



City of Loveland 2013 Quality of Life Survey Report

Tom Hacker
Public Information Officer
(970) 962-2302
Tom.Hacker@cityofloveland.org



Executive Summary

Overview

The City of Loveland's annual Quality of Life Survey seeks residents' opinions about services and amenities including public safety, utility services, leisure services, transportation and more.

Most of the services, facilities and opportunities provided by Loveland's City government have again received high ratings, according to this year's Survey results, with police services and utilities showing the biggest jumps.

However, residents' assessment of the City's ability to attract employers offering good pay and benefits slid to a lower level than in prior surveys, and resulted in the lowest rating in the 2013 survey.

Background

The City of Loveland has administered a Quality of Life Survey annually for many years. In 2007 a more in-depth survey was administered by an independent outside agency in accordance with City Council's interest in conducting a broader and more detailed analysis of community opinion and trends.

Methodology

- The 2013 Quality of Life Survey, containing 24 questions, was mailed to 3,000 randomly selected Loveland addresses. At least 382 responses are necessary to achieve a 95 percent confidence interval of +/- 5 percentage points, as recommended by consultants who conducted the 2007 survey.
- Of the 3,000 households receiving the survey, 920 responded to the mailed questionnaire. The 32.6 percent response rate represents a more-than-adequate sampling, and topped the 30 percent response rate for the 2012 survey.
- Ratings from this year's survey were compared to ratings from previous years to identify trends and issues.
- Some questions sought basic demographic information from the respondents including age, residency, employment, type of residence and Internet use.
- Twenty-four statements about City offerings gave respondents the choice to strongly agree, agree, disagree, strongly disagree or offer no opinion.
- In addition to responses to the 24 statements, respondents were given the opportunity to provide additional written comments of a general or specific nature. This direct feedback from residents is listed in the Comments and Suggestions section (please see *Appendix II*).

Summary of Highlights

- Of the 24 service areas surveyed, 17 showed increased satisfaction ratings (respondents who strongly agree or agree) compared to 2012, and nine of those 17 were statistically significant, with an increase of three or more percentage points.
- The most dramatic increases in satisfaction show in responses to the following questions:
 - The City provides quality Police services. (plus 7 percentage points)

- Loveland delivers reliable electricity. (plus 6)
- Three questions showed a plus-or-minus differential of 4 percentage points, and one question showed a decrease of 5 points compared to the 2012 survey. Those questions are:
 - The City provides activities and services needed by senior citizens. (minus 4)
 - The City Council is approving development that enhances the quality of life in our community. (minus 4)
 - There are abundant recreational opportunities for all members of my family. (plus 4)
 - The City provides quality youth activities. (minus 5)
- All of the following six questions showed statistically significant increases of 3 points:
 - Loveland’s neighborhoods, parks and thoroughfares are clean.
 - Residential recycling and trash services meet customer needs.
 - The City provides quality parks and trails.
 - The City provides quality Fire/Rescue services.
 - The sewer system works reliably.
 - The City provides quality drinking water.
- Responses to 10 questions showed increases or decreases in satisfaction of two percentage points or fewer.
- Only one question produced results identical to last year’s.

Quality of City Services

- Respondents were asked to rate Utility services, such as the delivery of electricity and quality of drinking water, as well as services provided by departments such as Police, Fire and Public Works. Overall, City services were rated very favorably with seven out of nine total questions receiving a rating of 83 or above. Loveland delivering reliable electricity received the highest rating in this category at 98 (up six points from 2012). The question asking if alternative transportation options are usable and provide an alternative to driving received the lowest rating in this category at 60 (up one point from 2012).

Quality of Infrastructure

- Respondents were asked to rate the quality of roadways, storm water facilities, the water waste system and other pieces of the public infrastructure. All services in this category received favorable ratings of 81 or above. The lowest rating, 81, was in response to the question asking residents felt they could travel by car throughout Loveland with minimal delays. That response went up by one point from a rating of 80 in 2012.

Quality of Community Amenities

- Residents were asked to rate opportunities for recreation, programs for youth and senior citizens, community events and opportunities to enjoy the arts. Ratings in this category were favorable with only three of the eight questions on Amenities falling below a rating of 70. The lowest rating of 49 was in response to there being sufficient opportunities to participate in Loveland government. This rating went down one point from 2012.

Quality of Development & Growth

- Residents were asked for their opinions on how the City performs in promoting development that enhances quality of life in Loveland. Ratings in this category ranged from 71 (up one point from last year) for Loveland attracting shopping opportunities the community desires, to a rating of 33 on Loveland attracting jobs that pay well from employers who offer benefits. This question saw an eight-point decline from a rating of 41 in 2012.

Overall Survey Feedback

- Overall, ratings were favorable with 17 of the total 24 questions rating 73 or above, and responses to nine of the 24 questions showing a rating of 90 or above. Seven questions produced ratings of 81 to 89 and only two questions showed ratings in the 70-79 range. Five more questions received ratings within the 50-69 range. Only one question, related to Loveland's success in attracting high-paying jobs with benefits, received a rating below 50.
- In the *General Comments & Suggestion Section*, citizens shared their thoughts on various topics. A total of 327 comments were recorded and have been categorized for ease of reading and reference. They are unedited except for minor grammatical and spelling corrections to improve readability.

Table of Contents

Executive Summary.....[i](#)
Table of Contents.....[iv](#)
Respondent Demographics.....[1](#)
2013 Summary of Responses.....[2](#)
Annual Comparison of Responses.....[3](#)
Graphical Illustration of Trends.....[4](#)
Composite Graphical Illustration of Trends.....[12](#)
Appendix I: Survey Tool.....[13](#)
 Survey Cover Letter to Residents.....[14](#)
 Quality of Life Tool/Questionnaire.....[15](#)

2013 Quality of Life Survey

Results Data



Demographics for 2013 Respondents

1. How long have you lived in Loveland?

1 year or less	1-2 years	3-5 years	6-10 years	10+ years
4.50%	5.40%	8.70%	11.90%	69.50%

2. What is your age range?

18-24	25-44	45-64	65+
1.10%	18.90%	38.50%	41.50%

3. In what part of town do you live?

Northwest	Southwest	Northeast	Southeast
45.40%	29.80%	14.40%	10.40%

4. Do you live in a single or multi-family building?

Single	Multi-family
87.80%	12.20%

5. Which of these locations is nearest to where you work?

Loveland	Greeley	Fort Collins	Longmont/Boulder/Denver	Wyoming	Not Employed Outside Home
37%	3.60%	12.50%	7.70%	.20%	39.10%

