong opposers outnumbered the strong supporters almost two to one.

Residents living in Ward 2 were more likely to support a new special district tax to fund arts and cultural activities in the community than residents living in Wards 1 and 3 (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Figure 28: Preferred Funding Sources for Arts and Cultural Activities in Longmont**

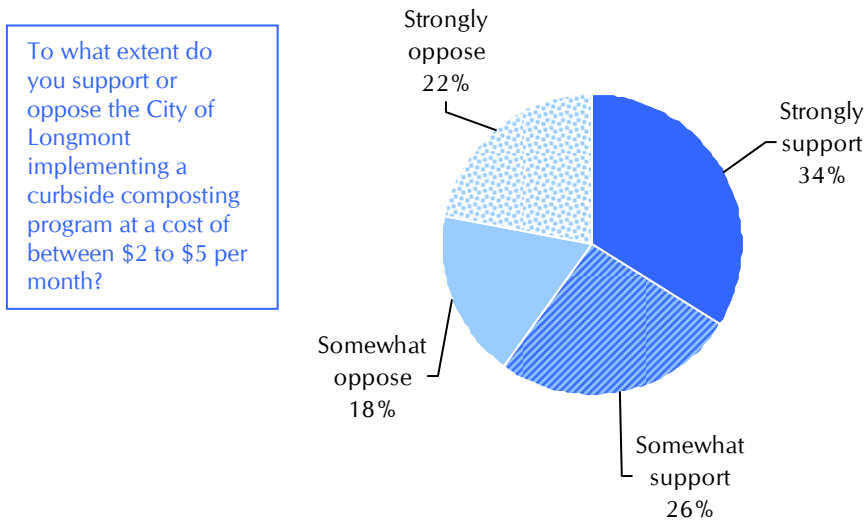


## CURBSIDE COMPOSTING PROGRAM

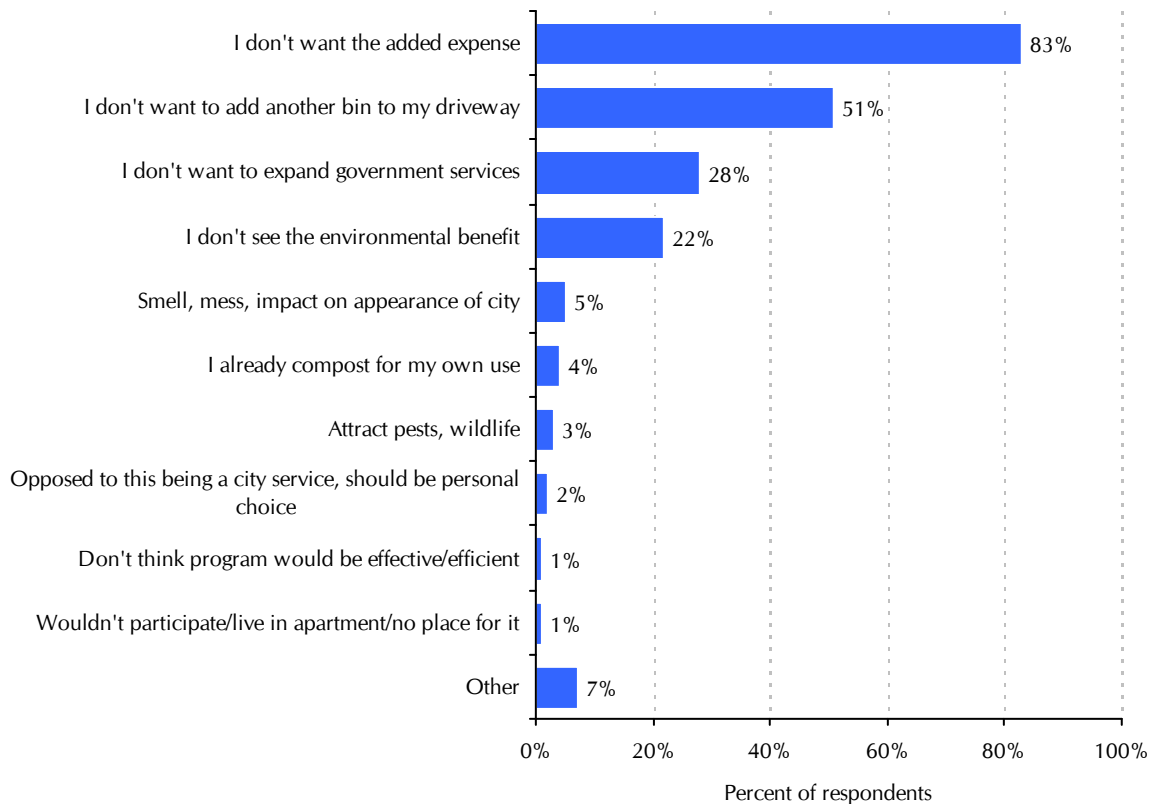
Slightly more respondents supported the City of Longmont implementing a curbside composting program at a cost of between \$2 and \$5 per month than did those who opposed the program (60% versus 40%, respectively). A third strongly supported this idea, while one in five opposed it.

The 40% who opposed the program were asked to give reasons for their opinions. A strong majority (83%) said they did not want the added expense and about half did not want to add another bin to their driveway. About 3 in 10 opposed the program because they didn’t want to expand government services and 2 in 10 do not think there is an environmental benefit to the program. “Other” responses written in by respondents can be found in *Appendix IV. Verbatim Responses*.

**Figure 29: Support For or Opposition to the City of Longmont Implementing a Curbside Composting Program**



**Figure 30: Reasons for Opposing a Curbside Composting Program**



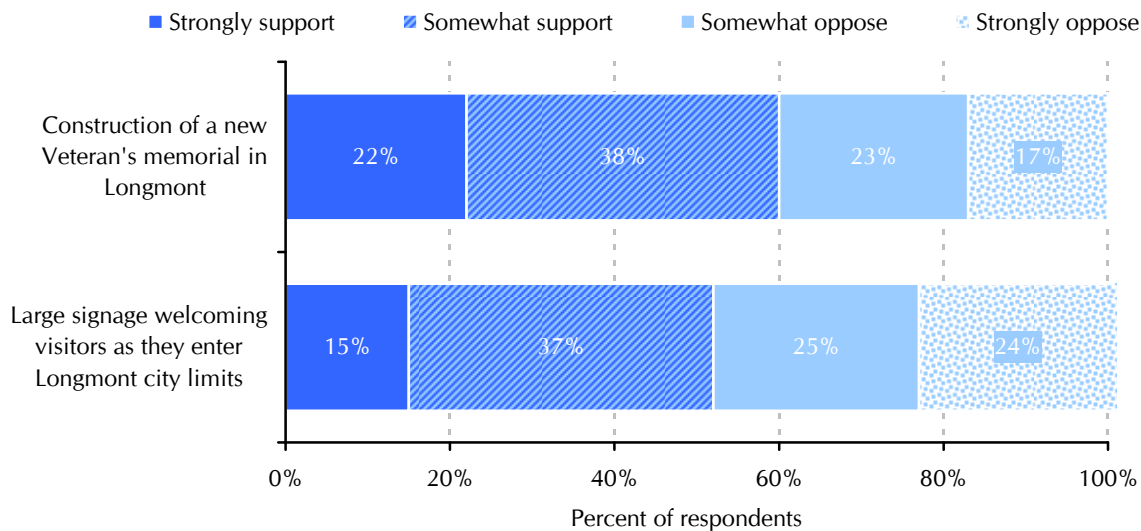
*This question was only asked of those who opposed the City of Longmont implementing a curbside composting program at a cost of between \$2 to \$5 per month.*

## FUNDING OTHER NEW PROJECTS

Longmont residents were asked to indicate the extent to which they supported or opposed using City funds for a new Veteran’s memorial in Longmont and for large signage welcoming visitors as they enter Longmont’s City limits. About 6 in 10 supported using City funds for a new Veteran’s memorial and about half supported funding welcoming signage with City dollars. However more residents strongly opposed using City funds for welcoming signage than did those who strongly supported the idea. About the same proportion of residents strongly opposed and strongly supported the construction of a new Veteran’s memorial in Longmont.

Ward 2 residents were less likely to support construction of a new Veteran’s memorial in Longmont than were those living in other areas of the community (see *Appendix V. Comparison of Responses by Ward of Residence*).

**Figure 31: Support For or Opposition to Using City Funds for Veteran's Memorial and New Signage**



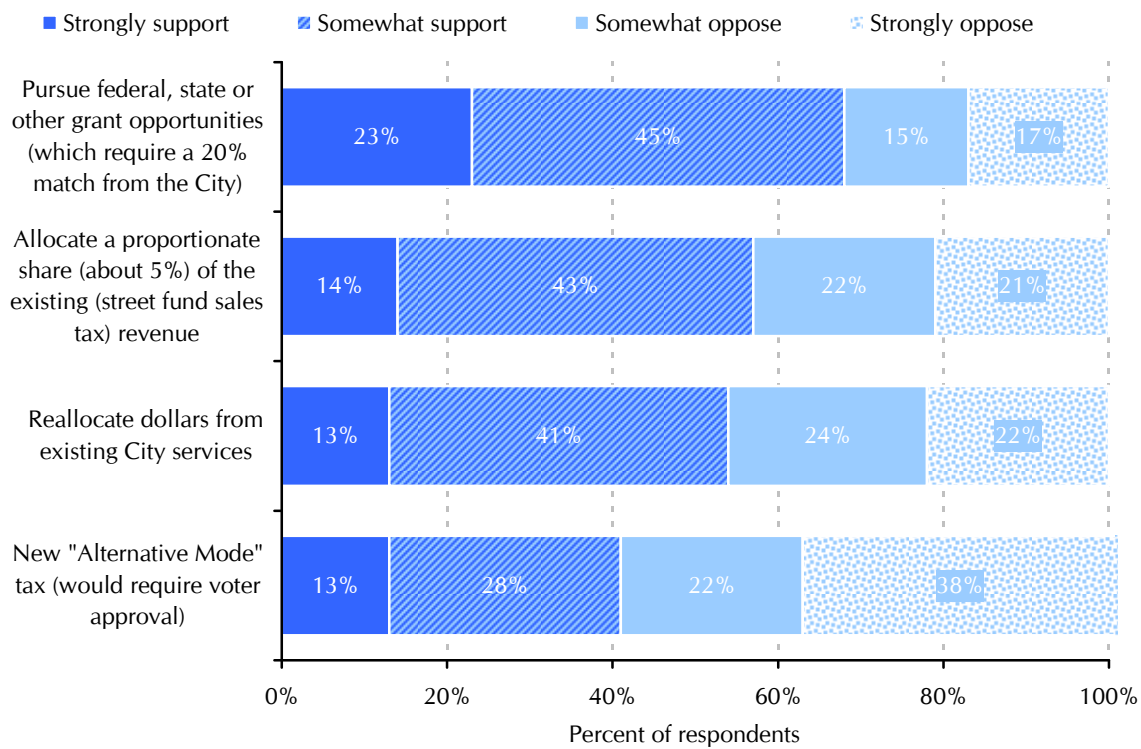


## TRANSIT ENHANCEMENTS

The survey explained that the Regional Transportation District (RTD), operator of the bus routes in Longmont, has a limited/shrinking amount of sales tax generated funding for the entire Denver area, of which Longmont gets a set share. Respondents were asked to indicate their support for or opposition to various options for the City of Longmont to fund enhancements to the local bus services, such as running buses more often, providing bus service to areas not currently served by bus routes and providing bus passes to residents. Strongest support was for Longmont to pursue federal, state or other grant opportunities (which require a 20% match from the City), though almost as many strongly opposed this idea as did those who strongly supported it. The other three funding options were strongly opposed by more respondents than those who “strongly supported” each one.

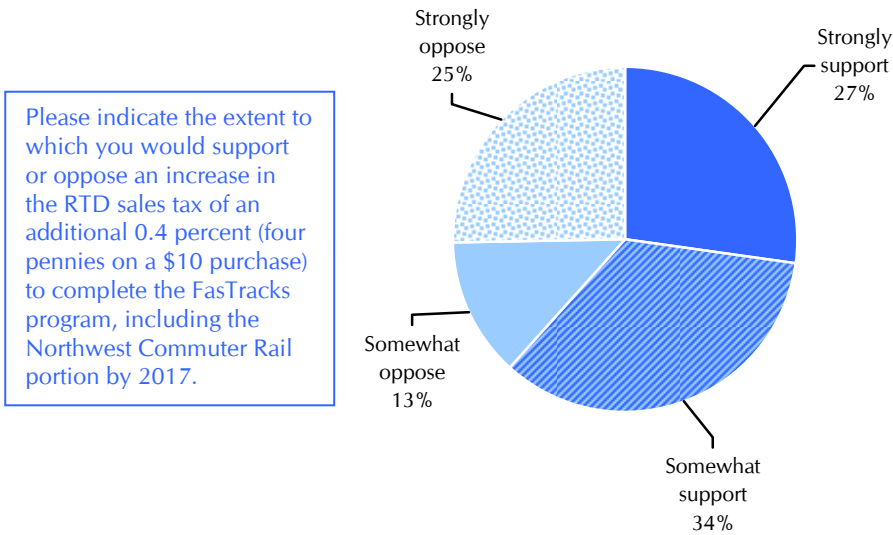
For each funding option, about one in five respondents did not give an opinion. For the full set of responses for this question, see *Appendix III. Complete Set of Survey Frequencies*.

**Figure 32: Support For or Opposition to City of Longmont Funding Enhancements for Local RTD Services**



When asked about their support for or opposition to an increase in the RTD sales tax of an additional 0.4 percent (four pennies on a \$10 purchase) to complete the FasTracks program, including the Northwest Commuter Rail portion by 2017, over 60% supported the idea and about the same number of respondents strongly supported the idea as did those who strongly opposed it.

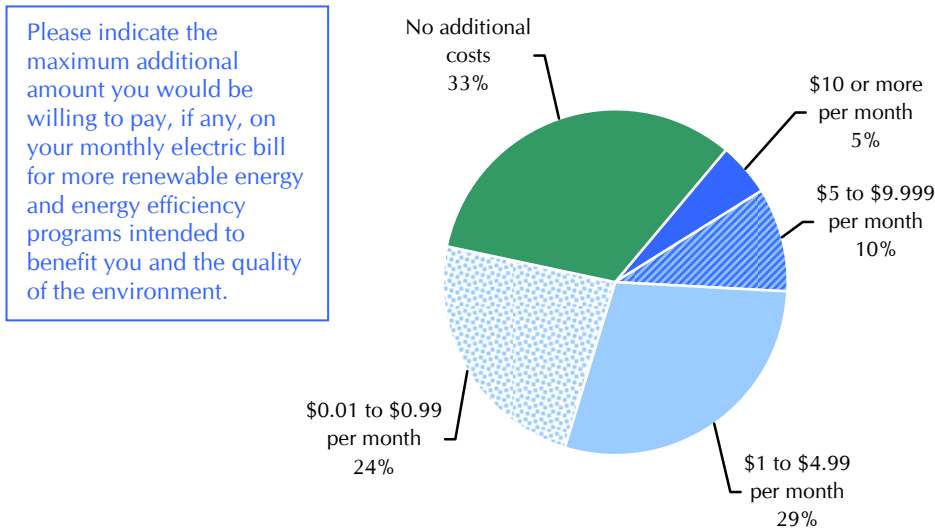
**Figure 33: Support For or Opposition to Increase in RTD Sales Tax to Complete Program by 2017**



## RENEWABLE ENERGY

The 2010 survey included a set of questions that asked residents’ opinions about renewable energy. The first asked about residents’ willingness to pay for more renewable energy and energy efficiency programs; two-thirds of Longmont residents would pay something. About a third reported that they did not want any additional costs per month on their monthly electric bill. Few (15%) would pay \$5 or more per month, 3 in 10 would pay \$1 to \$5 and about a quarter would pay less than \$1 per month.

**Figure 34: Willingness to Pay for More Renewable Energy and Energy Efficiency Programs**



Another question asked residents to indicate their preferred approach for Longmont’s electric utility, Longmont Power and Communications (LPC), for providing more electricity from renewable energy sources when LPC is required by state and/or federal legislation to do so. Responses show price sensitivity. About half (52%) wanted LPC to meet these requirements by selecting renewable energy resources in a mix that minimizes electric utility cost increases to Longmont rate payers. Few (11%) opted for LPC to meet renewable energy requirements by placing more emphasis on obtaining electricity from local solar photovoltaic systems and a smaller mix of other renewable energy resources, even if this approach does not minimize electric utility cost increases to Longmont rate payers. Thirty-seven percent did not have an opinion (see *Appendix III. Complete Set of Survey Frequencies*).

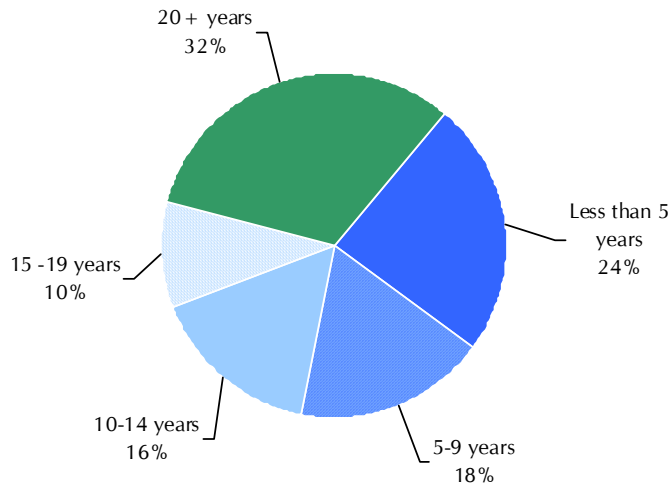
**Table 20: Preference for Future LPC Renewable Energy Sources**

When Longmont's electric utility, Longmont Power & Communications (LPC), is required by state and/or federal legislation to provide more electricity from renewable energy sources, which of the following would be your preferred approach:	Percent of respondents
For LPC to meet these requirements by selecting renewable energy resources (e.g. wind, small hydro, biofuels, solar, etc) in a mix that minimizes electric utility cost increases to Longmont rate payers.	52%
For LPC to meet these requirements by placing more emphasis on obtaining electricity from local solar photovoltaic systems and a smaller mix of other renewable energy resources (e.g. wind, small hydro, biofuels, etc) even if this approach does not minimize electric utility cost increases to Longmont rate payers.	11%
No preference/Don't know	37%

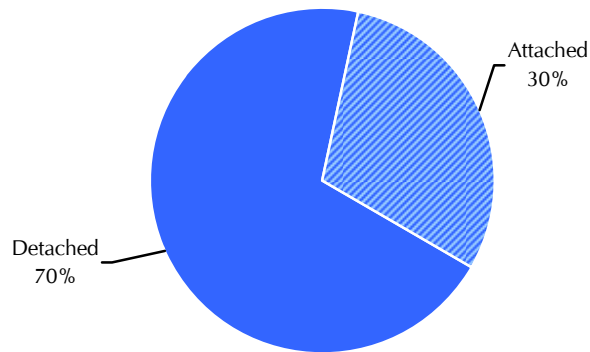
# Appendix I. Respondent Characteristics

Characteristics of the survey respondents are displayed in the charts in this appendix.

