2024 Longmont Community Satisfaction Survey

Report of Results

City of Longmont

Strategic Integration – Office of Data & Analytics

December 2024

Executive Summary

In late summer of 2024, the City of Longmont conducted a Community Satisfaction Survey to capture resident opinions on their overall quality of life, what they value in Longmont as a place to live, their top concerns regarding the city, and feedback on the quality of city services. This survey reflects and builds on previous similar surveys, conducted regularly to keep up with changing community needs and impressions.

After consideration and approval from Council, the 2024 Community Satisfaction Survey is the first to be managed in-house by Longmont staff; the survey was previously contracted out. The city partnered with Qualtrics, a leading customer experience software vendor. This new software is being integrated in the redesigned website and will allow staff to perform customer satisfaction surveys more frequently if desired.

The 2024 survey was printed and sent by mail to 4,000 randomly selected households. The mailer included a link and QR code for those opting to respond digitally. The City received 606 responses including paper and online submissions, for a response rate of 16% and a margin of error plus or minus 5 percentage points.

The 2024 survey reveals a community that is generally satisfied with Longmont, appreciating its quality of life, location, outdoor recreational opportunities, and sense of community. However, residents also express concerns about growth, housing, affordability, and infrastructure challenges that will require continued attention from city leadership.

Result Highlights
- More than 8 of 10 respondents report an 'Excellent' or 'Good' overall quality of life in Longmont. This is a higher-than-average quality of life score since 1996.
- 84% of residents would recommend Longmont to others, with an overall 3.9 star rating out of a possible 5 stars.
- Respondents appreciate a variety of aspects of life in Longmont, including proximity to family and friends, overall location, their neighborhood, availability of paths and trails, cleanliness of the city, and ease of walking.
- More than 9 out of 10 respondents shared high feelings of safety in Longmont overall, downtown Longmont, and their neighborhoods during the day. These feelings decrease slightly in each category at night, but overall trends show increased feelings of safety in most categories since 2018.
- There were mixed opinions on the speed of city growth over the past two years, with a range of responses in the categories of jobs, population, and physical size. Most did agree though that retail growth in particular was much or somewhat too slow (76%).

Survey Background

Purpose

To reach Longmont's vision of being the world's greatest village, it is critical for the City to stay in touch with residents values, impressions, and concerns. One channel for this key communication has been a regular Community Satisfaction Survey that launched in 1996.

The City of Longmont's intent with requesting residents' valuable time to complete the Satisfaction Survey is to systematically gather and analyze residents' perspectives on city services, infrastructure, and overall quality of life. The survey responses play an important part in a few governance areas, including:

- **Performance Evaluation** - The survey allows city leaders to assess how well current municipal services and programs are meeting residents' needs and expectations. By collecting direct feedback, city administrators can objectively measure the effectiveness of their initiatives and identify areas that require improvement or a review of resources.
- **Strategic Planning** - Resident feedback informs future policy decisions. Survey results help Council and City leadership understand community priorities, emerging concerns, and potential gaps in service delivery. This data-driven approach enables more targeted and responsive municipal governance.
- **Benchmarking and Continuous Improvement** – The Satisfaction surveys establish baseline metrics that can be tracked over time, allowing Council and staff to monitor progress, assess the impact of implemented changes, and compare performance across different departments.

Ultimately, Longmont aims to use the Community Satisfaction Survey as a strategic tool for enhancing municipal governance, improving public services, and working with the Longmont community to improve quality of life.

Background

Since the initial launch in 1996, the Community Satisfaction Survey has been run every year to two years to request feedback from the Longmont community. The surveys paused in 2020 to manage the uncertainty of the COVID pandemic and were relaunched in 2022 with a new vendor using a new format. For 2024, staff returned to the survey format from 2018 to ensure comparability, data timeseries integrity, and to better assess the shift to an in-house service.

By partnering with Qualtrics, the city can leverage the survey expertise and technical power of the platform to advance the Digital Transformation path towards an increasingly data-driven organization. Qualtrics is a leader in survey and customer experience technologies and will act as a comprehensive platform for gathering resident and customer feedback everywhere and every way it might be provided across Longmont services. The switch to running the Community Satisfaction Survey through Qualtrics allows for increased flexibility over time to target survey questions at topics of priority interest for Longmont Council and City leadership.

In prior years, survey results have been compared against other jurisdictions across the Front Range and nationally. One unfortunate consequence of running the survey in-house is that Longmont staff did not have access to this benchmarked dataset that vendors often use. The cross-city comparisons included in prior survey reports are thus missing from this analysis.

Methodology

The City of Longmont conducted a comprehensive community survey in late summer of this year, beginning with outreach to 4,000 randomly selected households. The 4,000 addresses were evenly split across Wards and matched the percent of multi-family and single-family homes in each. Residents received the survey in printed form including a formal letter from the Mayor. The letter included a shortened link and QR code pointer to the same survey in digital form, along with instructions translated to Spanish. The same addresses received a follow-up postcard a couple of weeks later with a reminder to complete the survey by the survey close.

Survey questions were selected to match the 2018 survey structure to enable response review over time where possible, and to prove in-house processes and procedures against previous survey responses. This work included professional translation of survey questions into Spanish, use of automated Qualtrics tools to add translations to numerous other languages, and updates to the included demographic questions to align with the new US Census Bureau standard. The survey was open for ~8 weeks and both paper and digital responses were collected. Of the 606 total responses, of which 424 were filled out on paper. The response numbers meet the threshold for statistical significance.

For this report, survey responses were compared with response data from prior survey years where available and applicable. For timeseries views, blanks are included for 2020 when no survey was run, and often for 2022 when the question was not included and there was no comparable data. Note that numbers of responses are included with most questions; differences in these numbers appear where not all respondents answered every question. Percentages are included where appropriate; note that most percentages are rounded to the nearest integer and may not always add up to 100% in the images shown.

With a successful transition to in-house service model measured against the 2018 survey results, the Longmont team is planning a content update for the next Satisfaction Survey run in 2026. Recognizing City interests and priorities shift over time as community needs change, the survey content is planned for management under a continuous improvement model moving forward. To optimize future survey impact, the goal will be to both incorporate focus on emerging priorities while maintaining key questions for longitudinal analyses over time.

Survey Results

The 2024 Longmont Community Satisfaction Survey provides insights into various aspects of living in Longmont, including demographics, quality of life, community services, and resident concerns. The visualized results are included in the Appendix to this document and are summarized here in three main themes: Demographics of Respondents; Overall Life in Longmont; and City Information and Service.

Demographics of Respondents (Figures 1 – 11)

Surveys were completed in English by 99% of respondents. Most were over 55 years old (66%) with the majority of responses coming from those between 65 and 74 years old (32%). Those submitting surveys predominantly identified as female (53%) with 86% from a Caucasian or white ethnicity. A significant majority of respondents are homeowners within Longmont. 67% have a Bachelor's degree or higher level of education. Of those who chose to answer, most survey responses came from households with annual income of $100,000 - $149,000 (20%).

Many aspects of this respondent profile align with that from 2018. Similarly, the responses from 2018 were received from a highly educated portion of the community with a similar gender split. While race and ethnicity were captured differently in 2018 and 2024, respondents in both cases were predominantly white in both surveys. However, in 2018 respondents trended younger (22% majority from 45-54 years) with a lower income bracket ($50,000 - $99,000/year). Given the time since the 2018 version, the 2024 survey can in some ways be considered a follow-on as the responses are coming from a similar subset of the Longmont community just ~6 years more advanced in life.

While this continuity across surveys can be a helpful comparative tool, it is important to note that not all parts of the Longmont community responded to this survey. The 2024 Longmont Community Profile shows:

- A median age of 39.7
- A median income of $89,720/year
- An ethnic make up of just around 71% white with 21.6% Hispanic/Latino
- 46% of the Longmont population has a Bachelor's degree or higher

Overall, this survey comes from a portion of the Longmont community that is more white, educated, and older with a higher income than the general city population. Survey results should be considered with this in mind.

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Overall Life in Longmont (Figures 12 – 32)

Survey respondents continue to express a positive view of Longmont as in prior years. 83% rate their overall quality of life as Good or Excellent and 84% would recommend Longmont to others. This high satisfaction stems from a few different factors – location and especially proximity to family and friends, residents enjoying their neighborhoods, availability of paths and trails and the ease of walking around Longmont, and the city's cleanliness.

Respondents reported increasing feelings of safety across most categories over previous years. 97% reported feel safe in their neighborhoods during daylight hours, with strong feelings of security in public spaces like parks and recreational areas. Feelings of safety in Longmont overall at night increased from 64% to 74% in the last two years. While most scenarios followed this trend, the decreased respondents' perceptions of safety in their neighborhoods at night (from 97% in 2022 to 87% this year) was a notable exception.

Perceptions regarding city growth showed some of the more significant disagreements recorded in the survey. For example, 52% of respondents shared that jobs growth was much too fast, while 38% disagreed and responded with much or somewhat too slow in this category. Growth in the physical size for the city was also split, with 45% noting much or somewhat too slow, while 38% felt physical city size growth was much or somewhat too fast. 76% agreed however, that retail growth was much or somewhat too slow.

Respondents also shared notable concerns about aspects of Longmont life. Traffic congestion tops this list alongside economic and financial strains including costs for housing, health insurance and dental care, transportation expenses, and paying for unexpected items. Concerns regarding homelessness have increased over time, from 88% in 2010 to 99% today.

City Information and Services (Figures 33 – 35)

Survey respondents get most of their information about Longmont happenings through the City Line newsletter (38%) where readership has increased over time, with fewer connecting through the quarterly recreation brochure (24%), talking with friends (23%) and the city website (15%). Most sources used have remained generally consistent over time, though those going to the Longmont Daily Times-Call have decreased slightly in recent years. Looking forward about potential informational opportunities, most respondents (51%) report being interested in visiting a City Council table or booth at an upcoming community event like Cinco de Mayo.

When respondents have reached out to the city over the past year, 84% have connected with staff knowledgeable about their issue. Speed of service notably fell over time with 88% reporting quick handling of their issue in 2014 while only 77% said the same today. 84% of respondents talked to staff who were willing to help or understand, a slight increase over 2018's 79%. The 2024 survey showed the highest ranking of respondents treated with respect in the interaction in recent years (92%).

Conclusion

The 2024 Longmont Community Satisfaction Survey provides a snapshot of resident perspectives, revealing both strengths and challenges facing the city. While the survey represents a specific demographic subset of Longmont, it nonetheless offers valuable information for City leaders. Despite some areas of concern, the overall sentiment remains positive. The survey highlights Longmont's significant assets, including high resident satisfaction with location and proximity to family and friends, excellent recreational infrastructure with well-maintained paths and trails, a strong sense of safety, particularly during daylight hours, and a clean and walkable city environment. At the same time, respondents expressed concerns about increasing traffic congestion, the growing challenge of homelessness, and the financial and economic challenges for the community.

Looking Forward

The Community Satisfaction Survey series works to understand Longmont not as a static entity, but as a dynamic community in continuous evolution. Supporting the survey internally presents an opportunity to update both the survey and our engagement approach with the community more broadly. Key focus areas for upcoming work include:

- Update survey content for 2026
  - Staff based the content for the 2024 on previous years' questions to reestablish data timeseries and to better measure the survey outcomes. With these in hand, the plan for 2026 is to review content for quality and usefulness. Leaving key longitudinal questions in place, other survey questions can be targeted to measure progress on Council priorities, critical projects, or critical city services.
- Ensure representative community feedback
  - The current survey strategy has not connected with a representative sample of the Longmont population. Staff intend to update the survey distribution process for the 2026 survey with the goal of increased representation leading to a fuller picture of life and services for all of Longmont residents.
- Leverage the Qualtrics platform for additional Digital Transformation efforts
  - With the new Qualtrics survey tool fully implemented and proven through the 2024 survey, staff have more opportunities to connect with residents in a coordinated ask at the time of city service access rather than waiting for feedback through the every-other-year survey. This work aims to increase valuable feedback for the city while reducing the burden of time and energy to share feedback on residents.

