



CITY OF LOVELAND
PUBLIC INFORMATION OFFICE

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AGENDA ITEM: 1
MEETING DATE: 11/25/2014
TO: City Council
FROM: Tom Hacker, Public Information Officer
PRESENTER: Tom Hacker, Public Information Officer

TITLE:

Presentation of Results from the 2014 “Quality of Life Survey” of City Residents

SUMMARY:

The Public Information Officer will present to City Council results of the 2014 “Quality of Life Survey,” with responses from 1,131 participating Loveland residents to questions about services, facilities and opportunities provided by the City. The presentation also includes a look at how previous survey results have been implemented by City departments.

BACKGROUND:

The City has administered a “Quality of Life Survey” annually. In 2014, for the first time, 394 residents took advantage of the opportunity to complete an online version of the survey through the City’s “Open City Hall” web portal. The time-honored, hard-copy survey was mailed to 3,000 randomly selected Loveland residential addresses, and yielded responses from 737 of those households.

Results of the online and paper surveys were compiled separately, to maintain the integrity of the year-over-year comparisons that the paper survey offers. Similar year-to-year comparisons of the online survey will be made beginning in 2015. The rationale for adding the web-based survey, through our Open City Hall contract with Peak Democracy LLC, is to expand the demographic diversity of respondents and offer greater opportunity for participation by all residents.

Invitations to participate in the Open City Hall survey were emailed to about 11,150 residents, most of whom are known as City utility customers. The “rules of engagement” for online participants in the survey offers two choices: People may opt to participate with identification that includes name, email address, and City Council ward residence. Or, they may complete the survey anonymously. Of the 394 online survey participants, just 78 registered as Open City Hall users with identification, while 316 chose anonymity. The drawback in that difference is that demographic information, especially age, was scant. The strategy for the 2015 Survey will be adjusted to allow and encourage participants to provide that information while remaining unnamed.

Summary of results:

Attachments included in the packet offer complete responses, both online and on paper, to the 24 survey statements about City services, facilities and offerings, which asked respondents to “strongly agree, agree, disagree, strongly disagree” or offer “no opinion”. The attachment devoted to the mailed survey also shows comparisons to responses gathered in prior years to identify trends. City residents have consistently given most services very high ratings, so the differential between “very good” and “great” in those areas is small. The most significant findings in the 2014 results of the paper survey include:

- Increased satisfaction ratings (“agree” or “agree strongly”) for 11 of the 24 service areas, compared to 2013 results.
- Top rating increases for City job attraction efforts (+7 percentage points), opportunities to participate in government (+5) and approval of developments that enhance Loveland’s quality of life (+4).
- Biggest rating drops for alternative transportation options (-6 percentage points) and systems to control storm water and prevent flooding (likewise, -6). (Anecdotally, storm water managers attribute that drop to the effects of the early summer thunderstorm that dropped 4 inches of rain on Loveland, rather than the 2013 Flood.)
- Drops of 3 percentage points for quality of youth activities, quality of the City’s sewer system, and traffic flow on Loveland streets.

Basic City services (utilities, public safety and public works) have a survey history of consistently high ratings, and the 2014 results were in keeping with seven of nine service areas showing favorable ratings of 85 percent or higher. Electric service was rated highest, at 98 percent.

Optional written comments:

Participants in both online and written surveys were also invited to submit written comments or suggestions about City services or any other subject of their choice. Just over half of all survey participants wrote comments. Hard-copy surveys returned included 383 comments in the space provided, while 199 online survey respondents took advantage of the option, usually with longer offerings than the web tool provided space for. During late summer, City department managers reported on their efforts to respond to written comments from participants in the 2013 Quality of Life Survey. Their information is included in an attachment.

REVIEWED BY CITY MANAGER:



LIST OF ATTACHMENTS:

1. Results of 2014 Quality of Life Survey (mailed version), with year-to-year comparisons
2. Results of 2014 Quality of Life Survey (online version)
3. Written comments from mailed and online survey participants
4. Comparison of results from mailed and online surveys

5. Summary of reports from City department managers on response to written comments submitted by participants in the 2013 Quality of Life Survey
6. Presentation slides: Highlights of the 2014 Surveys



City of Loveland 2014 Quality of Life Survey Report

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Executive Summary

Overview

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

Most of the services, facilities and opportunities provided by Loveland's City government received high ratings this year and many of those ratings were comparable to those received in 2013.

Notable increases were in relation to questions on opportunities for residents to participate in local government and Loveland attracting high-quality jobs. Notable decreases were in response to questions about runoff from storms being controlled to minimize flooding (this survey was taken after the September 2013 Flood), and being able to travel by car with minimal delays.

Background

The City of Loveland has administered a Quality of Life Survey annually for many years. In 2014 for the first time, an online survey through the City's new *Open City Hall* forum garnered an additional 394 responses resulting in about a 30 percent increase in residents response. While the online and mailed surveys were identical, the web-based results are compiled in a separate report to ensure the integrity of the year-to-year comparisons of the mailed survey results. Information yielded from both reports will be analyzed by City leaders to identify issues, trends, and topics for discussion.

Methodology

- The 2014 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.
- Of the 3,000 households receiving the survey, 737 responded to the hard-copy, mailed questionnaire. Although this year's response rate was considerably lower than the 2013 response rate of 32.6 percent, a 25 percent response rate represents a more-than-adequate sampling.
- Ratings from this year's standard mailed survey were compared to ratings from previous years to identify trends and issues.
- Initial questions requested basic demographic information from the respondents including age, residency, employment, type of residence and Internet use.
- Twenty-four statements about City services gave respondents the choice to strongly agree, agree, disagree, strongly disagree or select no opinion in response to the statements.
- In addition to the responses to the 24 statements, respondents were given the opportunity to provide additional written comments. This direct feedback from residents is listed in the Comments and Suggestions section of this report.

About the ratings

Rating figures attached to each of the statements about city services, facilities and amenities are percentages of total respondents who chose favorable "strongly agree" or "agree" replies to the statements. In some cases, the number of respondents who chose the "no opinion" response exceeded 40 percent of the total, skewing the results to indicate a less favorable rating than if the sample had

included only those respondents who indicated interest in the statement topic. Nevertheless, in the interest of making year-over-year comparisons, those "no opinion" responses were included in the sample total for each statement. Ratings were generally favorable with 18 of the total 24 statements showing a rating of 90 or above. Five statements produced ratings of 80 to 89 and four produced ratings in the 70-79 range. Five more statements received ratings within the 50-69 range, and just one received a rating below 50.

Summary of Highlights

- Of the 24 service areas surveyed, 11 showed increased satisfaction ratings (respondents who strongly agree or agree) compared to 2013, and four of the 11 were statistically significant, with an increase of three or more percentage points.
- The most dramatic increases in satisfaction were in response to the following questions:
 - Loveland is attracting jobs that pay well from employers that offer benefits. (plus 7 percentage points)
 - There are sufficient opportunities to participate in Loveland government. (plus 5)
 - The City is approving development that enhances the quality of life in our community (plus 4)
- The most dramatic decreases in satisfaction were in response to the following questions:
 - Water runoff from storms is controlled and minimizes flooding. (minus 6)
 - Alternative transportation options are usable and provide options to driving my car (*e.g.*, buses, bike lanes, sidewalks). (minus 6)
- Questions that showed a plus-or-minus differential of 3 percentage points were:
 - The City provides quality youth activities. (plus 3)
 - The sewer system in Loveland works reliably. (minus 3)
 - I can travel by car to locations in Loveland with minimal delays. (minus 3)
- Responses to 10 questions showed increases or decreases in satisfaction of two percentage points or fewer.
- Six questions produced results identical to last year's survey.

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 including Police, Fire and Public Works. Overall, City services were rated very favorably with seven out of nine total questions receiving a rating of 85 or above. Loveland delivering reliable electricity received the highest rating in this category at 98 (same rating as last year). The question asking if alternative transportation options are usable and provide an alternative to driving received the lowest rating in this category at 54 (down six points from 2013).

Quality of Infrastructure

- Respondents were asked to rate the quality of roadways, storm water facilities, the water waste system and other parts of the public infrastructure. Two of the four questions in this category received favorable ratings of 83 or above. The lowest rating, 78, was in response to the question asking residents if they felt they could travel by car throughout Loveland with minimal delays. That response went down by three points from a rating of 81 in 2013.

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 54 was in response to there being sufficient opportunities to participate in Loveland government. This rating went up five points from 2013.

Quality of Development & Growth

- Residents were asked for their opinion on how the City performs in promoting development that enhances quality of life in Loveland. Ratings in this category ranged from 73 (up two points from last year) for Loveland attracting shopping opportunities the community desires, to a rating of 40 on Loveland attracting jobs that pay well from employers who offer benefits. This question saw a seven-point increase from a rating of 33 in 2013.

2014 Quality of Life Survey

Summary of Data



2014 Quality of Life in Loveland Standard Survey – Summary of Responses

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
Loveland delivers reliable electricity.	48.57	49.80	.82	0	0.82
My family feels safe in our community.	35.20	60.98	1.77	.82	1.23
Loveland's neighborhoods, parks and thoroughfares are clean.	36.6	58.3	3.13	0.14	1.77
Residential recycling and trash services meet customer needs.	50.20	45.03	3.81	.27	.68
The City provides quality parks and trails.	41.18	53.31	1.52	0.28	3.72
The City provides quality Fire/Rescue services.	47.20	46.52	0	0	6.28
Loveland provides quality drinking water.	45.22	49.18	2.73	1.09	1.78
The sewer system in Loveland works reliably.	26.82	63.55	4.81	.14	4.68
The City provides quality Police services.	38.44	51.16	3.01	1.5	5.88
There are plentiful opportunities to enjoy the arts.	39.32	49.32	2.88	0.14	8.36
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	31.9	55.2	5.5	0.3	7.1
The library services provided to our community are current and meet our community needs.	33.47	51.24	1.79	0.55	12.95
There are abundant recreational opportunities for all members of my family.	34.53	49.79	5.91	0.83	8.94
Street surfaces are drivable and safe.	15.83	67.50	12.50	1.81	2.36
Water runoff from storms is controlled and minimizes flooding.	19.67	59.70	11.42	2.20	7.02
I can travel by car to locations in Loveland with minimal delays.	17.40	60.68	15.07	3.84	3.01
I feel well informed about City services.	13.52	61.24	9.66	1.10	14.48
Loveland is attracting shopping opportunities our community desires.	21.55	51.93	16.44	2.35	7.73
The City provides activities and services needed by senior citizens.	17.99	46.57	5.08	0.69	29.67
The City Council is approving development that enhances the quality of life in our community.	14.36	43.78	15.06	4.01	22.79
The City provides quality youth activities.	15.70	39.53	5.37	1.10	38.29
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	10.19	43.39	14.33	3.86	28.24
There are sufficient opportunities to participate in Loveland Government.	11.16	43.10	6.56	1.67	37.52
Loveland is attracting jobs that pay well from employers who offer benefits.	6.83	32.78	26.36	5.44	28.59

Quality of Life in Loveland - Annual Comparison – 2008 to 2014

Numbers are percentages of total responses

Annual Comparison of Statements on Loveland Community Attributes	2008 Strongly Agree/ Agree	2009 Strongly Agree/ Agree	2010 Strongly Agree/ Agree	2011 Strongly Agree/ Agree	2012 Strongly Agree/ Agree	2013 Strongly Agree/ Agree	2014 Strongly Agree/ Agree
1. Loveland delivers reliable electricity.	96	99	98	96	92	98	98
2. My family feels safe in our community.	95	95	95	93	95	96	96
3. Loveland's neighborhoods, parks and thoroughfares are clean.	89	92	95	91	92	95	95
4. Residential recycling and trash services meet customer needs.	91	92	92	91	92	95	95
5. The City provides quality parks and trails.	91	95	96	91	91	94	94
6. The City provides quality Fire/Rescue services.	92	93	95	89	90	93	94
7. Loveland provides quality drinking water.	89	93	94	91	90	93	94
8. The sewer system in Loveland works reliably.	90	93	93	89	90	93	90
9. The City provides quality Police services.	86	86	90	84	82	89	90
10. There are plentiful opportunities to enjoy the arts.	91	91	93	89	88	90	89
11. There are sufficient opportunities to gather as a community (festivals/community events etc.)	88	91	91	87	85	87	87
12. The library services provided to our community are current and meet our community needs.	78	77	83	80	83	84	85
13. There are abundant recreational opportunities for all members of my family.	82	84	88	85	82	86	84
14. Street surfaces are drivable and safe.	80	84	87	82	83	84	83
15. Water runoff from storms is controlled and minimizes flooding.	86	89	90	85	85	85	79
16. I can travel by car to locations in Loveland with minimal delays.	74	81	80	79	80	81	78
17. I feel well informed about City services.	75	77	82	76	74	73	75
18. Loveland is attracting shopping opportunities our community desires.	77	74	72	74	70	71	73
19. The City provides activities and services needed by senior citizens.	71	65	67	68	68	64	65
20. The City Council is approving development that enhances the quality of life in our community.	56	54	61	63	58	54	58
21. The City provides quality youth activities.	57	54	60	57	57	52	55
22. Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	57	66	67	62	59	60	54
23. There are sufficient opportunities to participate in Loveland Government.	63	58	57	55	50	49	54
24. Loveland is attracting jobs that pay well from employers that offer benefits.	37	33	30	45	41	33	40

2014 Quality of Life Survey

Appendix I: Survey Tool





CITY OF LOVELAND

CITY COUNCIL

Civic Center, 500 East Third, Loveland, CO 80537
 (970) 962-2303 FAX (970)962-2900 TDD (970)962-2620

Dear Loveland resident,**June 23, 2014**

The City each summer invites citizens to share their opinions about quality of life in Loveland and the services that are designed to enhance it. Your address was randomly selected this year for the purpose of participating in this survey.

Your feedback matters to us. Please read each statement and place a mark in the appropriate box. Your written comments and suggestions are also most welcome.

Please return the survey in the postage-paid envelope by Friday, July 11, 2014. Thank you!

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

What is your age range?

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

Using U.S. Highways 287 and 34 as references, in which part of town do you live?

- Northwest Southwest Northeast Southeast

Do you live in a single-family home 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 Windsor
 Not applicable (not employed outside of the home/retired)

How frequently do you use the Internet?

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

How often do you visit the City's official website, www.cityofloveland.org?

- Weekly Monthly 2-3 times per year Never

How frequently do you watch live or recorded City council meeting broadcast on Channel 16?

- Weekly Monthly 2-3 times per year Never

How often do you view live or 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.					

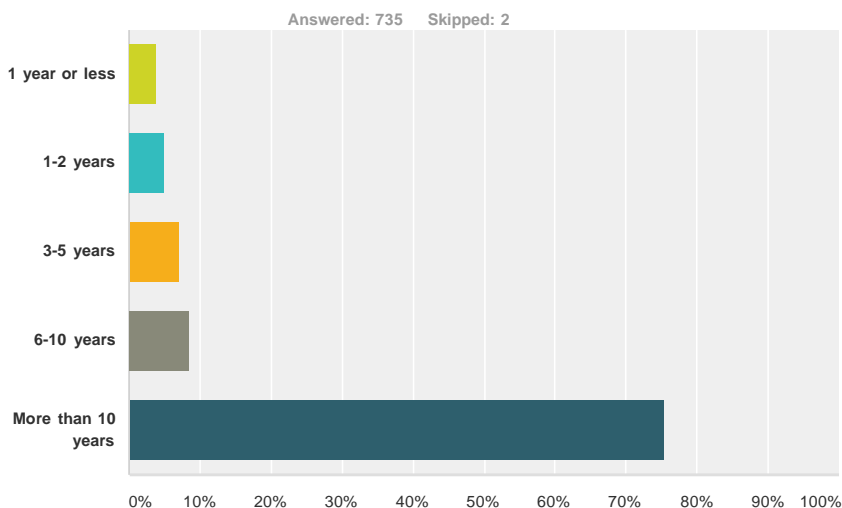
2014 Quality of Life Survey

Appendix II: Graphical Illustration of Data



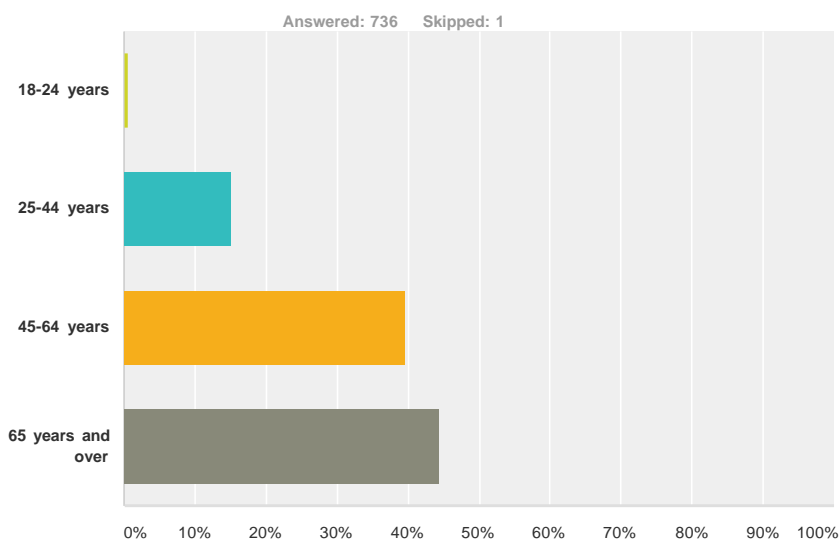
Demographics of Respondents

How long have you lived in Loveland?