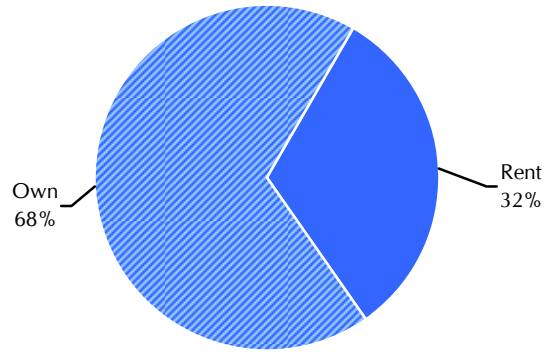
**Figure 35: Length of Residency**



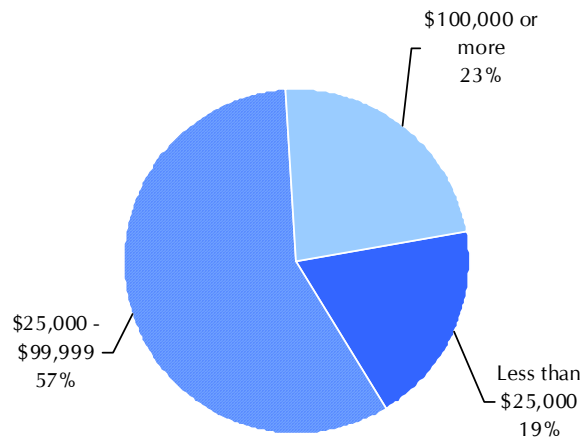
**Figure 36: Housing Unit Type**



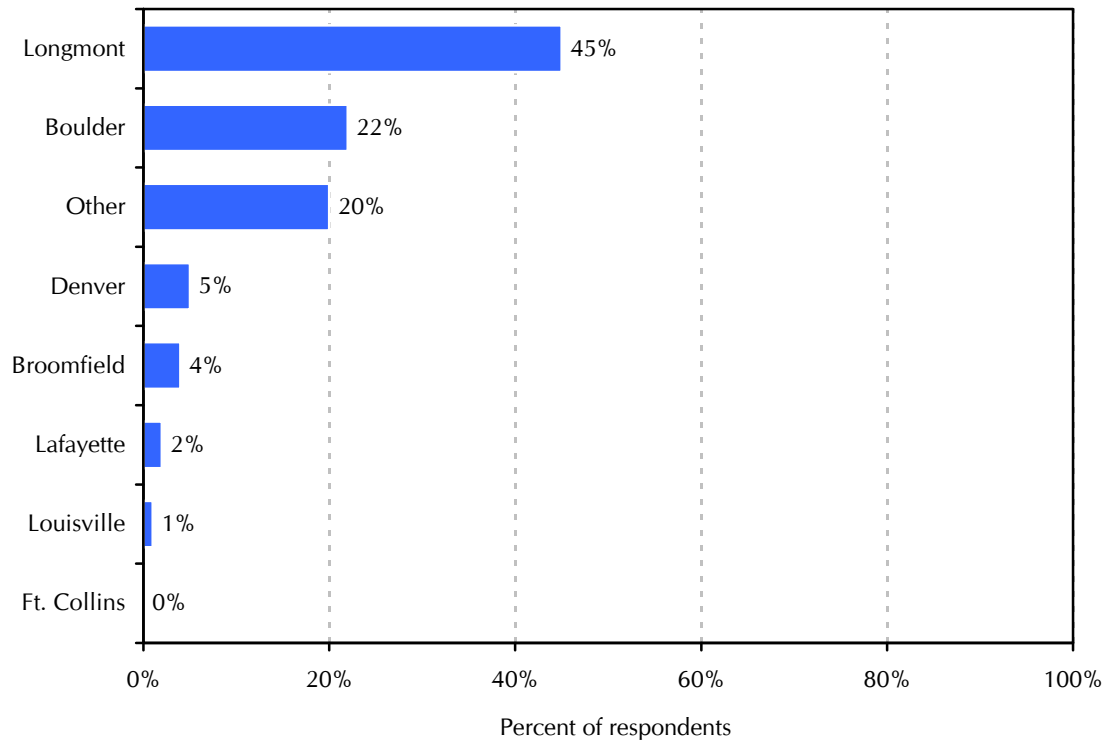
**Figure 37: Housing Tenure**



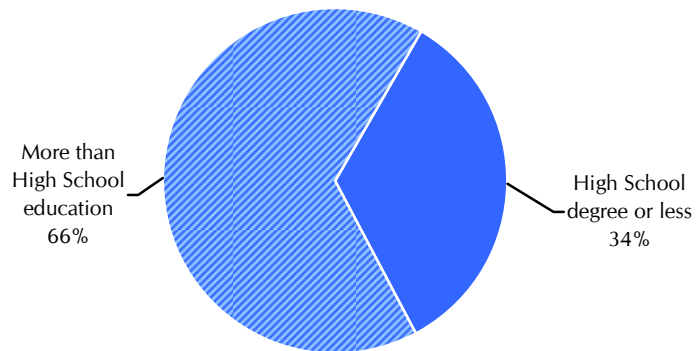
**Figure 38: Income**



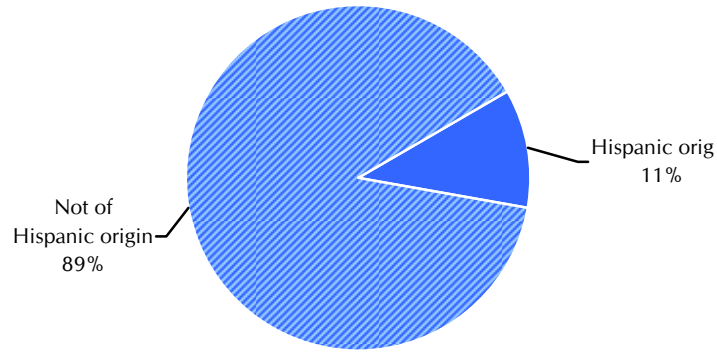
**Figure 39: City of Employment**



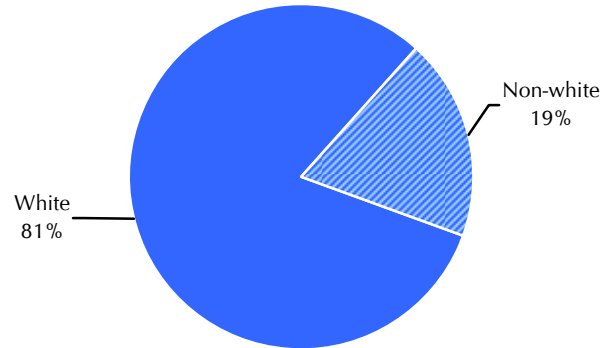
**Figure 40: Education**



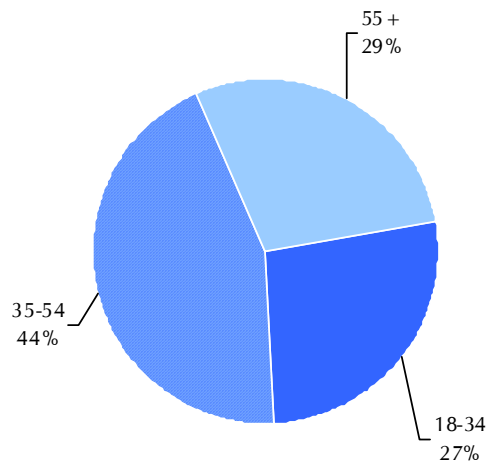
**Figure 41: Ethnicity**



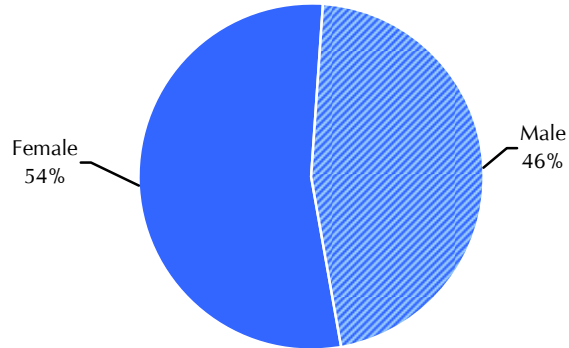
**Figure 42: Race**



**Figure 43: Age**



**Figure 44: Gender**





## Appendix II. Survey Methodology

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### **SURVEY INSTRUMENT DEVELOPMENT**

The Longmont Customer Satisfaction Survey was administered by mail in 2010 for the fourth time (the 2004 administration was the first by mail). This was the 11th iteration of the survey. Data for the previous seven surveys were collected by telephone in 1996, 1998, 1999, 2000, 2001, 2002 and 2003. The baseline Longmont Customer Survey was conducted in 1996. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Longmont was developed by starting with the version from the previous implementation in 2008. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2010 questionnaire. In an iterative process between City staff, City Council and NRC staff, a final six-page questionnaire was created. The survey also was translated into Spanish and available upon request.

### **SAMPLE SELECTION**

The 2010 survey used a stratified systematic sampling to select 1,000 residents in each of three Wards to receive survey mailings. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen.) To ensure households selected to participate in the survey were within the City of Longmont boundaries, the latitude and longitude of each address was plotted to determine its location within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected 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.)

### **SURVEY ADMINISTRATION**

Households received three mailings, one week apart beginning in May of 2010. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor (in English and Spanish) inviting the household to participate, a questionnaire and a postage paid envelope. Spanish-speaking residents were provided the opportunity to call the City to request the survey in their language. About 4% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,870 households that received the survey, 956 respondents completed the survey, providing a response rate of 33%. One Spanish-speaking resident requested a survey, but did not return a completed questionnaire.

### **PRECISION OF ESTIMATES**

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (956). For each of the three areas of Longmont (Wards 1, 2 and 3), the margin of error rises to approximately plus or minus six percent since sample sizes were approximately 303 for Ward 1, 329 for Ward 2 and 324 for Ward 3.

## **WEIGHTING THE DATA**

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, ethnicity, education and housing unit type. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

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. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the figure on the following page.

<b>Longmont 2010 Policy Exploration Survey Weighting Table</b>			
<b>Characteristic</b>	<b>Population Norm<sup>1</sup></b>	<b>Unweighted Data</b>	<b>Weighted Data</b>
<b>Housing</b>			
Rent home	34%	25%	32%
Own home	66%	75%	68%
Detached unit	71%	69%	70%
Attached unit	29%	31%	30%
<b>Race and Ethnicity</b>			
White alone, not Hispanic	73%	89%	77%
Hispanic and/or other race	27%	11%	23%
<b>Sex and Age</b>			
18-34 years of age	32%	15%	27%
35-54 years of age	43%	35%	44%
55+ years of age	25%	50%	29%
Female	52%	57%	54%
Male	48%	43%	46%
Females 18-34	16%	10%	15%
Females 35-54	22%	19%	22%
Females 55+	14%	28%	17%
Males 18-34	15%	5%	12%
Males 35-54	22%	16%	22%
Males 55+	11%	22%	12%
<b>Education</b>			
High school or less	39%	15%	34%
More than high school	61%	85%	66%

<sup>1</sup> Source: U.S. Census Bureau, 2006-2008 American Community Survey

## DATA ANALYSIS

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Chi-square and ANOVA tests of significance were applied to breakdowns of selected survey questions by respondent characteristics. 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 our sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in tables.

Also conducted was a key driver analysis. Key driver analysis is a regression analysis to explore strength of relationships between individual services and overall quality of services. Services with significantly high percentage of “don’t know” responses (40% or higher) were excluded.

## Appendix III. Complete Set of Survey Frequencies

The following pages contain a complete set of responses to each question, including “don’t know” responses. Each table includes the percent of respondents and the number of respondents for each question or question item.

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?	26%	242	57%	536	16%	154	2%	14	0%	0	100%	946
How would you rate your neighborhood as a place to live?	30%	284	48%	452	19%	177	3%	30	0%	0	100%	944
How would you rate Longmont as a place to raise children?	18%	170	46%	439	21%	198	3%	28	12%	109	100%	944
How would you rate Longmont as a place to retire?	13%	122	36%	336	28%	267	7%	70	16%	148	100%	943
How would you rate Longmont as a place to shop?	4%	36	25%	234	39%	371	31%	292	1%	8	100%	940
How would you rate Longmont as a place to work?	6%	58	35%	326	28%	262	15%	142	15%	143	100%	930
How would you rate your overall quality of life in Longmont?	16%	153	62%	588	19%	183	2%	18	0%	1	100%	943

## Question 2

<b>What are the three biggest problems or challenges Longmont will have to face in the next 5 years?</b>	<b>%</b>	<b>N</b>
Economy, jobs and cost of living	16%	120
Growth and overpopulation	12%	89
Quality, quantity and variety of stores restaurants	11%	82
General crime (vandalism, drugs, violence)	10%	74
Illegal immigration and cultural tension	9%	69
Traffic	9%	69
Cost and decline of City services and taxes are too high	7%	50
Schools and education	6%	48
Gangs	4%	31
Street maintenance and repair	3%	21
Affordable housing and housing market	2%	18
Maintaining small town quality of life and uniqueness	1%	6
Deterioration of appearance and junk	1%	5
Large companies pushing out small business	1%	5
Pollution and environmental issues	1%	4
Water issues	0%	1
Open space	0%	0
Don't know/no opinion	4%	31
Other	4%	30
Total	100%	757

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Crime	2%	21	30%	279	51%	479	13%	120	4%	36	100%	935
Drugs	4%	39	18%	162	43%	393	27%	245	9%	81	100%	921
Too much growth	23%	214	27%	245	26%	240	18%	167	5%	44	100%	910
Lack of growth	41%	373	25%	225	16%	142	11%	98	8%	72	100%	910
Graffiti	8%	74	41%	379	33%	304	14%	126	4%	40	100%	923
Noise	21%	195	41%	386	26%	246	10%	89	2%	17	100%	934
Run down buildings	12%	109	42%	395	28%	263	14%	128	4%	37	100%	932
Junk vehicles	17%	160	39%	367	28%	265	9%	82	6%	58	100%	932
Traffic congestion	11%	103	31%	293	33%	311	23%	212	2%	15	100%	933
Unsupervised youth	10%	90	30%	279	33%	309	15%	142	12%	111	100%	930
Homelessness	10%	95	35%	330	31%	295	11%	100	13%	122	100%	941
Weeds	15%	143	43%	403	23%	215	12%	108	7%	66	100%	934
Methamphetamine labs	7%	64	17%	158	24%	222	20%	189	32%	292	100%	926
Vandalism	5%	44	30%	283	36%	333	18%	170	11%	105	100%	935
Home foreclosures	2%	23	13%	124	34%	316	30%	283	20%	192	100%	938

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	10%	94	47%	428	33%	296	7%	59	3%	31	100%	908
Openness and acceptance of the community towards people of diverse backgrounds	8%	77	42%	380	33%	304	11%	98	6%	53	100%	911
Overall appearance of the City of Longmont	8%	70	56%	515	31%	290	4%	39	1%	7	100%	921
Opportunities to attend cultural activities	14%	131	46%	431	24%	223	8%	77	7%	68	100%	931
Shopping opportunities	4%	34	25%	233	35%	328	35%	333	1%	12	100%	940
Air quality	13%	124	62%	579	21%	195	2%	14	2%	21	100%	934
Recreational opportunities	17%	161	48%	444	26%	246	5%	49	3%	31	100%	930
Job opportunities	1%	12	13%	123	36%	331	33%	305	17%	156	100%	927
Access to affordable quality housing	4%	38	28%	259	34%	322	16%	153	18%	166	100%	938
Access to affordable quality child care	2%	23	17%	154	22%	203	8%	72	51%	473	100%	924
Access to affordable quality health care	8%	74	33%	301	31%	280	14%	132	14%	131	100%	917
Ease of car travel in the City of Longmont	11%	103	43%	403	32%	303	11%	105	2%	23	100%	937
Ease of bus travel in the City of Longmont	6%	53	17%	157	22%	210	14%	130	42%	394	100%	944

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	22%	212	54%	506	17%	156	5%	46	2%	22	100%	941
Street repair and maintenance	6%	55	47%	440	35%	326	12%	112	1%	9	100%	942
Street cleaning	8%	79	57%	532	27%	251	6%	53	2%	20	100%	935
Street lighting	10%	90	58%	544	26%	246	4%	42	1%	13	100%	936
Timing of traffic signals	7%	61	39%	369	35%	331	17%	163	2%	15	100%	940
Tap water (quality of drinking water)	33%	315	43%	401	17%	156	4%	42	3%	27	100%	941
Sewer services	20%	186	57%	524	14%	127	1%	8	9%	81	100%	926
Water conservation programs	9%	80	43%	405	17%	157	4%	39	27%	252	100%	934
Electric service	27%	256	55%	517	14%	133	1%	10	2%	18	100%	933
Electric conservation programs	10%	96	40%	369	19%	178	4%	42	27%	249	100%	933
Utility billing	19%	178	54%	504	21%	195	4%	35	2%	23	100%	935
Weekly trash pick up	34%	321	51%	480	11%	105	2%	17	2%	18	100%	942
Twice a month recycling pick up	32%	300	44%	415	13%	118	3%	24	8%	79	100%	936
Recreation facilities	20%	181	49%	458	17%	162	5%	44	9%	84	100%	929
Recreation programs and classes	16%	149	37%	342	17%	159	4%	41	25%	225	100%	916
Library services	29%	272	42%	392	11%	101	2%	20	16%	154	100%	940
Youth services sponsored programs	6%	56	21%	191	15%	140	5%	45	53%	496	100%	928
Services for seniors	9%	85	23%	215	12%	110	3%	28	53%	498	100%	936
Museum	10%	90	35%	329	19%	180	5%	49	31%	288	100%	936
Enforcing traffic laws	10%	89	45%	414	26%	239	9%	84	11%	103	100%	929
Crime prevention	5%	44	40%	374	30%	274	11%	98	15%	139	100%	928
Fire fighting and rescue services	23%	212	47%	434	8%	70	1%	9	22%	205	100%	931
Fire inspection and fire safety education	12%	114	33%	304	10%	96	3%	26	42%	390	100%	929
Emergency police services	18%	164	40%	372	12%	108	5%	43	26%	245	100%	932
Emergency dispatch	17%	153	40%	366	8%	72	4%	39	31%	286	100%	916
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	5%	43	27%	250	32%	295	18%	172	18%	171	100%	931
Building and housing inspection	4%	36	25%	229	20%	190	3%	30	48%	444	100%	929



**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
Planning	2%	19	22%	203	23%	217	13%	124	39%	361	100%	925
Maintaining landscaping along the public right of way	13%	118	49%	454	29%	268	6%	57	4%	35	100%	933
Maintenance of park grounds and facilities	19%	182	55%	514	21%	200	3%	26	2%	18	100%	940
Animal control	11%	102	49%	463	19%	182	5%	47	16%	147	100%	941

**Question 6**

Please rate your overall satisfaction with the City services you receive.	%	N
Very satisfied	21%	201
Satisfied	63%	595
Neither satisfied nor dissatisfied	12%	112
Dissatisfied	2%	21
Very dissatisfied	1%	10
Total	100%	939

Question 6a		
Why?	%	N
Good, timely, reliable service	49%	182
No problems encountered	21%	79
Can do better	9%	33
Issues with trash service	5%	20
Issues of code enforcement	2%	8
Services too expensive	2%	6
Concerns about crime or law enforcement	1%	5
Issues with animal control	1%	5
Traffic congestion and safety, transportation	1%	4
Don't know/no opinion	0%	2
Other	8%	30
Total	100%	374

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	2%	17	6%	53	38%	354	29%	271	14%	128	12%	115	100%	938
Retail growth (stores, restaurants, etc.)	18%	170	36%	337	27%	251	8%	76	4%	35	6%	59	100%	928
Industrial growth	11%	101	29%	270	28%	259	4%	32	2%	21	25%	233	100%	917
The physical size of the City (in square miles)	3%	29	4%	35	56%	525	12%	114	7%	64	18%	166	100%	933
Jobs growth	30%	278	41%	380	9%	84	1%	6	0%	0	20%	183	100%	932

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)?	%	N
Yes	47%	433
No	53%	479
Total	100%	912

## Question 9

For which service or services did you contact the City within the past 24 months? (Check up to 3 services.)?	%	N
Water/Sewer	9%	43
Utility Billing (Water, Electric, Sewer and Trash)	35%	155
Longmont Power and Communications (Electric Utility)	18%	80
Streets/Snow Removal	4%	17
Recreation Center(s)	25%	114
Parks/Golf	10%	43
Human Resources	4%	18
Animal Control	16%	73
Police	35%	156
Fire	7%	33
Building Inspection	9%	39
Trash/Recycling	23%	102
Youth Services	4%	16
Senior Services	7%	29
Sales Tax	3%	11
Library	28%	124
City Manager's Office	2%	9
Economic Development	1%	5
Code Enforcement	9%	42
Housing	6%	26
City Attorney/Prosecutor	1%	6
Municipal Court	2%	11
Museum	8%	34

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

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

<b>Question 10</b>		
<b>For which service did you most recently contact the City? (Check only one.)</b>	<b>%</b>	<b>N</b>
Water/Sewer	3%	14
Utility Billing (Water, Electric, Sewer and Trash)	15%	63
Longmont Power and Communications (Electric Utility)	7%	27
Streets/Snow Removal	2%	7
Recreation Center(s)	12%	49
Parks/Golf	5%	20
Human Resources	2%	7
Animal Control	7%	30
Police	12%	51
Fire	4%	16
Building Inspection	2%	7
Trash/Recycling	9%	39
Youth Services	0%	0
Senior Services	1%	6
Sales Tax	0%	2
Library	11%	48
City Manager's Office	1%	3
Economic Development	0%	0
Code Enforcement	5%	22
Housing	0%	1
City Attorney/Prosecutor	0%	0
Municipal Court	0%	0
Museum	1%	2
<b>Total</b>	<b>100%</b>	<b>415</b>

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

**Question 11**

What was your impression of employees of the City of Longmont in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge of issue	48%	210	37%	161	9%	39	5%	22	2%	7	100%	438
Treated you with respect	56%	244	28%	124	8%	36	7%	29	1%	7	100%	440
Willingness to help or understand	53%	230	27%	118	9%	38	10%	44	2%	7	100%	436
How easy it was to get in touch with the employee	47%	205	31%	136	16%	72	4%	18	2%	8	100%	438
Overall impression	50%	220	29%	126	12%	51	9%	40	1%	3	100%	440

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

**Question 12**

During the last 12 months, were you treated inappropriately by a City employee because of your race, national origin, age, religious affiliations or gender?	%	N
Yes	3%	27
No	97%	895
Total	100%	922

**Question 12a**

If yes, did you report the inappropriate behavior to a public official?	%	N
Yes	52%	13
No	48%	13
Total	100%	26

**Question 13**

<b>In your opinion, how easy is it to obtain information about the City of Longmont?</b>	<b>%</b>	<b>N</b>
Very easy	31%	291
Somewhat easy	49%	462
Somewhat difficult	7%	69
Very difficult	2%	15
Don't know	11%	101
<b>Total</b>	<b>100%</b>	<b>937</b>

**Question 14**

<b>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.:</b>	<b>Very likely</b>		<b>Somewhat likely</b>		<b>Somewhat unlikely</b>		<b>Very unlikely</b>		<b>Don't know</b>		<b>Total</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
	Attend "Coffee with Council" meetings on a Saturday morning	6%	52	13%	125	21%	201	54%	504	6%	54	100%
Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	6%	56	22%	210	26%	245	40%	377	5%	48	100%	935
Watch City of Longmont staff presentations about a variety of issues facing the community broadcast on cable channel 8 (formerly channel 3) or the City's Web site	8%	71	27%	249	22%	201	40%	369	4%	41	100%	931
Visit a City Council table/tent at community events like Rhythm on the River, Festival on Main and Cinco de Mayo	19%	173	35%	329	19%	177	24%	225	3%	28	100%	933

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%	674	18%	163	7%	67	1%	14	1%	12	100%	929
Watch a City Council meeting on public access cable television channel 8 (formerly channel 3)	49%	451	24%	218	16%	146	9%	82	3%	29	100%	926
Watch "Behind the Badge" on public access cable television channel 8 (formerly channel 3)	68%	631	14%	127	10%	96	5%	47	3%	27	100%	929
Read bulletin board or information displays in City buildings	37%	336	25%	230	21%	193	13%	121	4%	35	100%	916
Watch Channel 16 – Government access	69%	625	15%	141	9%	79	5%	49	2%	16	100%	911
Read City Line Newsletter (with utility billing statement)	16%	143	10%	95	15%	133	27%	246	32%	291	100%	908
Use City Source (24-hour telephone information line)	59%	539	18%	166	16%	141	5%	48	2%	16	100%	910
Read The GO (senior services newsletter)	72%	653	10%	92	7%	62	6%	57	5%	48	100%	913
Use the Longmont Web site (www.ci.longmont.co.us)	27%	243	13%	122	19%	173	27%	242	14%	126	100%	906
Read the Longmont Daily Times-Call newspaper	15%	138	13%	120	13%	123	20%	181	39%	360	100%	922
Read the Boulder Daily Camera newspaper	51%	463	21%	188	11%	104	10%	93	7%	62	100%	909
Read the Denver Post newspaper	48%	444	19%	174	13%	118	10%	88	11%	101	100%	925
Read the Longmont Ledger newspaper	45%	416	15%	137	13%	116	14%	131	13%	119	100%	920
Read the Longmont Life bi-monthly newsletter	54%	488	14%	131	14%	125	10%	88	8%	77	100%	910
Read "City Talk" (weekly ad in the Times-Call newspaper)	45%	409	17%	154	13%	118	14%	125	12%	105	100%	912
Subscribe to the City's e-news services (e-News, e-Alerts, RSS Feed, etc.)	81%	747	8%	76	5%	51	2%	23	3%	28	100%	924
Visit the City's social networking sites (Facebook, YouTube, Twitter, etc.)	81%	743	9%	85	5%	44	3%	23	2%	23	100%	918
Read the quarterly Longmont Recreation brochure	37%	334	14%	129	17%	151	17%	154	15%	140	100%	908
Listen to news radio (KGUD, La Ley, AM1060)	76%	701	8%	77	7%	60	4%	35	5%	45	100%	917
Use word of mouth/friends	13%	123	14%	127	24%	220	31%	289	18%	162	100%	922

**Question 16**

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Longmont to someone who asks	43%	398	40%	370	9%	86	5%	48	2%	15	100%	917
Remain in Longmont for the next five years	58%	543	23%	214	6%	55	9%	84	4%	33	100%	929

**Question 17**

What single word comes first to mind when someone says "Longmont?"	%	N
Home, hometown, family, etc.	27%	198
Friendly, nice, comfortable, etc.	23%	167
Beautiful, rural, mountains, etc.	7%	49
Small town, community, etc.	7%	49
Quiet, peaceful, safe, etc.	4%	33
Boring, stagnant, etc.	4%	26
Location, suburban, etc.	3%	19
Crime, immigration, etc.	3%	20
Growth, change, etc.	2%	15
Affordable, livable, etc.	2%	15
Don't know	1%	8
Other	19%	140
Total	100%	740



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**Question 18**

<b>What are your favorite aspects about living in Longmont? (Please check all that apply.)</b>	<b>%</b>	<b>N</b>
Quality of life in general	56%	514
Affordable cost of living	48%	439
Close to family/friends	47%	435
Location	45%	417
Close to work	38%	351
Sense of community	37%	337
My neighbors/neighborhood	37%	341
Recreational opportunities	36%	329
Natural environment	34%	310
Dining opportunities	26%	238
Schools	22%	198
Downtown Longmont	21%	196
Shopping	14%	130
Other	3%	31
Don't know/no favorite	0%	1