6. How often do you use the Internet?

Daily	2-3 times/week	2-3 times/month	Rarely	Never
72.80%	11%	1.80%	4.40%	10.10%

7. On average, how often do you visit the City's official website?

Weekly	Monthly	2-3 times/year	Never
4.30%	19.20%	35.20%	41.30%

8. On average, how often do you watch live City Council meetings broadcasted on Channel 16?

Weekly	Monthly	2-3 times/year	Never
.90%	2.20%	11%	85.90%

9. On average, how often do you view recorded City Council meetings on the City's website?

Weekly	Monthly	2-3 times/year	Never
.30%	1.10%	5.30%	93.30%

2013 Quality of Life in Loveland (Numbers are percentages of total responses)

Statements on Quality of Life in Loveland from Strongly Agree to No Opinion	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
My family feels safe in our community.	37.3	58.7	2.3	0.6	1.0
Loveland delivers reliable electricity.	45.9	52.4	1.0	0.2	0.5
Loveland's neighborhoods, parks and thoroughfares are clean.	38.2	56.9	3.2	0.3	1.4
Residential recycling and trash services meet customer needs.	50.5	44.8	2.9	0.7	1.2
The City provides quality parks and trails.	43.6	51.0	1.4	0.1	3.9
Loveland provides quality drinking water.	41.2	51.6	3.9	1.3	2.1
The City provides quality Fire/Rescue services.	49.8	43.8	0.1	0.2	6.1
The sewer system in Loveland works reliably.	31.7	61.5	2.9	0.3	3.6
There are plentiful opportunities to enjoy the arts.	41.3	49.2	3.1	0.1	6.3
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	31.9	55.2	5.5	0.3	7.1
Water runoff from storms is controlled and minimizes flooding.	27.4	57.9	6.6	1.7	6.4
Street surfaces are drivable and safe.	19.6	64.8	12.7	1.2	1.7
The library services provided to our community are current and meet our community needs.	37.1	46.5	2.9	0.2	13.3
There are abundant recreational opportunities for all members of my family.	36.0	50.1	5.5	0.9	7.4
The City provides quality Police services.	39.9	49.5	4.9	0.6	5.2
I can travel by car to locations in Loveland with minimal delays.	23.0	58.7	13.6	2.9	1.8
I feel well informed about City services.	16.1	56.9	11.1	2.2	13.7
Loveland is attracting shopping opportunities our community desires.	20.7	50.2	15.9	3.8	9.3
The City provides activities and services needed by senior citizens.	18.9	44.7	5.6	0.7	30.1
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	13.3	46.3	13.1	3.5	23.8
The City Council is approving development that enhances the quality of life in our community.	13.4	41.0	13.4	5.2	27.0
The City provides quality youth activities.	15.1	37.0	4.4	1.2	42.3
There are sufficient opportunities to participate in Loveland Government.	10.1	38.9	6.0	3.4	41.6
Loveland is attracting jobs that pay well from employers who offer benefits.	5.2	28.2	28.0	8.9	29.7

Quality of Life in Loveland - Annual Comparison – 2006 to 2013

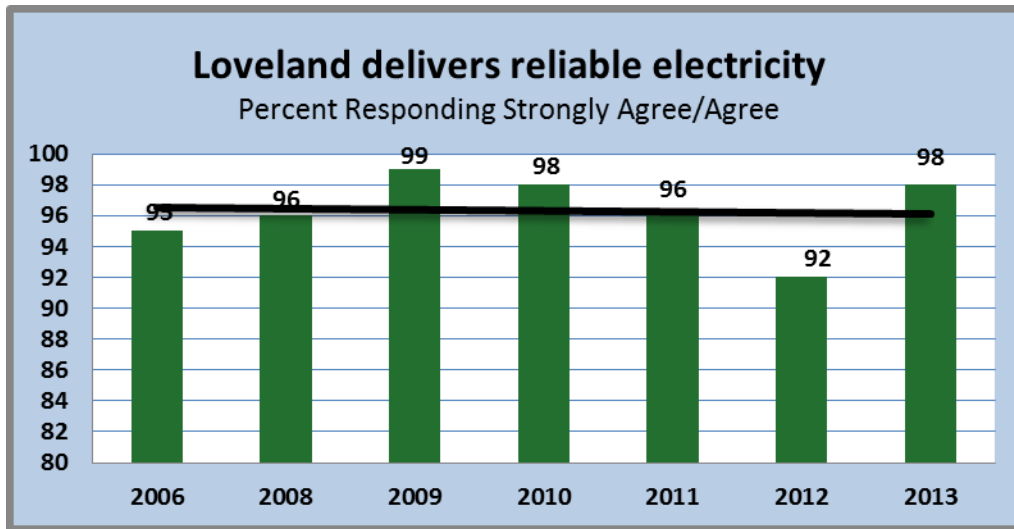
Numbers are percentages of total responses

Annual Comparison of Statements on Loveland Community Attributes <i>(2007 is not represented because that year's survey was more in-depth and therefore not comparable)</i>	2006 Strongly Agree/ Agree	2008 Strongly Agree/ Agree	2009 Strongly Agree/ Agree	2010 Strongly Agree/ Agree	2011 Strongly Agree/ Agree	2012 Strongly Agree/ Agree	2013 Strongly Agree/ Agree
1. Loveland delivers reliable electricity.	95	96	99	98	96	92	98
2. My family feels safe in our community.	93	95	95	95	93	95	96
3. Loveland's neighborhoods, parks and thoroughfares are clean.	89	89	92	95	91	92	95
4. Residential recycling and trash services meet customer needs.	89	91	92	92	91	92	95
5. The City provides quality parks and trails.	89	91	95	96	91	91	94
6. The City provides quality Fire/Rescue services.	87	92	93	95	89	90	93
7. The sewer system in Loveland works reliably.	88	90	93	93	89	90	93
8. Loveland provides quality drinking water.	88	89	93	94	91	90	93
9. There are plentiful opportunities to enjoy the arts.	84	91	91	93	89	88	90
10. The City provides quality Police services.	83	86	86	90	84	82	89
11. There are sufficient opportunities to gather as a community (festivals/community events etc.)	81	88	91	91	87	85	87
12. There are abundant recreational opportunities for all members of my family.	77	82	84	88	85	82	86
13. Water runoff from storms is controlled and minimizes flooding.	82	86	89	90	85	85	85
14. Street surfaces are drivable and safe.	79	80	84	87	82	83	84
15. The library services provided to our community are current and meet our community needs.	75	78	77	83	80	83	84
16. I can travel by car to locations in Loveland with minimal delays.	71	74	81	80	79	80	81
17. I feel well informed about City services.	76	75	77	82	76	74	73
18. Loveland is attracting shopping opportunities our community desires.	75	77	74	72	74	70	71
19. The City provides activities and services needed by senior citizens.	60	71	65	67	68	68	64
20. Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	60	57	66	67	62	59	60
21. The City Council is approving development that enhances the quality of life in our community.	47	56	54	61	63	58	54
22. The City provides quality youth activities.	53	57	54	60	57	57	52
23. There are sufficient opportunities to participate in Loveland Government.	57	63	58	57	55	50	49
24. Loveland is attracting jobs that pay well from employers that offer benefits.	29	37	33	30	45	41	33

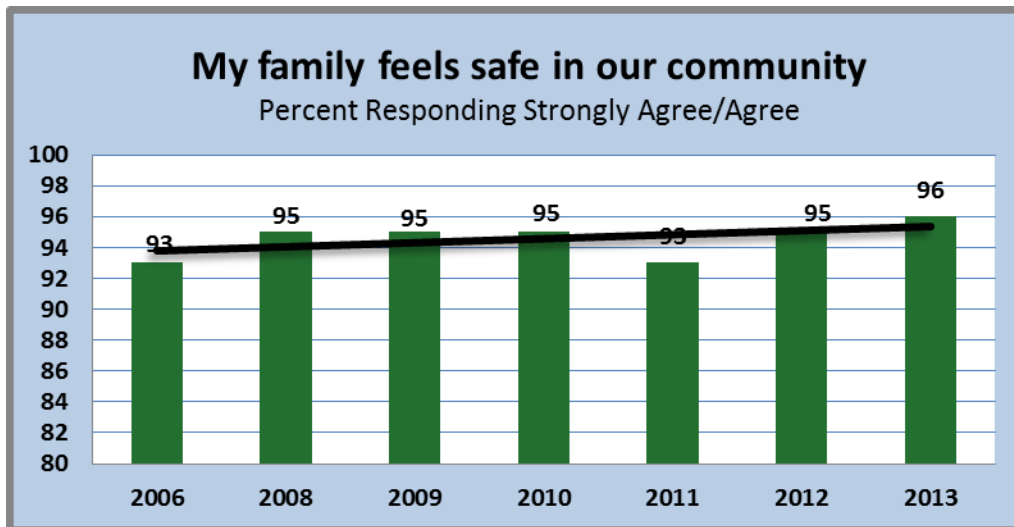
Graphical Illustration of Survey Results

Each of the 24 survey questions is represented in graph form to illustrate trends from 2006 to 2013. The trend lines are computer-generated based on seven years of Quality of Life survey results. The year 2007 is not represented because that year the City conducted a more in-depth survey and that data is therefore not comparable.