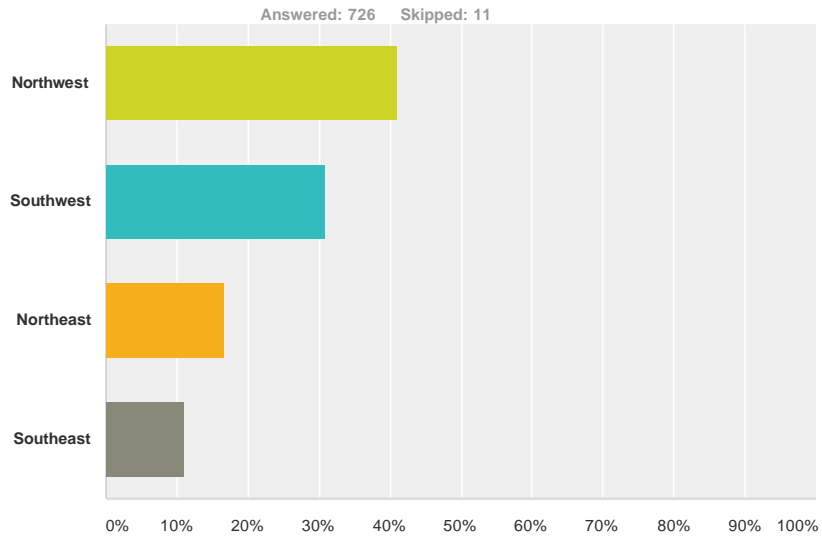
Answer Choices	Responses	Count
1 year or less	3.95%	29
1-2 years	5.03%	37
3-5 years	7.07%	52
6-10 years	8.57%	63
More than 10 years	75.37%	554
Total		735

What is your age range?



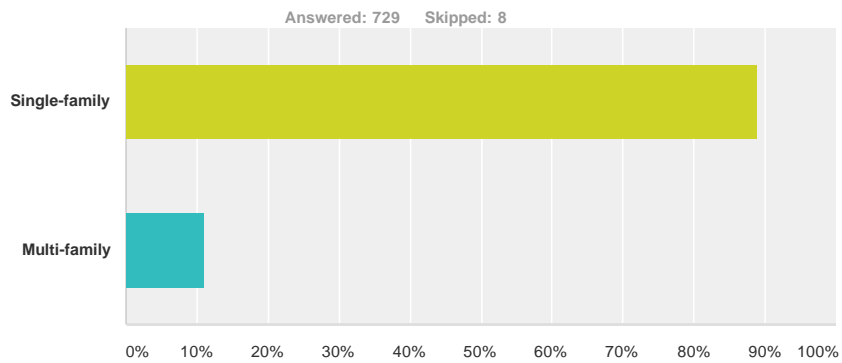
Answer Choices	Responses	Count
18-24 years	0.68%	5
25-44 years	15.22%	112
45-64 years	39.67%	292
65 years and over	44.43%	327
Total		736

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



Answer Choices	Responses	Count
Northwest	41.05%	298
Southwest	30.99%	225
Northeast	16.80%	122
Southeast	11.16%	81
Total		726

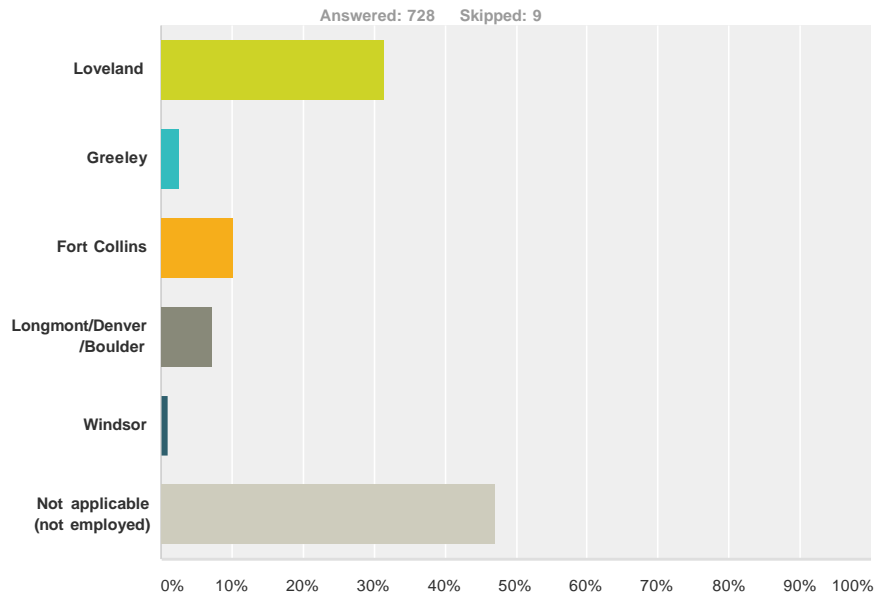
Do you live in a single or multi-family building?



Answer Choices	Responses	Count
Single family	88.89%	648
Multi-family	11.11%	81
Total		729

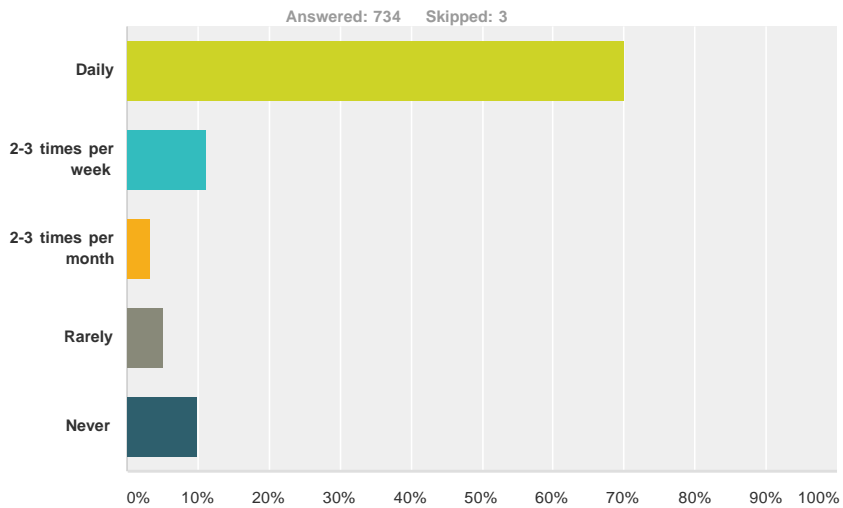
Which one of these locations is nearest to where you work?

P.19



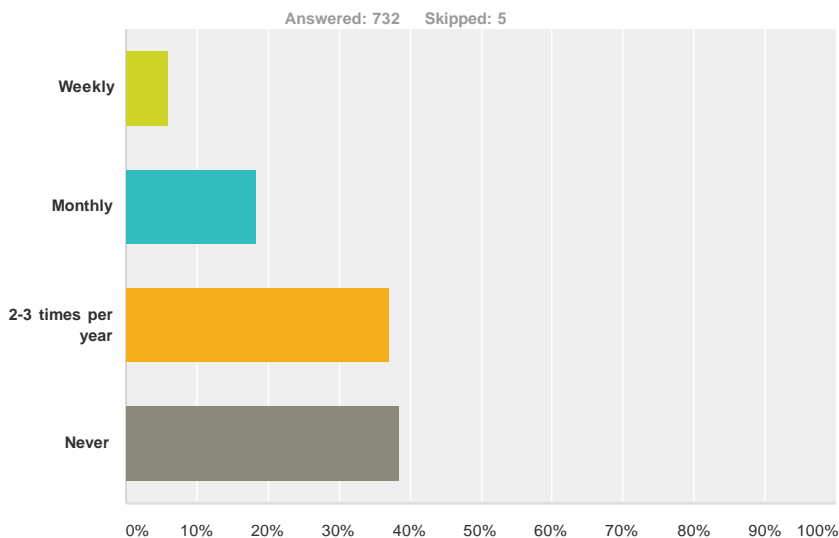
Answer Choices	Responses
Loveland	31.59% 230
Greeley	2.75% 20
Fort Collins	10.16% 74
Longmont/Denver/Boulder	7.28% 53
Windsor	1.10% 8
Not applicable (not employed outside of the home or retired)	47.12% 343
Total	728

How often do you use the Internet?



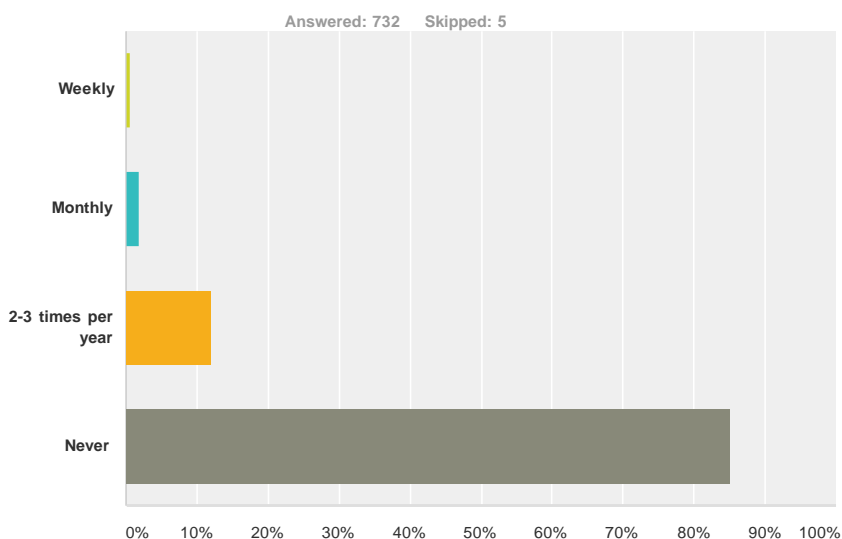
Answer Choices	Responses
Daily	70.16% 515
2-3 times per week	11.17% 82
2-3 times per month	3.27% 24
Rarely	5.31% 39
Never	10.08% 74
Total	734

How often do you visit the City's official website www.cityofloveland.org?



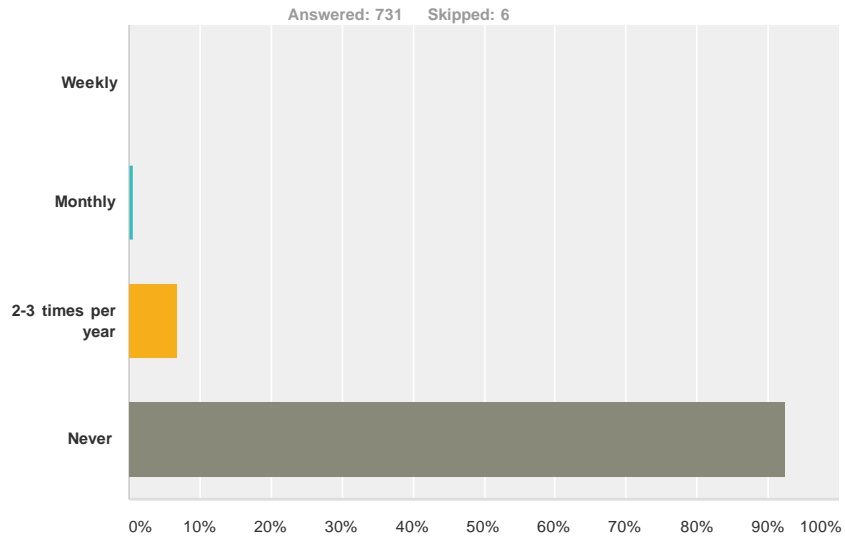
Answer Choices	Responses	Count
Weekly	6.01%	44
Monthly	18.31%	134
2-3 times per year	37.16%	272
Never	38.52%	282
Total		732

How often do you watch live or recorded City Council meeting broadcasts on Channel 16?



Answer Choices	Responses	Count
Weekly	0.68%	5
Monthly	1.91%	14
2-3 times per year	12.16%	89
Never	85.25%	624
Total		732

How often do you view live or recorded City Council meetings through the City's website?

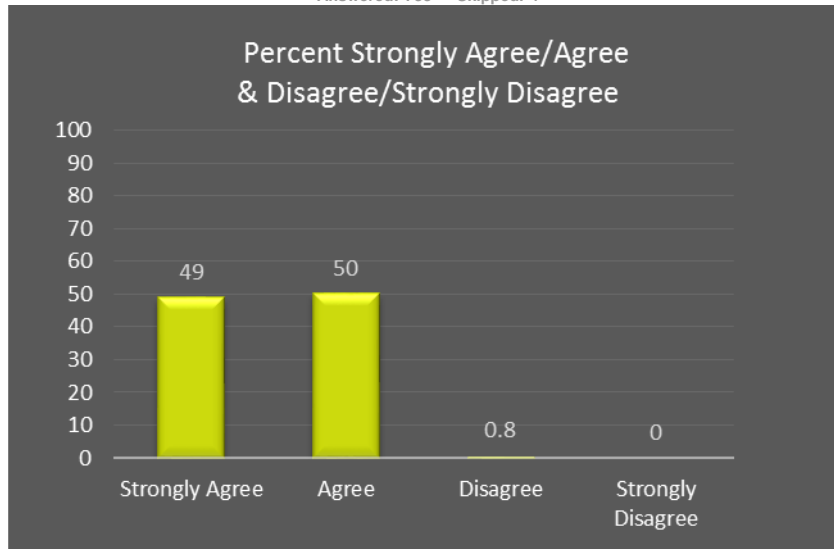


Answer Choices	Responses	
Weekly	0.00%	0
Monthly	0.55%	4
2-3 times per year	6.98%	51
Never	92.48%	676
Total		731

Responses to Survey Questions (from highest to lowest rating)

Loveland delivers reliable electricity.

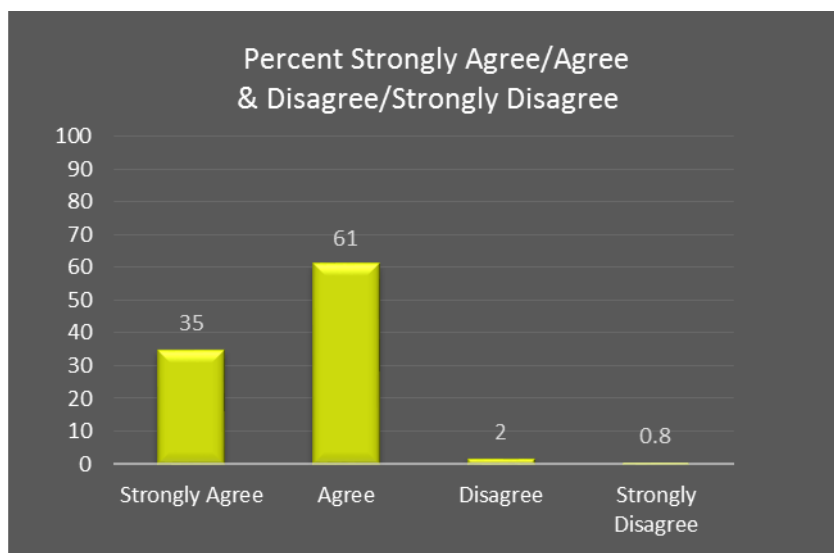
Answered: 733 Skipped: 4



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
48.57%	49.80%	0.82%	0.00%	0.82%	733	1.55
356	365	6	0	6		

My family feels safe in our community.