2024 Longmont Community Satisfaction Survey

APPENDIX – Survey Data and Visualizations

Respondent Demographics

Figure 1

N

Terry Lake (0)

Longmont Tech Center (0)

Raber (17)

Horizon Park (8)

Mumford Heights (2)

Prairie Village (4)

Pleasant Valley (7)

Ute Creek (20)

McIntosh (25)

Garden Acres (7)

Yeager Garden Acres (11)

Lanyon (14)

Stoney Ridge (4)

Spring Valley West (8)

Westview (14)

Hover (10)

Westpoint (8)

Mountain View (8)

Spangler (14)

Skyline (13)

Fall River (11)

Twin Peaks (26)

Loomiller (12)

Old North Longmont (12)

Kiteley (5)

Parkridge (6)

Centennial (8)

Trail Ridge (25)

Fox Meadows (15)

Golden Ponds (4)

Sunset (18)

Historic Westside (5)

Historic Eastside (9)

Kensington (4)

Rocky Mountain (11)

Fox Hills (11)

Airport (0)

Lykins (0)

Bohn Farm (16)

River District (1)

Dickens (0)

Sugar Mill (1)

East Side (5)

Union (0)

West St Vrain (1)

Fairgrounds (0)

Burlington (0)

Mill Village (2)

Sandstone (0)

Meadowview (4)

Schlagel (6)

St Vrain Centre (3)

Village at the Peaks (0)

Sienna Park (2)

Harvest Junction (6)

Irwin (0)

Dry Creek (11)

Eagle Crest (11)

Renaissance (16)

Longmont Business Center (0)

Longs Peak Industrial (0)

Southmoor (34)

Quail (9)

Portico (0)

Somerset West (13)

Somerset (4)

Clover Creek (10)

Pike (5)

Creekside (8)

Prospect (3)

Number of Respondents by Neighborhood

Neighborhood (number of respondents)

No data

Age 580

Age	Percentage
18-24 years	1%
25-34 years	7%
35-44 years	11%
45-54 years	14%
55-64 years	17%
65-74 years	32%
75 or over	17%
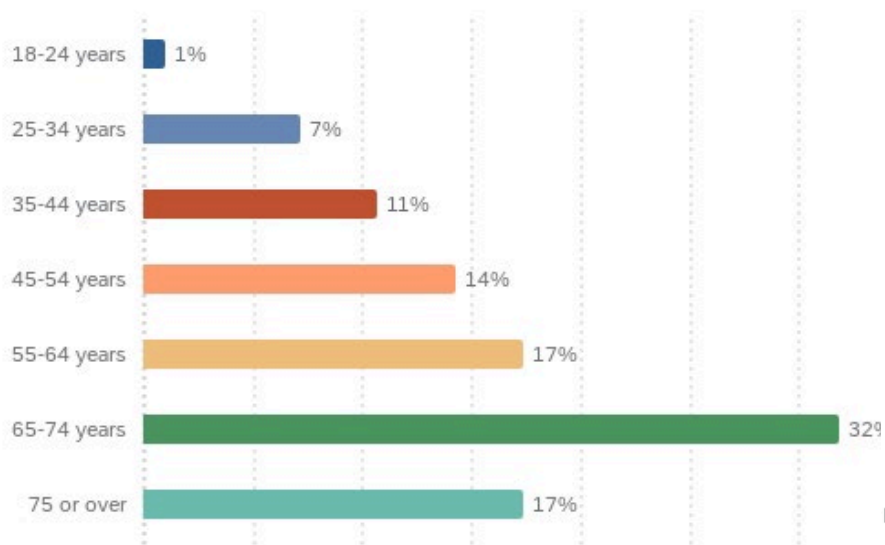
Figure 2

Self-identified Ethnicity 582

Ethnicity	Percentage
Caucasian or White	86%
Prefer not to answer	6%
Hispanic, Latino, or Spanish Origin	4%
Some other race, ethnicity, or origin. Please specify.	2%
Asian	2%
American Indian or Alaskan Native	1%
African American or Black	1%
Native Hawaiian or Other Pacific Islander	0%
Middle Eastern or North African	0%

Figure 3

Figure 4

Figure 5

Figure 6

Housing Arrangement 579

Own   Rent   Other arrangement
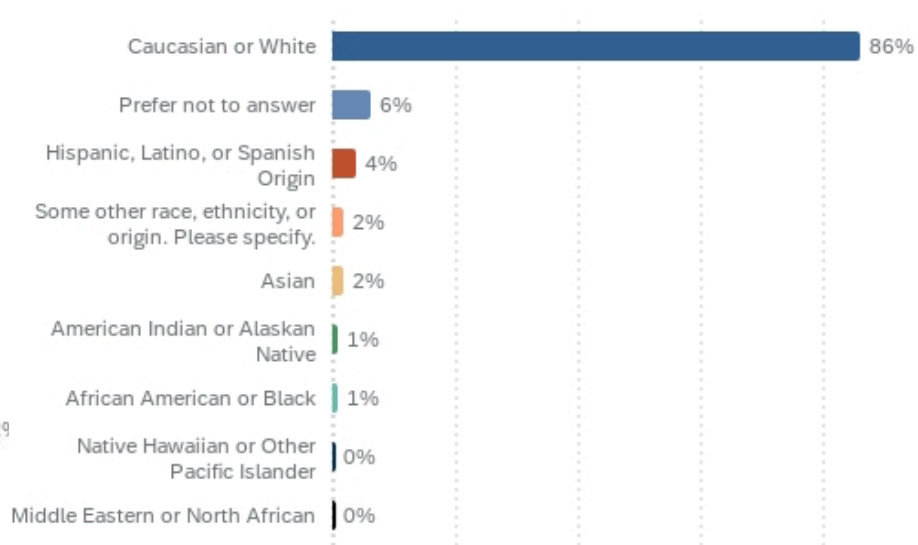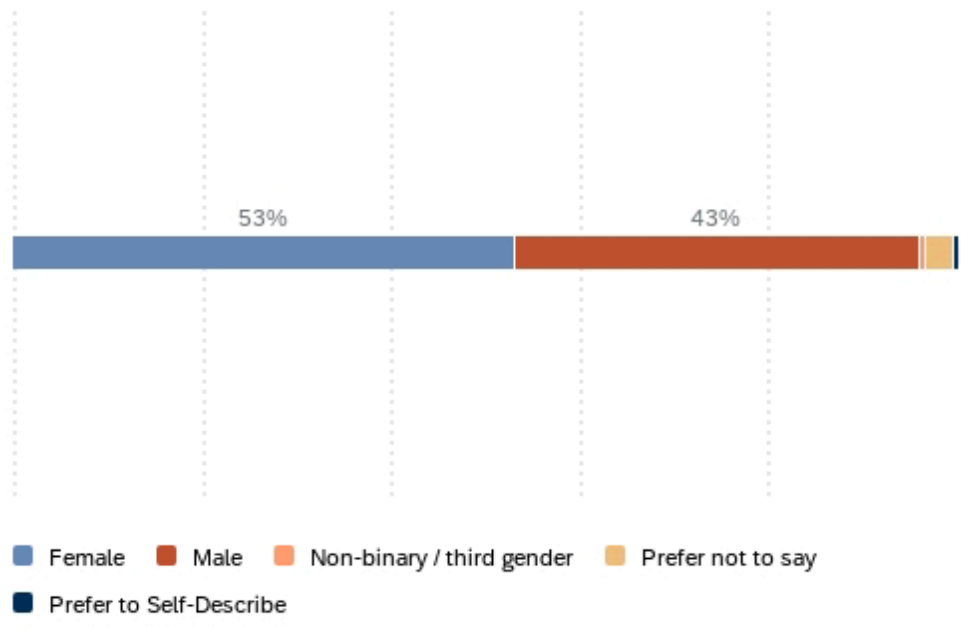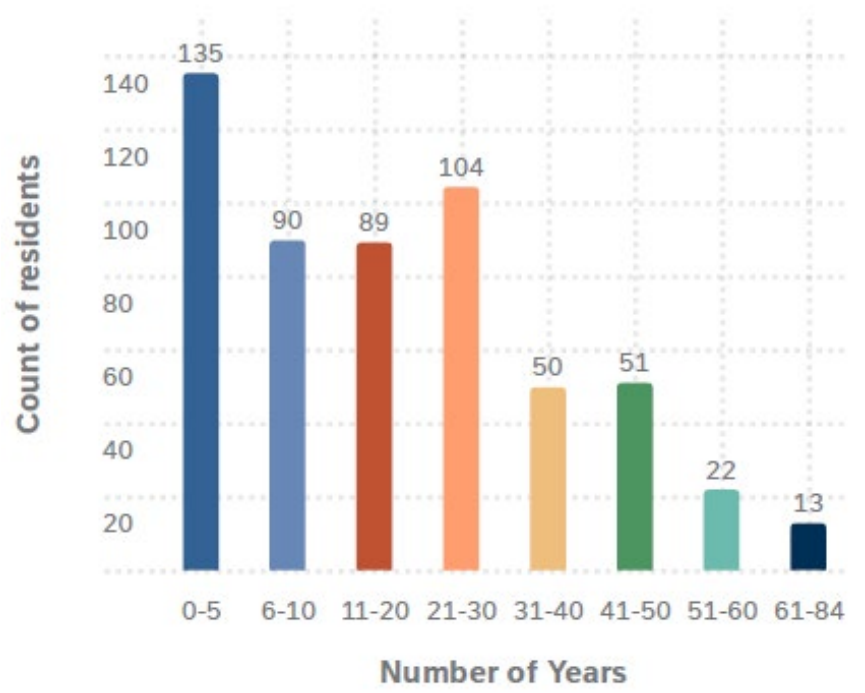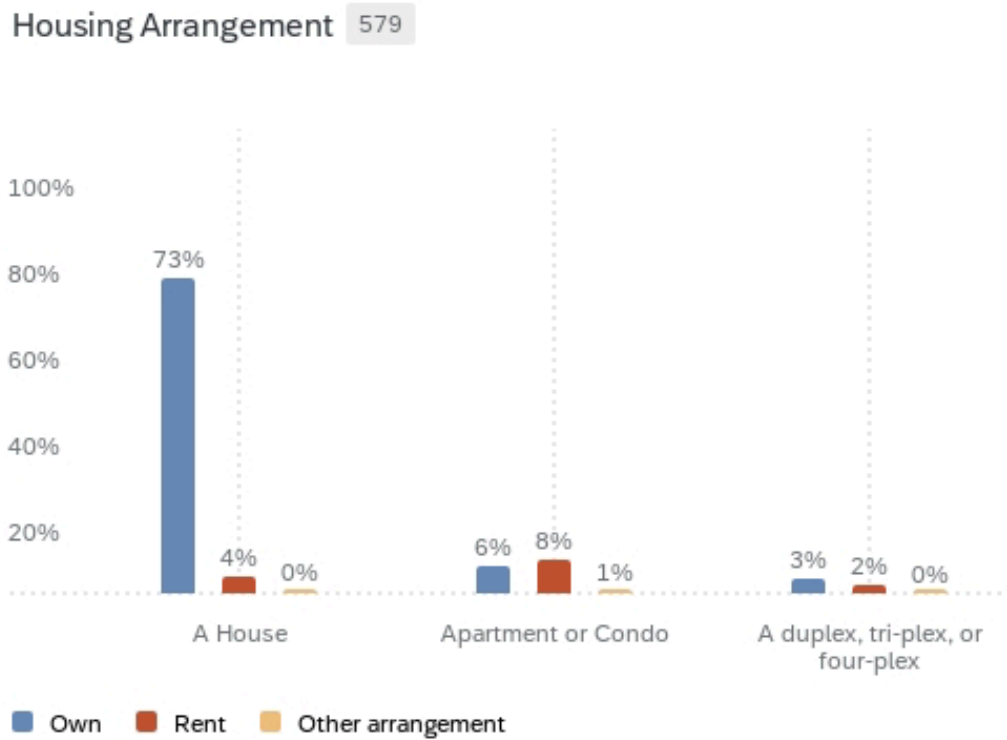
Figure 7