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

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**Question 19**

<b>In your opinion, what is Longmont's most valuable asset</b>	<b>%</b>	<b>N</b>
Location/access to region (jobs, recreation, other communities)	23%	166
People, friendly, sense of community	13%	97
Natural environment/mountains/open space	12%	84
Small town, farming community, historic, sense of place, size of community	12%	85
Recreational opportunities/parks/trails	11%	79
Affordable cost of living	6%	45
Economic opportunity, jobs, business friendly, growth opportunities	5%	33
Government and city services (including police, fire, utilities, etc.)	4%	31
Schools	3%	24
Downtown Longmont/Main Street	3%	23
Cultural opportunities (events, library, senior center, etc.)	3%	20
Family friendly, kids, family	2%	14
Shopping/dining opportunities	2%	8
My neighbors/neighborhood	2%	11
Quality of life in general	2%	17
Safe community, quiet, calm	3%	21
Don't know	2%	16
Other	9%	64

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

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**Question 20**

<b>To what extent do you support or oppose the City of Longmont leveraging its existing infrastructure including its optical fiber system and partnering with private sector telecommunication companies to provide advanced telecommunications services (e.g., high speed internet services, cable television service, etc.) to residents and commercial users?</b>	<b>%</b>	<b>N</b>
Strongly support	30%	278
Somewhat support	35%	322
Somewhat oppose	5%	47
Strongly oppose	9%	79
Don't know	21%	188
Total	100%	913

**Question 21**

<b>To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's city limits?</b>	<b>%</b>	<b>N</b>
Strongly support	25%	231
Somewhat support	13%	125
Somewhat oppose	16%	152
Strongly oppose	41%	375
Don't know	5%	43
Total	100%	926

**Question 22**

<b>If the city chooses to regulate medical marijuana dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?</b>	<b>None</b>		<b>250 ft.</b>		<b>500 ft.</b>		<b>1,000 ft.</b>		<b>Don't know</b>		<b>Total</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
	Schools	7%	59	5%	41	5%	50	71%	648	12%	109	100%
Child care facilities	7%	63	5%	50	7%	67	68%	619	12%	108	100%	907
Residential areas	10%	87	10%	87	13%	118	55%	499	13%	118	100%	909
Parks	10%	90	6%	51	12%	108	60%	540	13%	113	100%	903
Other medical marijuana dispensaries	18%	156	6%	51	6%	55	48%	426	23%	202	100%	890

**Question 23**

<b>Please indicate the extent to which you would support or oppose each of the following sources of funding for arts and cultural activities in Longmont?</b>	<b>Strongly support</b>		<b>Somewhat support</b>		<b>Somewhat oppose</b>		<b>Strongly oppose</b>		<b>Don't know</b>		<b>Total</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
New special district tax	8%	78	22%	208	18%	170	38%	350	13%	126	100%	933
Reallocate funds currently used for other City programs	12%	112	31%	277	17%	157	22%	196	18%	166	100%	908

**Question 24**

<b>To what extent do you support or oppose the City of Longmont implementing a curbside composting program at a cost of between \$2 to \$5 per month where, for example, organic materials like leaves, branches and food waste can be converted into compost?</b>	<b>%</b>	<b>N</b>
Strongly support	30%	278
Somewhat support	23%	213
Somewhat oppose	17%	151
Strongly oppose	20%	183
Don't know	10%	90
<b>Total</b>	<b>100%</b>	<b>915</b>

**Question 25**

<b>If you oppose a new curbside composting program in Longmont, what are your reasons for your opinion?</b>	<b>%</b>	<b>N</b>
I don't want the added expense	83%	291
I don't want to add another bin to my driveway	51%	177
I don't want to expand government services	28%	99
I don't see the environmental benefit	22%	78
Other	7%	24
Smell, mess, impact on appearance of city	5%	18
I already compost for my own use	4%	14
Attract pests, wildlife	3%	9
Opposed to this being a city service, should be personal choice	2%	8
Wouldn't participate/live in apartment/no place for it	1%	4
Don't think program would be effective/efficient	1%	4
Bad idea, people won't comply with procedures	0%	0
Don't know	0%	0

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

*This question was only asked of those who opposed the City of Longmont implementing a curbside composting program at a cost of between \$2 to \$5 per month.*

Question 26												
To what extent do you support or oppose using City funds for each of the following?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Construction of a new Veteran's memorial in Longmont	20%	189	34%	320	21%	194	15%	141	9%	86	100%	930
Large signage welcoming visitors as they enter Longmont city limits	14%	128	34%	316	23%	215	22%	207	6%	60	100%	926

Question 27												
The operator of the bus routes in Longmont, the Regional Transportation District (RTD), has a limited/shrinking amount of sales tax generated funding for the entire Denver area, of which Longmont gets a set share. Please indicate the extent to which you support or oppose each of the following options for the City of Longmont to fund enhancements to the local bus services (e.g., running buses more often, providing bus service to areas not currently served by bus routes, providing bus passes to residents, etc.).	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Reallocate dollars from existing City services	10%	94	32%	291	19%	171	17%	160	22%	205	100%	921
Allocate a proportionate share (about 5%) of the existing (street fund sales tax) revenue	11%	98	33%	306	17%	156	17%	153	23%	208	100%	920
New "Alternative Mode" tax (would require voter approval)	10%	88	21%	194	17%	152	29%	264	23%	206	100%	904
Pursue federal, state or other grant opportunities (which require a 20% match from the City)	19%	173	36%	335	12%	110	14%	128	19%	173	100%	918

Question 28		
Please indicate the extent to which you would support or oppose an increase in the RTD sales tax of an additional 0.4 percent (four pennies on a \$10 purchase) to complete the FasTracks program, including the Northwest Commuter Rail portion by 2017.	%	N
Strongly support	24%	229
Somewhat support	31%	287
Somewhat oppose	12%	110
Strongly oppose	22%	208
Don't know	11%	99
Total	100%	934

**Question 29**

<b>Please indicate the maximum additional amount you would be willing to pay, if any, on your monthly electric bill for more renewable energy and energy efficiency programs intended to benefit you and the quality of the environment.</b>	<b>%</b>	<b>N</b>
\$10 or more per month	5%	45
\$5 to \$9.999 per month	10%	88
\$1 to \$4.99 per month	29%	265
\$0.01 to \$0.99 per month	24%	220
No additional costs	33%	307
<b>Total</b>	<b>100%</b>	<b>925</b>

**Question 30**

<b>When Longmont's electric utility, LPC, is required by state and/or federal legislation to provide more electricity from renewable energy sources, which of the following would be your preferred approach:</b>	<b>%</b>	<b>N</b>
For LPC to meet these requirements by selecting renewable energy resources (e.g. wind, small hydro, biofuels, solar, etc) in a mix that minimizes electric utility cost increases to Longmont rate payers.	52%	463
For LPC to meet these requirements by placing more emphasis on obtaining electricity from local solar photovoltaic systems and a smaller mix of other renewable energy resources (e.g. wind, small hydro, biofuels, etc) even if this approach does not minimize electric utility cost increases to Longmont rate payers.	11%	102
No preference	15%	133
Don't know	22%	196
<b>Total</b>	<b>100%</b>	<b>894</b>

**Question D1**

<b>About how many years have you lived in Longmont? (If less than 6 months, enter "0.")</b>	<b>%</b>	<b>N</b>
Less than 5 years	24%	224
5-9 years	18%	167
10-14 years	16%	147
15 -19 years	10%	91
20+ years	32%	293
<b>Total</b>	<b>100%</b>	<b>922</b>

**Question D2**

<b>What kind of housing unit do you live in?</b>	<b>%</b>	<b>N</b>
Single family house	70%	658
Apartment	17%	164
Condo	4%	40
Townhouse	6%	52
Mobile home	0%	2
Other	2%	22
Total	100%	938

**Question D3**

<b>Do you rent or own your home?</b>	<b>%</b>	<b>N</b>
Rent	32%	303
Own	68%	631
Total	100%	934

**Question D4**

<b>About how much was your household's total income before taxes for all of 2009?</b>	<b>%</b>	<b>N</b>
Less than \$24,999	19%	167
\$25,000 to \$49,999	24%	208
\$50,000 to \$99,999	34%	292
\$100,000 to \$149,999	16%	138
\$150,000 to \$199,999	5%	46
\$200,000 or more	2%	20
Total	100%	871

**Question D5**

<b>In what City do you work?</b>	<b>%</b>	<b>N</b>
Longmont	45%	352
Boulder	22%	172
Denver	5%	42
Ft. Collins	0%	4
Lafayette	2%	13
Louisville	1%	8
Broomfield	4%	32
Other	20%	153
Total	100%	775

**Question D6**

<b>What is the highest degree or level of school you have completed?</b>	<b>%</b>	<b>N</b>
12th grade or less, no diploma	10%	88
High school diploma	25%	224
Some college, no degree	14%	132
Associate's degree (e.g., AA, AS)	6%	58
Bachelor's degree (e.g., BA, AB, BS)	24%	217
Graduate degree or professional degree	21%	193
Total	100%	911

**Question D7**

<b>Are you Spanish, Hispanic or Latino?</b>	<b>%</b>	<b>N</b>
Yes	11%	104
No	89%	823
Total	100%	927



**Question D8**

<b>What is your race? (Mark one or more races to indicate what race you consider yourself to be.)</b>	<b>%</b>	<b>N</b>
American Indian or Alaskan native	4%	39
Asian or Pacific Islander	5%	45
Black/African American	1%	10
White/Caucasian	85%	781
Other	9%	81

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

**Question D9**

<b>In which category is your age?</b>	<b>%</b>	<b>N</b>
18-24 years	6%	59
25-34 years	21%	193
35-44 years	19%	173
45-54 years	25%	238
55-64 years	14%	127
65-74 years	8%	79
75-84 years	5%	49
85 years or older	2%	16
Total	100%	933

**Question D10**

<b>What is your gender?</b>	<b>%</b>	<b>N</b>
Female	54%	501
Male	46%	423
Total	100%	924

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<b>Question D11</b>		
<b>Are you registered to vote in Longmont?</b>	<b>%</b>	<b>N</b>
No	12%	115
Yes	82%	768
Ineligible to vote	2%	22
Don't know	3%	32
Total	100%	937

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<b>Question D12</b>		
<b>In the future, if you are randomly selected to receive this survey, how would you prefer to fill it out?</b>	<b>%</b>	<b>N</b>
Same (mailed survey)	58%	533
Web survey	24%	221
Some other format	2%	18
No preference	16%	146
Total	100%	918

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## Appendix IV. Verbatim Responses

Following are verbatim responses to open-ended. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order. When a parenthesis with a number appears after the verbatim response, it indicates how many times an identical comment was made.

### Q2: WHAT ARE THE THREE BIGGEST CHALLENGES OR PROBLEMS LONGMONT WILL HAVE TO FACE IN THE NEXT 5 YEARS?

#### Growth and Overpopulation

- Growth & containing it
- Our-building & over malls which will strongly affect
- Too rapid growth - too much traffic! Decrease
- Population
- Growing without turning into one big maximum density suburb
- Growth
- Population growth
- Residential growth
- Too fast growing
- Population growth
- Growth
- Population growth
- Beware of growing too fast, over population / development
- Too much construction every where you go
- Growth
- Population.
- Proper growth management
- Traffic on main St - hwy 287
- Population growth
- Growth / traffic - with all of the building on Hwy 119, it will take longer to get out of town
- Growth
- Over development
- rowing too fast
- Growing population
- Over supply of houses
- Population growth which equates to overcrowded
- Growth
- Maintaining quality of life with increasing population
- Growth
- Growth, Shitty Schools, too many police
- Population/growth
- Suburban sprawl
- Growth - more people more problems
- Growth
- Sprawl
- Control growth
- Growth
- Crowding.
- Growth (too much-especially when considering neighboring communities)
- Population
- Restrict the growth in housing.
- Growth
- Planning for growth
- Over growth (too many new houses)
- All the building around
- Downsizing to "Quality" home & neighborhood.
- Growth
- Too much growth
- Population Growth
- Matching services to growth
- Growth's effect on core services.
- Overflow from Boulder
- Too much growth
- Growth in population
- Growth
- Too much growth
- "Responsible growth & development (downtown!)
- Growth
- Growth
- Growth
- Too many people
- Grow too fast.
- Growth
- Growth
- Influxion of people
- Growth
- Over crowded
- Proper land use
- Growth
- Too many people.
- Growth, how much, what kind, how achievable
- Growth
- Growth
- Traffic on some major roads
- Don't grow too fast
- Growth & its impact
- Growth
- Growth
- Growth
- Increased population resulting in 2. Increased traffic
- Growth
- Not getting too big!
- Growth
- Over crowding.
- Growth
- Growth
- Growth
- Too many developers greedily trying to make this another Broomfield
- Growth
- Growth
- Over growth
- Growth
- Growth

- Growth
- Growth

**Traffic**

- Traffic congestion
- Traffic
- Traffic
- Traffic congestion
- Traffic/roads
- Traffic
- Traffic
- More traffic
- Traffic congestion
- Traffic
- Traffic
- Public transportation: around the city & points outside the city 2. Do something with the mall! Get some good stores here! specialty shops.
- Traffic
- Traffic
- Mass transit
- Traffic
- Transportation
- Traffic
- Traffic
- Too many cars on the roads
- Traffic
- Traffic
- Needs RTD RAIL Service.
- Traffic.
- The time the trains run on main St & 2nd Ave
- Traffic
- Traffic
- Downtown parking
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic
- Smooth traffic flow in city & highways to city
- Downtown parking
- Traffic
- Traffic
- Increase in traffic
- Increased traffic.

**Illegal immigration and cultural tension**

- Illegal immigration
- Illegal immigrants/El Comite
- Immigration
- Segregation - white people leaving when POC buy houses around
- Total take over of Mexico in Longmont
- Illegals and drugs & gangs they bring to Longmont
- Too much illegal immigrants form South America and Asia, oh and the Mid East
- Too many non-English speaking Mexicans
- Illegal Immigration
- The illegals - they run the city- all the, names in police notes are Spanish - the health care is overrun & our school systems are stretched.
- Martin street becoming a line of Mexican store

- Too much growth
- Public transport to Denver.
- Traffic
- Increased traffic along 119/kent Pratt
- Increased traffic
- Increased traffic & roads well-equipped to handle the increase.
- Traffic
- Traffic control on Main St.
- Traffic
- Longmont needs to get a better bus system, they don't even run on Sunday and stop too early on the evening. At doesn't work with every work schedule
- Traffic
- It is not a walk able community
- Traffic
- Hwy 119 should be constructed w/3 lanes from Longmont to Boulder
- Downtown parking.
- Traffic flow
- The road congestion on Main St and Hover St and 17th Av
- Traffic
- Traffic
- Traffic
- Traffic flow as population grows.
- Traffic
- Regional traffic / growth to our east
- Traffic - congestion
- Transportation
- Traffic.
- Traffic
- Traffic
- Traffic
- Traffic - we need
- Traffic
- Need more bike paths like Loveland!
- Traffic!
- Traffic around 119 & City rd 1
- Traffic & over building
- People running red light
- Traffic signals - get more left turn arrows.
- Traffic

- fronts
- Influx of Mexicans having multiple families in / house & over using city services. 2. Gangs
- Illegal immigrants - non English speakers and the segregation caused
- Too many illegal immigrants taking jobs & housing.
- Ethnic population growth
- Illegal Immigrants
- Illegal Immigration
- Illegal Aliens
- Controlling the illegal aliens residing in our town
- Influx of Spanish only speakers
- Illegal immigrants
- Illegal immigrants
- Illegal Immigrants - Mexicans and their gangs

- Illegal immigrants
- Illegals
- Illegal residents every where
- Too many illegals
- Illegal alien population.
- Illegals in our city
- Immigration
- The uninsured non-residents
- Discrimination
- Cultural differences between Hispanic population & Caucasian population 2. Hover/twin peaks mall area needs to be cleaned up.
- Curb the influx of the Hispanic Migration from Mexico
- Racial division
- The infuse of illegal immigrants from India
- Immigration
- Minority influx & take over of neighborhoods
- Illegal immigration
- Influx of illegal aliens
- Illegal immigration.
- Illegal immigrants
- Illegal immigration
- Diversity
- Illegal aliens
- A lot of Hispanic

- Illegal immigrants and gangs
- Growing Hispanic population
- Mexicans taking over.
- Illegals
- Illegal Immigrants
- Too many Mexicans
- In flux of minorities into established neighborhood
- Illegals.
- Illegal immigration
- Illegal immigrants consuming tax payer dollars.
- Illegal immigrants.
- More distrustful Mexicans that don't control their children.
- Illegal population
- Illegal Immigration
- Race relations
- Illegal residents.
- Rising population of illegal immigrants
- Illegal immigrants and cost to infrastructure (schools-hospital-law enforcement), 2. Obtaining sufficient tax revenues as economy is not going to recover, 3. Traffic congestion and street/roadway maintenance.
- Illegal immigrants
- Illegal immigrants

**Schools and Education**

- School (classroom size) growth
- School funding
- Education
- Education.
- School system
- Keeping good teachers
- SVVSD financial crisis
- Education
- Raising children in schools w / gangs
- Schools
- Schools
- School funding 2. Tax revenue (we need to do a better job attracting business, especially retail.) and economic development (lack of).
- Quality Schools
- Education
- Schools-Quality wise
- School district shortage lack of funding
- Education
- Short fall in school budget
- Changing the reputation of the school district here in Longmont
- Schools
- Improve the school system
- Lack of support of schools
- Teaching jobs availability
- Economical divisions in public schools creating

- inequality
- Quality of schools
- Financial support for local schools
- Education
- Better schools that need more money
- Education-money for good schools
- Schools - funding
- Education
- Continuing to offer top or even good education with shrinking budget
- What is there for youth? (14-20)
- School quality
- School funding
- School issues funding of quality of education
- The education of kids
- Improving public education given budget cuts at hand
- Quality of education - maintaining this within SVVSD
- Maintain high-quality school district
- Education funding
- Needs more activities & events for kids
- Education
- Educational enrichment
- Education

**Street maintenance and repair**

- Roads
- Street pavement
- Road maintenance.
- Roads
- Roads/Growth
- Road Repairs
- Public wifi infrastructure (lack of)

- Street surfaces/stop light timing
- Maintain infrastructure
- Street repair
- Road repair.
- Street repair
- Street repair / maintenance
- Infrastructure/Traffic

- Road traffic
- Improving roads in town

### Gangs

- Gang activity-a big concern-need to keep on top of it. There are parts of Longmont I feel unsafe.
- Gangs & related crimes
- Gang tagging and violence.
- Gangs
- Gang's
- Gangs
- Gangs
- Gangs - illegal immigration
- Gangs
- Gangs
- Gangs
- Gangs & Drugs
- Gangs
- Gangs

- Maintain infrastructure

- Gangs drugs
- Don't know
- Gang violence
- Gang
- Gangs
- Gangs
- I think maybe these little gangs will if the police don't do something
- Gangs and crime
- Gangs
- Gangs graffiti
- Gang activity
- Gang related problems
- Gangs

### General crime (vandalism, drugs, violence)

- Growing crime
- Drug-related activity
- Crime
- Crime
- Crime
- Crime
- Crime
- Crime
- The way police hunt for other than what you to talk of.
- Retrain police dept, clean out bad cops
- More security
- Control Violence
- Drug Abuse
- Crime
- Police budget to hire & get rest of the drug immigration
- I don't know but what I don't like is that yo can't live your car open because people in Longmont can do something w/ your personal belonging.
- Crime
- Crime
- Crime
- Crime and gang related activities
- Crime in Ethnically saturated neighborhoods
- Crime
- Crime, graffiti
- Crime / Drugs etc.
- Crime
- Crime
- Crime
- Crime
- Crime
- Crime
- Larger police force
- Drug use
- Drugs
- Keeping crime down.
- Reduce crime : gang-related activity
- Crime
- Drugs

- Crime
- Crime
- Pervasive drug use. Almost everyone is a pothead!
- People breaking into houses and apartments
- Crime
- Drugs
- Drugs
- To much crime
- Crime
- Juvenile Crime
- Crime
- Everyone in my neighborhood either sells marijuana or smokes, constantly, and then drives
- Crime
- Drugs.
- Security
- Crime
- Drugs
- Methamphetamine
- Drugs
- Community safety/crime
- Crime
- Crime
- Crime
- Drugs
- Drugs
- Crime
- Drugs
- Crime
- Stop crime.
- Drugs
- Drugs
- Crime
- Alcoholic binges party in neighborhood
- Crime
- Crime rate seems to be on the rise
- Crime-especially Ashley area!
- Crime

### Deterioration of appearance and junk

- Urban decay on Main Street
- Trying to clean the city up. Many areas are trashy
- Cleaning up the trash neighborhoods
- Too many neighborhoods becoming trashy and an eyesore

### **Economy, jobs and cost of living**

- Keeping jobs here
- Economy
- Jobs
- Jobs
- Economy. More businesses, jobs, road maintenance, etc.
- Businesses closing
- Higher paying jobs - more divers jobs - less tax
- No jobs
- Jobs
- Business & Services.
- Increase business
- Jobs
- Jobs
- Quality jobs
- How to advance with the Economy
- Getting a retaining jobs that pay a fair living wage
- Unemployment
- Bringing in new businesses
- Economic growth
- Economy
- Higher cost
- Employment
- Losing businesses in the mall
- Jobs
- Job growth (lack there of)
- Attracting businesses that will serve its community, especially in the retail sector.
- Economic development
- Employment
- Improving local economy
- Getting jobs closer to home
- Economy
- Economic growth
- Economy
- Keeping and creating jobs.
- Jobs.
- Economic development
- Attracting more high-paying jobs
- Economy
- Jobs
- Economy
- Competing with more clean primary jobs
- Gasoline prices will impact this "Bedroom Community" badly
- Jobs
- Jobs
- Jobs
- Retaining high-tech business
- Employment
- Jobs
- Attracting new businesses & tech companies & jobs
- Jobs in town
- Employment
- Jobs for English speaking residents / even the city discriminates
- Improving the economy

- Deterioration of neighborhoods
- Getting residents to clean up hands of junk!
- Keeping the city clean
- Jobs.
- Not enough job opportunities.
- Attracting business
- Unemployment
- Dealing with the current economy (keeping business open)
- Lack of jobs
- Jobs
- Continued fall-out from mortgage crisis
- Economic growth.
- Jobs (not aware of others).
- Job creation
- Jobs
- Economic growth
- Unemployment
- Jobs
- Maintaining / attracting businesses / jobs
- Bad economy
- To get more work here
- Jobs
- More employment
- Bad economy.
- Jobs
- Creating more job opportunities
- Job market
- Employment
- Job creation
- Dealing with the economy
- Attracting corporations that create jobs
- Increase job opportunities
- Economy causing loss of jobs & business. 2. Being able to maintain high quality services
- Economic growth
- The Economy
- Economy
- Controlling growth
- Attracting new business
- Create jobs that pay \$ 50K plus (primary jobs)
- Attracting businesses for jobs without becoming just another bedroom community/suburban wasteland
- Jobs - job creation - quality, not just service
- Unemployment - so crime
- Unemployment
- That are our business don't go away
- Job growth
- Bringing in jobs
- Decent pricing
- Global & National economic recovery
- Industry
- Job growth
- Continued growth of jobs in Longmont
- Need to be open to more business & general growth
- High quality employment
- Business's moving out
- Bringing in/retaining primary employers
- The cost of living is expensive fixin' 2B more
- Urban renewal

- Jobs
- Economy - Budget cuts
- Attracting new/light industry for common
- Jobs
- Jobs
- Attracting businesses that pay decent wages and benefits
- Jobs
- Managing business - Get rise of pawn shops a case

- streets
- Jobs!
- Jobs
- Jobs for population
- Job opportunities
- Economic viability
- Unemployment
- Employment

### **Affordable housing and housing market**

- Lack of real estate appreciation.
- Housing prices - home foreclosure
- Reduced estate value
- Low income housing
- Declining housing market
- Property value decline, which leads to.
- Cost of living between rent/mortgage jobs.
- Home prices

- Foreclosures - home prices
- Restoring property values (stop building!!)
- Keeping value of homes up
- Property value
- Houses losing values
- Property values / real estate mkt
- People becoming homeless due to lack of pay.