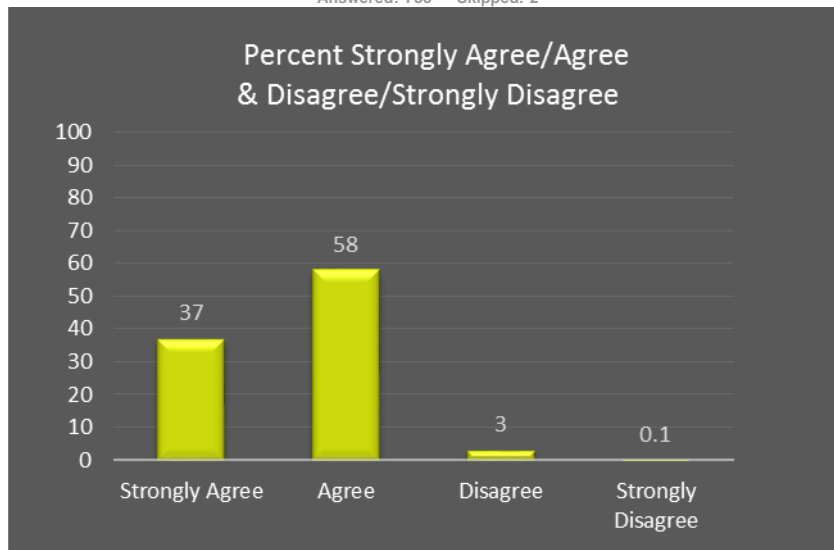
Answered: 733 Skipped: 4



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
35.20%	60.98%	1.77%	0.82%	1.23%	733	1.72
258	447	13	6	9		

Loveland's neighborhoods, parks and thoroughfares are clean.

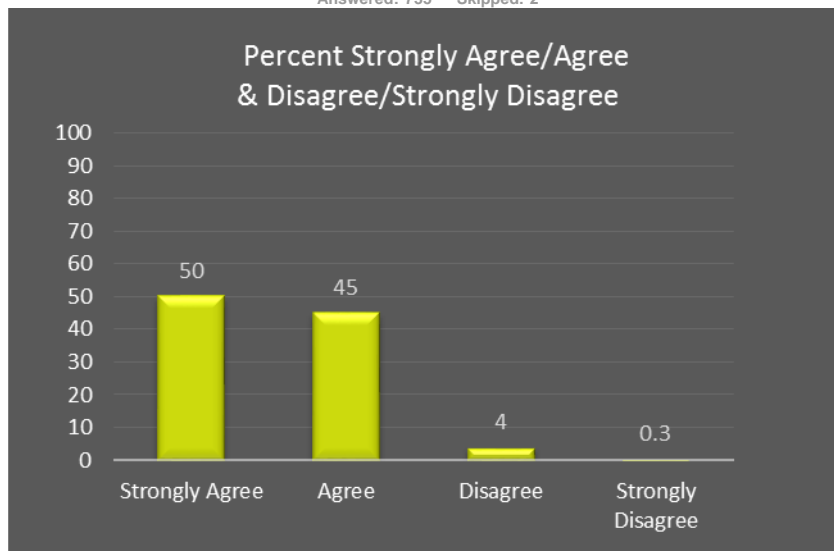
Answered: 735 Skipped: 2



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
36.60%	58.37%	3.13%	0.14%	1.77%	735	1.72
269	429	23	1	13		

Residential recycling and trash services meet customer needs.

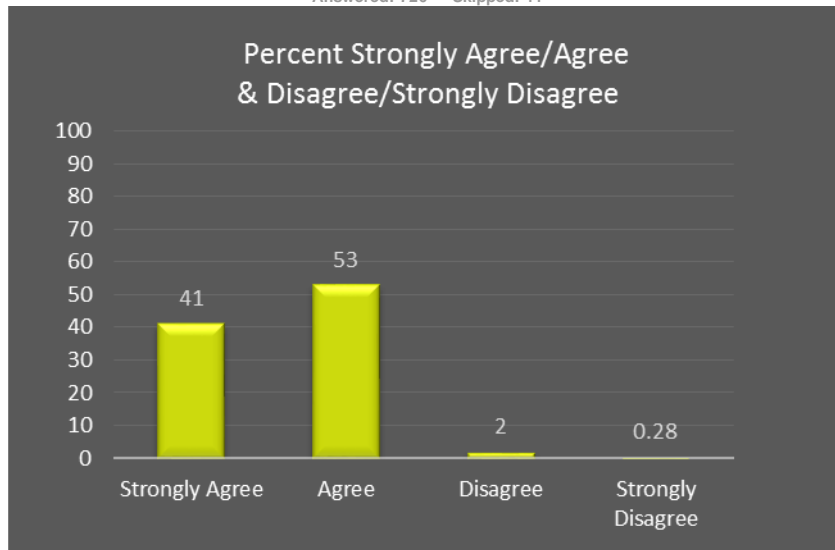
Answered: 735 Skipped: 2



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
50.20%	45.03%	3.81%	0.27%	0.68%	735	1.56
369	331	28	2	5		

The City provides quality parks and trails.

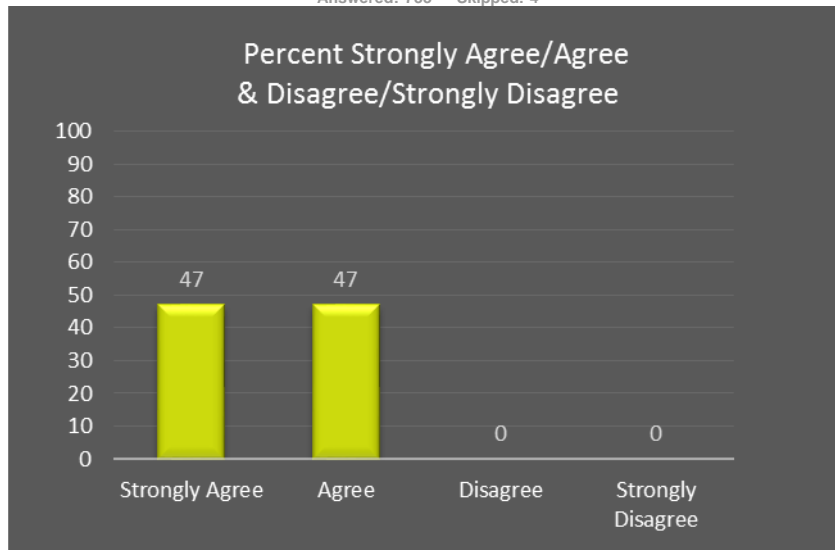
Answered: 726 Skipped: 11



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
41.18% 299	53.31% 387	1.52% 11	0.28% 2	3.72% 27	726	1.72

The City provides quality Fire/Rescue services.

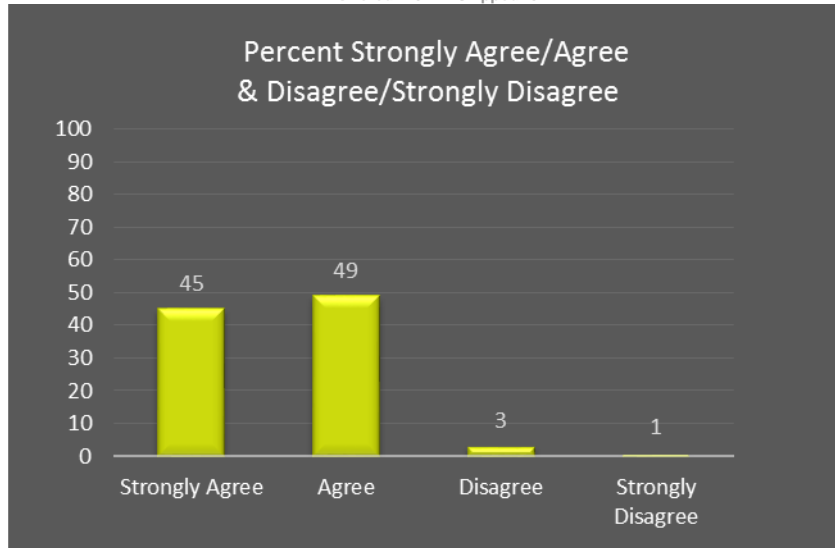
Answered: 733 Skipped: 4



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
47.20% 346	46.52% 341	0.00% 0	0.00% 0	6.28% 46	733	1.72

Loveland provides quality drinking water.

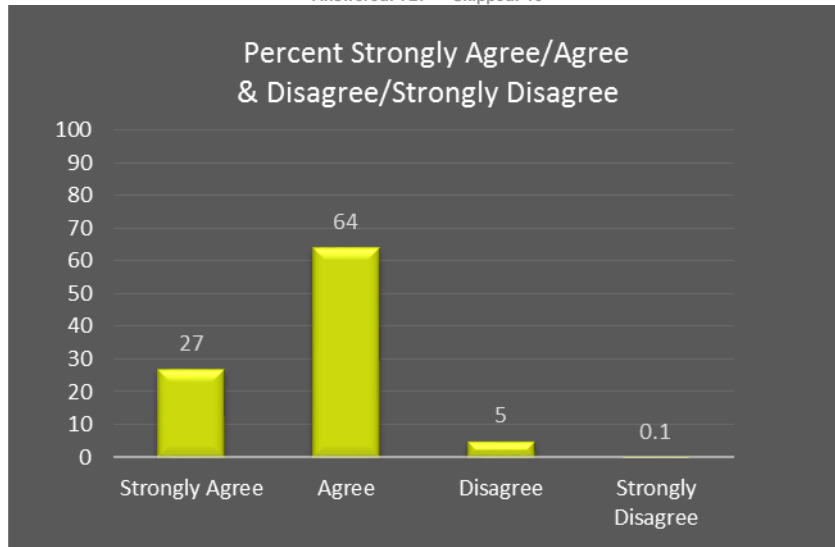
Answered: 732 Skipped: 5



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
45.22% 331	49.18% 360	2.73% 20	1.09% 8	1.78% 13	732	1.65

The sewer system in Loveland works reliably.

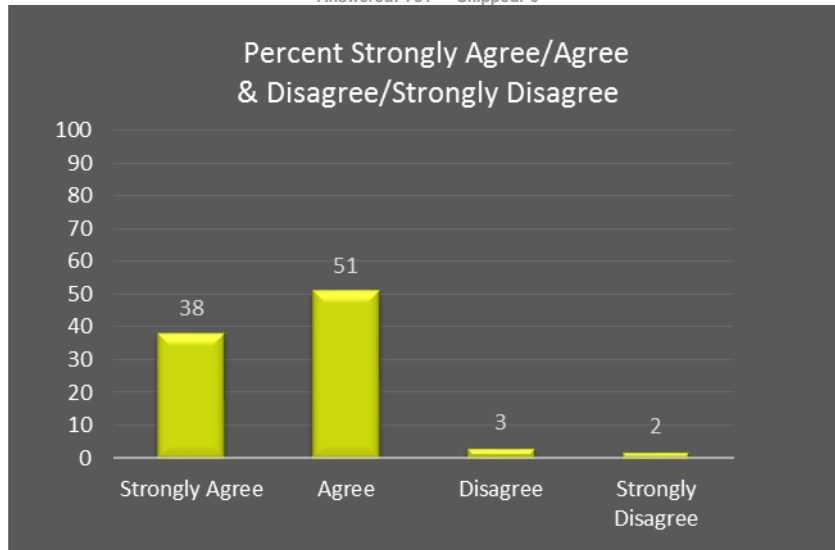
Answered: 727 Skipped: 10



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
26.82% 195	63.55% 462	4.81% 35	0.14% 1	4.68% 34	727	1.92

The City provides quality Police services.

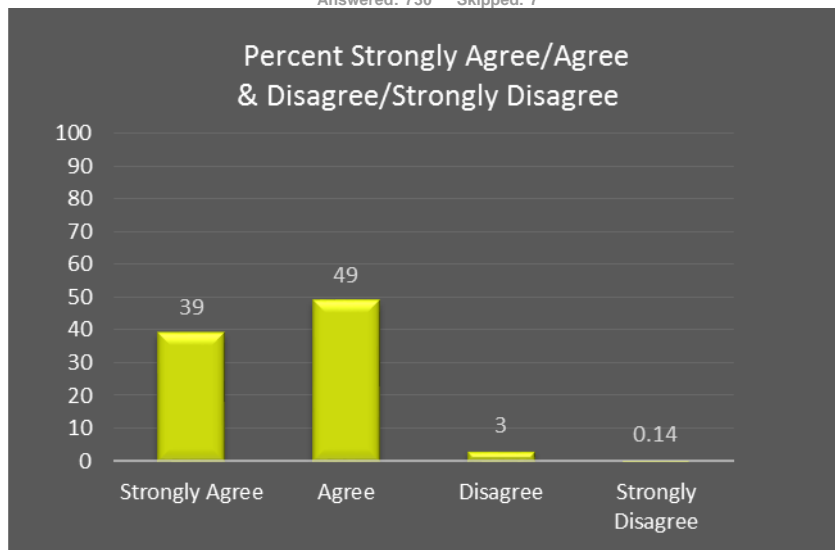
Answered: 731 Skipped: 6



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
38.44%	51.16%	3.01%	1.50%	5.88%	731	1.85
281	374	22	11	43		

There are plentiful opportunities to enjoy the arts.

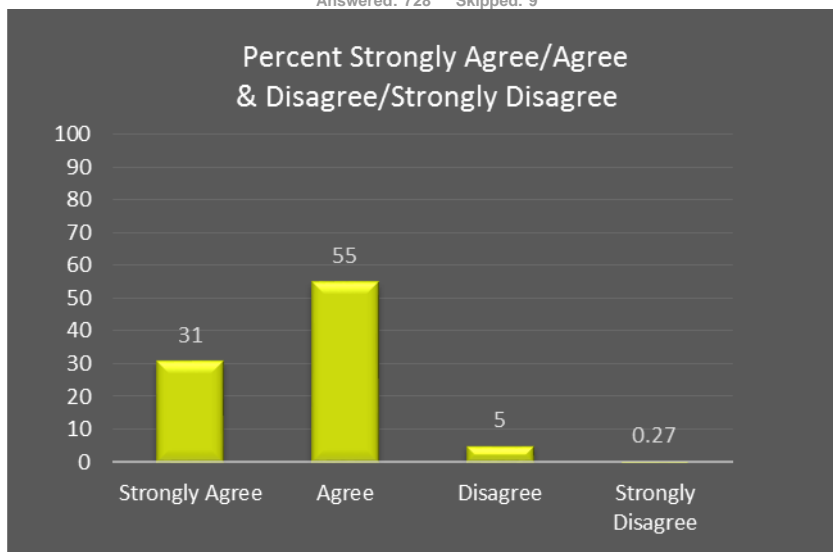
Answered: 730 Skipped: 7



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
39.32%	49.32%	2.88%	0.14%	8.36%	730	1.89
287	360	21	1	61		

There are sufficient opportunities to gather as a community (festivals, community events).

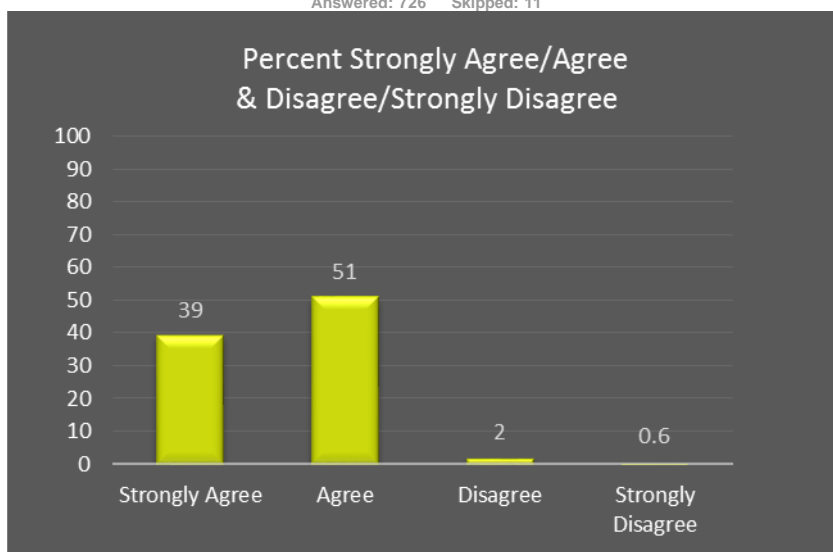
Answered: 728 Skipped: 9



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
31.18%	55.49%	4.67%	0.27%	8.38%	728	1.99
227	404	34	2	61		

The library services provided to our community are current and meet our community's needs.