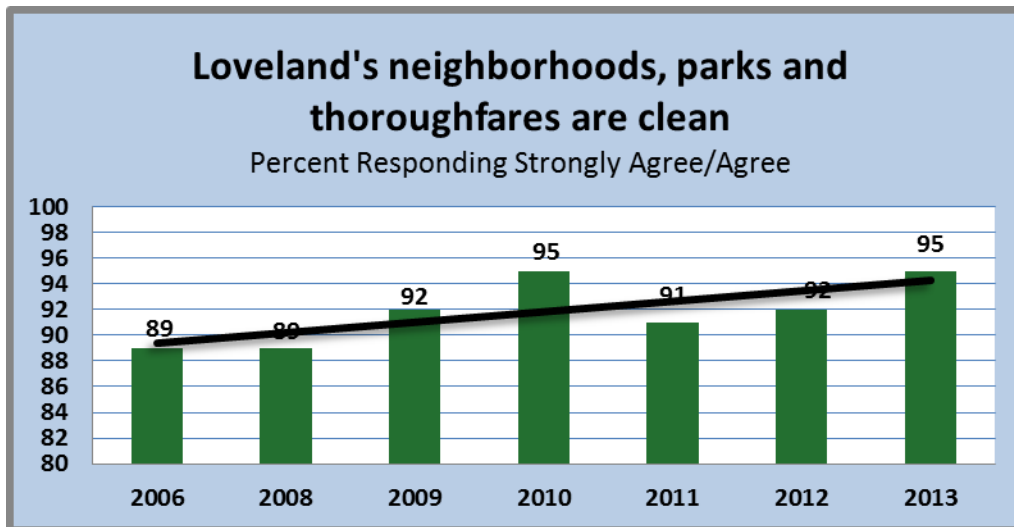
Question 1



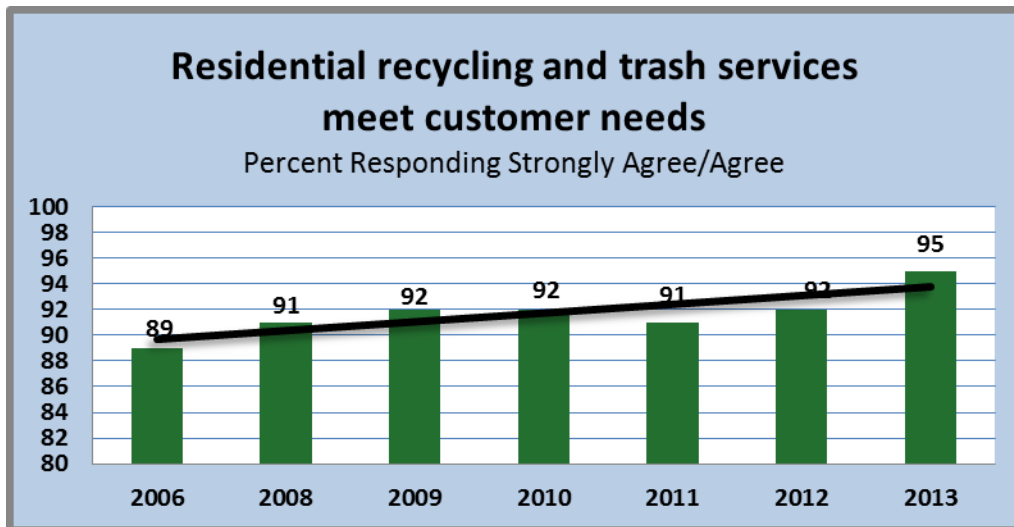
Question 2



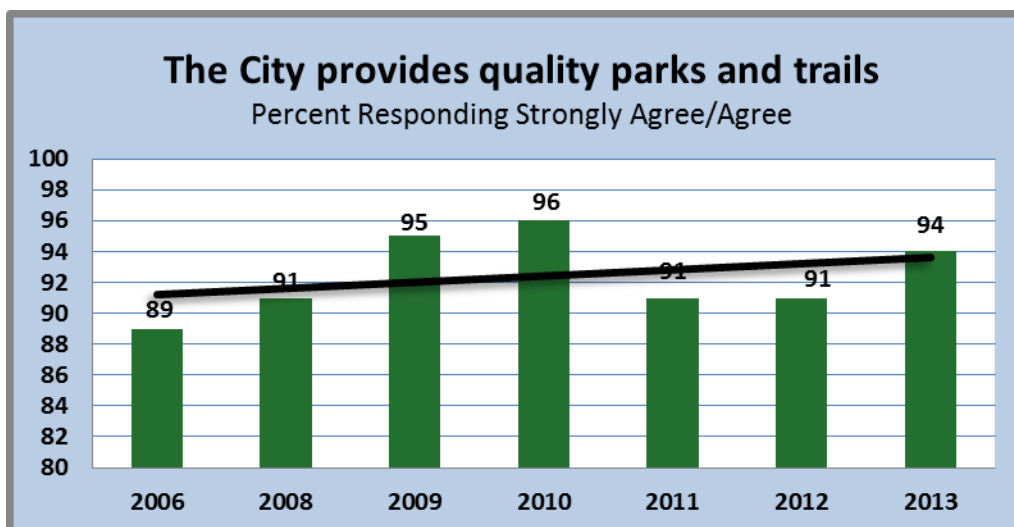
Question 3



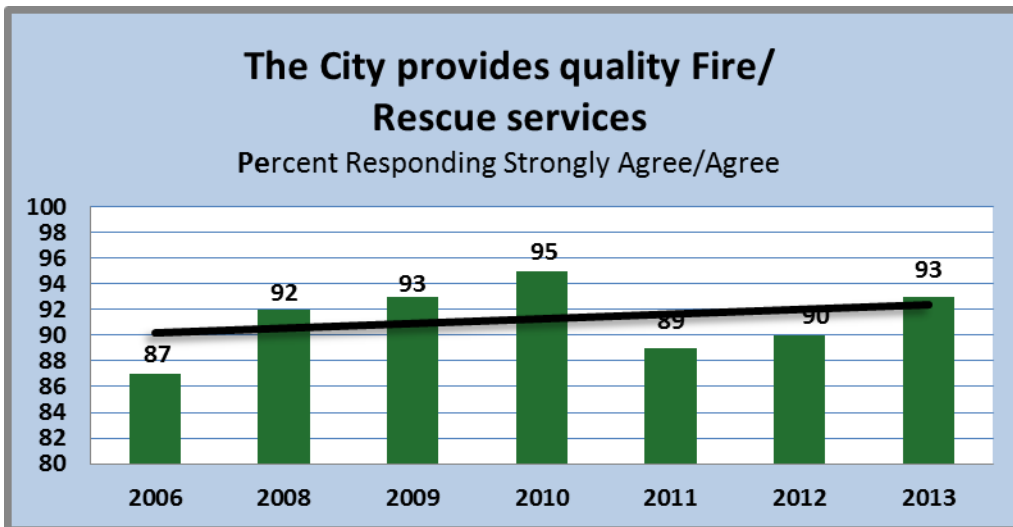
Question 4



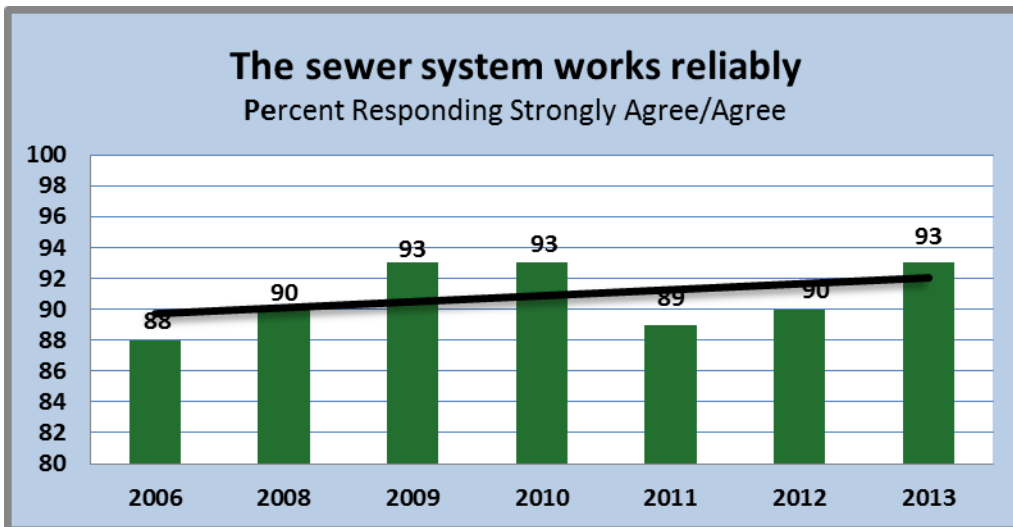
Question 5



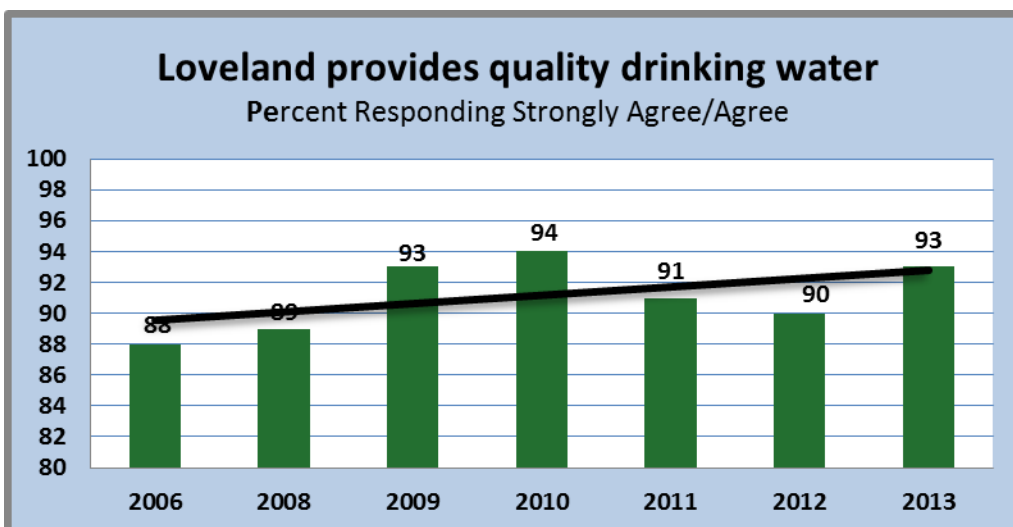
Question 6



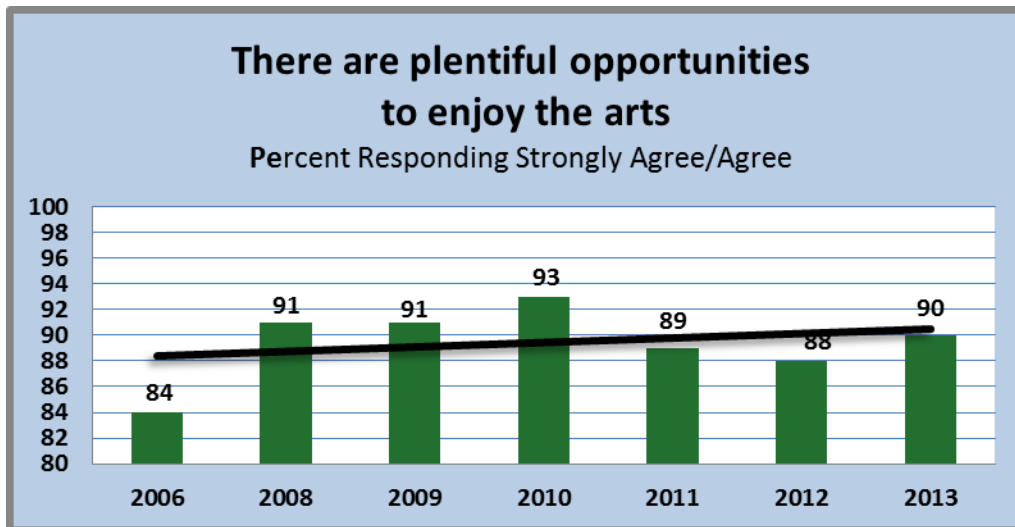
Question 7



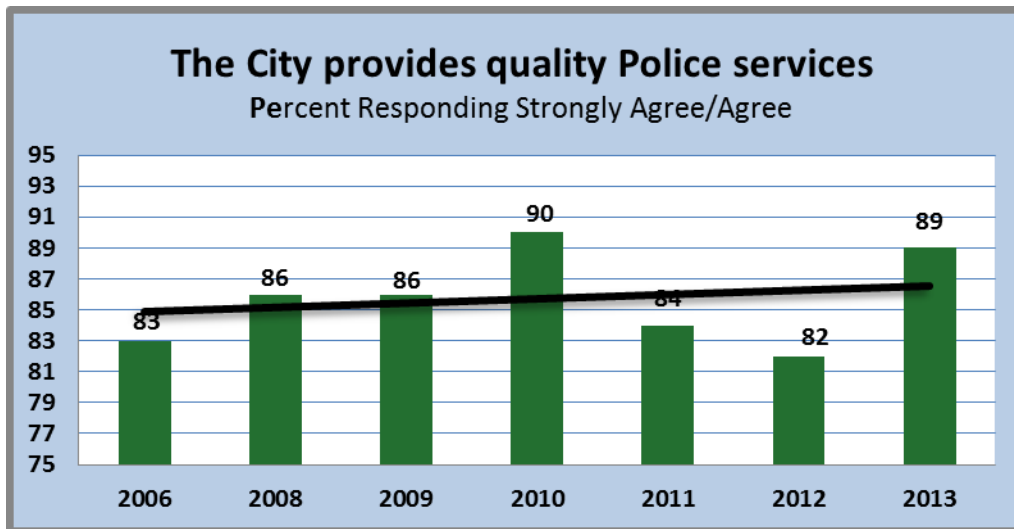
Question 8



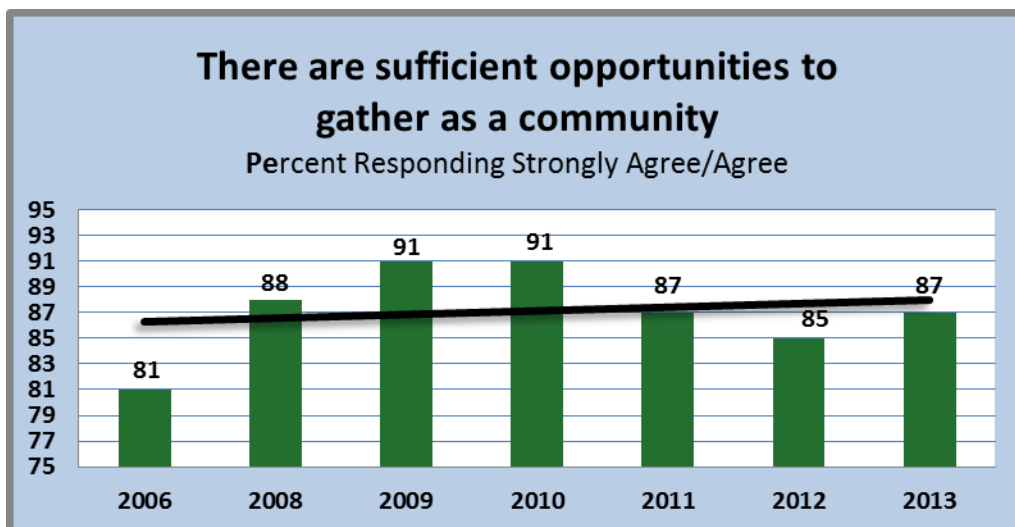
Question 9



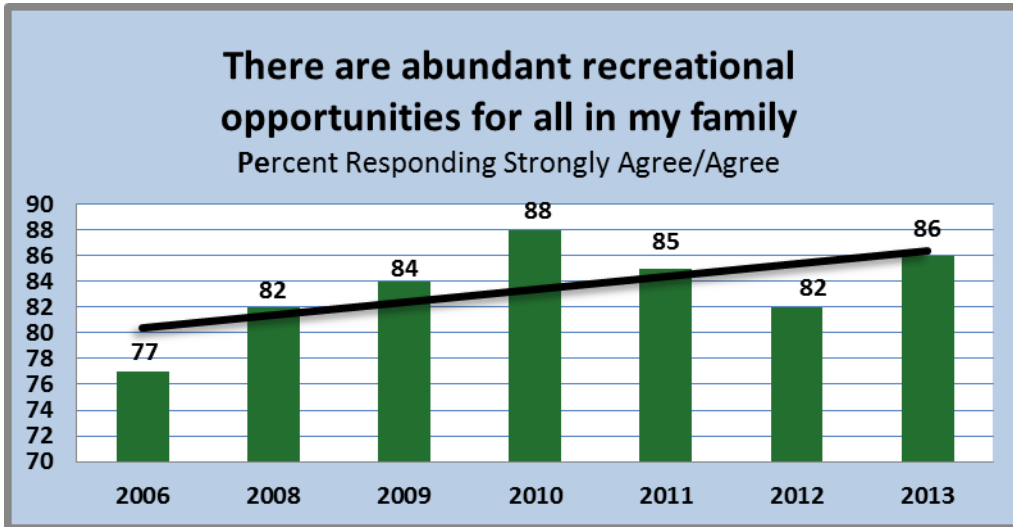
Question 10



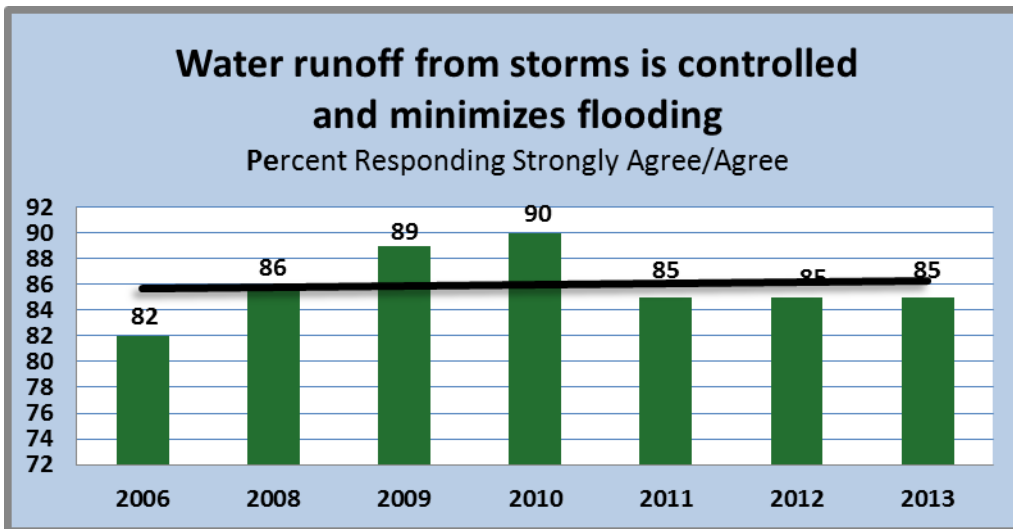
Question 11



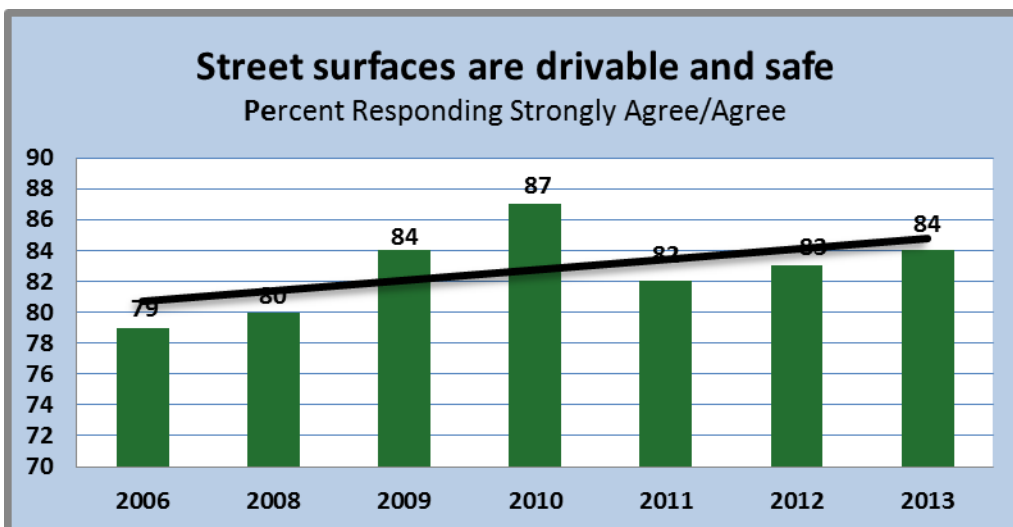
Question 12



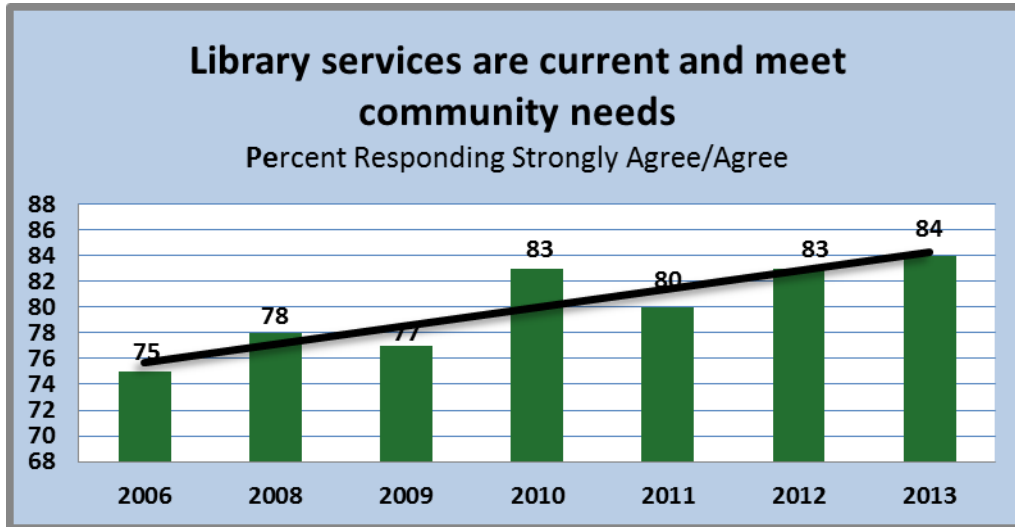
Question 13



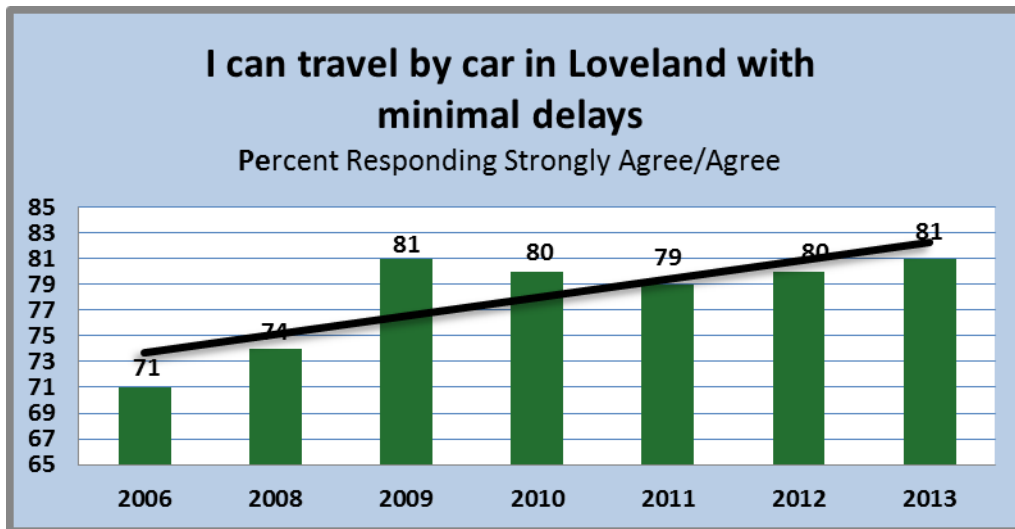
Question 14



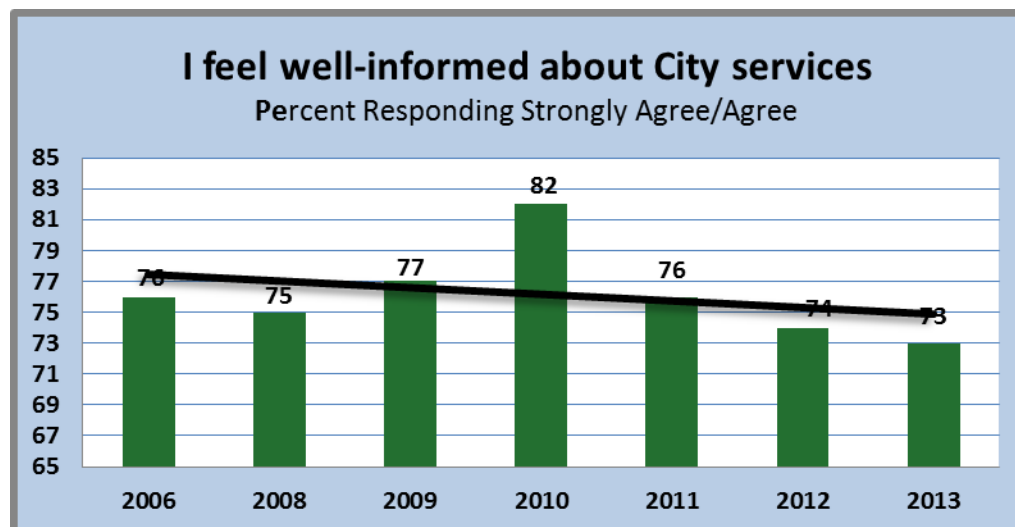
Question 15



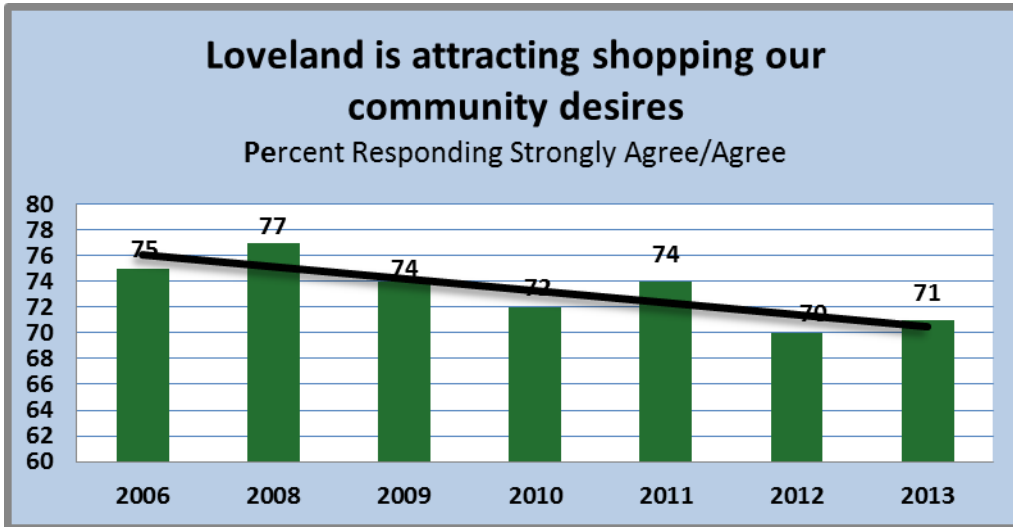