Responses by Ward and House Type 600

Single Detached Home   Apartment/Condo/Multi-Dwelling Unit   Unknown
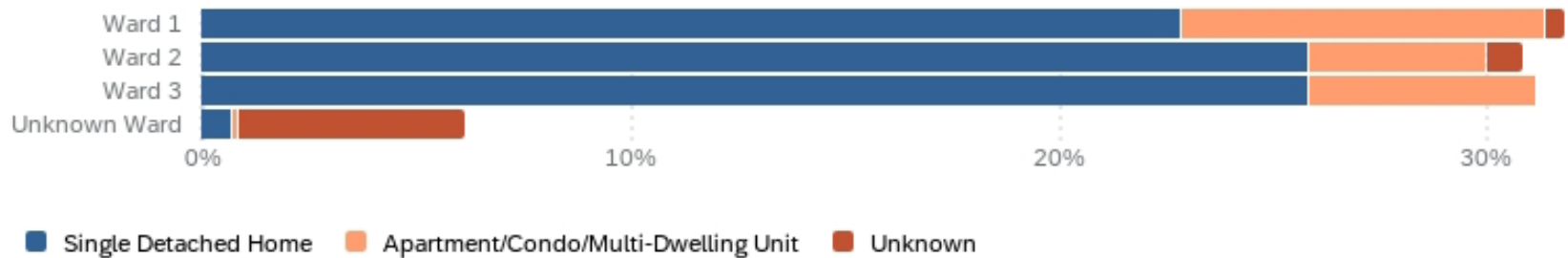
Highest Education Level Completed 585

Category	Percentage
Bachelor's degree	34%
Post-graduate degree	33%
Completed high school (including GED)	11%
Associate degree	9%
Other:	4%
Completed a professional certificate program	4%
Completed trade school	3%
Prefer not to answer	2%
Less than high school	1%

Figure 8

Household Income 579

Category	Percentage
Under $25,000	4%
$25,000 - $49,999	16%
$50,000 – $79,999	16%
$80,000 – $99,999	8%
$100,000 - $149,999	20%
$150,000 – $199,999	9%
$250,000 or more	6%
$200,000 – $249,999	4%
Prefer not to answer	17%

Figure 9

In what city do you work? 516

Longmont — 40%
Boulder — 16%
Broomfield — 1%
Denver — 1%
Ft. Collins — 1%
Lafayette — 1%
Louisville — 1%
Other — 40%

Figure 10

Figure 11

Results for Other text box

niwot husband i'm manager
brighton longmont berthoud
loveland
county retired remote lafayette
frederick denver
employ home work office hygiene
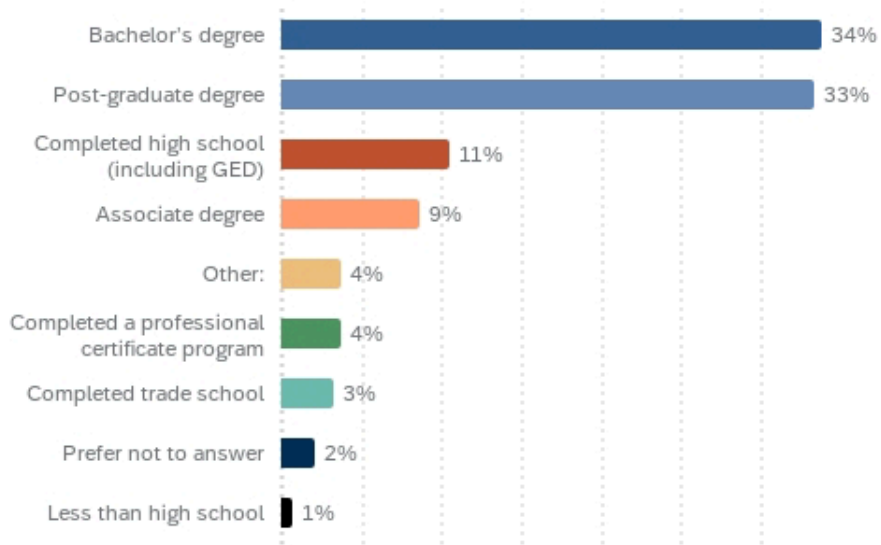boulder 20 don't
millikin find firestone 4 don't
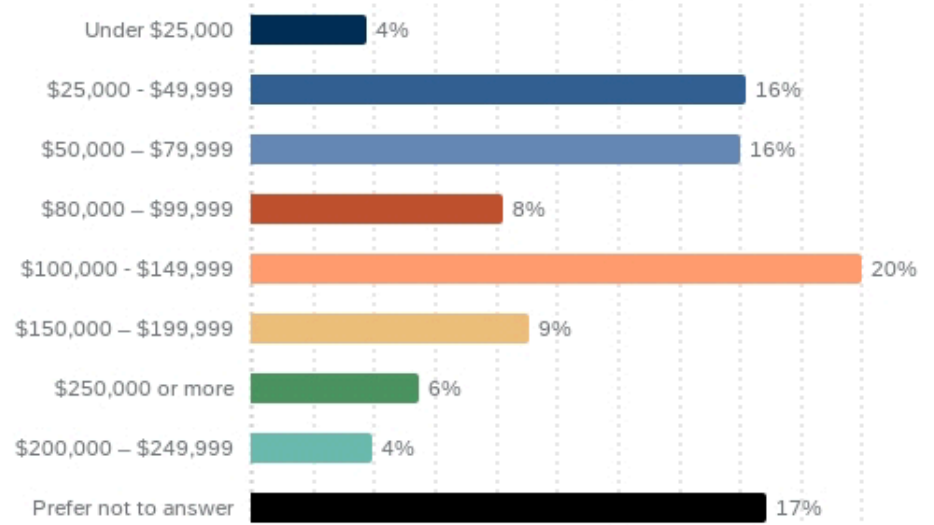days golden including
marked

2024 Longmont Community Satisfaction Survey

APPENDIX – Survey Data and Visualizations

Overall Life in Longmont

Overall Quality of Life 594 ⏚

Don't Know 0.3%
Poor 3.4%
Fair 13.5%
Good 56.4%
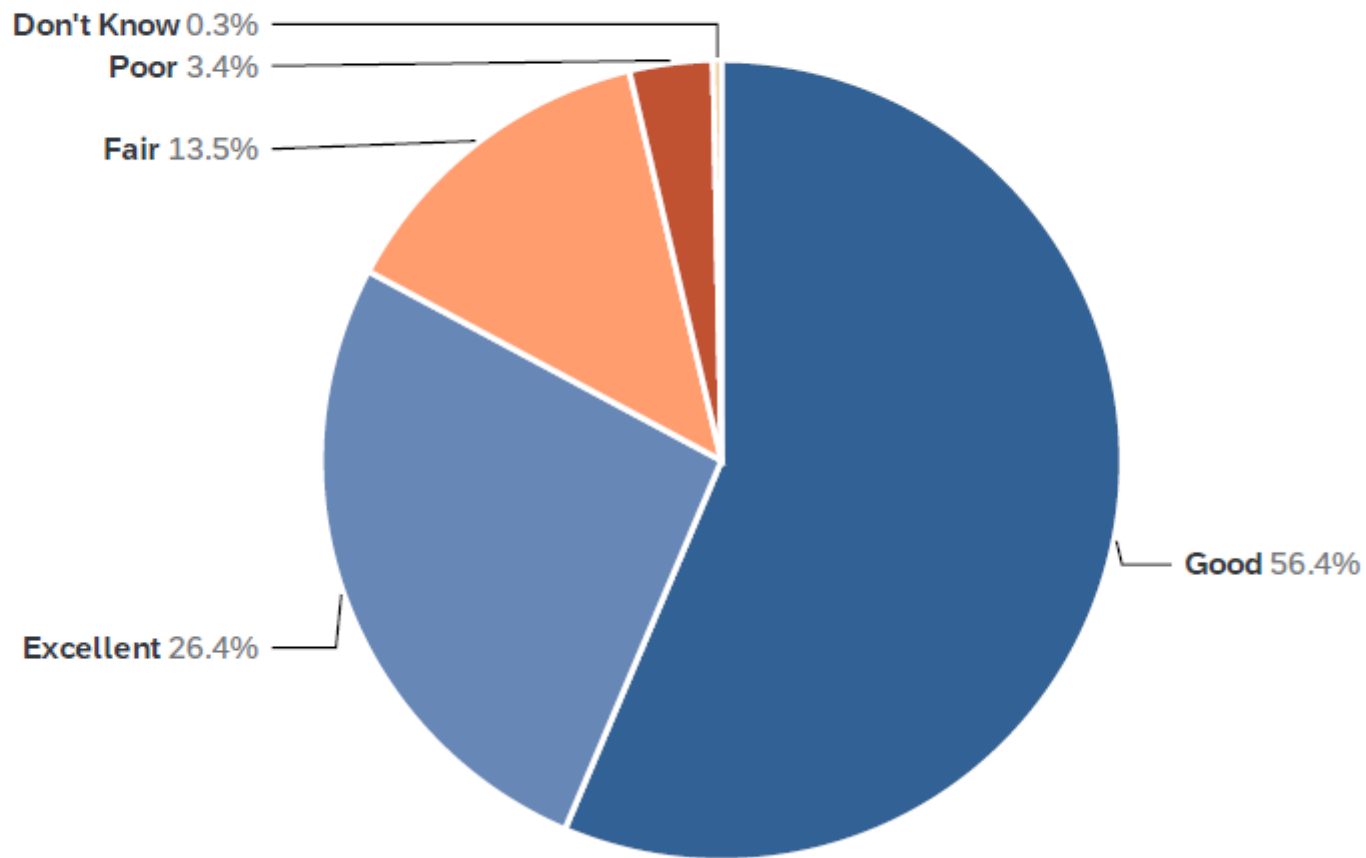Excellent 26.4%

Figure 12

Figure 13

Ward 3
96%

Ward 1
98%

Ward 2
97%
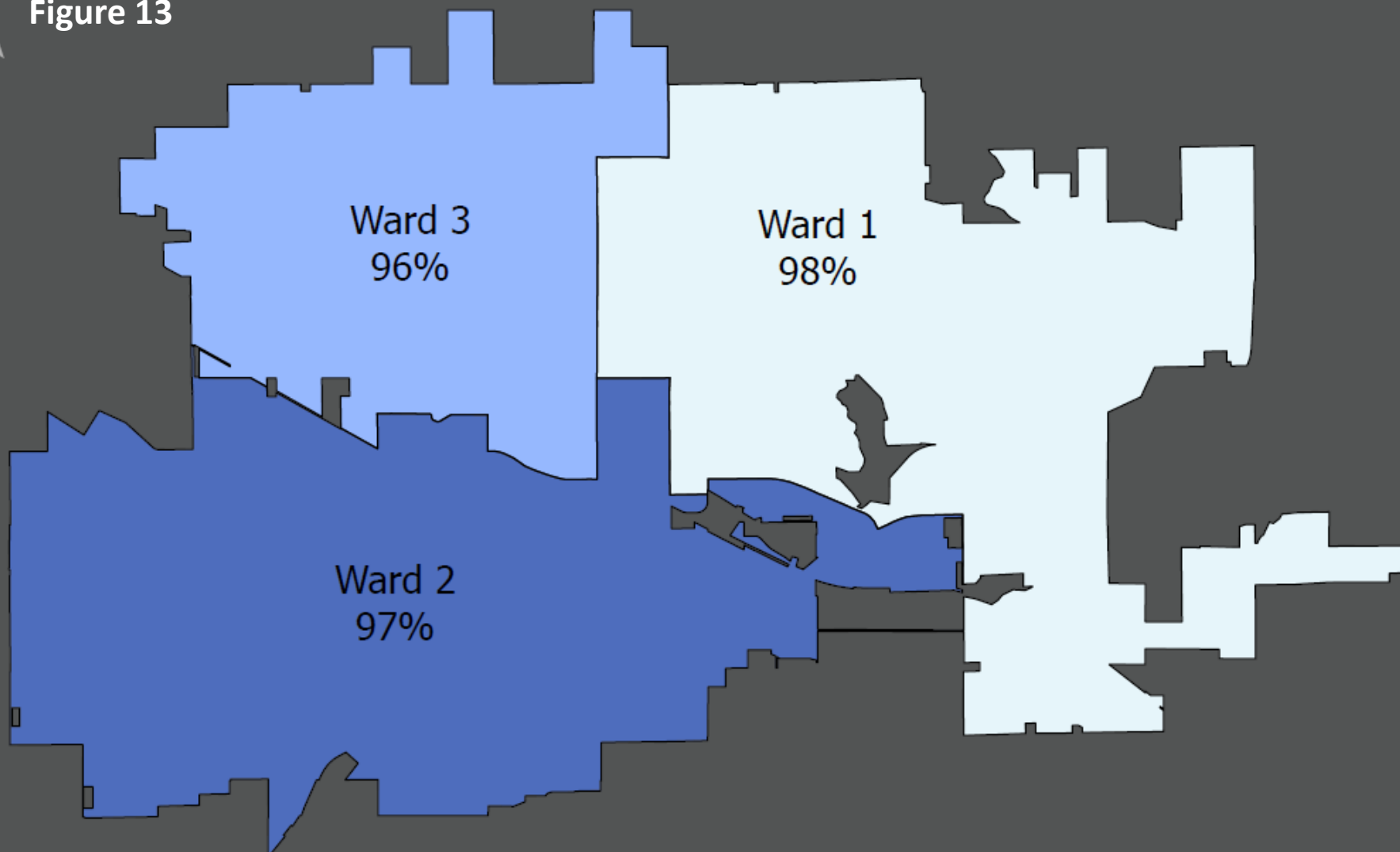
Percent Of Residents Saying Their Quality Of Life In Longmont Is Good Or Excellent