### **Cost and decline of City services and taxes are too high**

- Retail sales tax collection (Twin peaks mall)
- Money / fiscal budget problems
- Tax revenue short fall
- Budget - finding ways to maximize tax dealers
- Reduce taxes
- Tax increases
- Finances i.e. taxes & services to citizens
- Money - income & bills, homelessness
- Boulder county taxes
- Maintaining sales tax revenue
- Budget
- Taxes spending
- How to tax us home owners more
- City Budget.
- Wasting money on surveys
- Planning for the future versus "Need money now"
- Expenses - (Diminishing tax collection)
- Stay with in budget. If you don't have it, don't spend it! 2. If people don't work, you don't collect tax money.
- Money
- Tax base expansion without raising taxes
- Taxes
- Lost Revenue from bad Economy
- Budget city expenses
- Increase revenues
- Budget problems due to recession
- Creating a workable budget, as council wants no development
- Having enough finances to provide services
- Taxes
- Revenue
- Offer services w/reduced taxes.
- Finances
- Financial
- Learning to provide city services with available resources - not by, adding "fees" and "surcharges" and rate increases to residents attract and maintain tax base - retail & sales & use

- Funding for everything
- Budget
- Keeping a balance budget & working within there means
- Living within their budget
- Loss of revenues from having no mall.
- Focus of city resources. Focus on fire, police & education leave the rest to non-profit
- Taxes of course
- Budget
- Budget
- Keeping services up to accommodate population growth
- Revenue / budget
- Real estate taxes
- Tax revenues - business growth
- Revenue
- How to handle evitable budget shortfalls
- Conservative responsible spending.
- Funding for public Services.
- Taxation
- Financial
- Not raising taxes
- To many taxes for us poor people
- More commercial/manufacturing tax base
- Low income from taxes
- Budget
- Budget constraints
- City spending & budget management improvement
- Operating on a reduced budget
- Finances & deferred work due to tight finances
- Taxes! stop trying to keep up with Boulder! 2. Immigration this America, not Mexico!
- Declining sales tax revenue
- High tax
- Budget
- Lower tax revenue

### **Maintaining small town quality of life and uniqueness**

- Becoming too much like boulder
- Boulder ideas being imported. Corporations &

- Chain stores are not poison.
- Loss of quality of life, shopping, housing.



- Retaining it's "small town" feel
- Quality of life over quantity of Residents
- Prevent being like Boulder

- Acknowledge Longmont's agricultural heritage
- Maintaining quality of life here

### **Pollution and environmental issues**

- Keeping energy costs down
- Renewable energy
- Air pollution esp. City - buses & tracks park with running engines for a long time.
- Bad economy Longmont has not set itself up for

- growth that will earn tax revenue
- Unfair Environment & energy
- Air pollution - already a problem - many days/month traffic - impossible to make left turns

### **Large companies pushing out small business**

- My biggest issue with the city is Wal-Mart - other business have not only an up hill battle to start & get approvals - we do not need 2-3 Wal-Mart. money talks, but it is not good for our city in my opinion.
- Too many big boxes
- "WalMart-ization" and big-box store destruction of the local economy
- Not enough contention for Wal-mart and Target
- Super wall-mart

### **Quality, quantity and variety of stores restaurants**

- Lack of a good shopping mall
- Get people to shop in Longmont 2.fix the roads
- A new shopping mall
- Better shopping
- Better shopping - mall, Sams club please!
- Getting better shopping places like (Sams club - Costco)
- The mall
- Better shopping opportunities (e.g. renovation of twin peaks mall) need for
- Shopping mall (twin peaks)
- Attracting quality retail stores.
- Funding city improvements (e.g., mall, road improvements)
- Twin peaks mall!
- Shopping mall - economy - bedroom community - jobs
- Building or rebuilding the shopping mall.
- Redeveloping mall
- Mall development
- Re-develop mall it is a disgrace!
- Shopping centers we don't have. (flatirons)
- Women's shopping
- More retail stores.
- Revamp & revitalize twin peaks area
- State of the art shopping mall.
- Creating a "positive" for the mall
- Need more diversity in shopping
- Downtown area
- The mall
- Update the twin peaks mall/improve downtown shopping
- Getting a movie theater
- Twin peaks closing
- Revitalizing or rebuilding the mall
- Decent mall type shopping & Costco store
- Revamp mall area to provide shopping
- Keeping shopping vibrant.
- What to do with the declining mall
- The mall
- The mall and that area of town declining
- Shopping - mall re build
- Twin peaks mall.
- I believe too many pawn shops, loans on checks &

- pot shops will extremely lower our standard & quality of living
- An empty mall - losing retail tax dollars
- Rebuilding downtown
- To get more place to shop
- There is nothing wrong with the Mall - get more shops here! 2. We need an organic market - how long will it be before we get one? 3. Traffic crazy drivers, in considerate people - we need more police on the streets. Where are the Police? Hover, Main S
- Twin peaks mall must be renovated to protect sales tax base
- Fixing up twin peaks mall
- What to do with twin peaks mall
- Converting Main Street into a shopping district viable & comfortable.
- Restaurants are mostly franchises.
- Twin Peaks Mall
- Fix the mall - Bring in "Tax Dollars"
- Redevelopment of twin peaks
- Shopping
- Shopping center decoration & suppliers
- No place to shop
- No decent mall
- Lack of restaurants
- Shopping center
- Shopping facilities
- Residents going elsewhere for shopping/dining
- Shopping mall & downtown vacancies
- Shopping
- Shopping - refurbishing the mall & other areas
- The downtown should be rejuvenated to attract people
- Making downtown viable
- Local retail (good, upscale retail).
- More Walmarts
- There isn't any good shopping
- Shopping
- The "Mall" 2. Better Schools
- Shopping
- Development of mall
- Do something about Twin Peaks Mall
- The mall

- Too much vacancy of commercial sites
- The dying mall area - lots of retail tax dollars leaving the city
- Upgrades downtown with stores people love to shops buy
- Shopping- new mall or renovated & movie theater
- Retail/commercial growth and development
- Filling empty store fronts
- Shopping-there's not great stores.
- Mall
- Twin peaks mall what's up Folks don't bitch build
- Do not have any good stores / malls. So you have to

go to other cities to shop. Longmont city is posing money they could get from sales tax.

- Fix twin peaks mall
- Shopping.
- Twin peaks mall
- Mall
- Improve the mall-remove blight
- Keeping shoppers/ activity seekers in Longmont
- Decrease in downtown businesses
- Mall and old town main St. Redevelopment
- Lack of health food store

### Other

- Retirement.
- Unwanted extension of airport runway
- Noise!!!
- Expanding the Airport - this is a very bad idea for the majority of residents
- Keeping up with Boulder
- Water
- Don't expand runway at this small airport - its already scary!
- We need family oriented facilities & loss family oriented facilities
- Creating entertainment choices for families. Many of us go to other cities to see movies and go out to eat. Twin peaks mall is a failure and shopping is limited.
- Homelessness
- Hi - speed fiber optic internet to private homes
- Homelessness
- Installing "Welcome to Longmont" signs on each major street: main north & south; Hwy 66, east & west; Hwy 119, east & west

- Maintain open space
- Drop the law rate.
- Keeping natural areas wild & natural - not landscaped parks
- Airport noise/Railroad train noise
- Serving the poor
- Slum lords like the Sullivan's on Terry Street (we all know it)
- Retirement/places to work part time.
- Water
- Noise! Motorcycles Trains & other conveyances make
- Keeping people here, deal with these trains! No wonder people move a way (too loud)
- Expand the Airport
- Healthcare not enough Dr's & nurses
- Beings part of Boulder County
- Airport
- Aging of the community.

## **REASONS FOR OVERALL SATISFACTION WITH THE CITY SERVICES RATING:**

### No problems encountered

- Live in an apartment, don't have for much to do with them. Water runs & that make me happy.
- Things I use work well.
- Never an issue, always there.
- Have had no real problems with city, just too many people!
- Don't have problems was the services.
- Overall, no complaints.
- We've never had any problems w/ it.
- No complaints.
- I have never had any real issues with city services.
- Have not had any problems.
- Have had very few issues with services in 29 years.
- Never have had a problem.
- Just no problems.
- No problems
- Overall no complaints.
- Have not had problems or delays.
- Very few problems, when these are - fixed ASAP.
- No problems so far.
- Have had no problems so far.
- We have had few if any problems.
- We've had no problems with services or employees.
- Have never had a problem.
- Really, we have no complaints.
- No problems.

- I get what I need done by city - no more, no less.
- Rarely do we have any problems/concerns.
- Problems occur less then twice a year.
- No complaints, feel the city supports it's citizens.
- No problems. Provide what we need.
- Pretty consistent
- We haven't really had any cause to complain, but neither is anything really spectacular.
- Have never had any problems.
- I have no problems living month to month, etc.
- I have not had any problems.
- Know problem's.
- I have no problems.
- I have had no problems
- No complaints. Good service & response.
- Don't see it and don't not see its neither visible or problem.
- No problems or if problems, quickly corrected.
- All needs are met, no problems.
- Have not experienced any issues.
- Haven't received excellent or poor service.
- No complaints.
- No problem.
- Great work! No problem's so far.
- Haven't had an issue or problem.
- I haven't had a problem since I've lived here.

- I have never experienced anything worth complaining about.
- Never had a problem with any service!
- Haven't had any issues.
- No problems to date.
- No problems mated.
- Never had a problem.
- Haven't had any problems
- No problems
- It just fine.
- All seen reasonable.
- Nothing to complain about.
- No problems.
- All our needs are consistently met.
- No complaint.
- Everything is reliable, no major problems experienced.
- We have to be satisfied... We are broke!
- I've had no problems.
- No reason to be dissatisfied.
- No complaints.
- Can't think of anything I'm unsatisfied with.
- I've never heard complaints about anything other than the library, which is overrun w/vagrants etc & a little run down.
- Never had a problem.
- No problem.
- I get what I need, no complain.

### **Good, timely, reliable service**

- Well managed & service good/responsive.
- When I have called they have been responsive & polite.
- I've been very happy with our basic services.
- They appear to respond timely.
- Electricity reasonable price.
- What I use is always very well done.
- Low Rates Prompt, Efficient.
- Service is efficient, friendly. Everything seems to work very well.
- Good trash pick-up, Street cleaning.
- Quick, easy.
- Always responsive when needed or contacted.
- Good services, just need to clean up a little more.
- Trash and recycling services are great.
- Timely & Reliable.
- About 85% of my interaction with city employees is positive.
- Things seem ok.
- The roads are badly repaired/maintained. Code enforcement of temporary signs needs help.
- The city has always responded to our concerns.
- They seem to do a Good Job.
- Dependable & reliable.
- They work for large point
- No down-time on electric, fair pricing, clean streets except for junk cars.
- Services are provided in a timely & efficient manner.
- Services are good, but execution is inefficient.
- The services I use have been very good.
- Overall Longmont is a good city provides services.
- Good trash & recycle pick-up, infrequent electricity loss, good water, no severe problems.
- In all the services I use are good.
- Services are timely affordable
- Overall, things run smoothly. I am very disappointed that monies collected from one neighborhood get used for a park in another neighborhood while we have no park. The bike trails in the city are a good start, but please add more on the East side, we are
- Mostly on time.
- Timely service.
- Exceed my expectations consistently.
- Prompt response.
- Longmont feels like a generally safe & pleasant place to live.
- Everything works.
- Consistent.
- They are thorough & timely.
- They seen on the ball & get things done.
- City employees are pleasant to deal with.
- Wouldn't change anything.
- Good utilities service, reasonable price.
- People do their best, it shows in the results.
- City workers have been polite and quick to respond.
- Reliable utilities, exc. Water.

- Longmont is responsive - I may not say excellent for everything but overall this is a quality city.
- The town as a whole looks good.
- Well run, reasonable cost, high quality.
- Overall, Longmont's services are usually very good.
- Timely Service.
- We receive few services, but of those it is always timely.
- For its size Longmont does an excellent/good job.
- They are reliable.
- Issues I have had were addressed promptly.
- Better than average.
- High quality of the services I use.
- It gets done.
- City offers many, diverse services. Though, many have been taken away over the years... Be careful you don't take too many.
- Seems you do a good job on things I care about.
- Whenever I have a problem they help right away, and then call to make sure things are taking care of.
- Seems to be pretty good.
- Fast with road snow plows. Lots of rec. Areas. They need to put bike trails on ken Pratt (busy thin road).
- Water - trash - electric are all good.
- They have never faltered in their job!
- Quick response to problems.
- I like curbside recycling, constant activities ground the city, tree limb diversion center, feel safe outside w/street lighting.
- Have always responded to request.
- Nice, efficient services & friendly staff. Rec center is fabulous.
- They seem willing to help esp. good experience at Jim supervisor water sewer.
- Prompt to answer questions.
- Mostly satisfied w/ city services, some could use some work.
- City staff & "City manager"- all top quality.
- If has been okay in my neighborhood - especially trash & library facilities.
- Prompt, affordable, community oriented.
- Cheap electricity w/ wind option; good water, responsive staff.
- It all works - consistently.
- Convenient and dependable.
- Almost never have a complaint works like clockwork.
- Meet my needs at reasonable cost.
- Overall good service.
- Water, police, fire, elect = excellent - traffic (lites & turn arrow) terrible.
- I've always received friendly service.
- In general, the city does a good job of running needed services.
- Employees are kind and friendly good work ethic, beautiful city.
- City services excellent - there when needed & extremely competent.
- Good standards overall.
- In general works well.
- My needs have been well met.
- Just like most of the way it is.
- City owned water / electric is great - as well as the fire & police depts.
- Great city, prompt pleasant service, no interruption, good value.
- For its size, Longmont has great city services.
- Reliable
- They do a great job!
- Your personnel are courteous, know their jobs, and are serious.
- Probably the best city services in the area.
- They are on the ball. Know their business. Respectful to others.
- Because city of Longmont work with me all the time with my light, I'm ever thankful for that cause my daughters sick.
- City employees are kind when they deal with you. They are responsive.
- Happy people, dump days.
- Services are adequate.
- I have lived in several cities and towns in the U.S.; the services in Longmont are among the best that I have received.
- Good overall quality of life in Longmont.
- Snow removal excellent, Employees are great, Response to needs.
- Accurate billing, great Rec. Facilities youth programs.
- Most of the time I get/find what I need.
- I admire the park a recreation programs.
- City overall does a good job.
- Always helpful & nice to have.

- Prompt, fair.
- Quality of people who I talk with.
- Very good basic services. Need composting & more money for open space.
- The services are sufficient. I have no strong complaints.
- Especially appreciate recycling and testing of compostable recycling.
- This is a great place to live a solid '9'.
- Love the recycling program & being included in city planning discussions, don't like that bike trails don't link well to each other.
- People are always helpful and seem to want to help & utility is great. We hardly ever lose power.
- For the most part we are satisfied w/ our city services.
- Mostly Longmont offers good services: stop n drop, eco cycle pick up, & city activities.
- Everything seems to be done in a timely fashion... Except snow removal lived in my home for 5 yrs. And only saw snow plows twice.
- Well done.
- A very nice reasonable place.
- City employees have always been prompt & friendly.
- Longmont seem to hum along well.
- Everything works &/or gets picked up when it should.
- Recent contacts have been helpful.
- I'll be very satisfied when the football & soccer fields at sandstone are reworked to remove the ridiculously extreme grades/slopes.
- Services are consistent.
- Quick response to any problems encountered.
- Job well done without to many added taxes.
- Very responsive.
- I've received quick responses from friendly & helpful people.
- Quick, polite response- informed personnel.
- Promptness, with problems, excellent utilities.
- The services are as good as they can be.
- Services are timely & dependable, I feel informed.
- Consistent
- It is what I expect.
- I like the weakly, efficient trash pick-up. I like paying City of Longmont for these services.
- Great public works dept.
- Utilities are what matter most to me plus other things marked excellent or good above.
- City services overall are good unfortunately we have 3 instances with the police where they were nonchalant about their jobs. (Alarms systems specifically).
- In comparison to Boulder, city services are well organized in Longmont.
- Overall most jobs are done well.
- Service has always met my expectations.
- I live where city services are included in rent and monitored by resident management and the city housing authority. What is not to like.
- They are dependable.
- Many services are well done. But some are overdone at apparent high costs - needs moderation.
- We have a responsive, well trained city staff.
- I'm impressed w/ Longmont is progressive thinking regarding the environment, #of classes/ programs, park maintenance.
- Only have usual Longmont utilities / people friendly.
- City workers do there best to provide quality services & are very polite.
- Because I am happy w/what I know that goes on.
- Clean tasty water - can't beat it.
- Generally good.
- They are tear for every one.
- Longmont is generally clean, nice & green, yet doesn't go overboard.
- Any problems are dealt with quality & ASAP.
- All the good balances out the bad. The best part of Longmont is the schooling & community.
- Appreciate Button Rock fishing opportunity every utility & police interactive we've had has been top-notch.
- Good value, good service.
- Prompt about problems! e.g. Power outages, snow, flooding etc. Very little interruption in services.
- Do well with gas and electric, trash pick-up.
- The few contacts. I have has have been handled efficiently and professionally.
- Very responsive when I call with problems, very helpful people.
- My needs are small - I'm happy overall.
- Good people, responsive.
- Excellent workers.

- Pleased with city services. Easy to make contact with various service departments. Problem are resolved quickly.
- Reliable & consistent.
- Fair costs, Consistent service.
- Good people, quality work, timely service.
- Police response awesome, utility electrical billing over priced.
- Good schedules; Reliable; Reasonable.
- They are always their to help.
- Things generally work smoothly.
- I love Longmont city's attitude - so supportive (like this survey).
- Dependable.
- I feel the city workers do a good job.
- Always there for my use.
- Always available, diversity, keep city clean.
- Clean appearance - wish recycling went every week though.
- Basic services are taken care of.
- Friendly knowledgeable employees.
- Every personal contract I have had with city departments/workers has been positive. However, I'm shocked and upset by the horrible electric poles put up all along 21st without any public notice or input. We received a letter telling us they'd a be busying
- Quick response.
- Overall services are very good.
- Dependable and relatively cheap.
- The city is very responsive to citizen's basic needs.
- Basic needs are met.

### **Concerns about crime or law enforcement**

- Have concerns with lack of enforcement of immigration laws.
- Police pull over too many people, Bully young people.
- Cops don't show up when you call.
- Police turn blind eye to anything marijuana related, and then the potheads drive.
- Drugs continue to be used in nearby park/parking lot.

### **Issues with animal control**

- Have called animal control 3x and they will do nothing.
- Animal control needs a bit more leniently in enforcing rules.
- My biggest complaint is the huge issue of barking dogs!
- Problems w/ loose dogs in neighborhood were never taken care of.
- I had to wait for an hour a half for Animal control & the Police Center.

### **Issues with trash service**

- Can we please do a yard waste can?
- Since switching to trash & by single person trash car dropped everywhere.
- Recycling needs to be weekly, or more bins offered.
- Love single stream recycling would like to see composting added
- Why do I have to pay for trash pickup, when I don't have a trash can. I don't have enough trash to warrant having a can. I take it to work.
- Recycle is the only problem - Don't pick up when they are supposed to.
- Picking up trash weekly & street cleaning.
- Not enough trash pickup only I can, downtown needs upgrading.
- Tree limbs; leaves; street cleaning - light bulbs changed.
- Need more pick ups @ Ute creek apts.
- Recycling program needs major rework & trash transfer station is needed unacceptable to have to drive to Boulder for excess.
- Need larger item drop days & more availability to pick up yard waste.
- Trash, water, electric.
- Need recycle weekly - need more conservation awareness.
- I want the recycling program that pays w/ gift cards (like the surrounding areas).
- Trash, Recycle: prompt/responsive - recreation: services available.

### **Issues of code enforcement**

- Some weed control & parked vehicles (trailer, etc.) on streets could be sited & removed. Streets look junky.
- To many rentals not enough inspectors.
- City needs to help clean up, this town, it looks old and run down.
- Need better code enforcement.
- No one seems to want to stop the slumming of our neighborhood - ninth through eleventh on Terry Street.

- They do not enforce noise laws, parking, occupancy laws etc.
- Building inspection department lacks - strong regulation - poor inspectors.
- Street never cleaned curbs broken, abandoned buildings, weeds, street signs constantly stolen, plethora of abandoned vehicles, city has no plan implemented to clean my street. Only city services we get here are thanks.

### **Services too expensive**

- Rates keep going up income doesn't.
- Rates are way too high.
- Charge way too much on utilities.
- Cost. Service is excellent & everything is done in a timely manner.
- Rates.
- Utilities are a bit expensive but overall it's a good city.

### **Can do better**

- Could use minor improvements.
- Too many services can be a bad thing, but keep recycling service for sure.
- Slow response, lack of crime prevention.
- There are still room for improvement.
- It isn't outstanding services, for is it grossly inadequate.
- Always could be a little better but has to be paid for too.
- Extravagant spending while schools go broke airport Rd. Ridiculous Expense, Lights, Water, Noise.
- The city meets a lot of our needs but is lacking in some areas.
- There's always room for improvement.
- Longmont is a little lagging indeed to get with these times.
- Seems to work, anything can be improved.
- Do as we (city) say not as we do in some cases.
- Lack of priority.
- Services are adequate, but could be improved in some areas-like paying for trash pick up only when used.
- Nice good place area to leave but we can always improve.
- Lack of effectiveness.
- The city lacks unity & community spirit due to poor city council.
- The city wastes a lot of money and doesn't prioritize very well. Example sidewalks with minor cracks were just replaced in our neighborhood, While streets in need of major repair are overlooked.
- They're over extended.
- Need to copy what Loveland does for city SVCS; city geared for businesses, not residents.
- Nothing special about, it clean parks are at the rest not fantastic.
- Some services work better than others. Longmont drivers (at least a significant portion) do not obey the law & do stupid things-u-turn on busy street etc.
- Longmont does well with some things, can improve with others.

### **Traffic congestion and safety, transportation**

- Would be very satisfied if traffic & code enforcement were improved.
- Timing of traffic lights particularly left turns on east of large woods between Rogers woods & fairs grounds around pond.
- 8Am & 5Pm traffic north south bound main & hover heavy.
- Our house backs up to pike and there is too much traffic on it and is pretty noisy. Need to have another road between R87 and Hover.

### **Other**

- Urban country feel.
- City manager is an idiot-directors suck.
- Having living happily for almost 10 years here.
- It all depends on who you talk to.
- None
- Services keep getting cut which is disappointing.
- I don't receive many city services.
- Because I had nothing but trouble around here brought on by myself.
- Affordable housing and Senior services (senior center).
- Could plow a little quicker on secondary roads.
- See 5 above.
- Mostly its fine but I think there is way too much building & not much attention to environmental impact.
- I like the city.
- General Impression.
- I wish we had an off-leash park (not a dog park) where I could exercise with my dog off leash, this is a glowing absence in limit.