Question 16



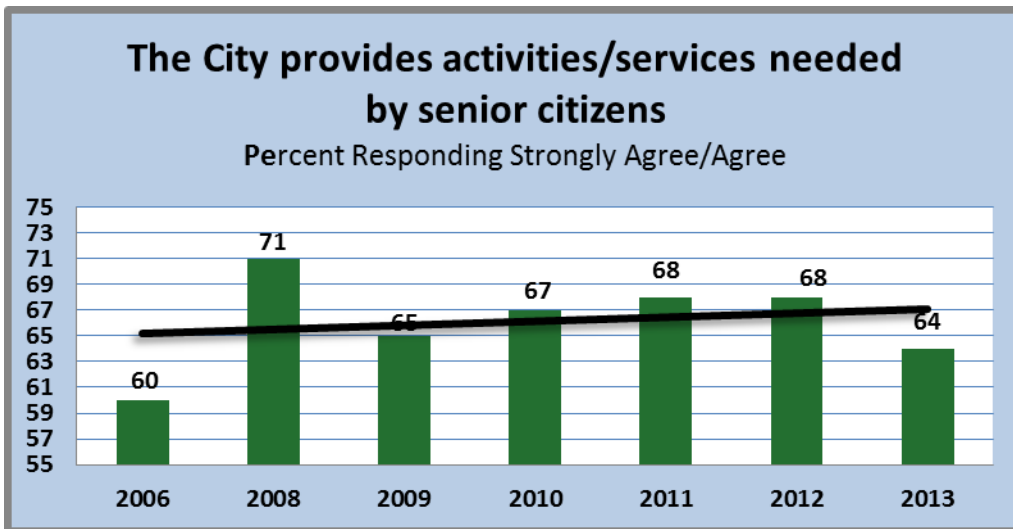
Question 17



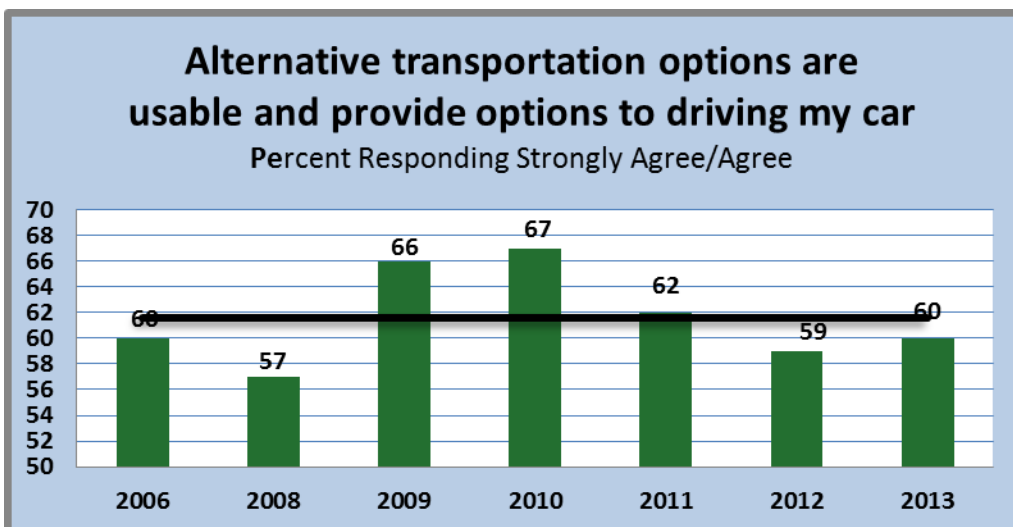
Question 18



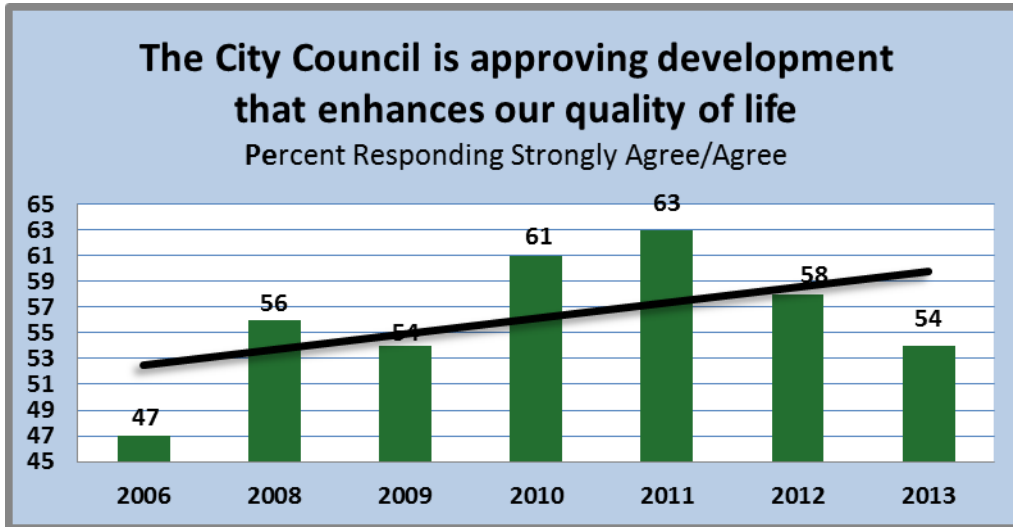
Question 19



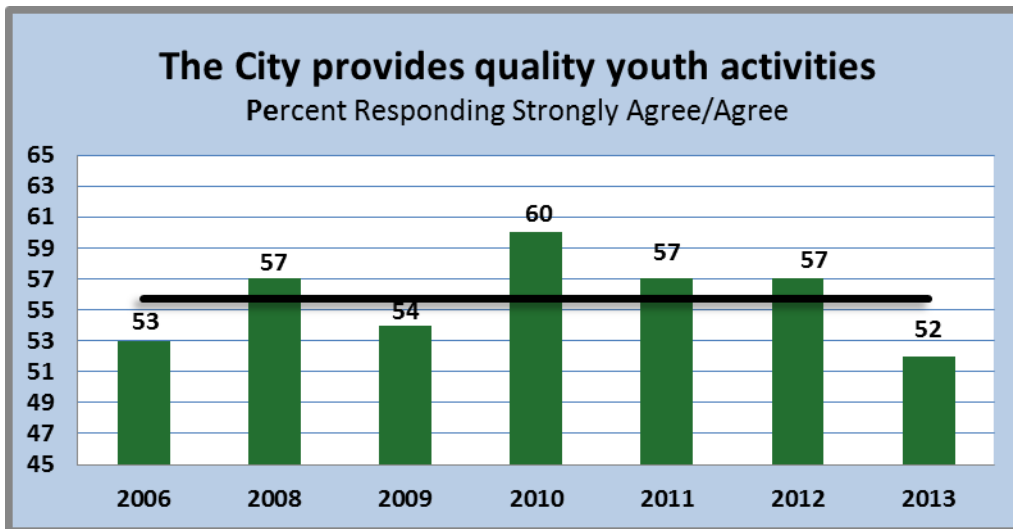
Question 20



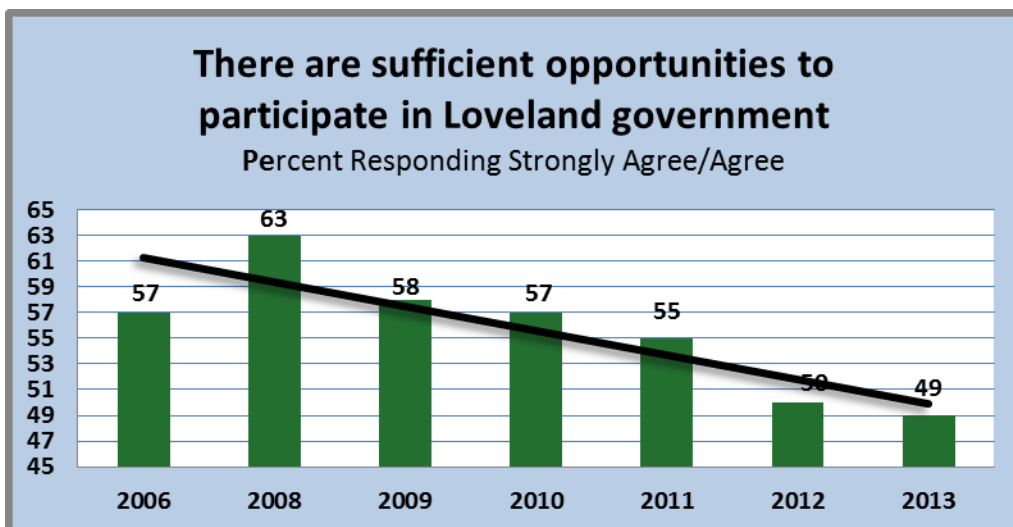
Question 21



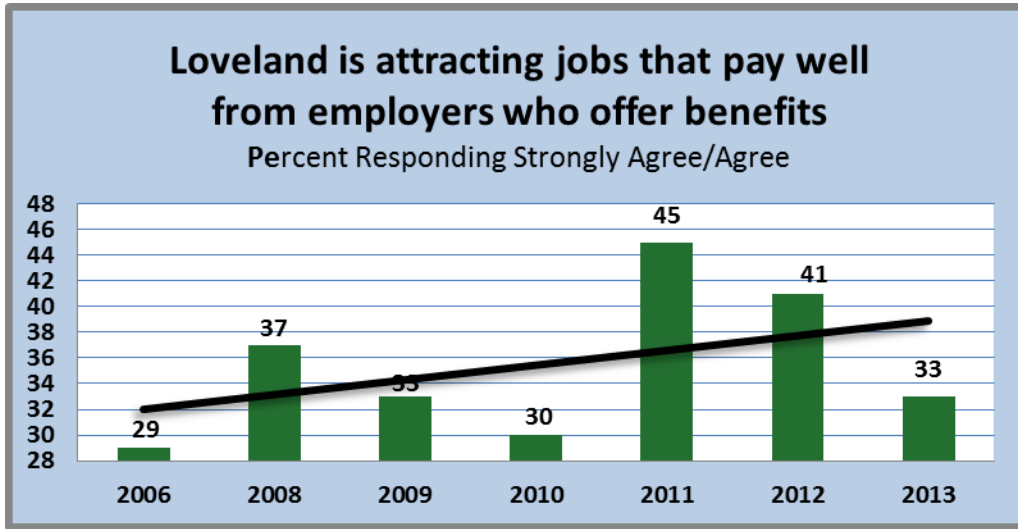
Question 22



Question 23

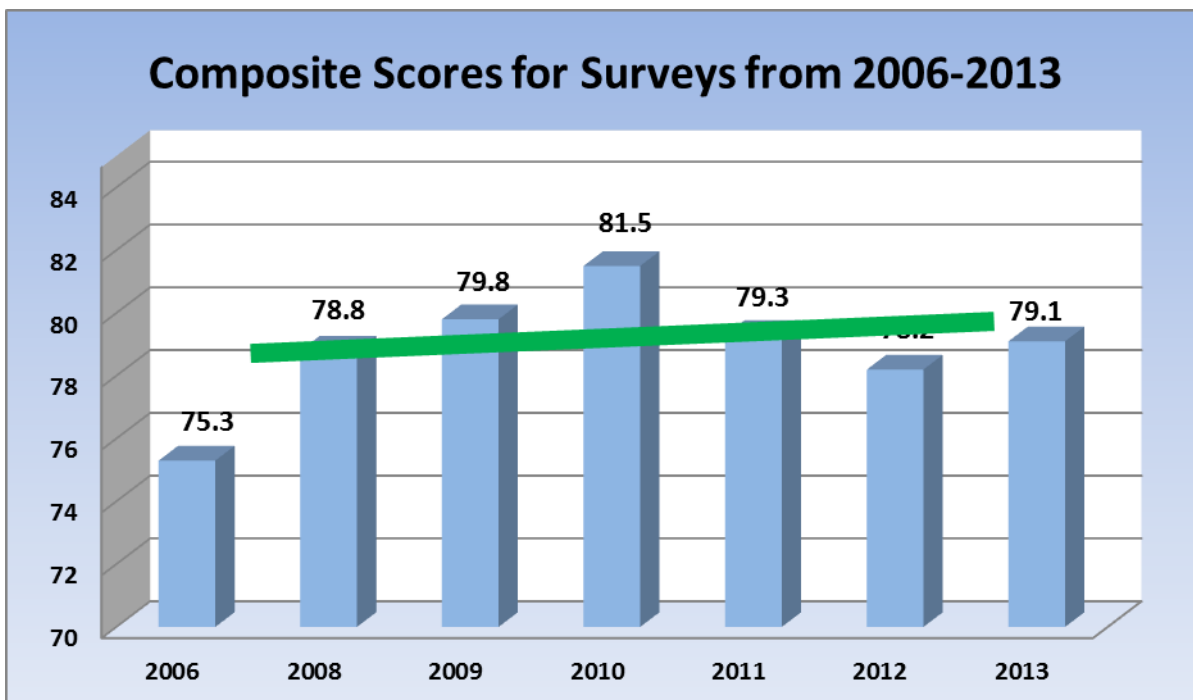


Question 24



Seven-year Graphical Illustration on overall trends on Quality of Life Survey from 2006-2013

The graph below illustrates the general trend of residents' combined responses to all twenty-four Quality of Life Survey questions from 2006 to 2013. The year 2007 is not represented because that year the City conducted a more in-depth survey and that data is therefore not comparable. The trend lines are computer-generated based on seven years of in-house administered Quality of Life Survey results.