Overall Quality of Life 1996 to 2024
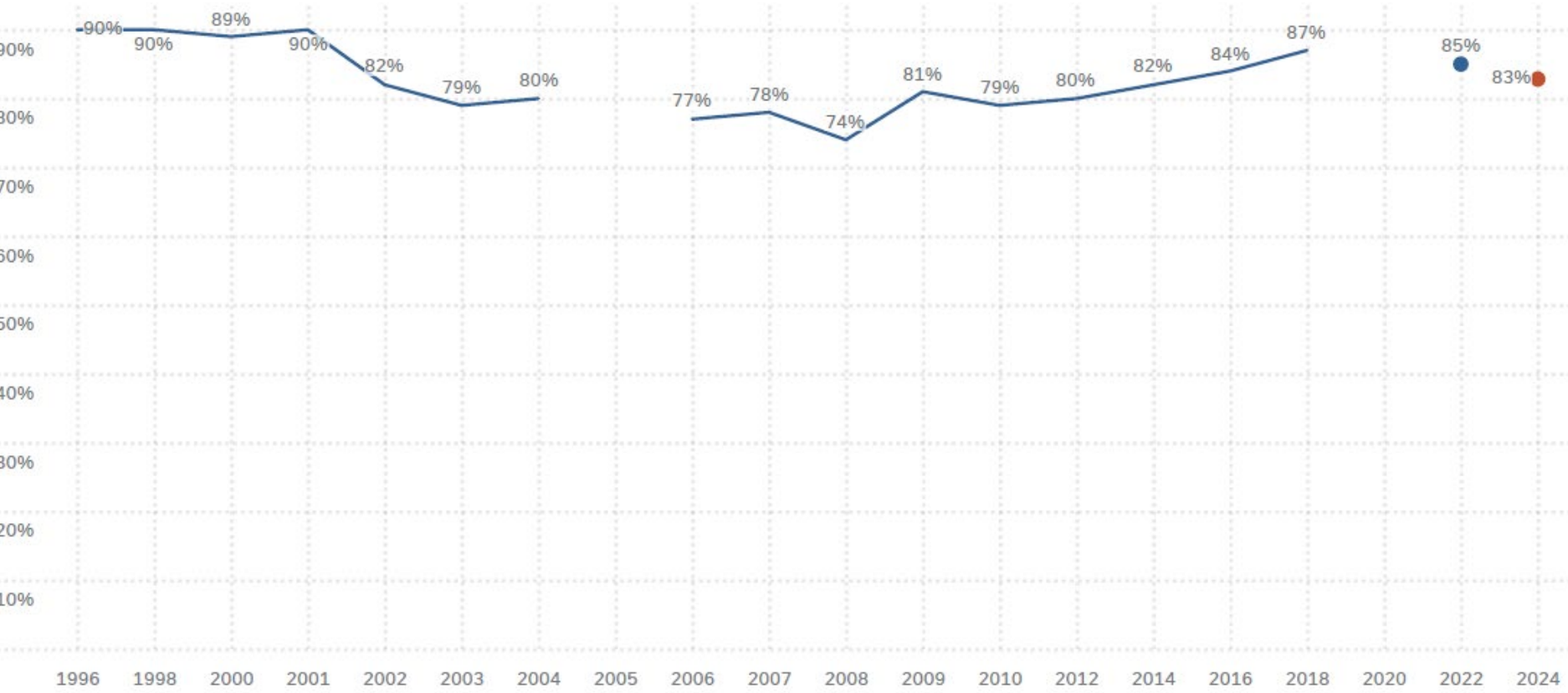
Figure 14

Top 5 Favorite Aspects of Longmont Compared Over Time

Aspect	2018	2024
Close to family/friends	48%	48%
Location	58%	60%
My neighbors/Neighborhood	50%	52%
Natural environment	53%	46%
Quality of life in general	68%	64%
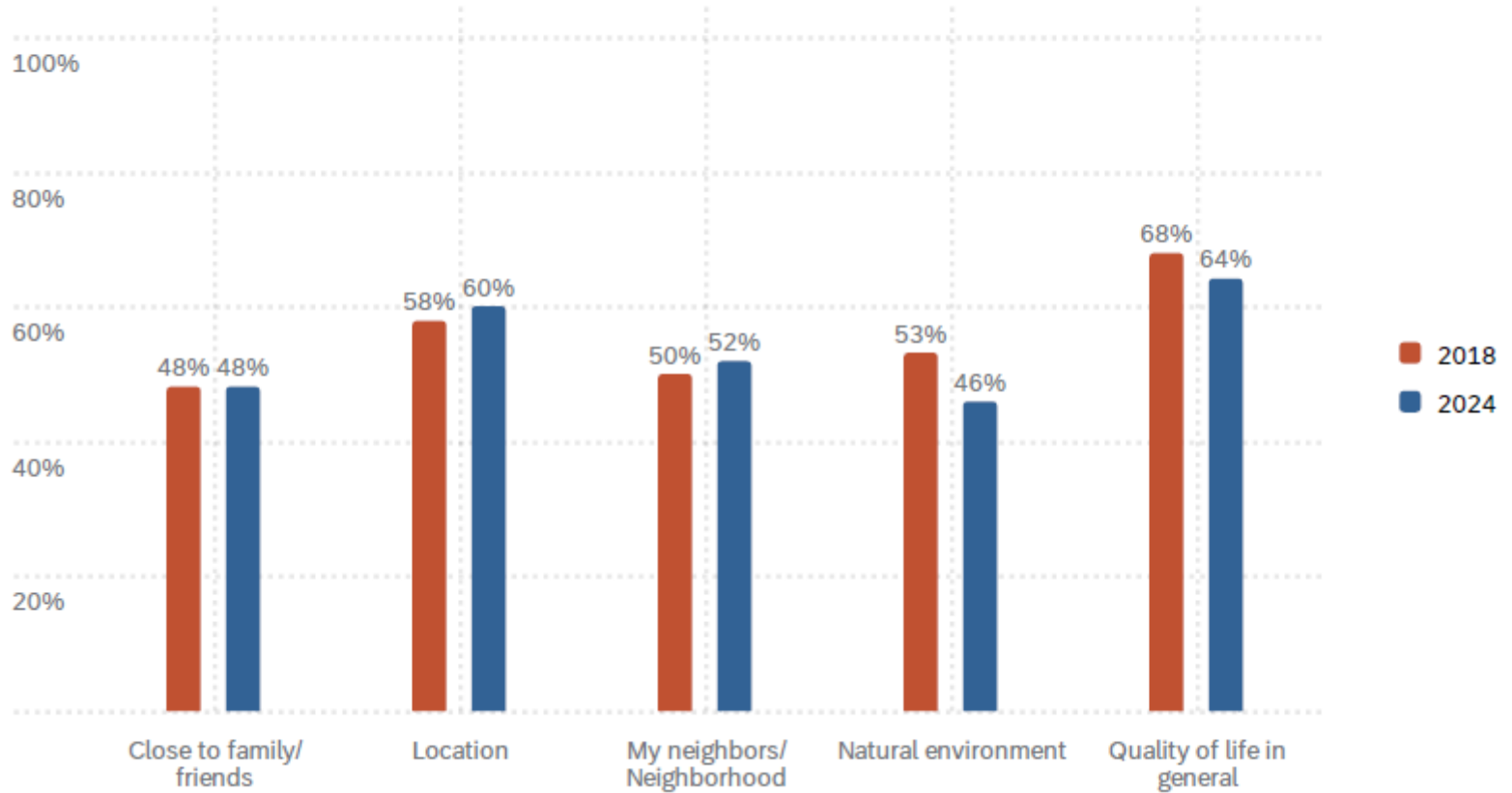
Figure 15

Highly Rated Characteristics of Longmont Over Time

Characteristic			
Availability of paths and walking trails	69%	81%	83%	85%
Cleanliness	65%	72%	74%	74%
Ease of walking	66%	70%	72%	73%
Educational opportunities	56%	55%	66%	65%
Neighborliness of residents	65%	70%	70%	69%

Figure 16

Excellent and Good Ratings for Each
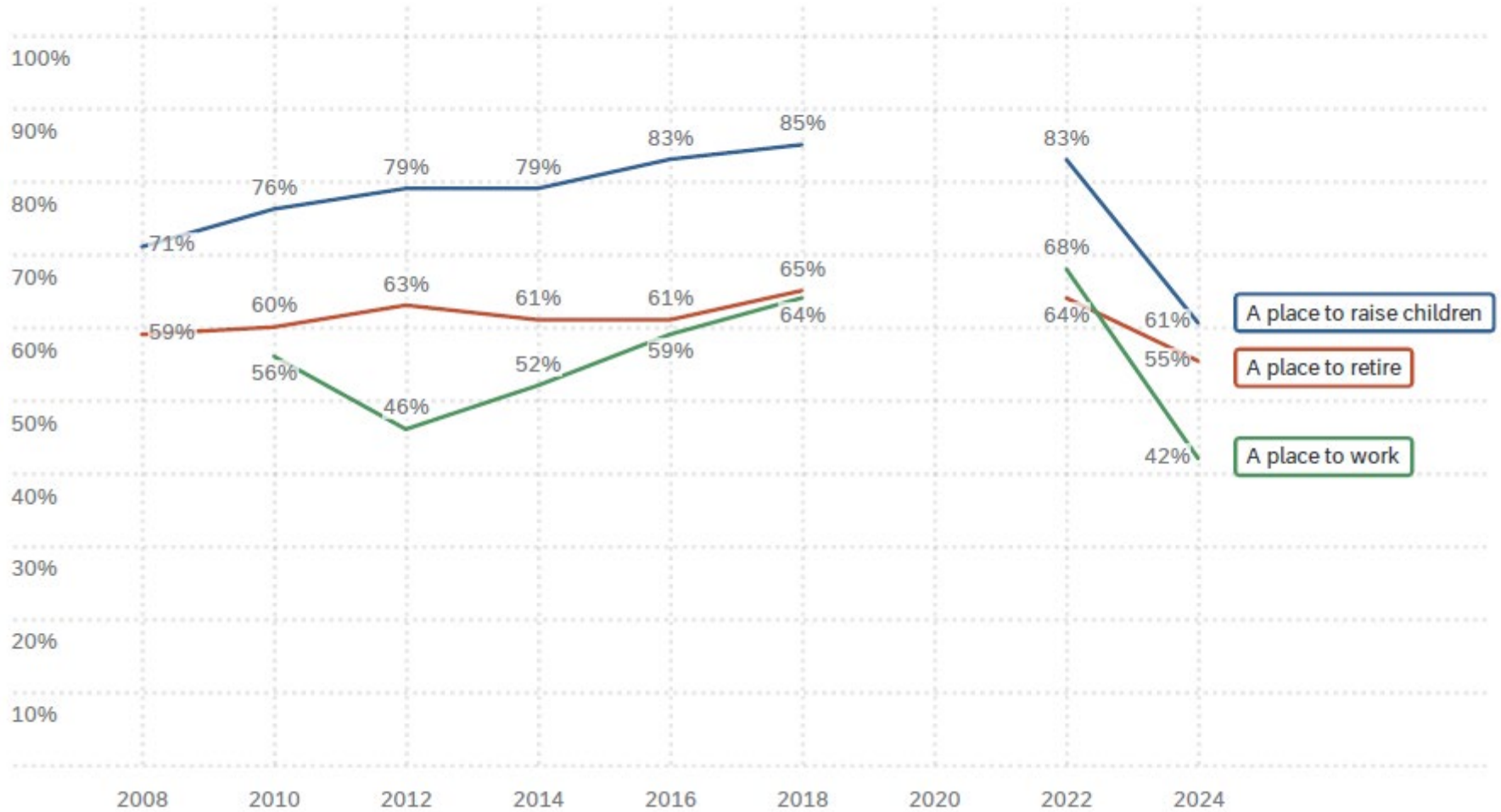
Figure 17