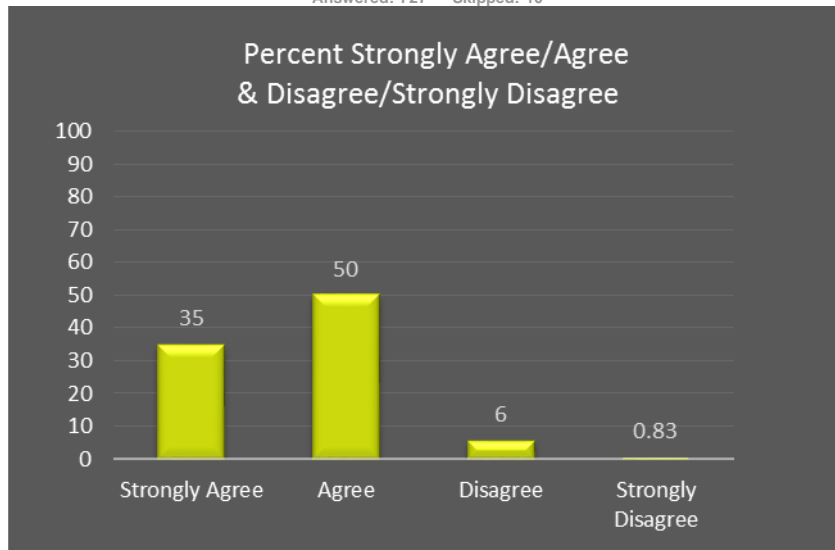
Answered: 726 Skipped: 11



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
33.47%	51.24%	1.79%	0.55%	12.95%	726	2.08
243	372	13	4	94		

There are abundant recreational opportunities for all members of my family.

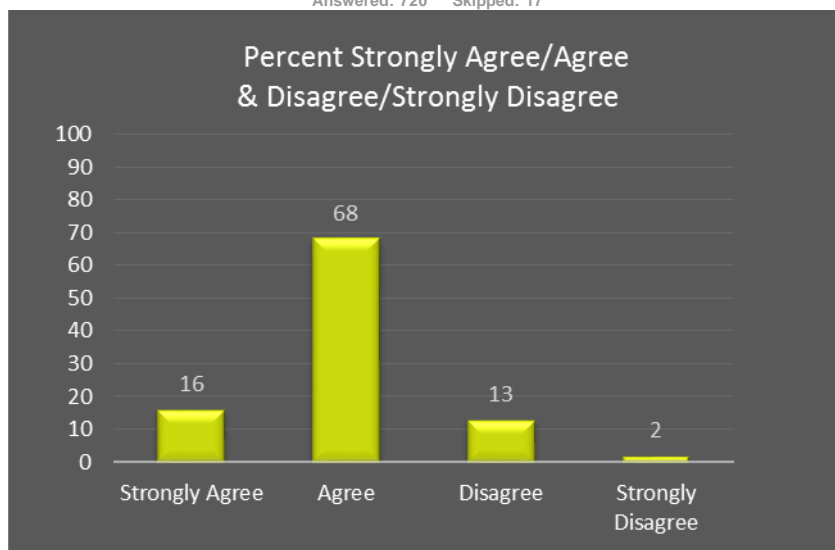
Answered: 727 Skipped: 10



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
34.53%	49.79%	5.91%	0.83%	8.94%	727	2.00
251	362	43	6	65		

Street surfaces are drivable and safe.

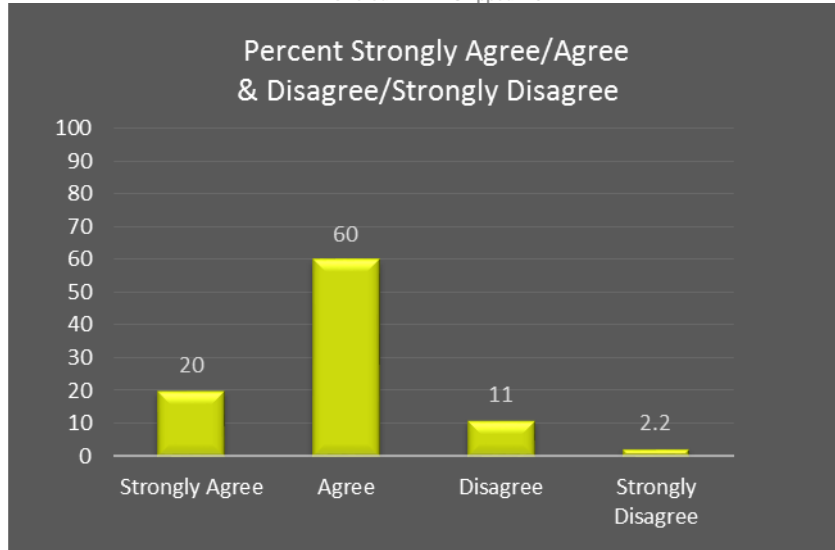
Answered: 720 Skipped: 17



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
15.83%	67.50%	12.50%	1.81%	2.36%	720	2.07
114	486	90	13	17		

Water runoff from storms is controlled and minimizes flooding.

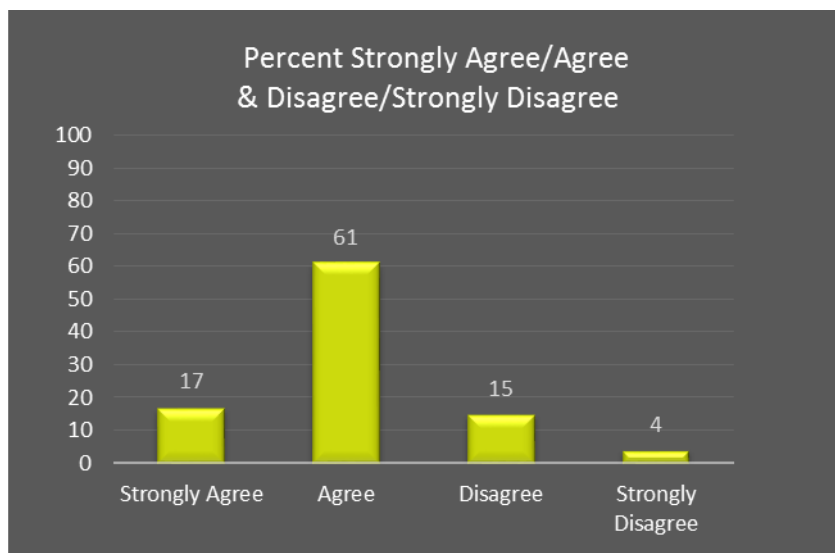
Answered: 727 Skipped: 10



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
19.67% 143	59.70% 434	11.42% 83	2.20% 16	7.02% 51	727	2.17

I can travel by car to locations in Loveland with minimal delays.

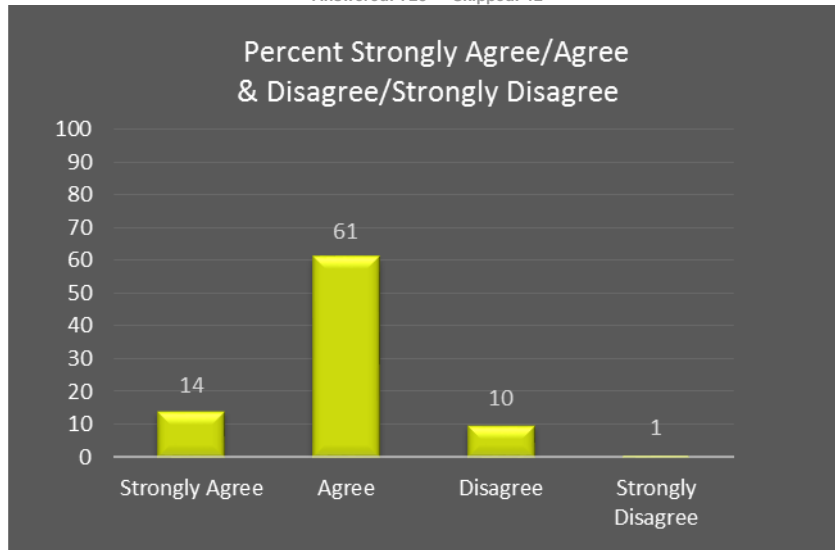
Answered: 730 Skipped: 7



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
17.40% 127	60.68% 443	15.07% 110	3.84% 28	3.01% 22	730	2.14

I feel well informed about City services.

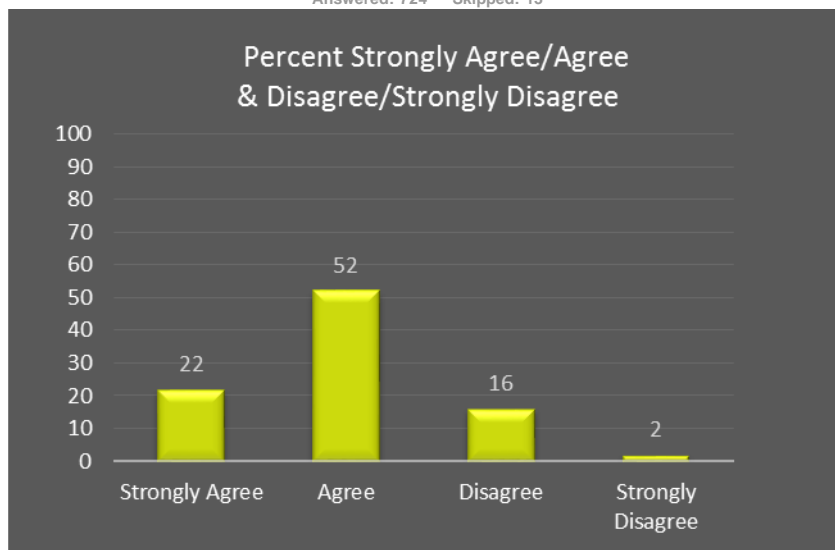
Answered: 725 Skipped: 12



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
13.52%	61.24%	9.66%	1.10%	14.48%	725	2.42
98	444	70	8	105		

Loveland is attracting shopping opportunities our community desires.

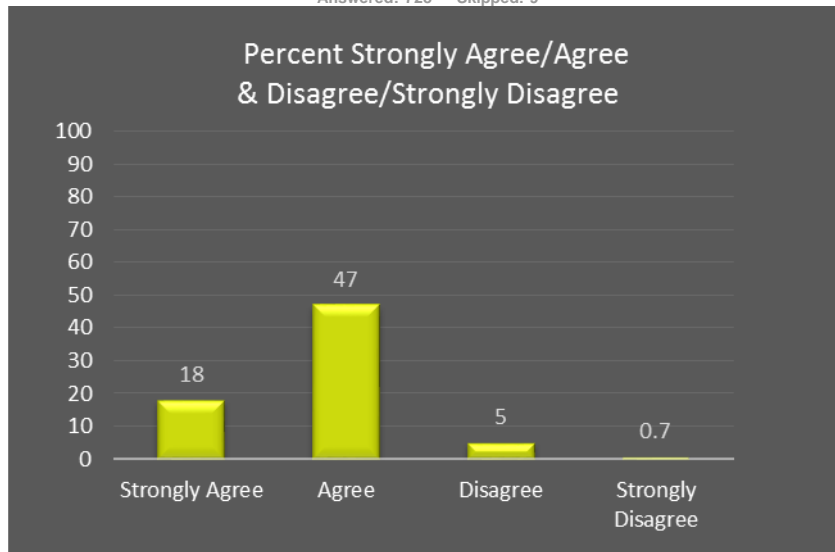
Answered: 724 Skipped: 13



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
21.55%	51.93%	16.44%	2.35%	7.73%	724	2.23
156	376	119	17	56		

The City provides activities and services needed by senior citizens.

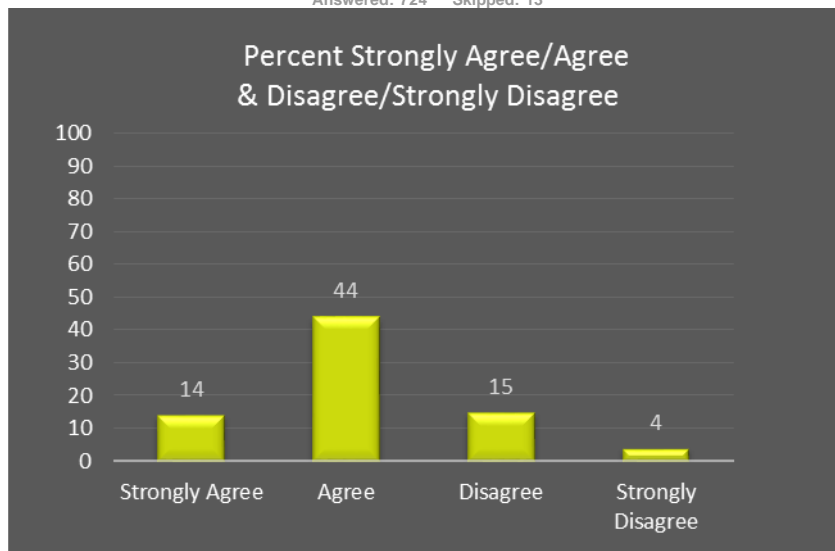
Answered: 728 Skipped: 9



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
17.99%	46.57%	5.08%	0.69%	29.67%	728	2.77
131	339	37	5	216		

The City Council is approving development that enhances the quality of life in our community.

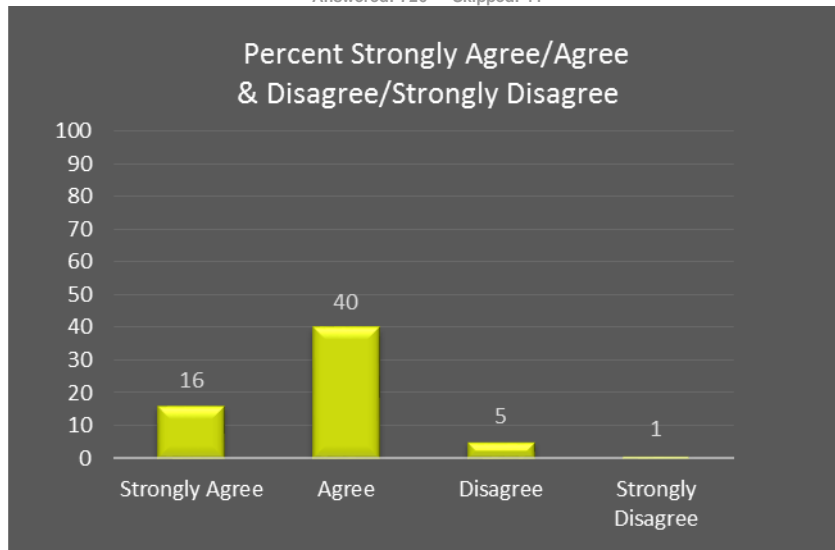
Answered: 724 Skipped: 13



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
14.36%	43.78%	15.06%	4.01%	22.79%	724	2.77
104	317	109	29	165		

The City provides quality youth activities.