- Family.
- Home.

- Home.

### Friendly, nice, comfortable, etc

- Laid back.
- Comfortable.
- Friendly people.
- Pleasant.
- Helpful.
- Nice.
- Nice city.
- Friendly
- Comfortable.
- Comfortable.
- Nice Town
- Nice community.
- Nice.
- Real people.
- Friendly
- Nice.
- Nice
- Comfort.
- Nice.
- Comfortable.
- Friendly
- Nice.
- Happy
- Bodacious
- Nice, pretty, calm.
- Before I lived here = Republican Now = nice.
- Friendly
- Comfortable
- Friendly
- Friendly
- Good community = place to live, retire or raise kids.
- Friendly
- Friendly.
- Fun
- Inviting.
- Comfortable, old time small town.
- Pleasant
- Pleasant place to be.
- Nice
- Longmont is a good place to live.
- Friendly.
- Nice.
- Pleasant smaller city near a lot of things.
- Nice
- People who help & respect people.
- Great.
- Friendly
- Smile - everyone smiles.
- Friendly
- Nice
- Comfortable
- Pleasant
- Friendly a rent Middle Town USA.
- Caring.
- Nice
- Friendship.
- Comfortable.
- Excellent quality & standard of living I word = community.

- Good quiet, safe place to retire (Home)
- Wonderful & Beautiful.
- Nice place to live.
- Comfortable
- Friendly.
- Comfortable
- Pleasant.
- Almost perfect.
- Easy.
- Good
- Good.
- Fabulous
- Satisfaction.
- Nice
- Terrific
- Friendly.
- Great!
- Pleasant
- Friendly
- Pleasant
- Friendly
- Nice.
- Congenial
- Friendly
- Great!
- A nice town, not too big, not too small. I don't care for annexing Fredrick! or firestone.
- Friendly
- "Good" (says are household member) "delightful" (says the other).
- Pleasant
- Easy living (sorry & words).
- Friendly.
- Nice, small city.
- Friendly
- Great place to live
- Friendly people
- Friendly
- Easy (as in "easy" so live here).
- Nice
- Pleasant.
- Friendly
- Nice
- Friendly.
- Real people.
- A nice place to live.
- Friendly people.
- Nice mountains
- Good senior programs.
- Pleasant
- Good place to live.
- Nice.
- Friendly
- Nice (a really nice place to live.)
- Happy
- Nice
- Friendly.
- Pleasant
- Nice
- Cares

- Nice
- Quality of life.
- Good place to cruise.
- Nice
- Friendly community.
- A place I like to live in.
- Friendly.
- Nice.
- Friendly
- Friendly
- Pleasant
- Pleasant
- Pleasant
- Great
- Pleasant.
- Nice.
- Comfortable.
- I like Long Mont - why would you want one word
- Pleasant
- Friendly
- Friendly.
- Nice "Country" town.
- Comfortable.
- Enjoyable.
- Friendly.
- Friendly
- Nice
- Comfortable.
- Wonderful place to live.
- Good
- Good
- Nile.
- Great community to raise kids.
- I love it in Longmont.
- Comfortable.
- But, nice people boring, middle/lower class, consumer society.
- Pleasant
- Great place to live.
- "Great"
- Nice Neighbors! Great Schools!
- Nice and un congested.
- Heaven!
- "Friendly".
- Friendly

### **Beautiful, rural, mountains, etc.**

- Clean.
- Clean city.
- Out doors
- Rural.
- Views.
- Space
- Mountains
- Scenery.
- Beautiful.
- Beautiful.
- Mountain longs peak.
- Ranch hands.
- Beautiful
- Longs Peak.
- Scenic/mountains.
- "Long's peak"
- Rural/farming (based on impressions from the early 1990's - does not match my experience living here, but it's a lasting impression).
- Beautiful
- Country
- Backwoods
- Country boulder.
- Mountains.
- Beautiful mountain views, mostly clean streets, my quiet neighborhood.
- Farming.
- Mountains.
- Mountain
- Mountains
- Rural
- Farming.
- Mountains.
- Attractive.
- Quasi rural.
- Mountain views
- Parks
- Longs peak MT.
- Green trees.
- Clean and old buildings that looks really nice.
- Longs peak.
- Beauty
- Long's peak.
- Rural
- View of mountains.
- Farming.
- Mountains
- Cowtown (ha - for years, That's how people had described it).
- Beautiful
- Roses
- Clean, pretty, mountain view.
- Cow town.
- Trees
- Beautiful
- Beautiful
- Rural.
- Clean, safe, friendly.
- Mountains.
- Scenic

### **Quiet, peaceful, safe, etc.**

- Peace
- Peacefull.
- Peaceful.
- Safe.
- Relaxed.
- Safe
- Casual.
- Safe.
- Relaxed
- Peaceful.
- Quiet
- Quiet smaller town.

- Quiet.
- Quiet
- Quiet.
- Peace
- Peaceful
- Peaceful.
- Calm.
- Quiet

- Peaceful
- Quiet
- Safe.
- Peaceful
- Peaceful.
- Quiet community.
- Quiet town.
- Quiet

### **Boring, stagnant, etc.**

- Boring. No events; poor downtown image.
- Stagnant
- Stale, backwards, little or no action
- Boring
- Boring
- Boring
- Ho-hum
- Boring.
- Boring
- Slow.
- Uneventful - boring.
- Slow
- Boring
- No activities
- A city that is having difficulty making Longmont

seem inviting and fun. We need to have more entertainment to bring & keep people here.

- Beige
- No opportunity for older adults.
- Isolated.
- Middle America (2 words).
- The worst shopping mall I've ever been too!
- No more theatre.
- Hungry - Because the choice of restaurants is bad.
- Very conservative no decent shopping.
- 'Phrase' - lack of shopping (nice to have a 'Costco' nearby).
- "May berry"
- Snoozemont.

### **Growth, change, etc.**

- Potential.
- Improving.
- Growth.
- Growing
- Potential
- Adrift
- Potential/defensive (still a stigma).
- More of a forming community that's growing.
- Potential

- Growth
- Change
- Confusen (The city doesn't seem to know where it's going).
- Change.
- Growing
- Town that has too much growth.

### **Location, suburban, etc.**

- Suburb.
- Suburb of Boulder.
- Convenient
- Convenient!
- Location
- Near Boulder.
- Central location
- Bedroom com.
- Bedroom community.
- Convenient, easy living.
- North
- Suburban

- Bedroom remaining (ok in two!).
- "Central".
- Convenience to city & to mountains.
- Suburb
- Convenient
- Suburb
- Suburbia.
- Suburb.
- Convenient.
- Convenient
- Convenient
- Suburbia

### **Small town, community, etc.**

- Want to remain a small country town instead of growing as a city / do nothing city.
- Community mended.
- Simi-Small
- Community.
- Perfect size
- Community.
- Community.
- Quaint
- Small town, quality living.
- Small town Clare to the big cities.
- Community.

- Community.
- Community
- Community
- Small town friendliness in city of 80,000+.
- Community
- Community
- Blue Collar town - small town.
- Just the right size.
- Community
- Community.
- Small town that has grown too fast.
- Small town.

- Smallish town.
- Community.
- Community.
- Community, safe.
- Sleepy
- Small town.
- Americana
- Community
- Community.
- Community.
- Community
- Small, quite, town
- Community
- Small town feeling.
- Small
- Community.
- Community

- Community
- Community
- Community
- Small town is good.
- Community
- Small (and it's good that way!).
- Medium sized conservative city.
- Small town feel.
- Quaint
- Blue Collar.
- Community
- Easy to move around + live
- Community
- Community.
- Community.
- Community.

### **Crime, immigration, etc.**

- Over zealous police.
- Mexicans too many.
- 'Longtucky' or 'Crystal Meth' or 'Land of the Pedophiles'.
- Mexican.
- Mexicans.
- I'd like to feel safer to go to the "old town" part of Longmont to walk and shop. It doesn't look safe.
- Illegals
- Mexico
- Methville, Colorado.
- Trouble.
- Illegals.
- Mexicans
- Illegal immigration.
- Potheads.

- "Methmont".
- Methmont & Cow town.
- Drugs
- Theft
- Troubled - gangs, empty mall, empty store fronts.
- Immigrants
- Graffiti and gangsters.
- Too Mexican.
- Too many Latinos
- Mexicans
- Gangs
- Corrupt police dept, and crime involving police dept.
- "Gangs" or "Illegals"
- Theft

### **Affordable, livable, etc.**

- Affordable
- Affordable
- Affordable
- Affordable
- Cheaper than Boulder.
- Cheap.
- Affordable
- Affordable

- AFFORDABLE
- Affordable.
- Less expensive than the rest of the county
- Affordable
- Affordable
- Cheap
- Accomodating.

### **Other**

- Where is it.
- Where
- Welfare city.
- Walmart.
- Unsophisticated.
- Unfriendly
- Unfriendly
- Un just!
- Turkey plant.
- Trashy, sorry but true.
- Train whistles/horns are out of hand here more needs to be done to quite them, other cites have, why can't we?
- Traffic:
- Traffic.
- Too Traffics.
- The mall.

- That hotel where they filmed "The Shining".
- Thank god its not boulder.
- Surprising. It is the opposite of what people in Boulder portray it to be (i.e. "Longtucky" "Wrong Mont" etc.)
- Strongmont!
- Stability
- Spend too much time on studies.
- Sole proprietorships/small business.
- Sensible.
- Senior citizens
- Second hand thrift stores on main street-displeasing.
- Second city to Boulder. (One word) "Second".
- Seagate.
- Schools
- Rundown.
- Roger grove creek walk.

- Retire
- Republican
- Recreation
- Railroad tracks- liquor stores, Ridiculous art!
- Quirky
- Psuedo conservative & Backward.
- Proud
- Pro-people!
- Pride
- Poverty
- Poor leadership and lack of community.
- Poor city management.
- Poor
- PoDunk.
- Old town is great.
- Old
- Old
- Old
- Okay
- Ok.
- Ok.
- Ok.
- Ok
- Ok
- OK
- Not citizen-friendly/citizen-unfriendly.
- Not boulder
- Normal.
- Normal
- Non-Boulder!
- Noisy.
- Noise
- Mixed bag
- Mini Boulder sanctuary city for illegals.
- Mess.
- Medicares
- Marijuana.
- Mall
- L-Town, Brewery
- Loud car music & Latinos thinking they own the city.
- Longmonster
- Living
- Live
- Livability
- Limited
- Library
- Left turn traffic signals.
- La-Longmont.
- It has potential.
- Indoors
- Ignorant
- Idea.
- Housing
- Homeless, expensive.
- Hodgepodge (pleasant but not beautiful town with poor planning & design).
- Hispanic.
- Hispanic population.
- Hispanic capital-Colorado.
- Hick town.
- Gun & pawn & used goods shops.
- Great city turned into Shambles by city council.
- Golden ponds
- Gateway
- Fogmont
- Espanol.
- Diversity.
- Diverse.
- Diverse
- Diverse
- Difficult.
- Dieing
- Culture
- Crowded.
- Crowd
- Cowtown.
- Council is a joke.
- Conservative.
- Conservative, old, not nearly as good a place as Boulder.
- Conservative
- Congested.
- Confused
- Come if you have your own transportation.
- Colorado.
- Colorado
- Colorado
- Cold.
- Climate
- City
- Choices
- Can you speak Spanish and live on welfare?
- Busy.
- brew or lager, craft beers.
- Boulder county and all it offers.
- Boulder
- Boulder
- Boulder
- Boulder
- Boulder
- Boulder
- Big - boxes.
- Be-ware.
- Between
- Beezie
- Beer city USA.
- Bad city name.
- Backward.
- Average.
- Average
- Activities
- (Truly) diverse.
- "Wrongmont"
- "Turkey plant".
- "Outdoor lifestyle".
- "Not as good as Boulder". Can't think of just one word.
- "Long Lucy" (hay grow up in plant Boulder).
- "Help".
- "Frogmont".
- "Dumpy" or "Crime"

#### FAVORITE ASPECTS ABOUT LIVING IN LONGMONT – OTHER:

- No place else to go to.
- Airport

- Walking thru neighborhoods by downtown.
- Quiet
- Greenway - could use more rec centers.
- Can't afford to move.
- Quiet / safe.
- Not too crowded yet
- Farm land & Animals.
- Farm community.
- Less traffic & noise than the big cities.
- Small town atmosphere-which it is loosing very rapidly!
- Home
- Micro braveries.
- Nice size
- Horse boarding opportunities & library & open space division.

## IN YOUR OPINION, WHAT IS LONGMONT'S MOST VALUABLE ASSET?

### People, friendly, sense of community

- Sense of community.
- Friendly
- Sense of community.
- The people.
- The people.
- Community, well-landscapes parks, grow varied public art & events.
- People
- It's people.
- People
- Sense of community.
- Community involvement
- People
- Sense of community.
- It's people.
- Sense of community.
- It is a nice community.
- People
- People - climate - location.
- Friendly/helpful people.
- People
- Community
- Sense of community.
- People.
- People
- Citizens and hospitals.
- The people in the community.
- It's people.
- People who care.
- Sense of community.
- The people and the pump house!
- Community.
- People.
- People.
- Residents.
- Community.
- Sense of community.
- Residents
- Nice people
- Its people
- People.
- Friendly people, quiet, environment.
- Citizens.
- Its current demographic of residents who keep the town nice.
- Sense of community.
- The community / people.
- People.
- The sense of community that developed from the city's agricultural roots.
- Sense of community.
- Sense of community.
- The people!
- People are not snobby, nice regular people.
- People who care.
- Sense of Community.
- Community schooling.
- Residents
- When the chips are down - our citizens are there to support each other & reach out to the needy.
- People care - about each other, issues, etc.
- Sense of community.
- Community
- It's people
- People
- Sense of community.
- Sense of community.
- The communities.
- Conservative-minded residents.
- Working class population.
- Genuine community (Home town likes!).
- Sense of community.
- The community organizations that take case of people (like hope, the over center etc.)
- People.
- Community overall conditions.
- Sense of community.
- Its people
- Sense of community.
- Sense of community
- Sense of community and separation from Boulder.
- The people who live here & have lived here for years (Natives / Old-timers).
- The community
- Lack of pomposity, earthiness.
- Its people.
- It's people.
- People
- Sense of community.
- People
- Still somewhat mainstream- not like crazy, Crowded, Whacked out liberal boulder.
- Sense of community.
- Sense of community!
- Sense of community.
- People who live here.
- Friendly
- Friendly
- The people.
- It's people.

**Affordable cost of living**

- Affordable Housing.
- Affordability.
- Cheaper cost of living than other cities in Boulder County.
- Affordable utilities!!!
- Affordable housing / schools.
- Affordable living
- Slightly lower cost of living than surrounding areas.
- Cost of living.
- Affordability.
- Affordable place to live and Do business (For the area).
- The cost for apartments compared to 2 miles south of here almost everything needed is close by.
- Affordable city services.
- Cost of living compared to boulder.
- Affordable cost of living.
- Affordable cost.
- Affordability.
- Longmont is an affordable small community
- Cost of living.
- Affordable
- Affordable.
- Cost of living.
- Affordable housing
- I afforded a house unfortunately the "job" relocated.
- Affordability
- Affordable
- Affordable cost of living.
- Cheap housing
- Affordable living on Front Range.
- Housing opportunities.
- Affordability
- Affordability
- Affordable housing
- Currently-affordability
- Cheap
- Affordable living as opposed to boulder.
- Cost of living.
- Cost of housing.

**Family friendly, kids, family**

- Families Kids
- Family.
- Good place to raise a family.
- Family.
- Opportunity to live close to family.
- The growing families that make Longmont their home.
- Family
- Family lives here.
- Nice place to raise kids.
- Children
- Children
- It feels like a family-oriented community.

**Schools**

- Schools.
- The Schools!
- The schools
- Its schools.
- Schools.
- Schools.
- Schools/education.
- Good school's west view.
- Schools.
- Schools.
- Altona middle school.
- Schools
- Schools
- Schools
- Schools
- The schools
- Good schools
- Education/schools

**Shopping/dining opportunities**

- Breweries.
- Pinocchios
- Great microbreweries. Left hand & Oscar blues particularly.
- Restaurants
- Easy access to shopping & dinning
- Walmart.
- Microbreweries.
- A family community.
- Target!
- Could be the downtown area.

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

- Closeness in proximity to mountains & urban / suburban setting.
- Proximity to Mountains.
- Close to high tech employment.
- It's close to the mountains.
- Location
- Location.
- Location.
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Geography.
- Close to major highways (4).
- Living close to work.
- Location
- Location
- Proximity to Boulder & Denver without the extreme cost of living.



- Close to Boulder and Denver.
- Close to mountains.
- Proximity to Boulder / RMNP (without the Boulder "attitude")
- Front Range.
- Location.
- Location
- The right distance away for Denver and So. Wyoming.
- Easy access to everything.
- Closeness to maintains.
- Everything is close by.
- Location.
- Location
- Location
- Location.
- Location
- Location.
- Proximity to Boulder.
- Access to "out of town jobs", Denver, boulder, (etc).
- Within reach of Denver / Boulder
- Access to outdoor activity & family oriented.
- Close proximity to front range shopping.
- Location.
- Location
- Location to Denver & Ft. Collins.
- Location.
- Near the mountains.
- Closeness to Boulder.
- Location to jobs (outside of Longmont) and to the mountains.
- Location.
- Proximity to Denver & Mountains.
- Location / Rt. 119 corridor to I-25 which can be developed
- Being in Colorado less congested than Denver.
- Location on front range.
- Proximity to Boulder & Mountains at affordable price.
- Proximity to Boulder, Denver, Fort Collins and the ski resorts.
- Location.
- Location
- Location to the mountains.
- Location.
- Location - view of mountains.
- Boulder county.
- Location
- Close to Estes Park/RMN-Beautiful views, agriculture, farming.
- Location
- Close proximity to Boulder at affordable price.
- Location
- Geographic location.
- Proximity / location to Denver.
- Location.
- Location - the front range, parks, ponds, lakes - very beautiful.
- Location.
- Location, upward trend.
- Location
- Location.
- Location
- Located in CO - our view of Longs Peak.
- Location.
- Proximity to boulder.
- Location.
- Location.
- Location
- Location - close to Mtns - close to larger cities.
- Location
- Access & native.
- Location
- Location
- Windy Gap Reservoir
- Location.
- Proximity to Boulder & Denver without cost of living.
- Proximity to Rocky Mtn. Nat'l. Park.
- Good location.
- Near to mountains.
- Location.
- Location
- Location
- Location
- It's location near Boulder, Denver, Open space.
- Location in Boulder County.
- Location to big city opportunities but not a big city.
- Location to boulder
- Location
- It's location
- Proximity to Denver, boulder & mountains.
- Location
- Location
- Location
- Location both to Denver & matins.
- Location to Boulder.
- Location
- Location-(Proximity to Denver Blds, Ft C. > Greeley).
- Location
- Location
- Location/people
- Location
- Location.
- Location
- Location
- Location
- Location
- Location
- Colorado
- Close to the mountains.
- Proximity to mountains.
- Close to my work (IBM).
- Proximity to the mountains.
- A gateway to rocky mountain national park. (Ok - I guess I'm supposed to say it's people).
- Location
- Location
- It's location as a stand - alone community, off the interstate, with the best views, weather, and access.
- Location - close to mountain recreation and still close enough to DIA.
- Location
- Location, environment, owning our own utilities.
- Close to Boulder with easy access/clean city.
- Location & size.
- Near by mountains; proximity to Boulder, CU.
- Its ten minutes from school.

- Location
- Locations.
- Location
- Proximity to mountain / excellent weather.
- Location
- Close to mountains.
- Close to Boulder and leads into Lyons / close to the mountains.
- Location
- Central northern. Front range location with proximity to Ft Collins, Boulder, Denver etc.
- Close to boulder.
- Accessible
- Location
- Location
- Location
- Location
- Location
- Close to boulder, Denver & Ft. Collins-good central location, good to be close to mountains too.
- Location in Front Range and to mountains.
- Location
- Location, view.
- Close to mountains.
- Location.
- Proximity to boulder.
- Location-beautiful natural surroundings, high tech jobs nearby.
- Proximity to Boulder/I-25.
- Its location - proximity to Boulder.
- Location
- Proximity to Boulder.
- It's in Boulder county where open space Differentiates it from the rest of the Front Range.
- Proximity to Boulder.
- How easy it is to access Front Range recreation and major cities - Denver, Boulder, Ft Collins
- Proximity to Boulder.
- Location
- Location
- Location
- Close to mountain (location).
- Proximity to RMNP & recreational opportunities.
- Location/easy access to other towns.
- Between the mountains and the big city (Denver).

### Natural environment/mountains/open space

- Open space, access to nature.
- Natural environment.
- Views.
- Open spaces close by.
- Great water
- Climate, recreation.
- Open space.
- Natural Environment.
- Longs peak.
- Weather & proximity to boulder, Denver & mountains.
- View of mountains & closeness to national park
- Water
- Open Space.
- It's mountain views.
- Longs peak & RMNP.
- Looking at the mountains.
- Natural environment
- Natural environment (locations).
- Being by the mountains / outside fishing spots.
- Mountains.
- Natural environment.
- Natural environment - not over populated, bike trails.
- The Mountains.
- Clean air.
- Natural environment.
- Quality water supply
- Weather usually - views of mtn.
- It's overall beauty.
- Water & mountain views.
- Mts. Mountains.
- Weather.
- The Mountains
- Lake Macintosh.
- Clean Air.
- View & proximity of mountains.
- The views.
- Water
- Mountain views
- Mountain views & Open space & Trails.
- Open space/trails
- Views, open space, location.
- Front range mountains.
- Good water
- Climate/recreational opportunities/quality of life.
- Natural environment.
- Views
- Nature, farms close by, Union reservoir
- Water
- View of the mountains.
- Natural environment.
- Good water.
- The natural setting, People who try to preserve the environment and work for democracy.
- Open space
- Space & easy access to country/ mountains.
- Weather
- Space and nature.
- Open space.
- Open space & trails.
- Mountain & rivers lakes, wild life.
- The rocky mountains.
- The Mountains
- Weather
- Rocky mountains/tourism.
- Open space / big sky.
- The view of Longs Peak from Hwy 66 west of the 287 - A fabulous VISTA. Please take advantage of the few things you do have - don't screw it up.
- Sunsets
- Natural beauty, especially on the westside
- Outdoors, Parks/Recreation, Proximity to mountains.
- Open space/trails
- Climate
- Amount of open space, proximity to foothills.
- Open space
- Natural beauty.

- View of mts.
- Mountains

### My neighbors/neighborhood

- Neighborly, good work force.
- My neighborhood.
- Prospect
- Great neighborhoods & schools & parks for kids.
- Friendly neighborhood where I live.
- Its centrally - focused residential areas (historical districts).