Figure 18

Feelings of Safety in each of the following areas in Longmont. 586

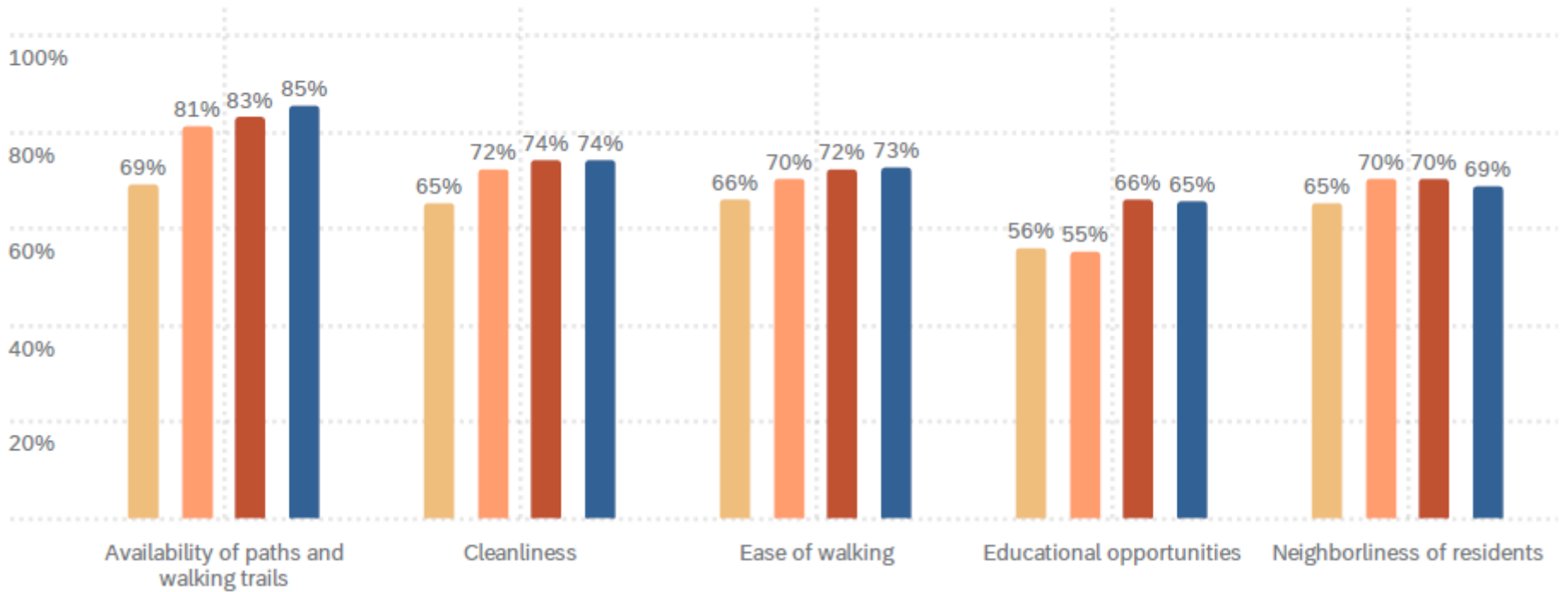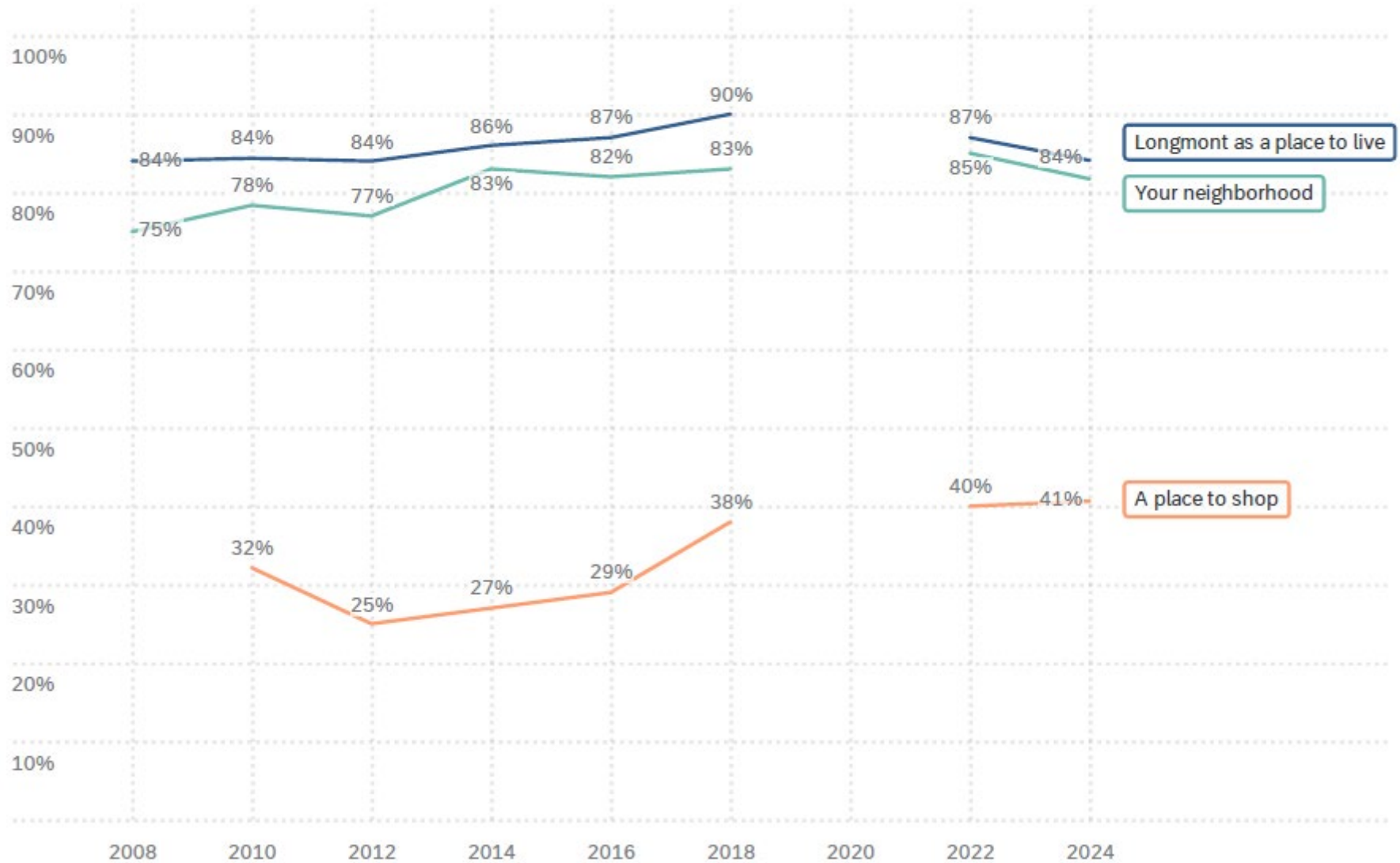| Area	Always safe	Usually safe	Sometimes safe	Sometimes unsafe	Usually unsafe	Always unsafe	No opinion
Your neighborhood during the day	67%	28%					
Longmont overall during the day	38%	54%	5%				
Downtown Longmont during the day	53%	40%	3%				
Your neighborhood at night	32%	45%	10%	9%			
Parks/Natural areas/Trails/Open spaces	19%	50%	10%	7%			9%
Longmont overall at night	8%	48%	17%	12%	6%		7%
Recreation facilities (Sunset Pool, Longmont Rec, Memorial building, etc.)	34%	32%	4%				28%
Downtown Longmont at night	11%	42%	13%	13%	6%		14%

Legend: ■ Always safe ■ Usually safe ■ Sometimes safe ■ Sometimes unsafe ■ Usually unsafe ■ Always unsafe ■ No opinion

Figure 19

Figure 20

Ward 3
98%

Ward 1
97%

Ward 2
98%

Percent Of Residents Feeling Sometimes To Always Safe During the Day Per Ward

Figure 21

Ward 3
87%

Ward 1
90%

Ward 2
90%
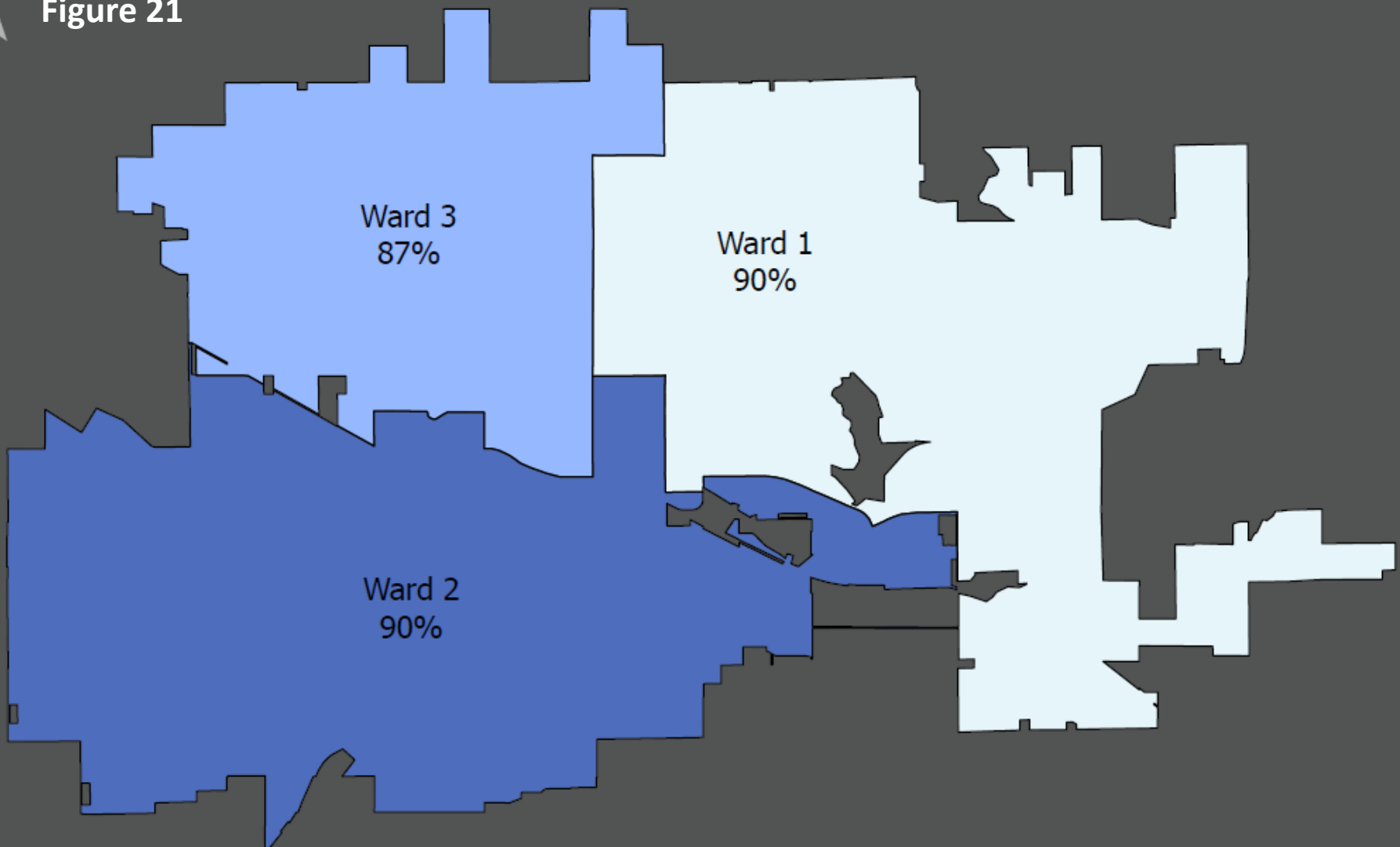
Percent Of Residents Feeling Sometimes To Always Safe At Night Per Ward