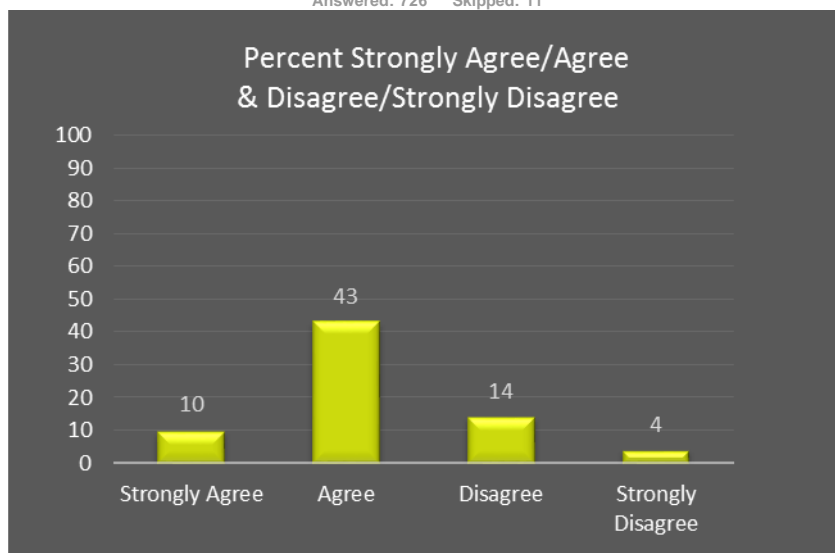
Answered: 726 Skipped: 11



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
15.70% 114	39.53% 287	5.37% 39	1.10% 8	38.29% 278	726	3.07

Alternative transportation options are usable and provide options to driving my car (i.e. buses, bike lanes, sidewalks).

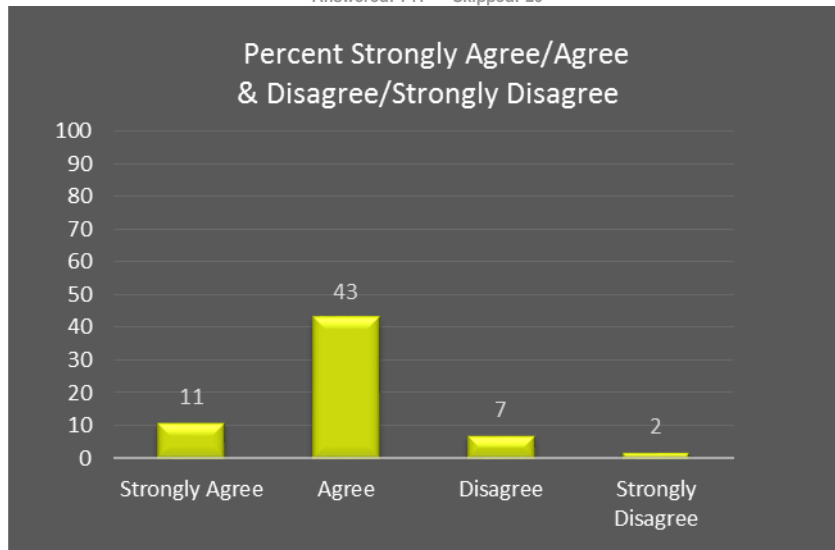
Answered: 726 Skipped: 11



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
10.19% 74	43.39% 315	14.33% 104	3.86% 28	28.24% 205	726	2.97

There are sufficient opportunities to participate in Loveland government.

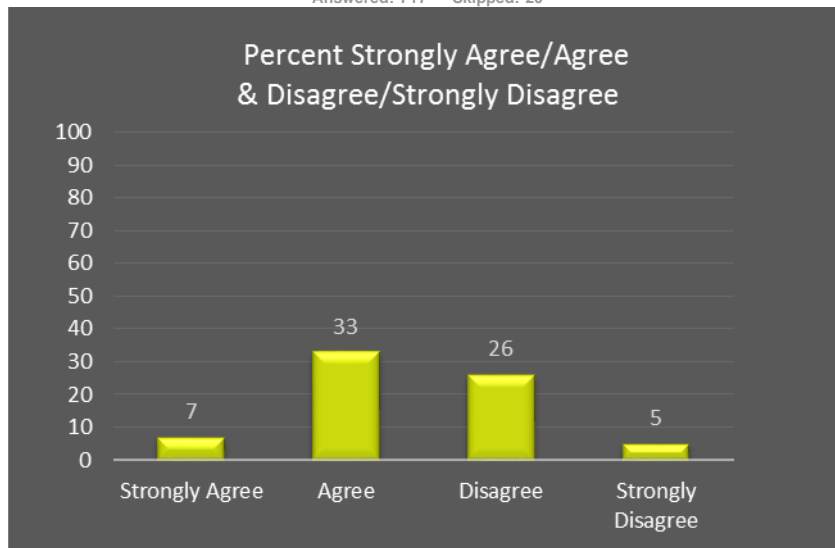
Answered: 717 Skipped: 20



Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
11.16% 80	43.10% 309	6.56% 47	1.67% 12	37.52% 269	717	3.11

Loveland is attracting jobs that pay well from employers that offer benefits.

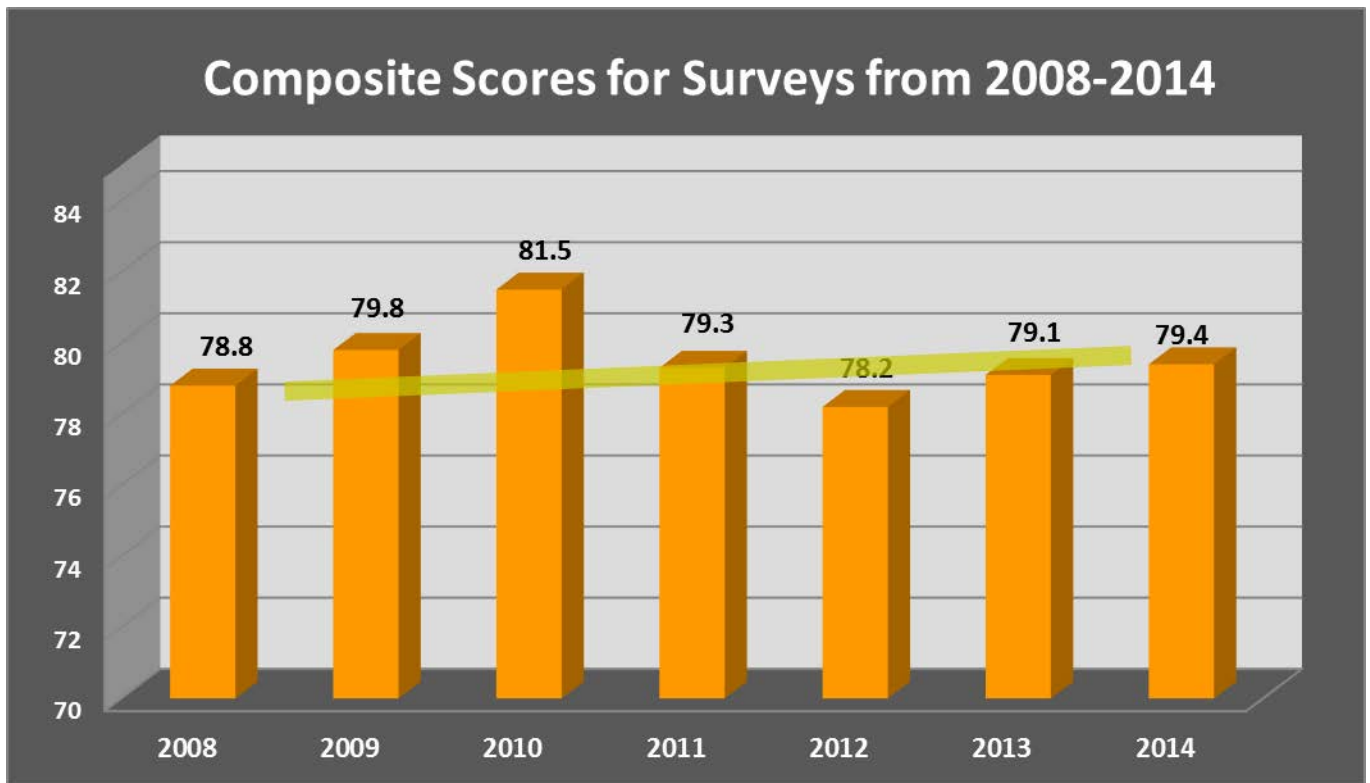
Answered: 717 Skipped: 20

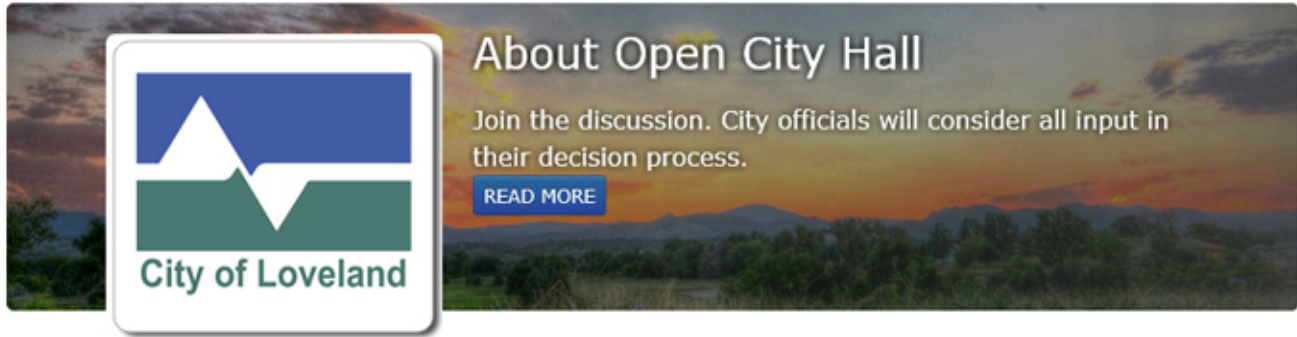


Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
6.83% 49	32.78% 235	26.36% 189	5.44% 39	28.59% 205	717	3.16

Seven-year graphical illustration of overall trends on Quality of Life Survey from 2008-2014

The graph below illustrates the general trend of residents' combined responses to all twenty-four Quality of Life Survey questions on surveys administered from 2008 to 2014.





Survey Results: Open City Hall

Background

The City of Loveland has administered a Quality of Life Survey annually for many years. In 2014, for the first time, the City added an online survey presented through the City's new *Open City Hall* web forum. It garnered an additional 394 responses from residents who answered questions identical to those in the standard mailed survey. The addition of the Open City Hall survey raised Loveland residents' participation by about 30 percent.

Methodology

The 24 questions were posted on the Open City Hall forum on June 23, 2014. Established users of the interface were invited to respond through an invitation generated through Open City Hall. The Public Information Office sent additional email invitations, each with a link to Open City Hall, to residents via email contactor Constant Contact. Most of those addresses are of residents who are online utility bill payers. The PIO also posted announcements on the City's website, Facebook page and Twitter account. The deadline to respond was July 24, 2014. Residents who received the standard survey were asked to respond by July 11, 2014. As with the standard survey, results from this data will be analyzed by City leaders to identify issues, trends, and topics for discussion.

- A total of 394 responses were posted. Seventy-eight of these were from registered users of Open City Hall. An additional 316 responses came in from unregistered respondents.
- Like the mailed survey, initial questions requested basic demographic information from respondents including age, residency, employment, type of residence and Internet use.
- Twenty-four statements about City services gave respondents the choice to strongly agree, agree, disagree, strongly disagree or select no opinion in response to the statements.
- Also like the standard survey, respondents were given the opportunity to provide additional comments. This direct feedback from residents is listed in the Comments and Suggestions section of the Open City Hall survey report.
- Overall, respondents rated City services favorably and many of the ratings were comparable to those on the standard survey.

Summary of Highlights

About the ratings:

Rating figures attached to each of the statements about city services, facilities and amenities are percentages of total respondents who chose favorable "strongly agree" or "agree" replies to the

statements. In some cases, the number of respondents who chose the “no opinion” response exceeded 40 percent of the total, skewing the results to indicate a less favorable rating than if the sample had included only those respondents who indicated interest in the statement topic. Nevertheless, in the interest of making year-over-year comparisons, those “no opinion” responses were included in the sample total for each statement. Ratings across the survey were generally favorable with 18 of the total 24 questions rating 70 or above, and responses to five of the 24 questions showing a rating of 93 or above. Eight questions produced ratings between 80 and 89 and five were in the 70 to 79 range.

Quality of City Services

Respondents were asked to rate basic City services provided by departments such as Water & Power, Police, Fire and Public Works. Overall, City services were rated highly.

- Loveland’s efforts to deliver reliable electricity received the highest rating in this category at 95 (3 points less than the rating for the same question on the standard survey).
- A question asking if alternative transportation options are usable and provide an alternative to driving received the lowest rating in this category at 51 (three lower than the same question on the standard survey).

Quality of Infrastructure

Respondents were asked to rate the quality of roadways, storm water facilities, the water waste system and other parts of the city’s infrastructure.

- The highest ratings in this category were tied at 87 in response to the questions about sewer system reliability and the streets being safe to drive.
- The lowest response in this category, at 75, was in response to the question on water runoff from storms being controlled and minimizing flooding.

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.

- The highest rating in this category was in response to the question on the City providing quality parks and trails at 93.
- The lowest rating in this category, at 48, was in response to the City providing quality youth activities. However, the statement received a “no opinion” response of 42 percent.

Quality of Development & Growth

Residents were asked for their opinions on how the City performs its role in promoting economic development and business attraction.

- The highest rating in this category, at 70, was in response to Loveland attracting shopping opportunities the community desires.
 - The lowest rating in this category of 33 was in response to Loveland attracting jobs that pay well from employers who offer benefits. The statement elicited the lowest rating of any on the survey, but also drew a 27 percent “no opinion” response.
-

2014 Quality of Life in Loveland Open City Hall – Summary of Responses

(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
Loveland delivers reliable electricity.	51.3	43.5	2.1	1.6	1.6
My family feels safe in our community.	35.8	54.8	6.3	1.8	1.3
Loveland's neighborhoods, parks and thoroughfares are clean.	30.3	62.1	5.7	1.3	0.5
Residential recycling and trash services meet customer needs.	47.2	43.3	7.7	.5	1.3
The City provides quality parks and trails.	42.2	50.9	3.9	.5	2.6
The City provides quality Fire/Rescue services.	46.0	38.9	0.3	1.0	13.8
Loveland provides quality drinking water.	38.0	50.8	4.7	1.6	5.0
The sewer system in Loveland works reliably.	31.9	54.8	5.7	0.5	7.0
The City provides quality Police services.	34.1	44.7	7.8	3.1	10.3
There are plentiful opportunities to enjoy the arts.	41.0	46.4	4.9	1.0	6.7
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	25.6	58.7	7.2	0.5	8.0
The library services provided to our community are current and meet our community needs.	37.1	43.8	4.6	0.3	14.2
There are abundant recreational opportunities for all members of my family.	26.9	59.6	8.8	0.5	4.1
Street surfaces are drivable and safe.	15.2	72.4	10.9	1.3	0.3
Water runoff from storms is controlled and minimizes flooding.	16.1	58.5	15.8	3.6	6.0
I can travel by car to locations in Loveland with minimal delays.	18.3	57.9	19.9	3.6	0.3
I feel well informed about City services.	14.1	57.6	15.7	2.3	10.3
Loveland is attracting shopping opportunities our community desires.	15.4	54.6	19.8	5.2	5.0
The City provides activities and services needed by senior citizens.	17.1	34.0	2.9	0.3	45.7
The City Council is approving development that enhances the quality of life in our community.	8.0	38.4	17.0	9.3	27.3
The City provides quality youth activities.	15.0	33.2	9.3	0.3	42.2
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	9.0	42.4	23.7	8.0	17.0
There are sufficient opportunities to participate in Loveland Government.	9.8	42.0	9.3	2.6	36.3
Loveland is attracting jobs that pay well from employers who offer benefits.	4.1	28.8	24.4	15.5	27.2






Open City Hall Survey Report



Loveland City Council, Nov. 25, 2014

Demographic Information from Responders






How long have you lived in Loveland?

		%	Count
1 year or less		5.1%	20
1-2 years		7.7%	30
3-5 years		15.4%	60
6-10 years		15.9%	62
More than 10 years		55.9%	218




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

		%	Count
Single-family home		87.9%	340
Multi-family building		12.1%	47

Which of these locations is nearest to where you work?