2013 Quality of Life Survey

Appendix I: Survey Tool





Dear Loveland resident,

July 8, 2013

The City sends out surveys every year to get feedback directly from citizens. This year, you have been selected to share your opinions about the quality of life in Loveland and the City services that contribute to that quality of life.

Please participate by reading each statement and placing a mark in the appropriate box. You are welcome to add comments and suggestions.

Please return the survey in the postage-paid envelope by July 26, 2013.

About you:

How long have you lived in Loveland?

- 1 year or less 1-2 years 3-5 years 6-10 years More than 10 years

What is your age range?

- 18-24 years 25-44 years 45-64 years 65 years and over

Using the intersection of Hwy 287 and Hwy 34 as boundaries, in what part of town do you live?

- Northwest Southwest Northeast Southeast

Do you live in a single or multi-family building?

- Single family Multi-family

Which one of these locations is nearest to where you work?

- Loveland Greeley Fort Collins Longmont/Denver/Boulder Wyoming
 Not applicable (not employed outside of the home/retired)

How often do you use the Internet?

- Daily 2-3 times per week 2-3 times per month Rarely Never

On average, how often do you visit the City's official website -- www.cityofloveland.org ?

- Weekly Monthly 2-3 times per year Never

On average, how often do you watch live City council meetings broadcasted on Channel 16?

- Weekly Monthly 2-3 times per year Never

On average, how often do you view recorded City council meetings through the City's website?

- Weekly Monthly 2-3 times per year Never

General Comments and Suggestions:

Over ⇨

Quality of Life in Loveland

Statements of Loveland Community Attributes	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
My family feels safe in our community.					
The City provides quality Fire/Rescue services.					
The City provides quality Police services.					
Loveland's neighborhoods, parks and thoroughfares are clean.					
Residential recycling and trash services meet customer needs.					
Loveland is attracting shopping opportunities our community desires.					
Loveland is attracting jobs that pay well from employers who offer benefits.					
Loveland provides quality drinking water.					
Loveland delivers reliable electricity.					
Water runoff from storms is controlled and minimizes flooding.					
The sewer system in Loveland works reliably.					
I can travel by car to locations in Loveland with minimal delays.					
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).					
Street surfaces are drivable and safe.					
City provides quality parks and trails.					
There are abundant recreational opportunities for all members of my family.					
There are sufficient opportunities to gather as a community (Festivals/Community Events).					
There are plentiful opportunities to enjoy the arts.					
The City Council is approving development that enhances the quality of life in our community.					
The Library services provided to our community are current and meet our community's needs.					
The City provides quality youth activities.					
The City provides activities and services needed by senior citizens.					
There are sufficient opportunities to participate in Loveland government.					
I feel well informed about City services.					