Always, Usually, and Sometimes Safe Feelings

	2018	2022	2024	
98%	●	97%	97%	Your neighborhood during the day
95%	●	94%	96%	Longmont overall during the day
		93%	96%	Downtown Longmont during the day
88%	●		87%	Your neighborhood at night
72%	●	74%	80%	Parks/Natural areas/Trails/Open spaces
			74%	Longmont overall at night
		66%	69%	Recreation facilities (Sunset Pool, Longmont Rec, …
61%	●	62%	66%	Downtown Longmont at night
58%	●			
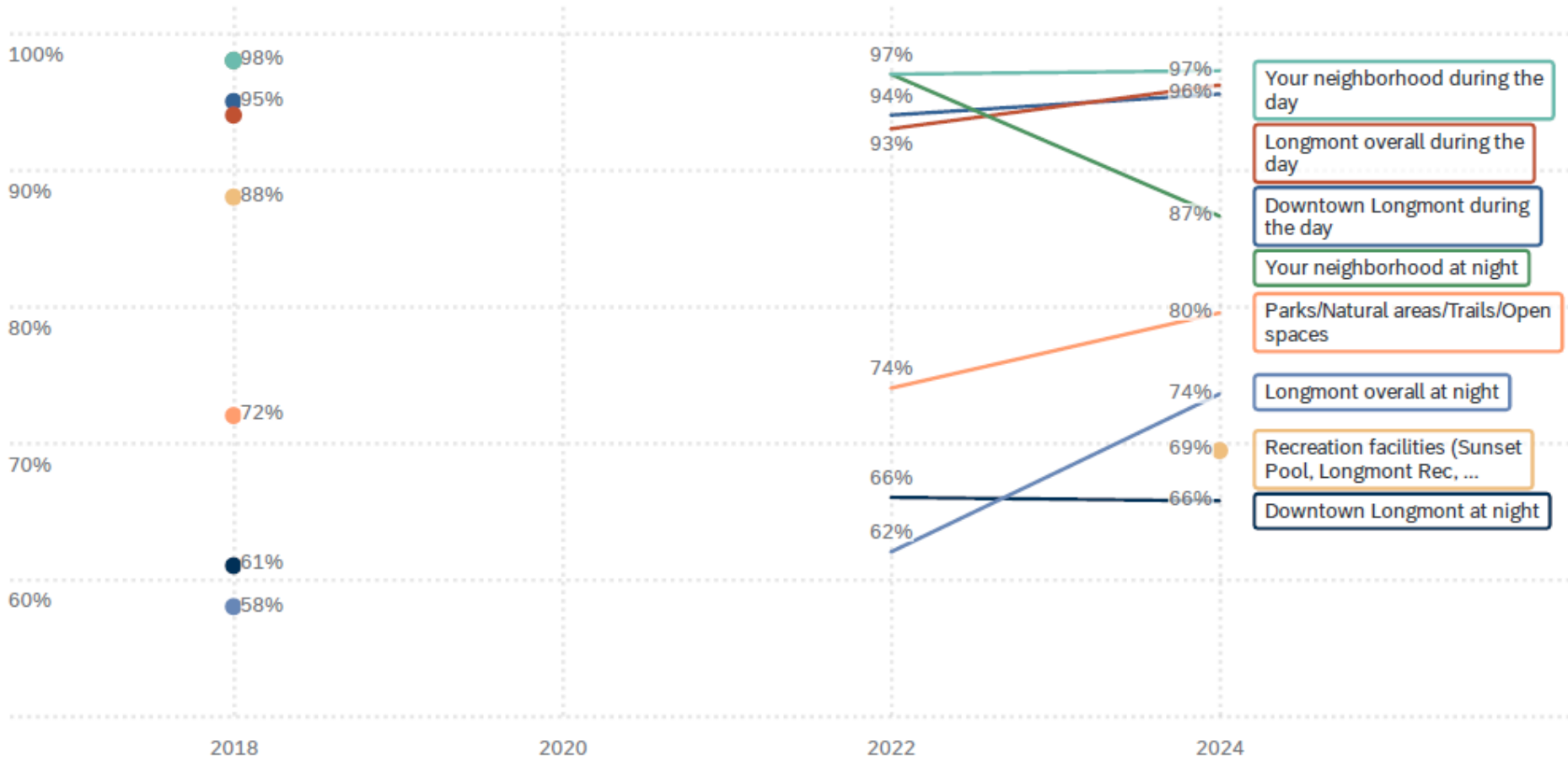
Figure 22

Opinions on Speed of Growth Over the Past 2 Years 595

Retail growth (stores, restaurants, etc.)	33%	43%	7%	5%	10%
The physical size of the city (in square miles)	3% 42%	17%	14%	24%	
Jobs growth	21% 17%	52%	8%		
Population growth	19% 36%	37%	7%		

■ Much too slow ■ Somewhat too slow ■ Right amount ■ Somewhat too fast ■ Much too fast ■ Don't know
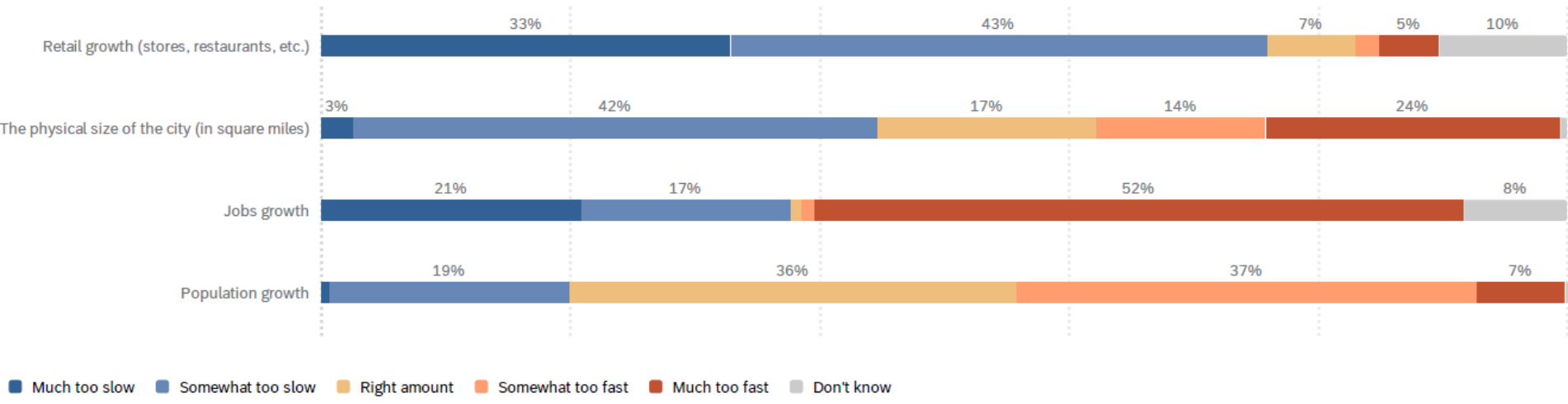
Figure 23

Open Ended Responses to Top 3 Concerns Grouped by Council Priorities

Topics	Count
⌄ ECCE	23
Education	23
Places & Amenities	34
⌄ **Housing for All**	277
Housing	179
Homelessness	143
⌄ **Other topics not grouped in Council ...**	316
Cost of Living	139
Growth	155
Immigrants	10
Poverty	9
Aging Care	9
Jobs	19
Taxes	41
⌄ **Equity, Safety, Sustainability**	200
Crime	144
Environment / Climate	60
⌄ **Transportation**	242
Public Transportation	12
Traffic	236
⌄ **Core Services**	45
Utilities	45

Figure 24

Figure 25

Ward 3
1: Too much growth
2: Traffic congestion
3: Homelessness

Ward 1
1: Homelessness
2: Too much growth
3: Traffic congestion

Ward 2
1: Too much growth
2: Traffic congestion
3: Homelessness
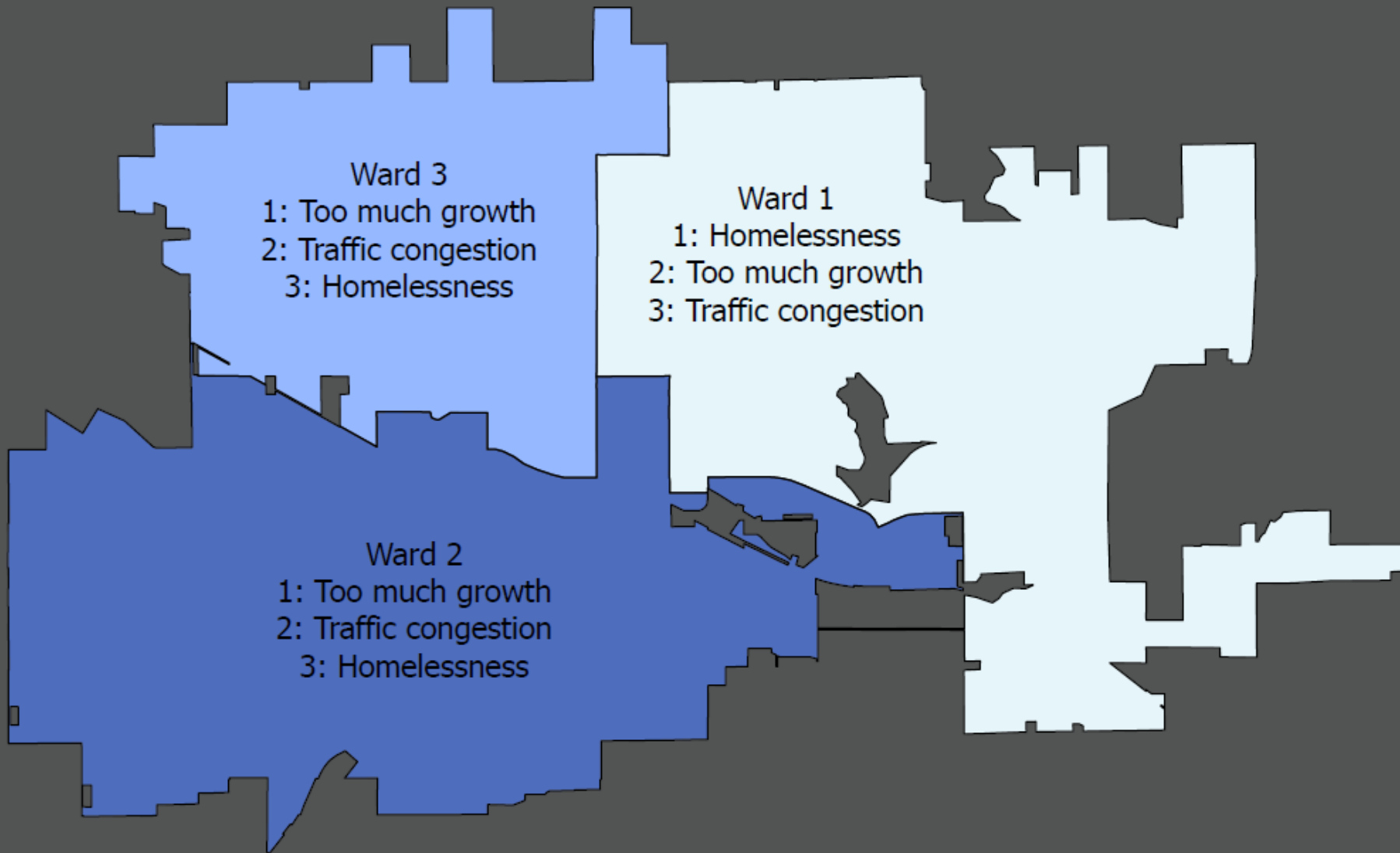
Top Three Concerns Per Ward