		%	Count
Loveland		65.4%	240
Greeley		4.4%	16
Fort Collins		15.3%	56
Longmont/Denver/Boulder		13.4%	49
Windsor		1.6%	6

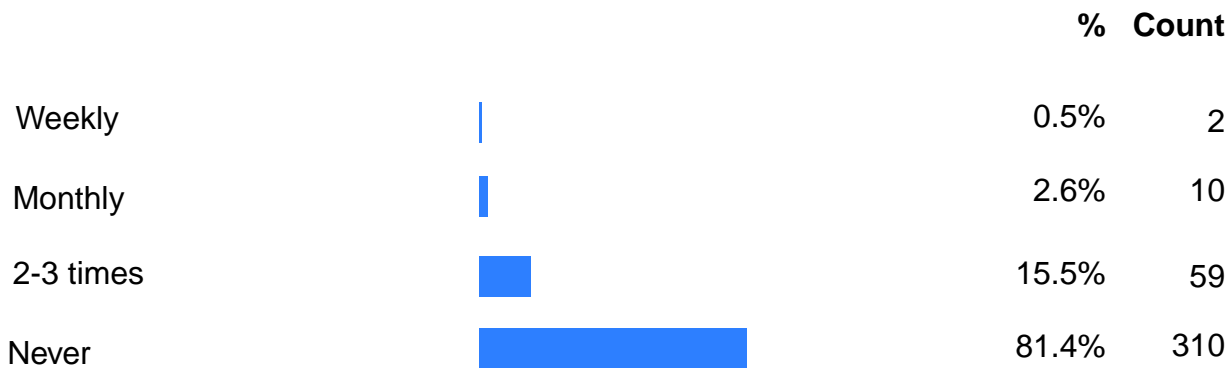
How frequently do you use the Internet?

		%	Count
Daily		97.7%	377
2-3 times per week		1.8%	7
2-3 times per month		0.5%	2

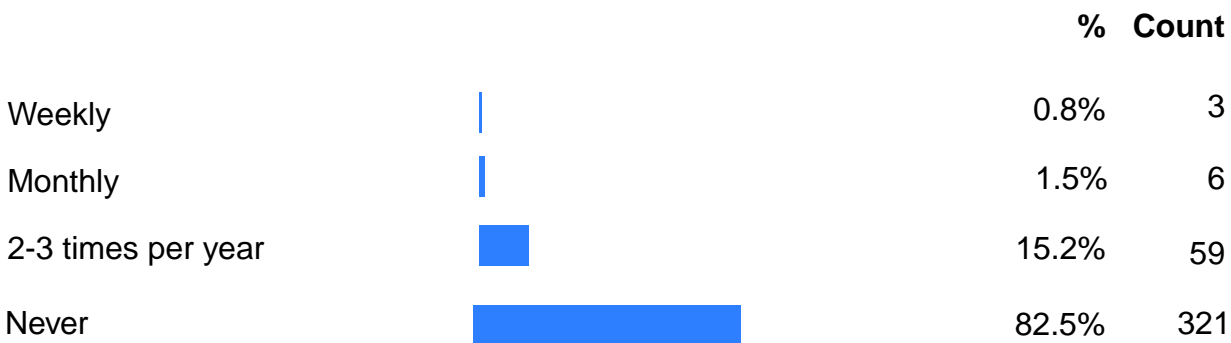
How often do you visit the City's official website, www.cityofloveland.org?



How frequently do you watch live or recorded City Council meetings broadcast on Channel 16?








How often do you view live or recorded City Council meetings through the City's website?







Statements on Quality of Life in Loveland






My family feels safe in our community.

		%	Count
Strongly agree		35.8%	137
Agree		54.8%	210
Disagree		6.3%	24
Strongly disagree		1.8%	7
No opinion		1.3%	5




The City provides quality Fire/Rescue services.

		%	Count
Strongly agree		46.0%	176
Agree		38.9%	149
Disagree		0.3%	1
Strongly disagree		1.0%	4
No opinion		13.8%	53






The City provides quality Police services.

		%	Count
Strongly agree		34.1%	132
Agree		44.7%	173
Disagree		7.8%	30
Strongly disagree		3.1%	12
No opinion		10.3%	40






Loveland’s neighborhoods, parks and thoroughfares are clean.

		%	Count
Strongly agree		30.3%	116
Agree		62.1%	238
Disagree		5.7%	22
Strongly disagree		1.3%	5
No opinion		0.5%	2

Residential recycling and trash services meet customer needs.

		%	Count
Strongly agree		47.2%	183
Agree		43.3%	168
Disagree		7.7%	30
Strongly disagree		0.5%	2
No opinion		1.3%	5

Loveland attracts the shopping opportunities our community desires.

		%	Count
Strongly agree		15.4%	59
Agree		54.6%	209
Strongly disagree		5.2%	20
Disagree		19.8%	76
No opinion		5.0%	19






Loveland attracts jobs that pay well from employers who offer benefits.

		%	Count
Strongly agree		4.1%	16
Agree		28.8%	111
Strongly disagree		15.5%	60
Disagree		24.4%	94
No opinion		27.2%	105

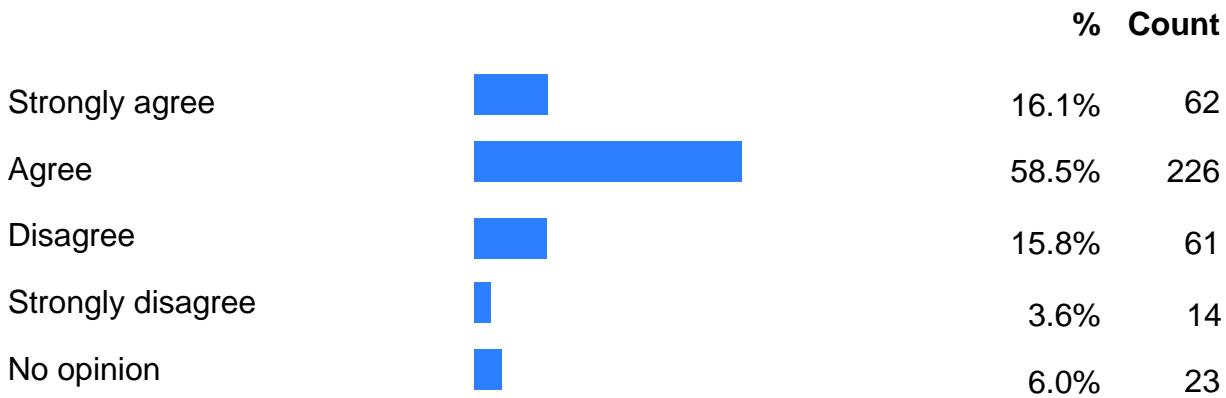
Loveland provides quality drinking water.

		%	Count
Strongly agree		38.0%	145
Agree		50.8%	194
Strongly disagree		1.6%	6
Disagree		4.7%	18
No opinion		5.0%	19

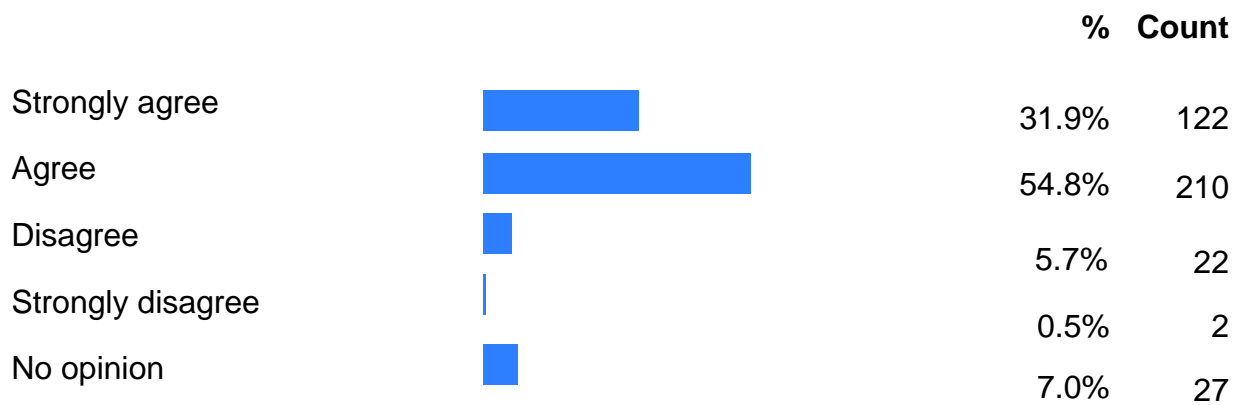
Loveland delivers reliable electricity.

		%	Count
Strongly agree		51.3%	197
Agree		43.5%	167
Disagree		2.1%	8
Strongly disagree		1.6%	6
No opinion		1.6%	6

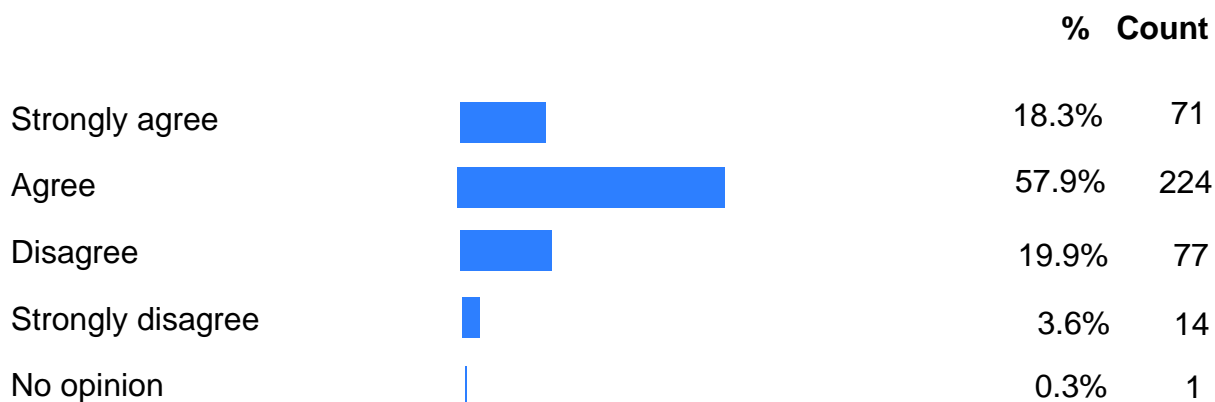
Water runoff from storms is controlled to minimize flooding.



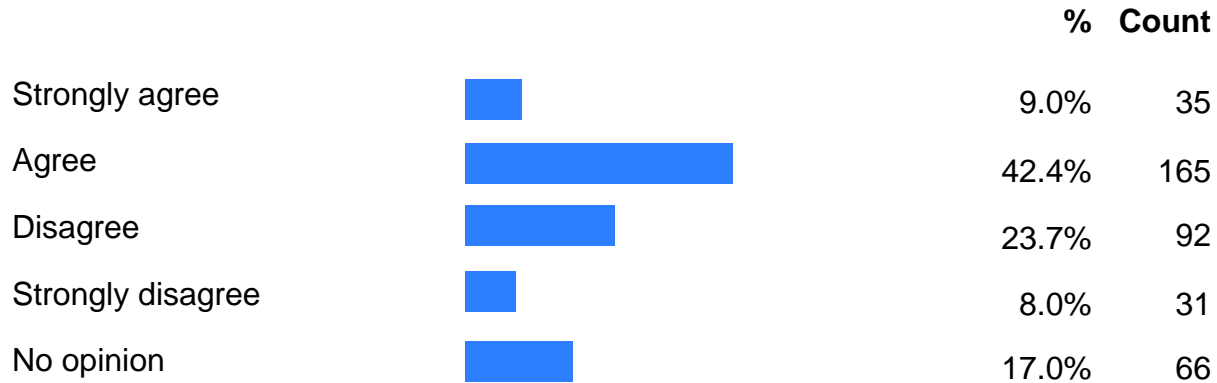
The sewer system in Loveland works reliably.



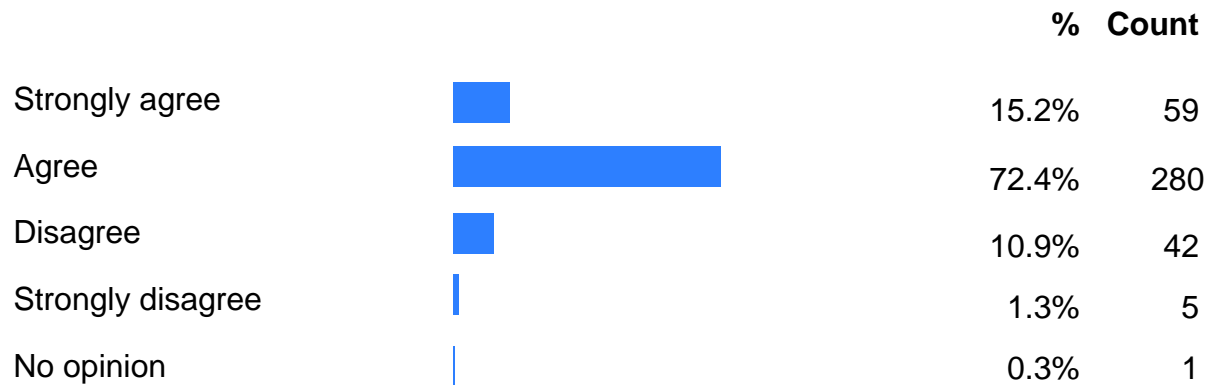
I can travel by car to locations in Loveland with minimal delays.



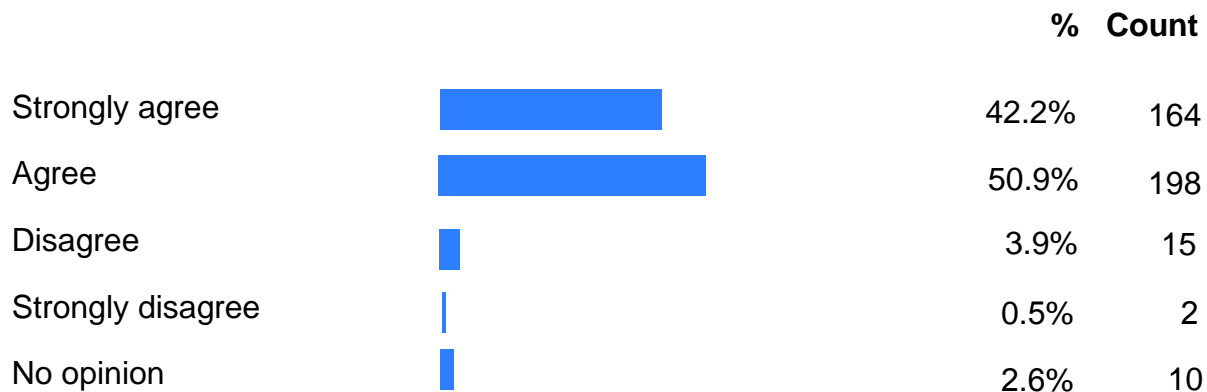
Alternative transportation options are such as buses, bike lanes and sidewalks are usable and provide opportunities to avoid driving my car.








Street surfaces are drivable and safe.








The City provides quality parks and trails.








There are abundant recreational opportunities for all members of my family.

		%	Count
Strongly agree		26.9%	104
Agree		59.6%	230
Disagree		8.8%	34
Strongly disagree		0.5%	2
No opinion		4.1%	16






There are sufficient opportunities to gather as a community at festivals and other events.

		%	Count
Strongly agree		25.6%	99
Agree		58.7%	227
Disagree		7.2%	28
Strongly disagree		0.5%	2
No opinion		8.0%	31






There are plentiful opportunities to enjoy the arts.

		%	Count
Strongly agree		41.0%	159
Agree		46.4%	180
Disagree		4.9%	19
Strongly disagree		1.0%	4
No opinion		6.7%	26






The City Council approves development that enhances the quality of life in our community.

		%	Count
Strongly agree		8.0%	31
Agree		38.4%	149
Disagree		17.0%	66
Strongly disagree		9.3%	36
No opinion		27.3%	106




Library services provided to our community are current and meet our community's needs.

		%	Count
Strongly agree		37.1%	144
Agree		43.8%	170
Disagree		4.6%	18
Strongly disagree		0.3%	1
No opinion		14.2%	55






The City provides quality youth activities.

		%	Count
Strongly agree		15.0%	58
Agree		33.2%	128
Disagree		9.3%	36
Strongly agree		0.3%	1
No opinion		42.2%	163






The City provides activities and services needed by senior citizens.