### Quality of life in general

- General quality of life.
- All most everything I need to live, work, play, shop & dine are in Longmont.
- Quality of live in general.
- Quality of life - small town feeling in a med size town.
- Quality of life in General.
- Quality of life for families.
- Potential quality of life if you'd get your act together get rid of junk buildings.
- Best place

### Recreational opportunities/parks/trails

- Library.
- The theatre arts and arts things going on
- Library, rec center, parks.
- Parks
- Public spaces: Parks/Bike paths & Library.
- Golf courses-Ute creek.
- Parks.
- Parks.
- Great parks/great bike trails.
- Parks
- Parks
- Parks
- St. Vrain Creek
- Many parks & walking paths.
- Recreation opportunities/Classes/Kids/Family events.
- Parks
- Recreation opportunities.
- Parks
- Parks
- Parks, open space, greenway.
- Parks & open space.
- Recreation dept & Trails, Recycling, Programs.
- Golf course!
- Year- round recreation- pools- bike trails- Ice rink-parks.
- Trails for biking & all of the ponds & paths.
- Greenway trails/bike paths, city parks.
- Outdoor recreation.
- Traffic lights - we need more left turn signals.
- Parks/Recreation.
- Parks, bike paths & recreation.
- Parks.
- The trail system (Greenway) along w/ the many open space areas.
- Parks.
- Hiking & Bike trails.
- Parks & recreation.
- Parks/Bike trails.

- Trees - close to mountains.

- Choices of nice neighborhoods in which to buy a fair-priced home.
- Good neighbor hoods
- I live in a great neighborhood.
- Neighbors

- Quality of life overall.
- Quality of life
- Quality of life.
- Quality of life
- Comfort, not yet too over populated.
- Quality of life
- Quality of Life.
- All of its city assets coupled with its small town feel.
- Quality of life.
- Quality of life!

- The recreational facilities.
- Parks
- Park system
- The city parks.
- Recreation, Parks, Senior activities.
- Parks & Greenway.
- Parks & recreation.
- Parks.
- St. Varian Green way & parks.
- Recreation centers & senior center.
- Parks
- Parks & Recreation.
- "Parks / Green way "
- Recreation & library services
- City parks, lower cost of living.
- Recreational opportunities.
- Parks
- Parks
- Parks
- Parks
- Parks
- Golf courses.
- Recreation center, parks.
- Parks
- Bike trails & parks.
- Parks
- Parks.
- Greenway
- Recreation
- Our parks
- St. Vrain green way system.
- Public parks, library, downtown area.
- St Vrian Path
- Recreational opportunities.
- Parks & open spaces; location.
- The museum and recreation center.
- Well kept parks
- The theatre arts and arts things going on
- Library, rec center, parks.

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

- Small size.
- Small town atmosphere with the advantages of a larger city museum symphony etc.
- Small town feel.
- Right Size.
- Size - not too small or big.
- It's small enough to call home, large enough to have access to what you need.
- History, historic neighborhood, sense of old fashioned town.
- Size
- Good size for shopping, jobs, etc.
- Small Community.
- Small town feel with large town amenities and metro access.
- Small Town Atmosphere.
- Still has small town atmosphere (for a 36 year former resident of Boulder).
- Small, affordable town close to mountains & cities.
- Medium size city - small town feel.
- Size - but it's getting too big.
- Maintains rural atmosphere.
- A small town feeling in a big city - the location.
- Away from the big city.
- Historical & Cultural link to the present.
- Smallness.
- Agricultural heritage.
- Size
- Small town feel - but we are losing it.
- Setting.
- Country living - beautiful homes w / land & animals.
- Small town feel.
- Small town feel with open space, clean air, friendly people.
- How spread out it is.
- Should be a nice small town with opportunities.
- Moderate size & economic level.
- Small town atmosphere.
- Small town feel.
- Not too large.
- Small town feel.
- Small city with good services, without large city problems.
- Being smaller than Boulder and more affordable.
- It's historic nature, and proximity to everywhere else.
- Longmont is a "big" small town.
- In real farm community.
- The occasional small town atmosphere.
- Moderate size but large enough for reasonable shopping opportunities.
- Small city.
- Small-town feels (though it's turning into the "bad" Boulder).
- Small town pleasures w / convenience of large city nearby.
- Historic charm, great neighbors.
- Open farm land.
- Hometown vibe its small town feel - New shops on Platt [enticing].
- A somewhat smaller town.
- Open small town atmosphere, neighbors.
- Just a regular, unpretentious city with proximity to the mountains
- Small town feeling.
- Small town feel.
- Size
- Small town friendliness in a "BIG" town.
- Small town feel.
- Smaller size.
- Country atmosphere.
- Not crowded
- Small town same need more "Ma & Pa" stores
- Hometown atmosphere.
- Surrounded by agriculture.
- Some what of a small town feel.
- Small town atmosphere & county fair.
- Nice old hometown feeling/look.
- Small town feel.
- Small-sense of community.
- Small town feel near a big city.
- Not too big, but close to Denver (small town feel).
- Mix of rural & suburban spaces.
- Small town
- Medium sized town!
- Small with nice services and good stores.
- Unique town in proximity to major metro area.
- Small town.
- Small community feel w/ bigger community benefits.
- It's size-i.e. not too big, not too small.
- Small town feel and blue collar town - Conservative option to Boulder.
- Historic areas.
- Small town feel - which is rapidly vanishing.
- Small town feel
- Ambience
- Historical houses
- Still has feel of small community.
- Small town feel w/ access to Denver.
- It's not Boulder - hope it stays that way.
- Small town feel with lots of big town assets.
- It's size.
- Longmont still has a rural-America feel to it!
- Not Becoming Big!
- Used to be "small town atmosphere" (close to mountains).

**Safe community, quiet, calm**

- Safety/Low crime
- For crime rate.
- Safe place to live.
- Safe place to live.
- Calm not too much violence.
- I feel safe here.
- It is safe.
- Safe place to live & recreational opportunity.
- Its safety - little violent crime.
- Safety
- Nice calm - and some what peaceful.
- Calmer atmosphere with close access to larger

- cities/airport.
- Calm - not fast paced like Boulder or Denver.
- Quiet living.
- Quiet (most of the time) - no loud noise pollution.
- Quietness.

### **Economic opportunity, jobs, business friendly, growth opportunities**

- Pride of appearance in business & residential area - trees, landscaping etc.
- I was lucky found job & love here.
- Business friendly.
- The local business owners.
- Opportunities for Redevelopment.
- Potential to be great.
- Types/# of jobs keeps growth steady & keeps Longmont on top of technology.
- Jobs & shopping.
- Potential
- Diverse economic climate.
- Opportunities all over!
- Longmont's rapid growth : commerce.
- Longmont has such potential to grow into a successful city let just isn't quite there yet.
- Job creation
- Business environment with a focus of family unit.
- Potential (Boulder 30 years ago- Main St.).
- Growth
- A chance to be smart about growth.
- Not taking away the bus system.
- Medical care - shopping competition.
- That Longmont is keeping up with the times, technologically.
- Business friendly
- Potential for business growth
- Jobs
- Diverse economy
- Growth in business environment
- Potential for growth

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

- Outside events.
- Community events.
- All the stuff community does.
- All the community events.
- Quality events
- Our diversity
- It's diversity of people.
- Diversification.
- Senior center - I am handicapped - "68" young.
- The mental health center!
- Senior Center.
- The senior center I dance for them.
- Senior center.
- Senior services.
- Quality community events.
- Senior services at the senior center
- Senior center.
- Community events
- Events
- The library

### **Downtown Longmont/Main Street**

- Main St.
- A real downtown.
- Downtown.
- Downtown
- Downtown.
- Downtown
- Downtown, parks.
- Old town!
- Potential 'old town' area.
- Down town/old town.
- Main St.
- Downtown
- Downtown Longmont.
- Downtown
- Old town.
- Downtown area.
- Downtown.
- Downtown.
- Downtown area.
- Main St.
- Old town

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

- Services.
- City Government.
- City supported utility services which provide excellent quality @ reasonable cost.
- Effective police / fire dept.
- Reasonable utilities.
- LPC, if it wasn't for then you would go belly up.
- City services.
- Police Depts.
- Well run city Gov't.
- Great city services.
- Police Department.
- Good Government
- Police & fire Depts.
- Police and fire departments.
- The P. D.
- Freedom from government.
- City officials working for the community
- Feeling of well managed city - comfortable proud.
- Police are on the ball (no maneuver).
- High quality of municipal services.
- Longmont's city government.
- Excellent police department.
- Water & Elect. Service, police & fire.
- Water supply/rights.
- Clean streets and roads.
- Water rights.

### **Other**

- Pretty clean city - also close to boulder, Denver & mountain.
- United hospital.
- Don't have the income to go look.
- Rocky mountain Christian church & academy.
- Emergency broad cast siren.
- Tax payers.
- Well kept & friendly people.
- Traffic is not too bad
- It's not too conservative.
- Church.
- Grew up here.
- Cleanliness & well planned traffic movement.
- The Longmont ledger.
- Cops that lie to get a bust.
- Extention east of main and 119.
- Freedom from intrusion & access to community.
- VANCE BRAND AIRPORT
- It's cleaner then Dallas, TX were I moved from.
- Church's.
- Fair Grounds.
- Intelligent land use.
- It is home and has been for 50+ yrs.
- Tree conservation.
- Longmont United Hospital.
- That which is being lost (refer to question 18).
- Me
- Beauty, pools.
- Amgen
- R.T.D buses.
- Minimal hassles.
- Medical.
- Its home always has been for generations.
- Welfare fraud.
- Lately it honestly seems like Longmont caters to Mexicans more than Americans. This comes from my own needs not being met yet it seems that fear of being termed icy allows for the city to cont. providing funds for illegals.
- Wide streets, open spaces, lack of congestion.
- Love it here.
- Hospitals
- Health care services

#### **REASONS FOR OPPOSING A NEW CURBSIDE COMPOSTING PROGRAM IN LONGMONT – OTHER:**

- People wouldn't do it right & it would turn into smelly mess.
- Stench
- Why not have people burn it.
- Expand eco cycle.
- Its not tax deductable.
- On windy days - contains will blow over.
- Also, it will smell bad.
- Table scraps will stink.
- Who give a shit
- The Existing trash trucks leak!
- The smell of the bins in the summer.
- Odor
- People will throw away food products that will leak into the streets.
- Their trash trucks leak now-compost would be worse.
- Mess in Neighborhood by those not understanding same w/recycle.
- Odder uncontrolled access for wildlife, health danger.
- Smell
- Smell.
- Wind blows trash can over now what will happen to composting, my neighbor will not clean them up.
- Smell.
- Whats next? come to my house and wipe my rectum?
- Probable smell.
- Bad smell of compost material.
- Odor, Rodents, Insects.
- It could be a real mess at the curb.
- Clean up.
- Too easily contaminated bad material - support a prog of shorting residents how to do it themselves.
- Odor & vermin problems.
- Ugly trashy "look" of streets.

## Appendix V. Comparison of Responses by Ward of Residence

The responses by Ward of residence are compared in this appendix. Responses that are significantly different ( $p < .05$ ) are marked with gray.

Question 1 by Ward				
Please rate the following aspects of life in Longmont.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
How would you rate Longmont as a place to live?	77%	87%	82%	82%
How would you rate your neighborhood as a place to live?	71%	81%	81%	78%
How would you rate Longmont as a place to raise children?	64%	81%	73%	73%
How would you rate Longmont as a place to retire?	55%	59%	58%	58%
How would you rate Longmont as a place to shop?	27%	30%	29%	29%
How would you rate Longmont as a place to work?	47%	52%	47%	49%
How would you rate your overall quality of life in Longmont?	71%	86%	78%	79%

*Percent reporting "good" or "excellent"*

Question 3 by Ward				
To what degree, if at all, are each of the following a problem in Longmont?	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Crime	3%	2%	1%	2%
Drugs	3%	5%	6%	5%
Too much growth	22%	30%	23%	25%
Lack of growth	47%	42%	45%	45%
Graffiti	6%	8%	11%	8%
Noise	18%	21%	25%	21%
Run down buildings	8%	13%	16%	12%
Junk vehicles	13%	23%	19%	18%
Traffic congestion	7%	14%	12%	11%
Unsupervised youth	11%	12%	10%	11%
Homelessness	8%	12%	14%	12%
Weeds	13%	17%	19%	16%
Methamphetamine labs	10%	16%	6%	10%
Vandalism	2%	9%	5%	5%
Home foreclosures	1%	7%	2%	3%

*Percent reporting "not a problem"*

Question 4 by Ward				
Please rate each of the following characteristics as they related to the City of Longmont as a whole.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Sense of community	54%	62%	62%	60%
Openness and acceptance of the community towards people of diverse backgrounds	54%	53%	53%	53%
Overall appearance of the City of Longmont	62%	67%	63%	64%
Opportunities to attend cultural activities	62%	67%	66%	65%
Shopping opportunities	28%	28%	30%	29%
Air quality	73%	82%	76%	77%
Recreational opportunities	68%	70%	65%	67%
Job opportunities	15%	22%	15%	17%
Access to affordable quality housing	38%	43%	34%	38%
Access to affordable quality child care	43%	41%	34%	39%
Access to affordable quality health care	47%	50%	45%	48%
Ease of car travel in the City of Longmont	51%	62%	53%	55%
Ease of bus travel in the City of Longmont	44%	34%	37%	38%

Percent reporting "good" or "excellent"

Question 5 by Ward				
Please rate the quality of each of the following services in Longmont.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Snow removal from major streets	76%	84%	74%	78%
Street repair and maintenance	51%	61%	47%	53%
Street cleaning	62%	72%	65%	67%
Street lighting	65%	68%	73%	69%
Timing of traffic signals	42%	51%	47%	47%
Tap water (quality of drinking water)	72%	82%	80%	78%
Sewer services	83%	85%	84%	84%
Water conservation programs	67%	72%	75%	71%
Electric service	83%	85%	85%	84%
Electric conservation programs	68%	67%	68%	68%
Utility billing	70%	80%	74%	75%
Weekly trash pick up	82%	90%	88%	87%
Twice a month recycling pick up	77%	89%	85%	84%
Recreation facilities	75%	81%	71%	76%
Recreation programs and classes	66%	77%	70%	71%
Library services	80%	89%	84%	85%
Youth services sponsored programs	58%	57%	56%	57%
Services for seniors	65%	69%	71%	68%
Museum	61%	66%	66%	65%
Enforcing traffic laws	59%	69%	55%	61%
Crime prevention	52%	60%	47%	53%



Question 5 by Ward				
Please rate the quality of each of the following services in Longmont.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Fire fighting and rescue services	85%	93%	89%	89%
Fire inspection and fire safety education	70%	80%	82%	77%
Emergency police services	74%	86%	75%	78%
Emergency dispatch	80%	89%	80%	82%
Code enforcement (junk vehicles on private property, weed control, noise, trash and outside storage)	35%	50%	31%	39%
Building and housing inspection	53%	57%	53%	55%
Planning	40%	46%	32%	40%
Maintaining landscaping along the public right of way	60%	69%	62%	64%
Maintenance of park grounds and facilities	75%	81%	71%	76%
Animal control	70%	76%	68%	71%

Percent reporting "good" or "excellent"

Question 6 by Ward				
Please rate your overall satisfaction with the City services you receive.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
	86%	88%	80%	85%

Percent reporting "satisfied" or "very satisfied"

Question 11 by Ward				
What was your impression of employees of the City of Longmont in your most recent contact?	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Knowledge of issue	84%	89%	84%	86%
Treated you with respect	87%	85%	83%	85%
Willingness to help or understand	83%	82%	78%	81%
How easy it was to get in touch with the employee	74%	86%	75%	79%
Overall impression	75%	82%	79%	79%

Percent reporting "good" or "excellent"

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

Question 16 by Ward				
Please indicate how likely or unlikely you are to do each of the following:	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Recommend living in Longmont to someone who asks	85%	89%	82%	85%
Remain in Longmont for the next five years	90%	82%	81%	85%

Percent reporting "somewhat likely" or "very likely"

Question 20 by Ward				
	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
To what extent do you support or oppose the City of Longmont leveraging its existing infrastructure including its optical fiber system and partnering with private sector telecommunication companies to provide advanced telecommunications services (e.g., high speed internet services, cable television service, etc.) to residents and commercial users?	79%	82%	86%	83%

Percent reporting "somewhat support" or "strongly support"

Question 21 by Ward				
	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?	43%	38%	40%	40%

Percent reporting "somewhat support" or "strongly support"

Question 23 by Ward				
Please indicate the extent to which you would support or oppose each of the following sources of funding for arts and cultural activities in Longmont.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
New special district tax	32%	42%	32%	35%
Reallocate funds currently used for other City programs	52%	54%	52%	52%

Percent reporting "somewhat support" or "strongly support"

Question 24 by Ward				
	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
To what extent do you support or oppose the City of Longmont implementing a curbside composting program at a cost of between \$2 to \$5 per month where, for example, organic materials like leaves, branches and food waste can be converted into compost?	57%	63%	57%	59%

Percent reporting "somewhat support" or "strongly support"

Question 26 by Ward				
To what extent do you support or oppose using City funds for each of the following?.	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Construction of a new Veteran's memorial in Longmont	64%	54%	64%	60%
Large signage welcoming visitors as they enter Longmont city limits.	53%	49%	51%	51%

Percent reporting "somewhat support" or "strongly support"

**Question 27 by Ward**

<b>The operator of the bus routes in Longmont, the Regional Transportation District (RTD), has a limited/shrinking amount of sales tax generated funding for the entire Denver area, of which Longmont gets a set share. Please indicate the extent to which you support or oppose each of the following options for the City of Longmont to fund enhancements to the local bus services (e.g., running buses more often, providing bus service to areas not currently served by bus routes, providing bus passes to residents, etc.).</b>	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Reallocate dollars from existing City services	53%	54%	54%	54%
Allocate a proportionate share (about 5%) of the existing (street fund sales tax) revenue	55%	60%	54%	57%
New "Alternative Mode" tax (would require voter approval)	36%	45%	40%	40%
Pursue federal, state or other grant opportunities (which require a 20% match from the City)	66%	70%	68%	68%

*Percent reporting "somewhat support" or "strongly support"*

**Question 28 by Ward**

	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
Please indicate the extent to which you would support or oppose an increase in the RTD sales tax of an additional 0.4 percent (four pennies on a \$10 purchase) to complete the FasTracks program, including the Northwest Commuter Rail portion by 2017.	65%	65%	57%	62%

*Percent reporting "somewhat support" or "strongly support"*

**Question 29 by Ward**

<b>Please indicate the maximum additional amount you would be willing to pay, if any, on your monthly electric bill for more renewable energy and energy efficiency programs intended to benefit you and the quality of the environment.</b>	Ward of Residency			
	Ward One	Ward Two	Ward Three	Overall
\$10 or more per month	3%	7%	4%	5%
\$5 to \$9.999 per month	6%	14%	7%	10%
\$1 to \$4.99 per month	28%	24%	34%	29%
\$0.01 to \$0.99 per month	26%	24%	22%	24%
No additional costs	37%	30%	33%	33%
Total	100%	100%	100%	100%

<b>Question 30 by Ward</b>				
<b>When Longmont's electric utility, Longmont Power &amp; Communications (LPC), is required by state and/or federal legislation to provide more electricity from renewable energy sources, which of the following would be your preferred approach:</b>	<b>Ward of Residency</b>			
	<b>Ward One</b>	<b>Ward Two</b>	<b>Ward Three</b>	<b>Overall</b>
For LPC to meet these requirements by selecting renewable energy resources (e.g. wind, small hydro, biofuels, solar, etc) in a mix that minimizes electric utility cost increases to Longmont rate payers..	54%	55%	47%	52%
For LPC to meet these requirements by placing more emphasis on obtaining electricity from local solar photovoltaic systems and a smaller mix of other renewable energy resources (e.g. wind, small hydro, biofuels, etc) even if this approach does not minimize electric utility cost increases to Longmont rate payers.	9%	11%	14%	11%
No preference	15%	15%	15%	15%
Don't know	23%	19%	24%	22%
Total	100%	100%	100%	100%

## Appendix VI. Jurisdictions Included In Benchmark Comparisons

Listed below are the jurisdictions included in the National Comparisons provided for the City of Longmont followed by its 2000 population according to the U.S. Census. At the end of this section, we also list the jurisdictions included in the Front Range comparison.

### JURISDICTIONS INCLUDED IN NATIONAL COMPARISONS

The jurisdictions included in the National Comparisons are listed below along with their 2000 population according to the U.S. Census.

Agoura Hills, CA.....	20,537	Brea, CA.....	35,410
Alamogordo, NM.....	35,582	Breckenridge, CO.....	2,408
Albany, GA.....	76,939	Brevard County, FL.....	476,230
Albany, OR.....	40,852	Brisbane, CA.....	3,597
Albemarle County, VA.....	79,236	Broken Arrow, OK.....	74,839
Alpharetta, GA.....	34,854	Broomfield, CO.....	38,272
Ames, IA.....	50,731	Bryan, TX.....	34,733
Andover, MA.....	31,247	Burlingame, CA.....	28,158
Ankeny, IA.....	27,117	Burlington, MA.....	22,876
Ann Arbor, MI.....	114,024	Calgary, Canada.....	878,866
Arapahoe County, CO.....	487,967	Cambridge, MA.....	101,355
Archuleta County, CO.....	9,898	Canandaigua, NY.....	11,264
Arkansas City, KS.....	11,963	Cape Coral, FL.....	102,286
Arlington County, VA.....	189,453	Carlsbad, CA.....	78,247
Arvada, CO.....	102,153	Carson City, NV.....	52,457
Asheville, NC.....	68,889	Cartersville, GA.....	15,925
Aspen, CO.....	5,914	Carver County, MN.....	70,205
Auburn, AL.....	42,987	Cary, NC.....	94,536
Auburn, WA.....	40,314	Casa Grande, AZ.....	25,224
Aurora, CO.....	276,393	Castle Rock, CO.....	20,224
Austin, TX.....	656,562	Cedar Creek, NE.....	396
Avondale, AZ.....	35,883	Cedar Falls, IA.....	36,145
Baltimore County, MD.....	754,292	Centennial, CO.....	103,000
Barnstable, MA.....	47,821	Centralia, IL.....	14,136
Batavia, IL.....	23,866	Chandler, AZ.....	176,581
Battle Creek, MI.....	53,364	Chanhausen, MN.....	20,321
Bedford, MA.....	12,595	Chanute, KS.....	9,411
Beekman, NY.....	11,452	Charlotte County, FL.....	141,627
Belleair Beach, FL.....	1,751	Charlotte, NC.....	540,828
Bellevue, WA.....	109,569	Chesapeake, VA.....	199,184
Bellflower, CA.....	72,878	Chesterfield County, VA.....	259,903
Bellingham, WA.....	67,171	Cheyenne, WY.....	53,011
Benbrook, TX.....	20,208	Chittenden County, VT.....	146,571
Bend, OR.....	52,029	Chula Vista, CA.....	173,556
Benicia, CA.....	26,865	Claremont, CA.....	33,998
Bettendorf, IA.....	31,275	Clark County, WA.....	345,238
Bettendorf, IA.....	31,275	Clay County, MO.....	184,006
Billings, MT.....	89,847	Clear Creek County, CO.....	9,322
Blacksburg, VA.....	39,357	Clearwater, FL.....	108,787
Bloomfield, NM.....	6,417	Cococino County, AZ.....	116,320
Blue Ash, OH.....	12,513	College Park, MD.....	24,657
Blue Earth, MN.....	3,621	Collier County, FL.....	251,377
Blue Springs, MO.....	48,080	Collinsville, IL.....	24,707
Boise, ID.....	185,787	Colorado Springs, CO.....	360,890
Bonita Springs, FL.....	32,797	Columbus, WI.....	4,479
Borough of Ebensburg, PA.....	3,091	Concord, CA.....	121,780
Botetourt County, VA.....	30,496	Concord, NC.....	55,977
Boulder County, CO.....	291,288	Conyers, GA.....	10,689
Boulder, CO.....	94,673	Cooper City, FL.....	27,939
Bowling Green, KY.....	49,296	Coppell, TX.....	39,958
Bozeman, MT.....	27,509	Coral Springs, FL.....	117,549
Branson, MO.....	6,050	Corpus Christi, TX.....	277,454