Household Worries in the Last 12 Months 586

Category	
Paying for health and dental care and insurance	
Paying for food and groceries	
Paying for unexpected costs	
Finding housing you can afford	
Paying for transportation expenses	
Making your housing cost payments	
Finding a job or finding a better paying job	
Finding mental health or substance abuse treatment	
Paying for educational expenses	
Paying for home internet	
Paying for in-home assistance or elder care	
Paying for legal assistance	
Paying for childcare	
Addressing risky behaviors affecting your school-age children	

Legend: A lot · A little · Not at all · Not Applicable

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Figure 26

Household Worries in the Last 12 Months 588

Y-axis: 100% 80% 60% 40% 20%

Categories: Addressing risky behaviors affecting ... · Finding a job or finding a better paying ... · Finding housing you can afford · Finding mental health or substance ... · Making your housing cost payments · Paying for childcare · Paying for educational expenses · Paying for food and groceries · Paying for health and dental care ... · Paying for home internet · Paying for in-home assistance ... · Paying for legal assistance · Paying for transportation expenses · Paying for unexpected costs

Legend: 2018 · 2022 · 2024

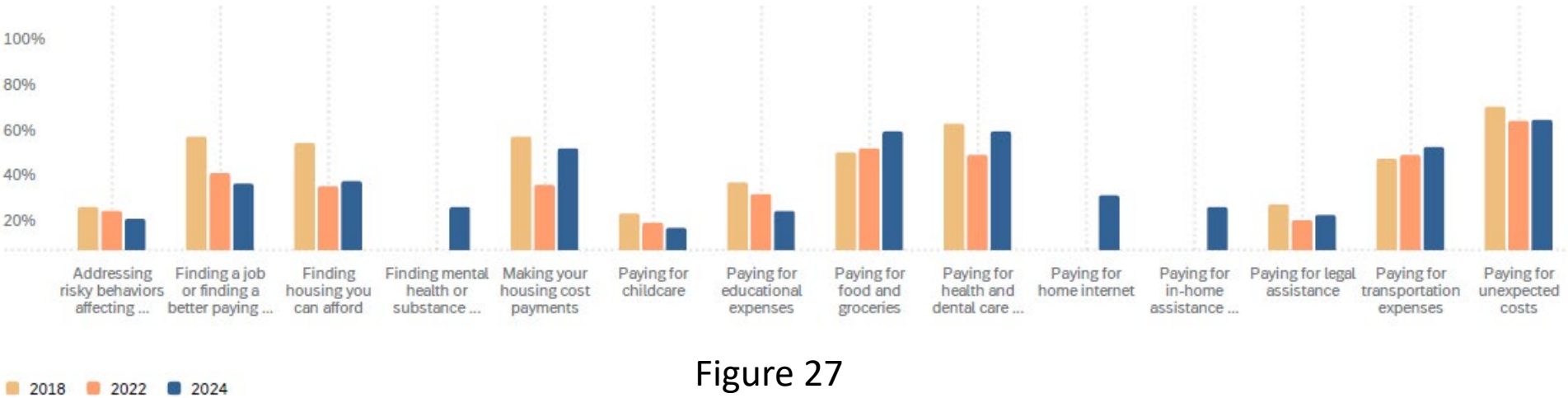Figure 27

To what degree, if at all, are each of the following a problem in Longmont?
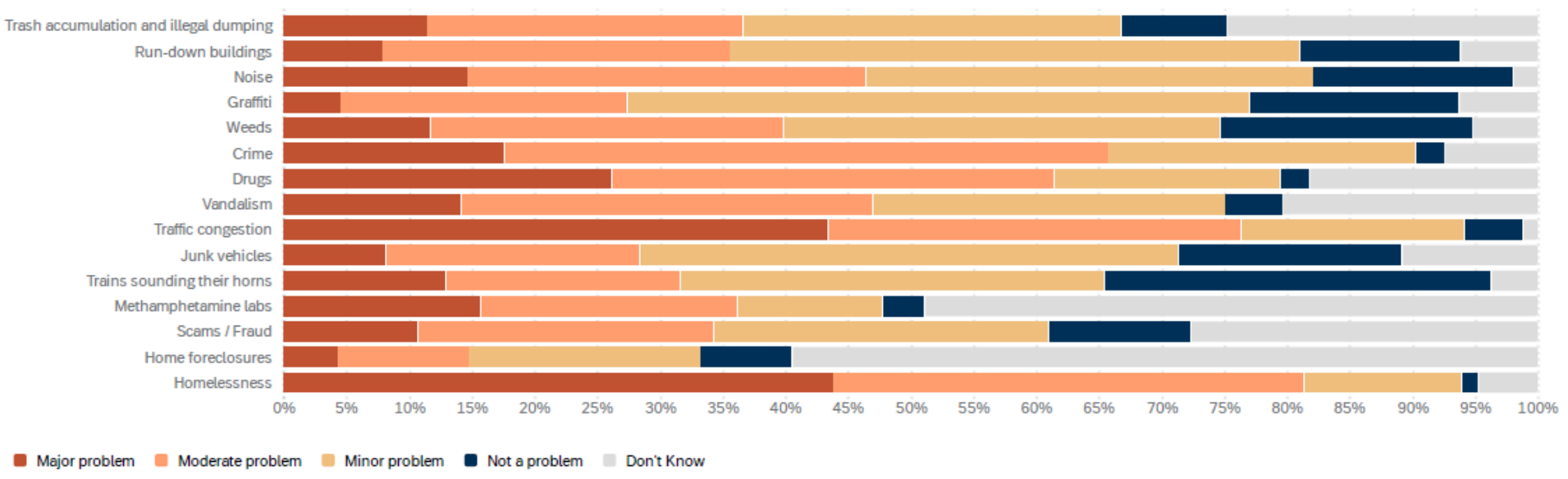
Figure 28
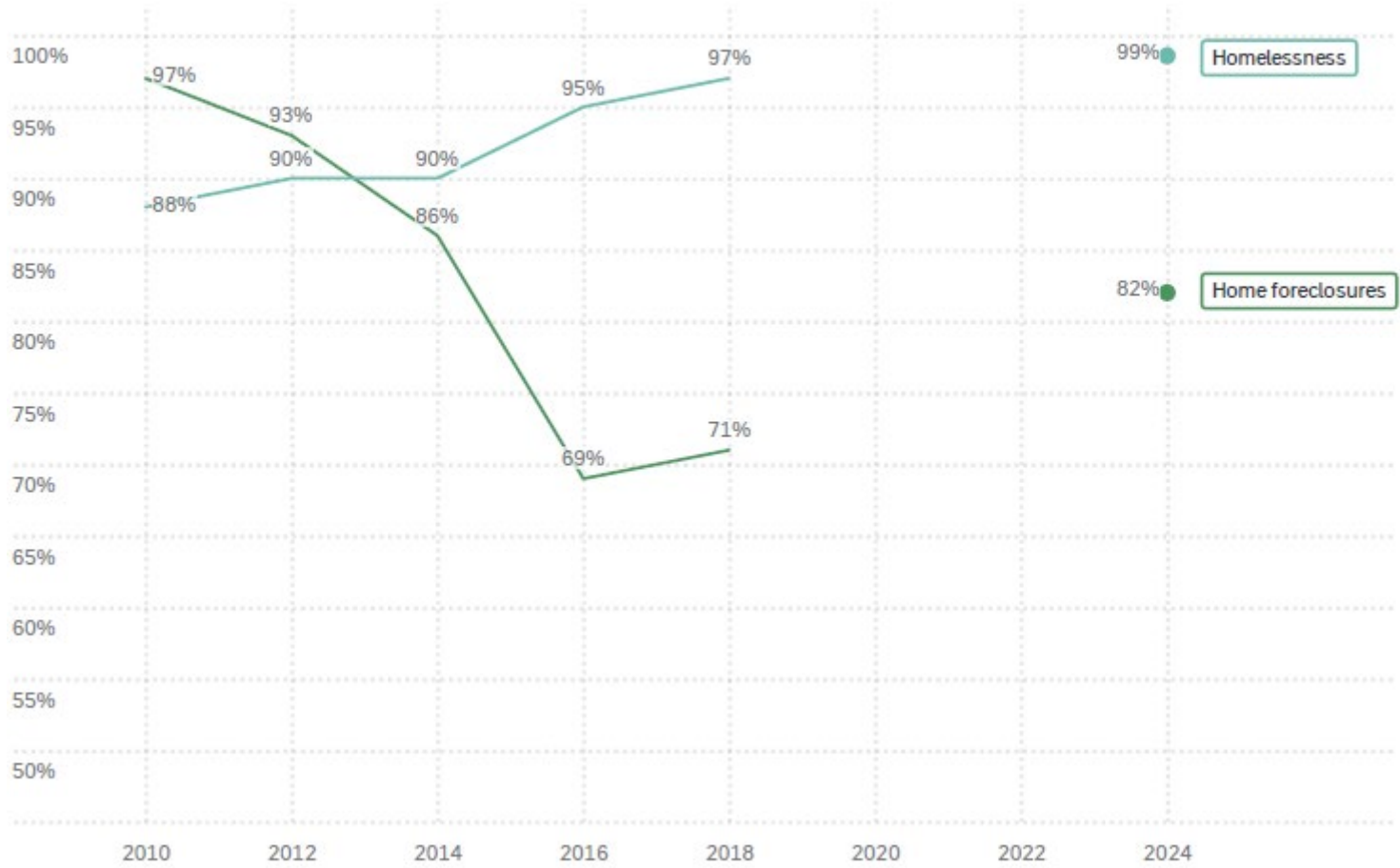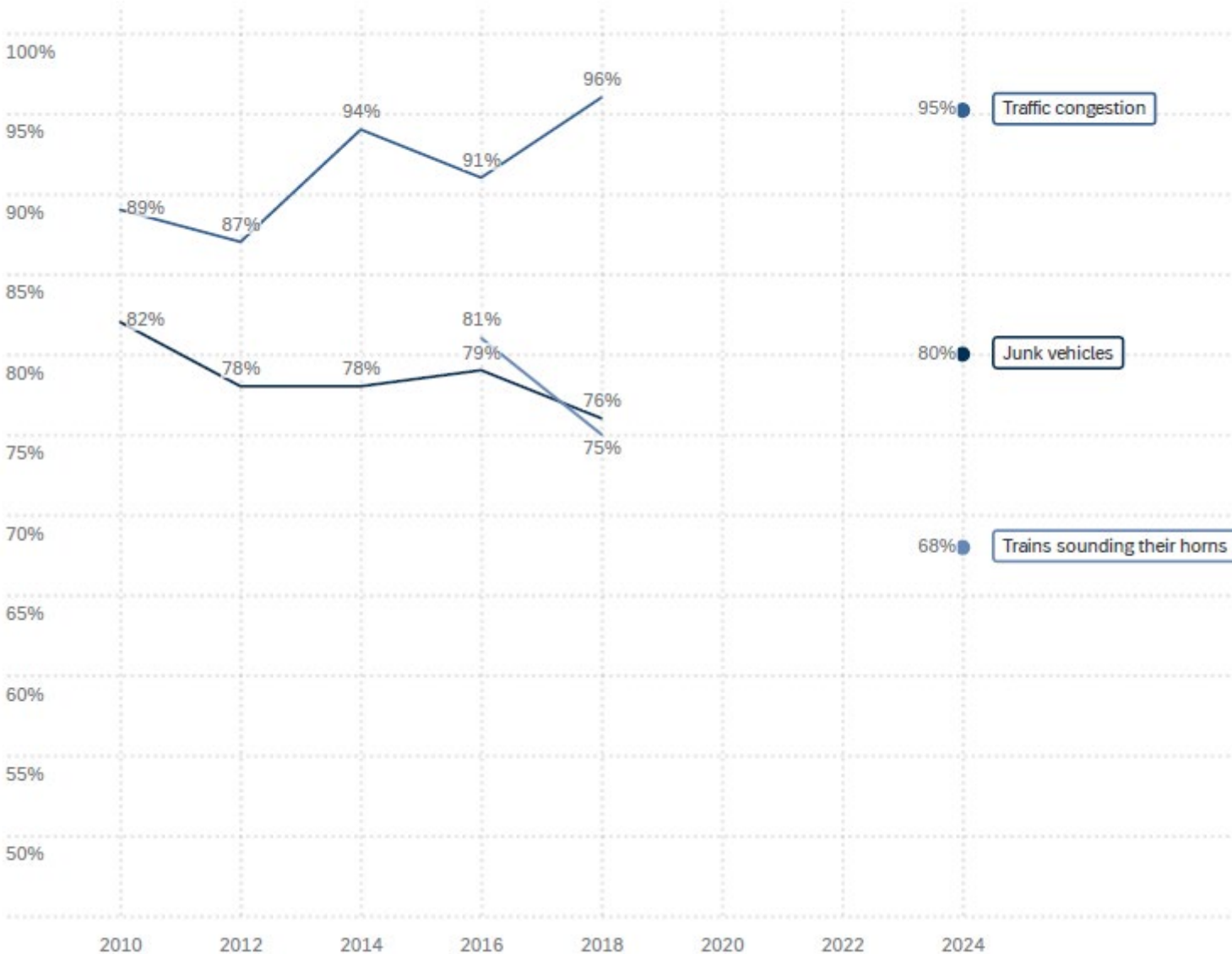
Figure 29