		%	Count
Strongly agree		17.1%	66
Agree		34.0%	131
Disagree		2.9%	11
Strongly disagree		0.3%	1
No opinion		45.7%	176

Citizens enjoy sufficient opportunities to participate in Loveland government.

		%	Count
Strongly agree		9.8%	38
Agree		42.0%	163
Disagree		9.3%	36
Strongly disagree		2.6%	10
No opinion		36.3%	141

I feel well informed about City services.

		%	Count
Strongly agree		14.1%	55
Agree		57.6%	224
Disagree		15.7%	61
Strongly disagree		2.3%	9
No opinion		10.3%	40



2014 Quality of Life Survey
Open City Hall
Comments and suggestions
by department or function

In the *General Comments & Suggestion Section*, citizens shared their thoughts on a wide variety of topics. Comments have been categorized for ease of reading and reference. They are unedited except for minor grammatical and spelling corrections to improve readability.

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General Comments

All in all, I LOVE Loveland. You do a GREAT job.
I feel very lucky to live in a community like Loveland. We have many great services, facilities and opportunities. To my limited knowledge the city and the departments do a great job.
Thank you City of Loveland for all you do to make this a damn fine place to live!
We need more support of our charter schools!
Loveland is one of the finest cities in the US. City is kept very clean and safe, and all the City Gov't does to maintain this standard is very much appreciated!
Please do something about the use of illegal fireworks. They are seriously affecting my quality of life by keeping me awake all night long.
I am not happy about the natural gas line under the road near my home, nor am I happy about the hydraulic fracturing planned in this area. Fracturing is hazardous and dangerous to the community, and the natural gas line is potentially dangerous if/when the encasement ruptures over time.
All-in-all a very nice place to live.
We need a new vote on the fracking moratorium. There was tampering with ballots when unknown persons went to homes to collect ballots. It was an unfair election and I would like to see a re-election on the same issue only with better public education about what is legal and illegal in terms of voter/ballot fraud.
Love it here....we're living the dream.
Finally, on the economic front, the fact that Centerra and its moneyed backers are allowed to push through a pro-fracking measure is a true degradation of the community's present day quality as well as its necessary effort to provide a better future. Robert Campagna
For you residents against fracking/drilling, maybe research what products are made from oil before you want to ban anything. Especially since gas companies drill soooo much in this county. Makes me sick to be surrounded by these idiots.
I have lived in Loveland for 23 years now. I wish that the city would close the wrongful case against the family that owns the sugar factory, you were wrong about the meth lab, let that family have its life back and close the case.
Loveland is the most corrupt town I have ever lived in throughout the United States. Why would a town keep fake employees, their friends and families on the payroll? How many of them are there? I tried to ask and was threatened by the City attorneys. Gordon Goodman
A community is measured by its sense of fairness, intelligence, caring, and vision. Elements of the city of Loveland defy those priorities. For example, the "RH Line" is a daily insult to the intelligence and character of the community in that undocumented and un-researched comments are posted without the commentator taking identified responsibility. Robert Campagna
This is a wonderful community to live in. I plan to get more involved. Even with the growth, I hope Loveland can sustain a small city feel and look.
I find it odd that one cannot keep a rooster within city limits but can erect an oil rig. Really odd.
The fertilizer farm on CO 30 and Boyd Lake Rd lowers my quality of life by 50%. The standing water pooling around the rows of manure not only increases the stench but cannot be healthy for the water table. This farm is an embarrassment to our community.
Rescind the food tax. Nancy Kain
I would like to mention the annoying smell that emanates from the area around the King Sooper plaza. A pungent raw sewage smell at night prevents me from opening my windows. I have to keep my air conditioning running at night instead.

Loveland needs to address the homeless population in downtown Loveland.
Have not yet had the opportunity to get as involved as I'd like to. Do not watch television, but will look at recorded council meetings and visit website more often. It is beautiful and friendly community. Would like to see it continue to improve and compare to FC in some ways but try to keep the small city feel as much as possible. Thank you for the chance to submit my opinions.
Bring light rail to Loveland from Denver. Expanding I-25 and offering light rail would definitely provide job opportunities for those people who choose to live in Loveland/Ft Collins but want to work in the Denver metro area.
There is often a very strong sulfuric smell in west Loveland (near King Soopers at 14th and Eagle Dr.).
Thoroughly enjoy Loveland and so glad the feeling is more conservative than liberal, e.g., voting on pot outlets.
Stop citizens from using fireworks!!!
I was disappointed in the result of the fracking vote. I do not believe we need more oil or pollution of any type.
Some train whistles are simply WAY TOO LOUD. Usually it's between 3:30am and 4:30am. This is the top detriment to quality of life in Loveland. It's hard to function properly with a lack of sleep. Can't the train whistle volume be limited to a maximum volume?
Muffle train horns or reroute spur line.
Overall, this is a great city to live in and I think Loveland provides much more services for its residents than Fort Collins.
The city should be more proactive with the school district emphasizing the needs of the community. Better jobs, especially tech jobs and tech families, require a top notch school system. Loveland does not have a top notch school system. Many years ago school board and city council would meet several times a year. Time to begin this process again. Doug Erion
I remain very concerned that fracking will negatively impact the environment and quality of life.
We love living here!
Since coming to Loveland from eastern Colorado, I have seen many changes. I think we have done a good job of trying to keep the small town atmosphere that was here when the population was under 10,000. Good job to the people that make decisions for our community.
I absolutely love Loveland.
City services create an unreasonable amount of noise during the hours of 9 to 7 am. As a resident of Lincoln Place apts, I am exposed to daily street sweepers from 4 am til 7 am, snow plows w back up beeping from 10 throughout many evenings- to the point where my husband and I wear ear plugs. Trash trucks doing pick ups in the Black Steer parking lot from 4 am til 6 am. The fire dept. checking chain saws for hours at a time, the fire dept having what seems to be carpet cleaning very late into the evening- the truck w the hose is very loud and goes for several hours.
Fracking in the city limits is very dangerous and there are many unknowns. You are playing Russian roulette with our quality of life and property values. We have a very bad situation with wealthy oil and gas companies who spent hundreds of thousands of dollars on their campaign to frack Loveland, a city council that changed the election date to gain forgiveness of a lawsuit brought against the city, and uninformed citizens.
Loveland is a Great place to live.
Please stop allowing fireworks sales within city limits.
Loveland is a great city to live, work, and play in. I am grateful that I have the opportunity to live here and have chosen this community to raise my family from many other locations around the country. Keep up the great work!
Concerned about the quality of education - which is fair but not strong.

You tax food.
Provide a historic materials/object archive facility so the community has these items available for study and research.
We love Loveland!
I came to Loveland in 1968 as a bride. My husband went to work for HP at age 21 just out of the Navy. Our children were born and grew up here. We've been very fortunate people. I have great confidence in the City of Loveland, its firemen and police, trash haulers and employees of the Water & Power Depts. Keep on doing your best.
Love this city!
Our family LOVES Loveland. It's a GREAT place to live! Jim Tracy
We love living in Loveland. It has a lot to offer and we rarely need to go into Denver for anything.
I have health, property values and destroying the beauty of Loveland with the city councilors' decision to allow fracking inside our city.
Not enough competition or choices for basic things like internet which is horribly slow here.
Replace common core education with common sense. Focus more on building stronger educational foundations (3Rs) rather than how much advanced materials can we shove on them in a shorter time period.
Establish diversity training as part of Human Services. Nancy Kain
Notify ALL RESIDENTS when you are going to spray for mosquitos. Resorting to facebook posting isn't sufficient enough.
Loveland is stifling to those that do not fit into particular groups or clicks. We find that we have to venture into neighboring towns to meet many needs/wants.
While I work in Loveland, I haven't lived in Loveland in more than 10 years.
Great place to live - thank you for your work to ensure it continues.
We are still learning about Loveland after living in Estes Park for 20 years, but are thrilled to be here and love it so far.
Loveland's diversity should be better represented.
As fracking enters our area I would urge the city to keep any towers well away (more than 500 feet) from homes and pay special mind to our waterways and lakes.
You are doing as well as one can with what you have to work with! Thank you for all you do when some of us aren't able to!
<u>Channel 16 TV/Cable:</u>
City needs to provide competition to Comcast.
Do not have Comcast. I have Direct TV so cannot see meetings on TV. Steve Armfield
Thanks for asking! That's GOOD government! Bruce Harshberger
The City doesn't focus enough on environmental issues and promoting conservation and sustainability.
<u>City Council:</u>
City officials and staff are very responsive to citizen needs and suggestions.
Please no fracking in the city limits!!
Council takes too long to get things done.
I am not happy with the way the city council treats people.

<p>Please keep Pot Shops outside city limits.</p>
<ol style="list-style-type: none"> 1. The majority on city council have made it very clear that they support one party (republican) and have made local elections very political bringing in outside money to buy elections. 2. The 5 city councilors have stacked the planning board by making it politically charged and allowed a highly qualified commissioner expire and replaced him with an inexperienced, newcomer who was a campaign manager for Mr. Krenning. Disgusting! 3. The 5 city councilors fought the Artspace project from coming to Loveland. Loveland is an art community - what was their ulterior motives? Was one of their cohorts interested in this location in town for personal development? 4. Now these 5 are trying to get the power to dismiss the city manager and city attorney at their personal whim. I even question the dismissal the removal of Keith Reester in the public works department. It was done under the rug. He did a fabulous job for the city...probably he was not the right party affiliation. 5. Protection of the people in health and safety areas. FAILED. Again the frack 5 came out in front of the issue in town speaking as if they were the city. Very shameful - they put the citizens in harm's way for the benefit of corporations and PROFIT! 6. I hope the mayor and other neutral councilors rise up and support all citizens - not just the select chosen few who seek power and, no doubt, profit.
<p>I do not trust City Council members Clark, Fogle, Krenning, McKean and Taylor.</p>
<p>I was very disappointed when the City Council opted out of the cannabis industry and opposed a fracking moratorium. If we allow fracking inside the Loveland city limits, I'm moving to Longmont. The cannabis industry would have generated MASSIVE income. Both were incredibly poor decisions that detrimentally affect our citizens.</p>
<p>There is a politically divisive nature in boards that should be non-partisan, most noticeably the school board and the city council. This foments a vitriol in the community that shouldn't exist. Robert Campagna</p>
<p>City is self-serving, random enforcement of standards biased by political issues not community benefit. City Council is out of touch with the people they are to represent. City doesn't work with County or surrounding communities. Time for a huge change, from the top down!</p>
<p>Opportunities for the public to participate in city government are everywhere. Write your councilor, board member, or commissioner. Attend a meeting. Speak at a meeting. The city provides every means possible for the residents to know what is going on, it is up to the individual to take part or not. Some of the boards and commissions still have open spots. Jeremy Jersvig</p>
<p>Only comment is that the City Council should stop picking winners/losers with the economic development fund and acting as a bank. Be business friendly so that all fees are competitive and don't require a business to ask for a waiver.</p>
<p>Our City Council seems to be in the back pocket of the fracking/oil industry as illustrated by their undying endorsement of this industry. Their influence is far reaching as seen through the Loveland Chamber's enthusiastic endorsement also. As evidenced by the moratorium vote, even though it lost, 48 to 52% would seem to show that the citizens of Loveland are pretty evenly divided, but our City Council and Chamber did not reflect this - maybe they need to be more in touch with the citizens of Loveland rather than an industry that is in it for the big bucks (it showed in the spending disparity of this vote). Also, it was sad to see all of the roadblocks that were put into place by you all - one of those being that we had to declare which party we were before a ballot would be mailed to us along with let's do it on the same day that the Republican primary was voted on. Hypocrisy has become a way of life for this city.</p>
<p>If the city council cared about the Citizens being represented it would have put the fracking issue on last November's ballot. Quality of life in this town will be forever ruined by the lack of progressive thinking, the continued use of fossil fuels and the oil Corporations.</p>
<p>The city council doesn't treat all issues equally.</p>
<p>I was not aware of the city council meetings being shown on TV and the Web site. This should be publicized</p>

more.
Spending needs to be more closely looked at. More common sense needs to be used in spending.
It'd be nice if we got rid of the mayor and get a good one in his place.
The only reason I disagree with the council approving development that enhances quality of life is related to the disapproval some years back to allow a permit to build a new grocery store and gas station on the Northwest side of Loveland.
Our City Council can be very divided. I wish there was more cooperation and civility. I wish they weren't so focused on money and more focused on quality of life.
Fracking within the city limits will totally destroys the quality of life in Loveland and we can hold the majority of the City Council responsible for so many poor decisions.
<u>Code Compliance/Enforcement:</u>
More enforcement needs done with people who refuse to take care of the areas behind or even in their fences.
Identify the areas of town that are junky and run down and help people make a commitment to beautify the neighborhood. Nancy Kain
We need more code enforcement. People are allowed to put junk cars, and trash in their yards. Downtown businesses are allowed to board up their windows and let facades deteriorate without any repercussion from the city. The city has not put any money into a downtown streetscape and does not bother to clean or repair downtown roads or sidewalks.
The city won't put me in charge of the ugly patch of weeds behind my house, but they're doing a horrible job of controlling it. If the weeds were mine I would get a summons or fine. They need to live by their rules or else give me permission to occupy and plant that soil. It was supposed to be part of the bike path but that never happened so it is just an ugly weed belt behind 4 houses.
Code enforcement is extremely poor regarding weeds on private property and snow removal from sidewalks.
I would like to see the grasses along the road cut and more mosquito control done. I would like to see the bushes and trees cut or trimmed to be able to see on-coming traffic. Specifically at Railroad and 1st Ave on the SW corner.
<u>COLT/Transportation:</u>
Expanded hours and more frequent buses for our current transportation could help to increase use and link it with other systems, such as MAX transit and RTD.
Buses need more bike racks between Loveland and Ft Collins and they need to run later.
Need much better transportation such as frequent buses.
I don't really like that the Loveland bus system doesn't come up to the north side of Kroh Park. I have to take the FC bus and then transfer. Thank you!
C.O.L.T. bus "shelters" at Centerra and Promenade Shops almost completely exposed C.O.L.T. bus route 300 patrons to elements. C.O.L.T. ridership does not warrant hourly bus service hourly mid-day to Promenade Shops at Centerra. Many bus stops are not cleared of snow in a timely manner. Also, bus stops are not easily accessible by bus patrons in wheelchairs except at transfer points. C.O.L.T. buses hourly (:35 to :48) disable numerous parking spaces and inhibit north/south public traffic flow east of Qdoba at Orchards Shopping Center.
An 'Uber'-like operation should be developed by the city to utilize citizens to share their autos. This would bridge the shift from individual auto ownership to functional public transportation.
The public transit operation should be significantly improved. A high frequency route should be established between the Orchards area and downtown. Transit depots should be developed at these termini to connect with the improved bus routes that would fan out from those locations.

Get commercial airlines back into the Loveland / Fort Collins airport and we can avoid paying the tolls to DIA using E470.

Please consider a more frequent bus service to nearby cities (i.e. Ft. Collins, Berthoud, Greeley, Estes Park and the P&R's along the I25 corridor). I particularly would like to see that service closely integrated with the new Ft. Collins MAX Bus System. The benefits are reduction of traffic and environmental impact, relief to road surfaces, and improvement of air quality. As to how to get people interested in riding the bus; consider offering free wifi on the bus so commuters for example could check and answer their e-mail before getting into work which could provide a 1-2 hour head start of the day!

Culture/Arts/Events:

Love the emphasis on art. Jeffrey Lowe

Enlarge/modernize Foote Lagoon as an entertainment venue. Nancy Kain

The museum needs its own web-site. The museum and Rialto are in a competitive situation and need web-sites that compete. A quick search of other museums will showcase this inadequacy. Doug Erion

The museum is embarrassing and it is time to build a new one. Why wouldn't Loveland put a sculpture museum downtown?

Wish that the Museum downtown had free admission like it used to.

I love the way the City supports the arts. We are above the cutting edge because of that.

The art museum should not be charging admission.

Need brewery festivals similar to those in Ft. Collins.

I feel Loveland has many opportunities to enjoy art & the Rialto provides theatre, but feel Loveland would benefit from more theatre or live music venues.