Corvallis, OR	49,322	Flagstaff, AZ	52,894
Coventry, CT	11,504	Florence, AZ	17,054
Craig, CO	9,189	Flower Mound, TX	50,702
Cranberry Township, PA	23,625	Flushing, MI	8,348
Crested Butte, CO	1,529	Fort Collins, CO	118,652
Creve Coeur, MO	16,500	Fort Worth, TX	534,694
Crystal Lake, IL	38,000	Freeport, IL	26,443
Cumberland County, PA	213,674	Fridley, MN	27,449
Cupertino, CA	50,546	Fruita, CO	6,478
Dakota County, MN	355,904	Gainesville, FL	95,447
Dallas, TX	1,188,580	Gaithersburg, MD	52,613
Dallas, TX	1,188,580	Gaithersburg, MD	52,613
Dania Beach, FL	20,061	Galt, CA	19,472
Davenport, IA	98,359	Gardner, KS	9,396
Davidson, NC	7,139	Georgetown, CO	1,088
Daviess County, KY	91,545	Georgetown, TX	28,339
Davis, CA	60,308	Gig Harbor, WA	6,465
Daytona Beach, FL	64,112	Gilbert, AZ	109,697
De Pere, WI	20,559	Gillette, WY	19,646
Decatur, GA	18,147	Gladstone, MI	5,032
DeKalb, IL	39,018	Golden, CO	17,159
Del Mar, CA	4,389	Goodyear, AZ	18,911
Delaware, OH	25,243	Grand County, CO	12,442
Delhi Township, MI	22,569	Grand Junction, CO	41,986
Delray Beach, FL	60,020	Grand Prairie, TX	127,427
Denton, TX	80,537	Grandview, MO	24,881
Denver (City and County), CO	554,636	Green Valley, IL	NA
Denver Public Library, CO	NA	Greenville, SC	10,468
Des Moines, IA	198,682	Greenwood Village, CO	11,035
Destin, FL	11,119	Gresham, OR	90,205
Dewey-Humboldt, AZ	6,295	Guelph, Ontario, Canada	114,943
District of Saanich, Victoria, Canada	103,654	Gulf Shores, AL	5,044
Douglas County, CO	175,766	Gunnison County, CO	13,956
Dover, DE	32,135	Gurnee, IL	28,834
Dover, NH	26,884	Hampton, VA	146,437
Dover, NH	26,884	Hanau, Germany	NA
Downers Grove, IL	48,724	Hanover County, VA	86,320
Dublin, CA	29,973	Hartford, CT	121,578
Dublin, OH	31,392	Henderson, NV	175,381
Duluth, MN	86,918	Hermiston, OR	13,154
Duncanville, TX	36,081	High Point, NC	85,839
Durango, CO	13,922	Highland Park, IL	31,365
Durham, NC	187,038	Highlands Ranch, CO	70,931
Duval County, FL	778,879	Hillsborough County, FL	998,948
Eagle County, CO	41,659	Honolulu, HI	876,156
East Providence, RI	48,688	Hopewell, VA	22,354
Eau Claire, WI	61,704	Hoquiam, WA	9,097
Edmond, OK	68,315	Hot Sulphur Springs, CO	521
Edmonton, Canada	666,104	Howell, MI	9,232
El Cerrito, CA	23,171	Hudson, NC	3,078
El Paso, TX	563,662	Hudson, OH	22,439
Elk Grove, CA	59,984	Hurst, TX	36,273
Ellisville, MO	9,104	Hutchinson, MN	13,080
Elmhurst, IL	42,762	Hutto, TX	1,250
Englewood, CO	31,727	Independence, MO	113,288
Ephrata Borough, PA	13,213	Indianola, IA	12,998
Escambia County, FL	294,410	Irving, TX	191,615
Escanaba, MI	13,140	Jackson County, MI	158,422
Eugene, OR	137,893	Jackson County, OR	181,269
Eustis, FL	15,106	James City County, VA	48,102
Evanston, IL	74,239	Jefferson County, CO	527,056
Fairway, KS	3,952	Jefferson Parish, LA	455,466
Farmington, NM	37,844	Joplin, MO	45,504
Farmington, UT	12,081	Jupiter, FL	39,328
Fayetteville, AR	58,047	Kamloops, Canada	77,281
Federal Way, WA	83,259	Kannapolis, NC	36,910
Fishers, IN	37,835	Kearney, NE	27,431

Keizer, OR .....	32,203	Missoula, MT.....	57,053
Kelowna, Canada.....	96,288	Montgomery County, MD.....	873,341
Kent, WA .....	79,524	Montgomery County, MD.....	873,341
Kettering, OH.....	57,502	Montpelier, VT .....	8,035
King County, WA.....	1,737,034	Montrose, CO.....	12,344
Kirkland, WA .....	45,054	Mooreville, NC .....	18,823
Kissimmee, FL .....	47,814	Morgan Hill, CA .....	33,556
Kitsap County, WA.....	231,969	Morgantown, WV .....	26,809
Kutztown Borough, PA.....	5,067	Moscow, ID.....	21,291
La Mesa, CA.....	54,749	Mountain View, CA .....	70,708
La Plata, MD .....	6,551	Mountlake Terrace, WA.....	20,362
La Plata, MD .....	6,551	Multnomah County, OR .....	660,486
La Vista, NE .....	11,699	Munster, IN .....	21,511
Laguna Beach, CA.....	23,727	Naperville, IL.....	128,358
Lakewood, CO.....	144,126	Nashville, TN .....	545,524
Lane County, OR .....	322,959	Needham, MA.....	28,911
Laramie, WY .....	27,204	New Orleans, LA .....	484,674
Larimer County, CO.....	251,494	New York City, NY.....	8,008,278
Lawrence, KS .....	80,098	Newport Beach, CA.....	70,032
Lebanon, NH .....	12,568	Newport News, VA .....	180,150
Lebanon, OH .....	16,962	Newport, RI .....	26,475
Lee's Summit, MO .....	70,700	Normal, IL .....	45,386
Lee County, FL .....	454,918	North Branch, MN.....	8,023
Lenexa, KS .....	40,238	North Las Vegas, NV .....	115,488
Lexington, VA .....	6,867	North Palm Beach, FL .....	12,064
Liberty, MO .....	26,232	North Port, FL.....	22,797
Lincolnwood, IL .....	12,359	North Vancouver, Canada .....	44,303
Little Rock, AR .....	183,133	Northampton County, VA.....	13,093
Livermore, CA.....	73,345	Northern Tier Coalition Community Survey, PA.....	NA
Lodi, CA.....	56,999	Northglenn, CO.....	31,575
Lone Tree, CO .....	4,873	Novi, MI.....	47,386
Long Beach, CA .....	461,522	O'Fallon, IL .....	21,910
Louisville, CO .....	18,937	O'Fallon, MO.....	46,169
Loveland, CO.....	50,608	Oak Park, IL.....	39,803
Lower Providence Township, PA.....	22,390	Oak Ridge, TN.....	27,387
Lyme, NH .....	1,679	Oakland Park, FL.....	30,966
Lynchburg, VA .....	65,269	Oakland Township, MI .....	13,071
Lynnwood, WA.....	33,847	Oakville, Canada.....	144,738
Lynwood, CA.....	69,845	Ocala, FL.....	45,943
Madison, WI .....	208,054	Ocean City, MD .....	7,173
Manchester, CT.....	54,740	Ocean Shores, WA .....	3,836
Mankato, MN.....	32,427	Oklahoma City, OK .....	506,132
Maple Grove, MN.....	50,365	Olathe, KS .....	92,962
Maplewood, MN.....	34,947	Oldsmar, FL.....	11,910
Marana, AZ.....	13,556	Olmsted County, MN .....	124,277
Marion, IA.....	7,144	Olympia, WA .....	42,514
Maryland Heights, MO.....	25,756	Orange Village, OH.....	3,236
Maryville, MO .....	10,581	Orleans Parish, LA .....	484,674
Maui, HI .....	128,094	Ottawa County, MI .....	238,314
Mauldin, SC.....	15,224	Overland Park, KS .....	149,080
Mayer, MN .....	554	Oviedo, FL .....	26,316
McAllen, TX.....	106,414	Ozaukee County, WI.....	82,317
Mecklenburg County, NC .....	695,454	Palatine, IL.....	65,479
Medina, MN .....	4,005	Palm Bay, FL.....	79,413
Melbourne, FL.....	71,382	Palm Beach County, FL.....	1,131,184
Menlo Park, CA.....	30,785	Palm Beach Gardens, FL.....	35,058
Meridian Charter Township, MI.....	38,987	Palm Beach, FL.....	10,468
Merriam, KS .....	11,008	Palm Coast, FL.....	32,732
Merrill, WI .....	10,146	Palm Springs, CA .....	42,807
Mesa County, CO .....	116,255	Palo Alto, CA.....	58,598
Mesa, AZ .....	396,375	Panama City, FL.....	36,417
Miami Beach, FL .....	87,933	Park Ridge, IL .....	37,775
Milton, GA.....	30,180	Parker, CO .....	23,558
Milton, WI .....	5,132	Pasadena, TX.....	141,674
Minneapolis, MN.....	382,618	Pasco County, FL.....	344,765
Mission Viejo, CA .....	93,102	Pasco, WA.....	32,066
Mission, KS .....	9,727	Peoria County, IL.....	183,433

Peoria County, IL	183,433	Shorewood, IL	7,686
Peoria, AZ	108,364	Shrewsbury, MA	31,640
Peters Township, PA	17,556	Silverthorne, CO	3,196
Philadelphia, PA	1,517,550	Sioux Falls, SD	123,975
Phoenix, AZ	1,321,045	Skokie, IL	63,348
Pinal County, AZ	179,727	Slater, IA	1,306
Pinellas County, FL	921,482	Smyrna, GA	40,999
Pinellas Park, FL	45,658	Snellville, GA	15,351
Pitkin County, CO	14,872	Snoqualmie, WA	1,631
Plano, TX	222,030	South Daytona, FL	13,177
Platte City, MO	3,866	South Haven, MI	5,021
Port Orange, FL	45,823	South Lake Tahoe, CA	23,609
Port St. Lucie, FL	88,769	Southlake, TX	21,519
Portland, OR	529,121	Sparks, NV	66,346
Post Falls, ID	17,247	Spokane Valley, WA	75,203
Poway, CA	48,044	Spotsylvania County, VA	90,395
Prescott Valley, AZ	25,535	Springboro, OH	12,380
Prince Albert, Canada	34,291	Springville, UT	20,424
Prince William County, VA	280,813	St. Cloud, FL	20,074
Prior Lake, MN	15,917	St. Cloud, MN	59,107
Queen Creek, AZ	4,316	St. Louis County, MN	200,528
Radford, VA	15,859	Stafford County, VA	92,446
Rancho Cordova, CA	55,060	Starkville, MS	21,869
Raymore, MO	11,146	State College, PA	38,420
Redding, CA	80,865	Staunton, VA	23,853
Redmond, WA	45,256	Steamboat Springs, CO	9,815
Reno, NV	180,480	Sterling, CO	11,360
Renton, WA	50,052	Stillwater, OK	39,065
Richland, WA	38,708	Stockton, CA	243,771
Richmond Heights, MO	9,602	Suamico, WI	8,686
Richmond, CA	99,216	Sugar Grove, IL	3,909
Rio Rancho, NM	51,765	Sugar Land, TX	63,328
Riverdale, UT	7,656	Summit County, CO	23,548
Riverside, IL	8,895	Sunnyvale, CA	131,760
Roanoke, VA	94,911	Surprise, AZ	30,848
Rochester, MI	10,467	Suwanee, GA	8,725
Rock Hill, SC	49,765	Tacoma Public Works, WA	193,556
Rockville, MD	47,388	Tacoma, WA	193,556
Roeland Park, KS	6,817	Takoma Park, MD	17,299
Roswell, GA	79,334	Tallahassee, FL	150,624
Round Rock, TX	61,136	Temecula, CA	57,716
Rowlett, TX	44,503	Tempe, AZ	158,625
Saco, ME	16,822	Teton County, WY	18,251
Safford, AZ	9,232	The Colony, TX	26,531
Salida, CO	5,504	Thornton, CO	82,384
Salina, KS	45,679	Thousand Oaks, CA	117,005
San Francisco, CA	776,733	Thunder Bay, Canada	109,016
San Juan County, NM	113,801	Titusville, FL	40,670
San Luis Obispo County, CA	247,900	Tomball, TX	9,089
San Marcos, TX	34,733	Troy, MI	80,959
San Rafael, CA	56,063	Tualatin, OR	22,791
San Ramon, CA	44,722	Tuskegee, AL	11,846
Sandusky, OH	27,844	Twin Falls, ID	34,469
Sandy City, UT	88,418	Upper Arlington, OH	33,686
Sanford, FL	38,291	Upper Merion Township, PA	28,863
Santa Barbara County, CA	399,347	Urbandale, IA	29,072
Santa Monica, CA	84,084	Vail, CO	4,531
Sarasota, FL	52,715	Valdez, AK	4,036
Sault Sainte Marie, MI	16,542	Vancouver, WA	143,560
Savannah, GA	131,510	Victoria, Canada	78,057
Scott County, MN	89,498	Village of Howard City, MI	1,585
Scottsdale, AZ	202,705	Virginia Beach, VA	425,257
Sedona, AZ	10,192	Visalia, CA	91,565
Seminole, FL	10,890	Volusia County, FL	443,343
Sheldahl, IA	336	Wahpeton, ND	8,586
Shenandoah, TX	1,503	Walnut Creek, CA	64,296
Sherman, IL	2,871	Walton County, FL	40,601



Washington City, UT.....	8,186	Williamsburg, VA .....	11,998
Washington County, MN .....	201,130	Willingboro Township, NJ .....	33,008
Washoe County, NV .....	339,486	Wilmington, IL .....	5,134
Waukeg, IA .....	5,126	Wilmington, NC .....	90,400
Wausau, WI .....	38,426	Windsor, CT .....	28,237
West Des Moines, IA.....	46,403	Winnipeg, Canada.....	619,544
Western Eagle County Metro Rec District, CO.....	NA	Winston-Salem, NC .....	185,776
Westerville, OH .....	35,318	Winter Garden, FL .....	14,351
Westminster, CO.....	100,940	Winter Park, FL.....	24,090
Wethersfield, CT .....	26,271	Woodbury, MN .....	46,463
Wheat Ridge, CO .....	32,913	Woodridge, IL .....	30,934
White House, TN .....	7,220	Worcester, MA .....	172,648
Whitehorse, Canada.....	19,058	Yellowknife, Canada.....	16,541
Whitewater, WI.....	13,437	Yuma County, AZ .....	160,026
Wichita, KS .....	344,284	Yuma, AZ .....	77,515

**JURISDICTIONS INCLUDED IN FRONT RANGE COMPARISONS**

The jurisdictions included in the Front Range Comparisons are listed below along with their 2000 population according to the U.S. Census.

Arapahoe County, CO.....	487,967	Golden, CO.....	17,159
Arvada, CO .....	102,153	Greenwood Village, CO .....	11,035
Aspen, CO .....	5,914	Highlands Ranch, CO .....	70,931
Aurora, CO .....	276,393	Jefferson County, CO .....	527,056
Boulder County, CO .....	291,288	Lakewood, CO .....	144,126
Boulder, CO.....	94,673	Larimer County, CO .....	251,494
Broomfield, CO.....	38,272	Lone Tree, CO.....	4,873
Castle Rock, CO .....	20,224	Louisville, CO .....	18,937
Centennial, CO .....	103,000	Loveland, CO .....	50,608
Colorado Springs, CO .....	360,890	Northglenn, CO.....	31,575
Denver (City and County), CO .....	554,636	Parker, CO .....	23,558
Denver Public Library, CO .....	NA	Thornton, CO .....	82,384
Douglas County, CO.....	175,766	Westminster, CO .....	100,940
Englewood, CO.....	31,727	Wheat Ridge, CO .....	32,913
Fort Collins, CO .....	118,652		

## **Appendix VII. Survey Instruments**

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The survey instruments appear on the following pages.

# 2010 City of Longmont Customer Satisfaction Survey

Please complete this questionnaire if you are the youngest adult (age 18 or older) in the household. Your responses are anonymous and will be reported in group form only.

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

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

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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

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

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

	Excellent	Good	Fair	Poor	Don't know
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of the City of Longmont.....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Job opportunities .....	1	2	3	4	5
Access to affordable quality housing .....	1	2	3	4	5
Access to affordable quality child care.....	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in the City of Longmont.....	1	2	3	4	5
Ease of bus travel in the City of Longmont .....	1	2	3	4	5

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

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

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

- Very satisfied     Satisfied     Neither satisfied nor dissatisfied     Dissatisfied     Very dissatisfied

**6a. Why?**

---

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

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

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

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

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

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

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

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

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

	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
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 (formerly channel 3) 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 on public access cable television channel 8 (formerly channel 3).....	1	2	3	4	5
Watch "Behind the Badge" on public access cable television channel 8 (formerly channel 3).....	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 <i>City Line Newsletter</i> (with utility billing statement) .....	1	2	3	4	5
Use City Source (24-hour telephone information line) .....	1	2	3	4	5
Read <i>The GO</i> (senior services newsletter) .....	1	2	3	4	5
Use the Longmont Web site ( <a href="http://www.ci.longmont.co.us">www.ci.longmont.co.us</a> ).....	1	2	3	4	5
Read the Longmont Daily <i>Times-Call</i> newspaper .....	1	2	3	4	5
Read the Boulder <i>Daily Camera</i> newspaper .....	1	2	3	4	5
Read the <i>Denver Post</i> newspaper .....	1	2	3	4	5
Read the <i>Longmont Ledger</i> newspaper .....	1	2	3	4	5
Read the <i>Longmont Life</i> bi-monthly newsletter .....	1	2	3	4	5
Read "City Talk" (weekly ad in the <i>Times-Call</i> 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 <i>Longmont Recreation</i> brochure .....	1	2	3	4	5
Listen to news radio (KGUD, La Ley, AM1060) .....	1	2	3	4	5
Use word of mouth/friends.....	1	2	3	4	5

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

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

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

\_\_\_\_\_

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

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

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

\_\_\_\_\_

**20. To what extent do you support or oppose the City of Longmont leveraging its existing infrastructure including its optical fiber system and partnering with private sector telecommunication companies to provide advanced telecommunications services (e.g., high speed internet services, cable television service, etc.) to residents and commercial users?**

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

**21. To what extent do you support or oppose a complete ban on the dispensing of medical marijuana in Longmont's City limits?**

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

**22. If the City chooses to regulate medical marijuana dispensaries, rather than ban them, in Longmont's City limits, what minimum distance from the dispensaries do you think is appropriate for each facility?**

	None	250 ft.	500 ft.	1,000 ft.	Don't know
Schools.....	1	2	3	4	5
Child care facilities .....	1	2	3	4	5
Residential areas .....	1	2	3	4	5
Parks .....	1	2	3	4	5
Other medical marijuana dispensaries.....	1	2	3	4	5

**23. Please indicate the extent to which you would support or oppose each of the following sources of funding for arts and cultural activities in Longmont?**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
New special district tax.....	1	2	3	4	5
Reallocate funds currently used for other City programs.....	1	2	3	4	5

**24. To what extent do you support or oppose the City of Longmont implementing a curbside composting program at a cost of between \$2 to \$5 per month where, for example, organic materials like leaves, branches and food waste can be converted into compost?**

- Strongly support *[go to question 26]*
- Somewhat support *[go to question 26]*
- Somewhat oppose *[go to question 25]*
- Strongly oppose *[go to question 25]*
- Don't know *[go to question 26]*

**25. If you oppose a new curbside composting program in Longmont, what are your reasons for your opinion? (Please check all that apply.)**

- I don't see the environmental benefit
- I don't want the added expense
- I don't want to add another bin to my driveway
- I don't want to expand government services
- Other: \_\_\_\_\_

**26. To what extent do you support or oppose using City funds for each of the following?**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Construction of a new Veteran's memorial in Longmont .....	1	2	3	4	5
Large signage welcoming visitors as they enter Longmont city limits .....	1	2	3	4	5

**27. The operator of the bus routes in Longmont, the Regional Transportation District (RTD), has a limited/shrinking amount of sales tax generated funding for the entire Denver area, of which Longmont gets a set share. Please indicate the extent to which you support or oppose each of the following options for the City of Longmont to fund enhancements to the local bus services (e.g., running buses more often, providing bus service to areas not currently served by bus routes, providing bus passes to residents, etc.).**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Reallocate dollars from existing City services.....	1	2	3	4	5
Allocate a proportionate share (about 5%) of the existing (street fund sales tax) revenue .....	1	2	3	4	5
New "Alternative Mode" tax (would require voter approval) .....	1	2	3	4	5
Pursue federal, state or other grant opportunities (which require a 20% match from the City).....	1	2	3	4	5

**28. Please indicate the extent to which you would support or oppose an increase in the RTD sales tax of an additional 0.4 percent (four pennies on a \$10 purchase) to complete the FasTracks program, including the Northwest Commuter Rail portion by 2017.**

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

**29. Please indicate the maximum additional amount you would be willing to pay, if any, on your monthly electric bill for more renewable energy and energy efficiency programs intended to benefit you and the quality of the environment.**

- \$10 or more per month
- \$5 to \$9.99 per month
- \$1 to \$4.99 per month
- \$0.01 to \$0.99 per month
- No additional costs

**30. When Longmont's electric utility, Longmont Power & Communications (LPC), is required by state and/or federal legislation to provide more electricity from renewable energy sources, which of the following would be your preferred approach?**

- For LPC to meet these requirements by selecting renewable energy resources (e.g. wind, small hydro, biofuels, solar, etc) in a mix that minimizes electric utility cost increases to Longmont rate payers.
- For LPC to meet these requirements by placing more emphasis on obtaining electricity from local solar photovoltaic systems and a smaller mix of other renewable energy resources (e.g. wind, small hydro, biofuels, etc) even if this approach does not minimize electric utility cost increases to Longmont rate payers.
- No preference
- Don't know

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

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

\_\_\_\_\_ years

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

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

**D3. Do you rent or own your home?**

- Rent
- Own

**D4. About how much was your household's total income before taxes for all of 2009? (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

**D5. In what City do you work?**

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

**D6. 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

**Please respond to both question D7 and D8:**

**D7. Are you Spanish, Hispanic or Latino?**

- Yes
- No

**D8. 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

**D9. 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

**D10. What is your gender?**

- Female
- Male

**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.**



# Encuesta sobre la Satisfacción de Clientes para la Ciudad de Longmont 2010

Por favor complete este cuestionario si usted es el adulto menor (de edad 18 o más) en el hogar. Sus respuestas son anónimas y serán reportadas únicamente en forma de grupo.