Figure 30

Figure 31

Figure 32
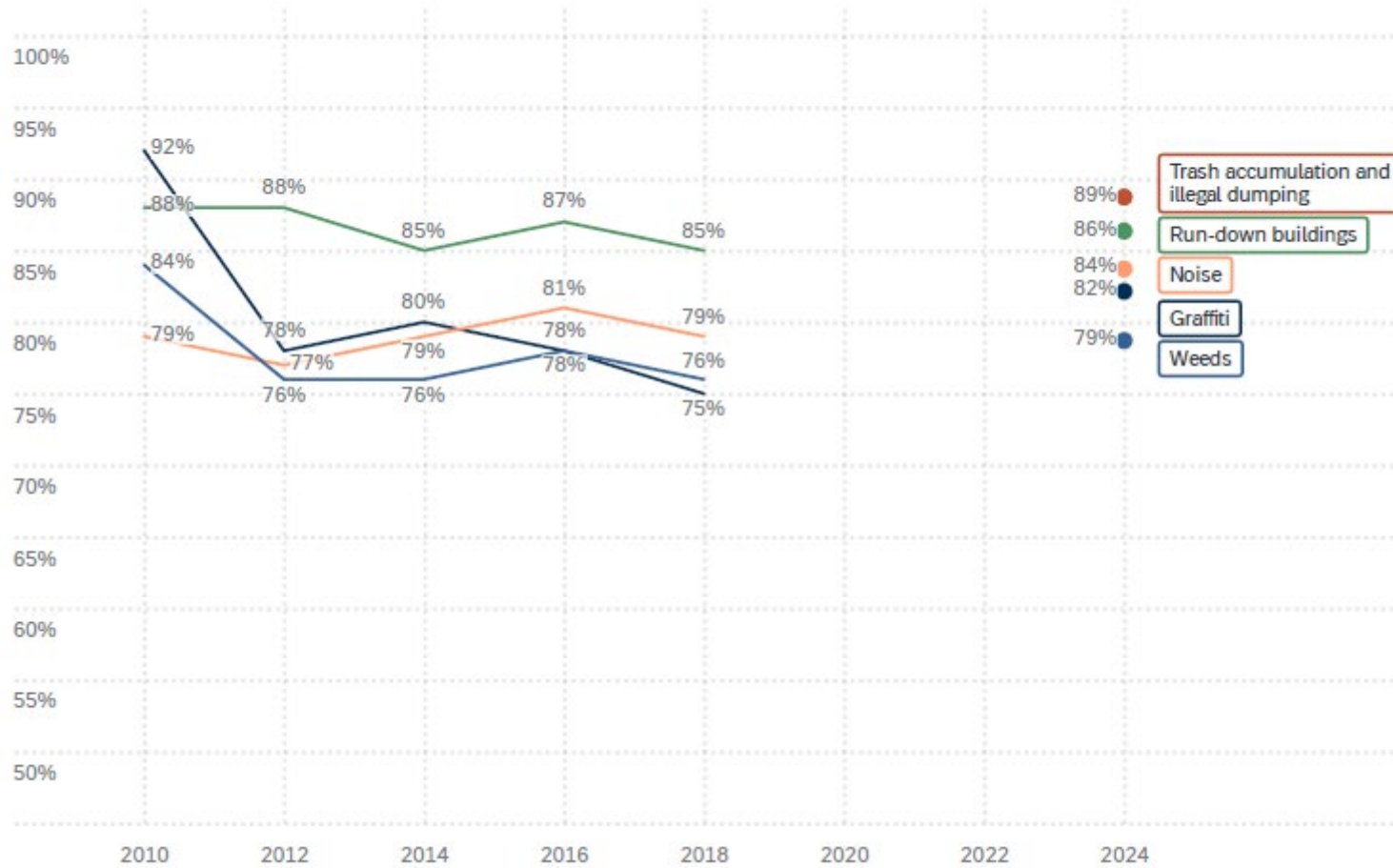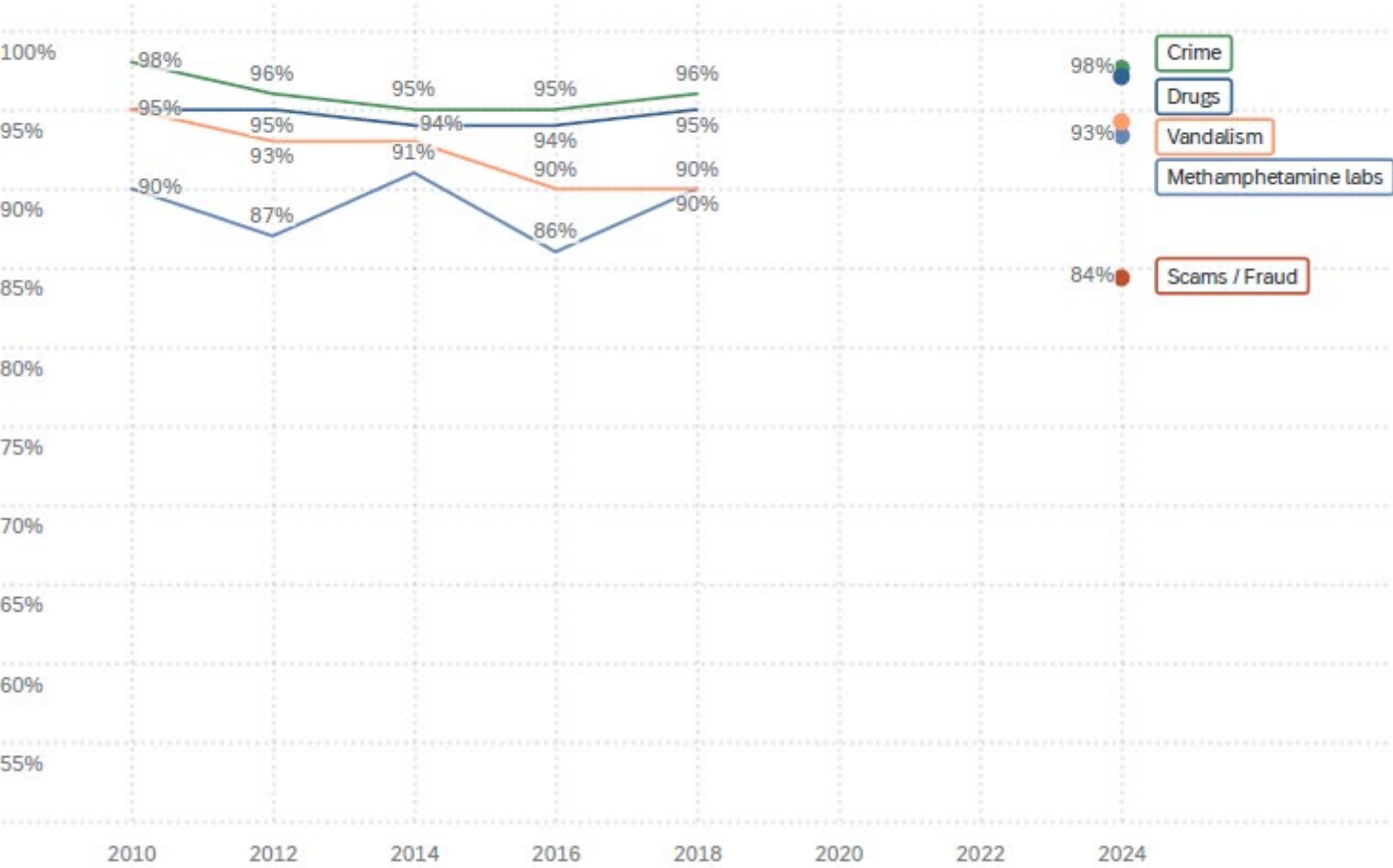
2024 Longmont Community Satisfaction Survey

APPENDIX – Survey Data and Visualizations

City Information and Services
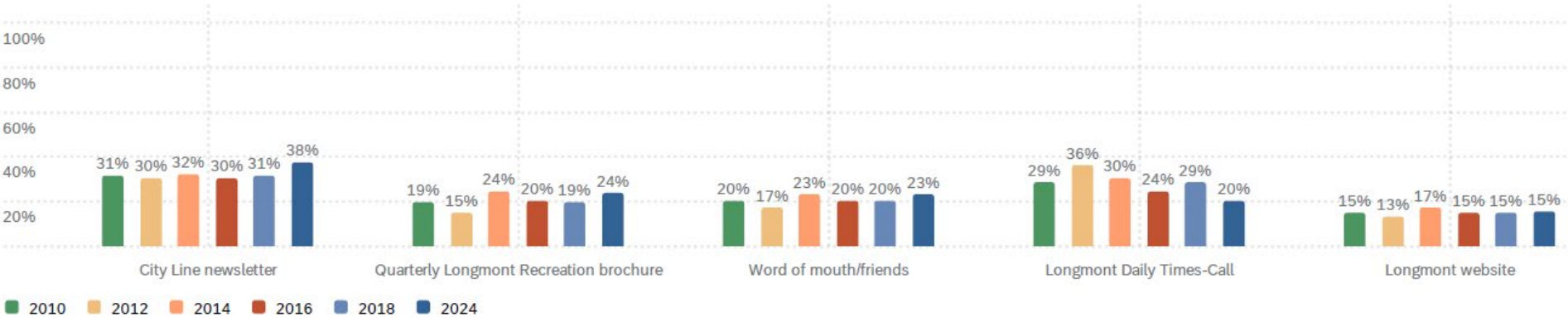
Very Frequently Used Sources of Information 581

	City Line newsletter	Quarterly Longmont Recreation brochure	Word of mouth/friends	Longmont Daily Times-Call	Longmont website
2010	31%	19%	20%	29%	15%
2012	30%	15%	17%	36%	13%
2014	32%	24%	23%	30%	17%
2016	30%	20%	20%	24%	15%
2018	31%	19%	20%	29%	15%
2024	38%	24%	23%	20%	15%

Figure 33

Liklihood of Participating in Informational Opportunities 597

	Attend "Coffee with Council" meetings on a Saturday morning	Attend an Open Forum City Council meeting where the entire meeting is devoted to public discussion on any topic	Visit a City Council table/tent at community events like Rhythm on the River and Cinco de Mayo
2008	26%	34%	58%
2010	22%	32%	57%
2012	28%	33%	60%
2014	14%	28%	55%
2016	20%	30%	56%
2018	26%	34%	54%
2024	30%	41%	51%

Figure 34

Figure 35