**1. Por favor clasifique los siguientes aspectos de vida en Longmont.**

	Excelente	Bueno	Regular	Deficiente	No sé
¿Cómo clasificaría Longmont como un lugar donde vivir? .....	1	2	3	4	5
¿Cómo clasificaría su vecindario como un lugar donde vivir?.....	1	2	3	4	5
¿Cómo clasificaría Longmont como un lugar para criar niños? .....	1	2	3	4	5
¿Cómo clasificaría Longmont un lugar para retirarse? .....	1	2	3	4	5
¿Cómo clasificaría Longmont un lugar para hacer compras?.....	1	2	3	4	5
¿Cómo clasificaría Longmont un lugar para trabajar?.....	1	2	3	4	5
¿Cómo clasificaría su calidad general de vida en Longmont?.....	1	2	3	4	5

**2. ¿Cuáles son los tres retos o problemas más grandes que Longmont tendrá que enfrentar en los próximos 5 años?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**3. ¿Hasta qué punto, si lo es, son problema cada uno de los siguientes en Longmont:**

	No es problema	Problema menor	Problema moderado	Problema mayor	No sé
Crimen.....	1	2	3	4	5
Drogas.....	1	2	3	4	5
Demasiado crecimiento .....	1	2	3	4	5
Falta de crecimiento .....	1	2	3	4	5
Grafiti .....	1	2	3	4	5
Ruido.....	1	2	3	4	5
Edificios ruinosos .....	1	2	3	4	5
Vehículos chatarra.....	1	2	3	4	5
Congestión de tráfico .....	1	2	3	4	5
Juventud no supervisada.....	1	2	3	4	5
Personas desamparadas sin hogar .....	1	2	3	4	5
Hierbas .....	1	2	3	4	5
Laboratorios de Metanfetamina .....	1	2	3	4	5
Vandalismo .....	1	2	3	4	5
Ejecuciones hipotecarias de hogares .....	1	2	3	4	5

**4. Por favor clasifique cada una de las siguientes características según cómo se relacione a la Ciudad de Longmont en general:**

	Excelente	Bueno	Regular	Deficiente	No sé
Sentido de comunidad .....	1	2	3	4	5
Franqueza y aceptación de la comunidad hacia personas con antecedentes diversos.....	1	2	3	4	5
Apariencia general de la Ciudad de Longmont .....	1	2	3	4	5
Oportunidades para asistir a actividades culturales .....	1	2	3	4	5
Oportunidades para hacer compras.....	1	2	3	4	5
Calidad del aire .....	1	2	3	4	5
Oportunidades recreativas .....	1	2	3	4	5
Oportunidades de empleo .....	1	2	3	4	5
Acceso a viviendas de calidad asequible .....	1	2	3	4	5
Acceso a cuidado para niños de calidad asequible .....	1	2	3	4	5
Acceso a cuidados de salud de calidad asequible .....	1	2	3	4	5
Facilidad de viajar por carro en la Ciudad de Longmont .....	1	2	3	4	5
Facilidad de viajar por autobús en la Ciudad de Longmont .....	1	2	3	4	5

**5. Por favor clasifique la calidad de cada uno de los siguientes servicios en Longmont.**

	Excelente	Bueno	Regular	Deficiente	No sé
Retiro de nieve de las calles principales.....	1	2	3	4	5
Reparo y mantenimiento de calles .....	1	2	3	4	5
Limpieza de calles .....	1	2	3	4	5
Alumbrado de calles .....	1	2	3	4	5
Cronometraje de señales de tránsito .....	1	2	3	4	5
Agua de grifo (calidad de agua para beber) .....	1	2	3	4	5
Servicios de alcantarilla/cloaca.....	1	2	3	4	5
Programas para la conservación del agua .....	1	2	3	4	5
Servicio eléctrico.....	1	2	3	4	5
Programas de conservación eléctrica .....	1	2	3	4	5
Cobro de servicios públicos .....	1	2	3	4	5
Recogida de basura semanal.....	1	2	3	4	5
Recogida de reciclaje dos veces al mes .....	1	2	3	4	5
Propiedades de recreación .....	1	2	3	4	5
Programas y clases de recreación .....	1	2	3	4	5
Servicios de biblioteca .....	1	2	3	4	5
Programas para jóvenes .....	1	2	3	4	5
Servicios para personas de tercera edad.....	1	2	3	4	5
Museo .....	1	2	3	4	5
Imposición de las leyes de tránsito .....	1	2	3	4	5
Prevención del crimen.....	1	2	3	4	5
Servicios contra el incendio y de rescate.....	1	2	3	4	5
Inspección de incendio y educación de seguridad en incendio .....	1	2	3	4	5
Servicios de policía de emergencia .....	1	2	3	4	5
Despacho de emergencia.....	1	2	3	4	5
Imposición de código (vehículos chatarra sobre propiedad privada, control de hierbas, ruido, basura y almacenamiento exterior) .....	1	2	3	4	5
Inspección de edificios y viviendas .....	1	2	3	4	5
Planificación .....	1	2	3	4	5
Mantener la jardinería ornamental a lo largo de la vía pública .....	1	2	3	4	5
Mantenimiento de terrenos y propiedades de parques .....	1	2	3	4	5
Control de animales.....	1	2	3	4	5

**6. Por favor clasifique su satisfacción en general con los servicios de Ciudad que usted recibe.**

- Muy satisfecho     Satisfecho     Ni satisfecho ni insatisfecho     Insatisfecho     Muy insatisfecho

**6a. ¿Por qué?**

\_\_\_\_\_

**7. Por favor clasifique la velocidad de crecimiento en las siguientes categorías en Longmont durante los 2 años pasados.**

	Demasiado lenta	Algo muy lenta	Cantidad justa	Algo muy rápida	Demasiado rápida	No sé
Crecimiento de la población.....	1	2	3	4	5	6
Crecimiento de ventas al por menor (tiendas, restaurantes, etc.) .....	1	2	3	4	5	6
Crecimiento industrial .....	1	2	3	4	5	6
El tamaño físico de la Ciudad (en millas cuadradas) ...	1	2	3	4	5	6
Crecimiento de trabajo (empleo).....	1	2	3	4	5	6

**8. ¿Se ha puesto en contacto con la Ciudad de Longmont para solicitar servicios dentro de los últimos 24 meses (incluyendo de policía, oficiales de incendio, parques, personal de recreación, recepcionistas, planificadores, u otros cualesquiera)?**

- Sí [vaya a la pregunta 9]     No [vaya a la pregunta 12]

**9. ¿Para cuál(es) servicio(s) se puso en contacto con la Ciudad dentro de los últimos 24 meses? (Marque hasta 3 servicios.)**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Agua/Alcantarilla  | <input type="checkbox"/> Policía                                 | <input type="checkbox"/> Oficina del Administrador de la Ciudad |
| <input type="checkbox"/> Cobro de Servicios Públicos (Agua, Eléctrico, Alcantarilla y Basura) | <input type="checkbox"/> Bomberos                                | <input type="checkbox"/> Desarrollo Económico                   |
| <input type="checkbox"/> Energía y Comunicaciones de Longmont (Servicio Eléctrico)            | <input type="checkbox"/> Inspección de Edificio                  | <input type="checkbox"/> Imposición de Código                   |
| <input type="checkbox"/> Calles/Retiro de Nieve   | <input type="checkbox"/> Basura/Reciclaje                        | <input type="checkbox"/> Vivienda                               |
| <input type="checkbox"/> Centro(s) de Recreación  | <input type="checkbox"/> Servicios Para Jóvenes                  | <input type="checkbox"/> Abogado/Acusador de la Ciudad          |
| <input type="checkbox"/> Parques/Golf   | <input type="checkbox"/> Servicios para Personas de Tercera Edad | <input type="checkbox"/> Corte Municipal                        |
| <input type="checkbox"/> Recursos Humanos   | <input type="checkbox"/> Impuesto de Ventas                      | <input type="checkbox"/> Museo                                  |
| <input type="checkbox"/> Control de Animales  | <input type="checkbox"/> Biblioteca                              |   |

**10. ¿Para cuál servicio se puso en contacto más recientemente con la Ciudad? (Marque solo uno.)**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Agua/Alcantarilla  | <input type="checkbox"/> Policía                                 | <input type="checkbox"/> Oficina del Administrador de la Ciudad |
| <input type="checkbox"/> Cobro de Servicios Públicos (Agua, Eléctrico, Alcantarilla y Basura) | <input type="checkbox"/> Bomberos                                | <input type="checkbox"/> Desarrollo Económico                   |
| <input type="checkbox"/> Energía y Comunicaciones de Longmont (Servicio Eléctrico)            | <input type="checkbox"/> Inspección de Edificio                  | <input type="checkbox"/> Imposición de Código                   |
| <input type="checkbox"/> Calles/Retiro de Nieve   | <input type="checkbox"/> Basura/Reciclaje                        | <input type="checkbox"/> Vivienda                               |
| <input type="checkbox"/> Centro(s) de Recreación  | <input type="checkbox"/> Servicios Para Jóvenes                  | <input type="checkbox"/> Abogado/Acusador de la Ciudad          |
| <input type="checkbox"/> Parques/Golf   | <input type="checkbox"/> Servicios para Personas de Tercera Edad | <input type="checkbox"/> Corte Municipal                        |
| <input type="checkbox"/> Recursos Humanos   | <input type="checkbox"/> Impuesto de Ventas                      | <input type="checkbox"/> Museo                                  |
| <input type="checkbox"/> Control de Animales  | <input type="checkbox"/> Biblioteca                              |   |

**11. ¿Cuál fue su impresión de los empleados de la Ciudad de Longmont en su contacto más reciente? (Clasifique cada característica de abajo.)**

	Excelente	Buena	Regular	Deficiente	No sé
Conocimiento del asunto .....	1	2	3	4	5
Lo trató con respeto .....	1	2	3	4	5
Disposición para ayudar o comprender .....	1	2	3	4	5
Qué tan fácil fue ponerse en contacto con el empleado.....	1	2	3	4	5
Impresión general .....	1	2	3	4	5

**12. Durante los últimos 12 meses, ¿recibió trato inapropiado de un empleado de la Ciudad por su raza, origen nacional, edad, afiliación religiosa o género?**

- Sí [vaya a la pregunta 12a]  No [vaya a la pregunta 13]

**12a. Si fue así, ¿usted reportó el comportamiento inapropiado a un oficial público?**

- Sí  No

**13. En su opinión, ¿qué tan fácil es obtener información sobre la Ciudad de Longmont? ¿Diría usted que es muy fácil, algo fácil, algo difícil o muy difícil obtener información sobre la Ciudad de Longmont?**

- Muy fácil  Algo fácil  Algo difícil  Muy difícil  No sé

**14. Por favor indique qué tan probable o improbable es que usted u otro miembro del hogar participaría en cada una de las siguientes actividades en Longmont al menos una vez en un año típico:**

	Muy probable	Algo probable	Algo improbable	Muy improbable	No sé
Asistir a reuniones de "Café con el Concejo" un sábado por la mañana.....	1	2	3	4	5
Asistir a una reunión del Consejo Ciudadano de Foro Abierto donde la reunión completa está dedicada a la discusión pública de cualquier tema .....	1	2	3	4	5
Mirar presentaciones del personal de la Ciudad de Longmont sobre una variedad de asuntos que se enfrentan a la comunidad, transmitidos por el canal 8 de cable (anteriormente: canal 3) o el sitio Red de la Ciudad .....	1	2	3	4	5
Visitar una mesa/tienda de campaña del Concejo Ciudadano en eventos de la comunidad como Rhythm on the River (Ritmo sobre el Río), Festival on Main (Festival sobre la calle Main) y Cinco de Mayo .....	1	2	3	4	5

**15. ¿Qué tan a menudo usa usted las siguientes fuentes para conseguir información sobre la Ciudad de Longmont?**

	Nunca	Muy infrecuentemente	Algo infrecuentemente	Algo frecuentemente	Muy frecuentemente
Asistir a una reunión del Concejo Municipal .....	1	2	3	4	5
Mirar una reunión del Consejo Municipal en el canal 8 (anteriormente el canal 3) en televisión por cable de acceso público .....	1	2	3	4	5
Mirar "Behind the Badge" ("Detrás de la Insignia") en el canal 8 (anteriormente el canal 3) en televisión por cable de acceso público.....	1	2	3	4	5
Leer tabloneros de anuncios o exposiciones de información en edificios de la Ciudad.....	1	2	3	4	5
Mirar el Canal 16 – Acceso del gobierno .....	1	2	3	4	5
Leer la <i>Hoja Informativa City Line</i> (con estado de cobros de servicios públicos) .....	1	2	3	4	5
Usar City Source (línea telefónica de información por 24-horas) ..	1	2	3	4	5
Leer <i>The GO</i> (hoja informativa de servicios para personas de tercera edad) .....	1	2	3	4	5
Usar el sitio de Red de Longmont ( <a href="http://www.ci.longmont.co.us">www.ci.longmont.co.us</a> ) .....	1	2	3	4	5
Leer el periódico Diario <i>Times-Call</i> de Longmont .....	1	2	3	4	5
Leer el periódico <i>Daily Camera</i> de Boulder .....	1	2	3	4	5
Leer el periódico <i>Denver Post</i> .....	1	2	3	4	5
Leer el periódico <i>Longmont Ledger</i> .....	1	2	3	4	5
Leer la hoja informativa bimensual <i>Longmont Life</i> .....	1	2	3	4	5
Leer "City Talk" (anuncio semanal en el periódico <i>Times-Call</i> ) ..	1	2	3	4	5
Suscribirse a los servicios de noticias electrónicas de la Ciudad (e-News, e-Alerts, RSS Feed, etc.) .....	1	2	3	4	5
Visitar los sitios de red sociales de la Ciudad (Facebook, YouTube, Twitter, etc.) .....	1	2	3	4	5
Leer el folleto <i>Longmont Recreation</i> trimestral .....	1	2	3	4	5
Escuchar la radio de noticias (KGUD, La Ley, AM1060).....	1	2	3	4	5
Utilizar la palabra verbal/amistades .....	1	2	3	4	5

**16. Por favor indique qué tan probable o improbable es usted para hacer cada una de las siguientes:**

	Muy probable	Algo probable	Algo improbable	Muy improbable	No sé
Recomendarle vivir en Longmont a alguien que pregunte.....	1	2	3	4	5
Permanecer en Longmont para los próximos cinco años .....	1	2	3	4	5

**17. ¿Cuál palabra singular viene a la mente de primero cuando alguien dice "Longmont."**

\_\_\_\_\_

**18. ¿Cuáles son sus aspectos favoritos sobre vivir en Longmont? (Por favor marque todos los que aplican.)**

- |  |   |
|--|---|
| <input type="checkbox"/> Sentido de comunidad        | <input type="checkbox"/> Cercano al trabajo         |
| <input type="checkbox"/> Costo asequible de vida     | <input type="checkbox"/> Ambiente natural           |
| <input type="checkbox"/> Cercano a familia/amistades | <input type="checkbox"/> Mis vecinos/mi vecindario  |
| <input type="checkbox"/> Escuelas                    | <input type="checkbox"/> Calidad de vida en general |
| <input type="checkbox"/> Compras                     | <input type="checkbox"/> Oportunidades recreativas  |
| <input type="checkbox"/> Ubicación                   | <input type="checkbox"/> Oportunidades para cenar   |
| <input type="checkbox"/> El Centro de Longmont       | <input type="checkbox"/> Otro: _____                |

**19. En su opinión, ¿cuál es la ventaja más valiosa de Longmont?**

\_\_\_\_\_

**20. ¿Hasta qué grado apoya o se opone usted a que la Ciudad de Longmont apalanque su infraestructura existente incluyendo su sistema de fibra óptica y se asocie con compañías de telecomunicación en sectores privados para proporcionar servicios avanzados de telecomunicaciones (p. ej., servicios de alta velocidad de internet, servicio de televisión por cable, etc.) a residentes y usuarios comerciales?**

- Fuertemente apoyo    Algo apoyo    Algo me opongo    Fuertemente me opongo    No sé

**21. ¿Hasta qué grado apoya o se opone usted a una prohibición completa a la dispensa de la marihuana médica dentro de los límites de la Ciudad de Longmont?**

- Fuertemente apoyo    Algo apoyo    Algo me opongo    Fuertemente me opongo    No sé

22. Si la Ciudad elige controlar los dispensarios de marihuana médica, en lugar de prohibirlas, dentro de los límites de la Ciudad de Longmont, ¿cuál cree usted que sea la distancia mínima apropiada desde los dispensarios para cada propiedad?

	Ninguna	250 pies	500 pies	1,000 pies	No sé
Escuelas.....	1	2	3	4	5
Servicios de cuidado de niños .....	1	2	3	4	5
Áreas residenciales .....	1	2	3	4	5
Parques.....	1	2	3	4	5
Otros dispensarios de marihuana médica .....	1	2	3	4	5

23. Por favor indique ¿hasta qué grado apoyaría o se opondría usted a cada una de las siguientes fuentes de financiación para artes y actividades culturales en Longmont?

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
Impuesto nuevo de distrito especial .....	1	2	3	4	5
Reasignar financiaciones utilizadas actualmente para otros programas de la Ciudad.....	1	2	3	4	5

24. ¿Hasta qué grado apoya o se opone usted a que la Ciudad de Longmont ejecute un programa, con ubicación al lado de la acera (curbside), para la conversión en abono con un costo entre \$2 y \$5 por mes donde, por ejemplo, materias orgánicas como hojas, ramas y residuos de alimento puedan convertirse en abono?

- Fuertemente apoyo *[vaya a la pregunta 26]*
- Algo apoyo *[vaya a la pregunta 26]*
- Algo me opongo *[vaya a la pregunta 25]*
- Fuertemente me opongo *[vaya a la pregunta 25]*
- No sé *[vaya a la pregunta 26]*

25. Si usted se opone a un programa nuevo de conversión en abono, con ubicación al lado de la acera (curbside), en Longmont, ¿cuáles son sus razones para su opinión? (Por favor marque todas las que aplican.)

- No le veo el beneficio ambiental
- No quiero el gasto adicional
- No quiero añadir otro cajón a mi camino de entrada
- No quiero expandir servicios de gobierno
- Otra: \_\_\_\_\_

26. ¿Hasta qué grado apoya o se opone usted a utilizar fondos de la Ciudad para cada uno de las siguientes?

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
Construcción de un nuevo conmemoratorio de Veteranos en Longmont.....	1	2	3	4	5
Letreros grandes dándoles la bienvenida a visitantes conforme entren a los límites municipales de Longmont.....	1	2	3	4	5

27. El operador de las rutas de autobús en Longmont, el Distrito de Transporte Regional (RTD), tiene una cantidad limitada/disminuyendo de financiación generada por impuestos de ventas para el área entera de Denver, de la cual Longmont recibe una porción fija. Por favor indique el grado al cual usted apoya o se opone a cada una de las siguientes opciones para que la Ciudad de Longmont financie mejoras a los servicios locales de autobús (p. ej., haciendo funcionar autobuses más a menudo, proporcionando servicio de autobús en áreas que actualmente no tienen servicio por rutas de autobús, proporcionando pases de autobús a residentes, etc.).

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
Reasignar dólares de servicios existentes de la Ciudad .....	1	2	3	4	5
Asignar una porción proporcional (como el 5%) del ingreso (impuesto de ventas para fondos de calles) existente .....	1	2	3	4	5
Impuesto nuevo de "Modo Alternativo" (requeriría aprobación por voto) .....	1	2	3	4	5
Buscar con afán oportunidades de subsidios federales, estatales u otros (las cuales requieren un 20% de emparejado de la Ciudad).....	1	2	3	4	5

28. Por favor indique el grado al cual usted apoyaría o se opondría a un aumento en el impuesto de ventas de RTD por un .4 por ciento adicional (cuatro centavos en una compra de \$10) para completar el programa FasTracks, incluyendo la porción de Carril de Viajeros del Noroeste (Northwest Commuter Rail) para el 2017.

- Fuertemente apoyaría
- Algo apoyaría
- Algo me opondría
- Fuertemente me opondría
- No sé

29. Por favor indique la cantidad adicional máxima que usted estaría dispuesto a pagar, si lo haría, en su cuenta mensual eléctrica para más energía renovable y programas de eficiencia de energía con la intención de beneficiarle a usted y la calidad del ambiente.

- \$10 o más por mes  
 \$5 a \$9.99 por mes  
 \$1 a \$4.99 por mes
- \$.01 a \$.99 por mes  
 Ningún costo adicional

30. Cuando al servicio eléctrico de Longmont, Energía & Comunicaciones de Longmont (LPC), se le requiere, por la legislación estatal y/o federal, proporcionar más electricidad desde fuentes de energía renovable, ¿cuál de los siguientes sería su enfoque preferido?:

- Que LPC satisfaga estos requisitos seleccionando recursos renovables de energía (p. ej. viento, hidroeléctrico pequeño, combustibles biológicos, etc.) en una combinación que minimice el aumento en el costo del servicio eléctrico para los pagadores de tarifas en Longmont.
- Que LPC satisfaga estos requisitos poniendo más énfasis en obtener electricidad desde sistemas solares fotovoltaicos locales y una combinación más pequeña de otros recursos renovables de energía (p. ej. viento, hidroeléctrico pequeño, combustibles biológicos, etc.) aunque este enfoque no minimice aumentos en el costo del servicio eléctrico para los pagadores de tarifas en Longmont.
- Ninguna preferencia  
 No sé

Nuestras últimas preguntas se tratan de usted y su hogar. De nuevo, todas sus respuestas a esta encuesta son completamente anónimas y serán reportadas únicamente en forma de grupo.

D1. ¿Como por cuántos años ha vivido en Longmont? (Si por menos de 6 meses, ponga "0.")

\_\_\_\_\_ años

D2. ¿En qué tipo de unidad de vivienda vive?

- Casa individual de familia     Townhouse  
 Apartamento                       Hogar móvil  
 Condominio                         Otro

D3. ¿Alquila o es dueño de su hogar?

- Alquilo                                 Soy dueño

D4. ¿Como cuánto fue el ingreso total de su hogar, antes de los impuestos, para todo el 2009? (Por favor incluya en su ingreso total el dinero de todas las fuentes para todas las personas que viven en su hogar.)

- Menos de \$24,999  
 De \$25,000 a \$49,999  
 De \$50,000 a \$99,999  
 De \$100,000 a \$149,999  
 De \$150,000 a \$199,999  
 De \$200,000 o más

D5. ¿En cuál Ciudad trabaja usted?

- Longmont                               Lafayette  
 Boulder                                 Louisville  
 Denver                                  Broomfield  
 Ft. Collins                             Otra

D6. ¿Cuál es el título o nivel de educación más alto que usted haya completado? (Marque una caja.)

- 12° grado o menos, ningún diploma  
 Diploma de colegio secundario  
 Algo de universidad, ningún grado  
 Título de asociado (p. ej., AA, AS)  
 Título de bachiller (p. ej., BA, AB, BS)  
 Título de graduado o título profesional

Por favor responda ambas preguntas D7 y D8:

D7. ¿Usted es Español, Hispano o Latino?

- Sí                                         No

D8. ¿Cuál es su raza? (Marque una o más razas para indicar de cuál raza se considera usted.)

- Indio Americana o Nativa de Alaska  
 Asiática o Isleña del Pacífico  
 Negra, Afroamericana  
 Blanca/Caucásica  
 Otra

D9. ¿Dentro de cuál categoría está su edad?

- 18-24 años                             55-64 años  
 25-34 años                             65-74 años  
 35-44 años                             75-84 años  
 45-54 años                             85 años o más

D10. ¿Cuál es su género?

- Femenino                               Masculino

D11. ¿Está registrado para votar en Longmont?

- No                                         No soy elegible para votar  
 Sí                                          No sé

D12. En el futuro, si usted es elegido al azar para recibir esta encuesta, ¿Cómo preferiría llenarla?

- De la misma manera (encuesta por correo)  
 Encuesta a través de la Red  
 Algún otro formato  
 Ninguna preferencia

Gracias por completar esta encuesta. Por favor devuelva la encuesta completada en el sobre pre-pagado al: National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922.