Given that Ft C has started a competing event to our Art in the Park; we might want to consider changing that date to increase attendance.

I would like to see the City put more support behind the arts and new/broader cultural opportunities. A strong cultural sector is what brings new people, new jobs, and stronger economic vitality to an area.

The festivals such as the corn roast, etc. are all on Saturdays making it almost impossible for those who work Saturdays to enjoy them.

Excessive amount of financial support and special treatment is provided to the ARTS community. Funds and time need to be redirected to improve our streets that are beginning to be sub-standard, stop the piece-meal repair strategy.

Cultural Services/Library: The city has an abundance of resources (between the Museum and Library) for an archives/historical research center, though lacks a proper facility to provide this service. The Museum could greatly benefit from an expansion to exhibit more of its collection, install more cohesive exhibits, and provide more education related events for all ages.

Sponsor, encourage and support the uniqueness of our city - the arts. It's important to the culture of our community.

The Museum could greatly benefit from an expansion to exhibit more of its collection, install more cohesive exhibits, and provide more education related events for all ages.

Downtown Redevelopment:

Downtown is coming along nicely with the addition of Vintage Willows boutique and the new meat shop.

It would be wonderful to cultivate a better environment in downtown Loveland rather than spend more valuable funds on development in large retail, apartment or townhome complexes, or more McWhinney projects.

Growth in downtown Loveland is being inhibited, restricted, etc. by some "old-school" landlords. There is a

<p>monopoly on property for rent. Our historic downtown is vital to growth and attracting visitors from nearby towns. Retail does not "follow rooftops." Rooftops follow retail, simple common sense. One only has to look at Greeley, Fort Collins, and Longmont to see that that is true. There should be no "private" meetings between landlords and city planners. And, city planners, managers, etc. should follow through on promises made or, obviously, don't make the promises.</p>
<p>Revitalize downtown.</p>
<p>Regarding City Council and development, I think downtown has had woefully little support until Rialto Bridge and new apartment building while way too much support has gone to annexing countryside and sprawling development at the edges of town.</p>
<p>Parking downtown could be easier - need more spots.</p>
<p>The city desperately needs a parking garage!</p>
<p>Over developed downtown. I'm not interested in living in a big city.</p>
<p>City needs to improve quality of life for downtown residents. This includes requiring landlords to maintain their commercial and residential properties for potential tenants. Also broaden services beyond bars and restaurants.</p>
<p>I wish the city would do more to lead out in development of the downtown area and other neglected hubs of business, old HP property, and airport (ie - pretty much any other area than Centerra). Plus give the city workers the tools, resources, and support they need to do so.</p>
<p>I would like to see 4th street developed instead of so many empty buildings. Also, more empty buildings could be temporarily used by artists - which can fix them up - exhibit their work - while at the same time making the building more acceptable to renters.</p>
<p>Enhancement in the downtown area is needed. More outdoor events there. Help to re-build the local downtown business and attract business to that area.</p>
<p>The downtown looks tired and second rate compared to our surrounding communities.</p>
<p>City Council should be putting more funds into the downtown. Especially the streets, sidewalks, code enforcement. I do not feel safe downtown because it attracts drug users and other low-lives. People want to come to an attractive safe downtown to shop and enjoy the restaurants. There is always garbage out on the streets of downtown, chain link fences, pot holes everywhere. The sidewalks are always dirty. Some business owners board up their windows with plywood and the City allows that for years. The city is always saying the downtown is a priority but they put zero funds into making it attractive. A few developers have built nice apartments but the city doesn't bother to create any ambiance to attract citizens.</p>
<p>Market downtown Loveland to Fort Collins since old town FC is too crowded on Fri nights. Nancy Kain</p>
<p>One thing that we feel is needed and would make a visibly better appearance is power washing ALL the sidewalks in the downtown area. Please take a walk and observe how dirty the sidewalks are. It could be done once a month and make a huge improvement. Thanks!</p>
<p>Too much downtown development. I don't want to look like downtown Ft Collins. I moved here for a small city life style. Bigger is not better. We should vote what kind of place we want to live in.</p>
<p>Great people make up our great city. I feel fortunate to live here. Like seeing downtown's progress. Would encourage more. Thanks for asking. Jeffrey Lowe</p>
<p>I'd like to find ways for our community to be more progressive, like Ft. Collins, when I look at downtown development.</p>
<p>Close 3rd, 4th, 5th Sts b/t Cleveland and Lincoln every Friday and Sat night. Put lots of energy into making downtown a destination. Nancy Kain</p>
<p>I do like living here in Loveland. I think it is a wonderful city. I would like to see more emphasis placed on revitalizing the downtown buildings and not building new ones that don't fit in, however.</p>

A downtown movie theater is a must!
No more apartments downtown.
Downtown Loveland needs revitalization.
<u>Economic Development/Planning/Growth/Building:</u>
I love living in Loveland. Hopefully we will not grow into a cold, big, snooty city.
Try to bring business back to the core of the city. Enough with all the I-25 and far-east Eisenhower development.
We moved to Loveland to avoid the "big city". After only 2 years, the traffic is noticeably worse and the infrastructure seems strained; water and sewer, by new development. We cannot shut down development, but please consider slowing it so that Loveland does not end up like Aurora. New development needs to pay a large portion of necessary infrastructure upgrades so that existing residents do not get hit with tax and fee increases.
Loveland needs to try and attract more big businesses.
Please bring Sprouts to the abandoned old Albertsons building. Crunchies is ok but really not satisfactory. I have to go to Ft Collins.
I would love to see a grocery store on the east side of town. It actually affects my eating habits.
With all of new apts and houses being built we need a super market on the east side of Loveland.
More local shopping would help. Better than driving to the east end of the city all the time.
Need more homeless shelters.
Too many eating establishments.
I have lived in Loveland for 45 years and love it. We do need a movie theater in town that shows more than oldies. Driving to the interstate to watch a movie is as bad as driving to Ft. Collins. Please try to get some entertainment within the central part of the City.
I really love living here! My biggest hope is to keep my mountain view and access to the parks, and to not have something industrial (refinery, fracking, etc.) appear in my backyard.
DO NOT allow out of state developers to build high density low income apartments on the northwest side of town or at Denver & Eisenhower.
Why do you, the city, seem to think that the only way to landscape open space is with grass a few sparse trees and bushes. Grass requires so much water and continual maintenance. With water being a commodity, why are we wasting it on open space. Look to Arizona for great ideas in attractive zero scape. Save our HOA money and stop wasting water. Plat larger lots to homeowners and let them enjoy larger yards at their cost. I am not against open space but the amount is over kill when the homeowner has only a 5000 sq ft lot and acres of open green grass that waste our water and increases humidity. I graduated from Loveland high, left the state for 16 years and can't believe now that I am back, how humid it has become. Grass everywhere because it is cheaper for the builder, they pass the cost of maintenance and water back on the homeowners in the development. The planning dept needs to take a better look at what is planned for the open space in these New developments. Give some elbow room to the new homes being built. Stop wasting our precious resources.
Why do we have so many ugly defunct business buildings sitting around empty and rotting?
There is a large population east of town and new construction is getting ready to bust open... Please get a sprouts or/and King Soopers to put a grocery store in. It is badly needed. Walmart & Target aren't real grocery stores in my opinion. Sue Fickess

<p>With our housing costs on the rise, it drives people east to find cheaper homes. Our part of Colorado is turning into what seems to be California, high cost of living and complete idiots that think looking at a cigarette will give you cancer. What happened to simple people and a simple way of life?</p>
<p>I am most concerned about the long term abandoned shopping areas; Loveland Outlet Mall is still largely empty, the old Albertsons store on Eisenhower has stood empty for longer than a decade, the old movie theatre off Denver Ave has been sitting empty for years. We need to do something with these areas. They are not blemishes, but pock marks on the face of the community. We will never appear successful, thriving or happy with these spaces in our community. People see these areas regularly. We need to correct this. It WILL NOT matter what else we do if we do not do something with these empty spaces.</p>
<p>I spent 48 years living in the greater Denver Metro area and various surrounding suburban communities. This city puts a good emphasis on ensuring the community is inclusive, safe, and attractive. My only wish is that more businesses were closer to the middle of town, as opposed to the I-25 corridor.</p>
<p>Provide incentives for developers to rebuild blighted areas rather than encouraging urban sprawl.</p>
<p>A concern is the fact that 1 in 4 children are now being raised by a grandparent or other family member. The senior housing project "Mirasol" has no provisions for this reality. I am in this situation. In just one of the elementary schools in just one classroom of 20 - four of the children for the last school year are being raised by a grandparent or grandparents. Now being disabled and a single grandparent raising an 8 year old I am in need of services I never needed until now. I worked in this city most of my life and lived here all of my life. Now I need services that I cannot find. Affordable housing is at the top of the list. Growth is fine, but growing way too fast without providing affordable housing for low to middle income people will only cause more dissention and higher crime rates. There are 7 million grandparents with grandchildren under 18 living with them. The median income for a grand family is \$33,267. 2.1 million grandparents caring for their grandchildren speak only English. Well over 650,000 disabled grandparents are raising a grandchild or grandchildren. Please help us give these children decent homes at the very least. A reduction in fees for athletics and activities, many things could help but housing has to be first. Thank you so much.</p>
<p>Manage Growth and building our mid sizes community is a quality place to live.</p>
<p>We love Loveland and know that growth and development are necessary for a healthy economy. We do wish that the development and growth would slow a bit. The increased traffic clogs our main arteries and new housing developments continue to spring up. We miss a less crowded Loveland!</p>
<p>I would LOVE to see a large chain natural grocery store like Sprouts or Whole Foods come to town. I still spend my money out of town also. Although we have Crunchy Grouchier, it is far too small and expensive to shop for a weekly family menu.</p>
<p>And I wish we had a Sprouts, that would be perfect.</p>
<p>It seems that Loveland is obtaining more and more abandoned buildings. Sometimes driving around town it seems a bit run down due to so many empty untaken-care of buildings. Maybe we should look into tearing them down to provide new building opportunity, or giving great deals to get companies interested in these vs. building new.</p>
<p>Loveland is still safer than the Urban counter parts. We have seen so much come in within the last year alone, that if not kept in check, will become Urban style issues real quick. Let's work to keep Loveland the superb place that first attracted so many families.</p>
<p>A Sprouts in the abandoned Albertson's (or recently closed Office Max) would be amazing. I'm happy the Crunchy Grocer exists, but I feel the pricing and selection just doesn't meet the needs of Loveland's citizens.</p>
<p>The city should actively pursue the redevelopment of the Orchards Shopping Center and the three adjacent strip malls into the major commercial space for city residents. Citizens should not need to travel 5 miles away from the main residential area to conduct commercial transactions.</p>
<p>Sprouts and an additional King Soopers would be beneficial and welcome.</p>
<p>Do something with the old Albertsons at Madison and 34 - A Trader Joes would be a good suggestion for that spot. Sprouts would also be a good suggestion for that location.</p>

I think more independent shops would improve quality of life in Loveland.
The city is growing way too fast. Has someone found an unlimited water supply to provide for twice as many residents in 2040?
I would like to see more local businesses in Loveland. Places like Centerra are great but it is 99% chains/franchises.
I'm concerned that we're sacrificing quality of life simply for MORE development. This focus on more, More, MORE is just stupid and it just ends up costing my family MORE.
I think the city should have a goal of increasing the median or mean household income in comparison to our neighbors. This should drive the city's economic development model more than increases in sales tax. Doug Erion
Too many chains and less privately owned businesses every year.
What happened to the old Agilent building move in? Stop building houses/apts etc until the ones we have get filled.
<u>Fire Rescue Authority:</u>
The Fire Department helped me install a free CO detector. They were great - courteous, knowledgeable, and nice!
Loveland spends excessive money for Fire services that exceed the needs of the community.
Consider increasing tickets for parking in front of a fire hydrant or fire lane.
<u>Housing:</u>
No quality affordable housing. Too many slumlords and too many rentals are controlled by awful property management. Income and cost of living get further away from each other every year.
Loveland is a town of haves and have-nots. Housing and apartments are high priced with rental companies such as Henderson taking advantage of the less privileged who can't afford legal means to enforce rental contracts in their favor. Many many many times I have witnessed this and other rental companies screwing over tenants who have no recourse.
Need affordable housing in Loveland. Families are forced out of town to neighboring towns because of rent costs.
Low to middle income families in Loveland are struggling to find safe and decent housing. Rentals are outrageously priced and scarce. The new 220 unit low to middle income units being built by Walmart will do little to nothing to ease this situation. The rental amounts I saw listed on these units are in no way low to middle income prices. My adult children had to move out of the area to afford buying a home.
There is a great need for more rental properties, this will make them affordable.
With many landlords charging \$1 per square foot, rents have risen to a point where it's difficult to get any place except fixer-uppers. We believe that we made a mistake when we moved to Loveland thinking that it would be less expensive than Fort Collins, when it's not, and now trips to Fort Collins are required. But we are trying to make the best of a poor decision on our part.
<u>Infrastructure:</u>
During heavy rain there is too much standing water on Eisenhower just East of the McDonalds and at the corner of 1st and Wilson. There needs to be better drainage at these locations.
Garfield Ave needs rework from the silly roundabout to 29th St, the road is a mess and the curbs are as well.
I use walker in order to walk. The sidewalks in my area are horrible and I have frequently tripped and fallen because of the damage. I reported several times about snow covered sidewalks in my area and it usually took weeks before they were cleaned off. Not good for handicapped people.

I HATE all the roundabouts.
Sidewalks in most areas are too narrow - so narrow that we drive 1&1/2 miles to walk on the bike/walking trail.
The Big Thompson River from Wilson to Hwy 287 still has a lot of trash from the Flood many months ago. This should be getting cleaned up by now.
Sidewalk on Third Street between Adams and Washington Streets requires maintenance.
An example of inept management is how the problem with drainage was resolved (HA!) in our neighborhood - the area was repaved and new drainage areas poured to supposedly help the ice buildup - well, it was much worse so they came in and chopped up the intersection to get rid of the ice and now we have asphalt that has major chunks, for which water and moisture now is able to get into. What is the street going to be like in the upcoming years?
When you build bridges or modify you hide the water from us.
Projects like the Madison/Eisenhower intersection fiasco and the Boyd Lake Rd Bridge/Overflow reveal apparent incompetence planning, approving, managing & evaluating a project. We love Loveland; but poorly designed and managed projects that affect traffic are very visible making the poor performance hard to ignore. Gary Oliver
I live on the north side by Kroh Park. There have been times when I have needed to walk towards town and have to walk either in the grass or in the road as there are no continuous sidewalks along 287 (from Knob Cone Dr to 29th St). I would love to be able to walk that route!
With our housing costs on the rise, it drives people east to find cheaper homes. Our part of Colorado is turning into what seems to be California, high cost of living and complete idiots that think looking at a cigarette will give you cancer. What happened to simple people and a simple way of life?
Our roads are becoming more and more congested.
Our streets are sub-standard. We spend money on above standard Fire and Police services and excessive financial support through various channels to the ARTS community, while really needed services in the infrastructure area are left to move into a distressed state.
I suggest we improve and install a river bypass flood control project along the front range that would include all the rivers that flooded recently. It would be a joint effort of several government entities.
402 (14th SW) between Taft and Lincoln needs work bad. The worst stretch of road I drive frequently. Thanks.
Stormwater drains are not sufficient in several neighborhoods to minimize flooding from hard rain storms. Quite a problem.
Interstate 25 needs to be expanded in both directions to at least three lanes in each direction from Longmont north to at least the Wyoming state line .
Improvements that are really needed and would be awesome: Redo the intersection at Boise and 34 to accommodate the small businesses and patrons trying to pull in and out of at the same time.
Noticing several areas of town really need some work. The roadsides along 37th street are looking awful. Killing the weeds is just not doing it. It needs redone.
<u>Jobs:</u>
I travel 65 miles each way to work in Denver because Loveland lacks well paid, skilled/professional jobs. Other than that, this town is a great place to live.
Can neither agree nor disagree with statement that the city "attracts jobs that pay well and offer benefits." While I feel the city does an adequate job if attracting jobs, I think they could do better.
Bring light rail to Loveland from Denver. Expanding I-25 and offering light rail would definitely provide job opportunities for those people who choose to live in Loveland/Ft Collins but want to work in the Denver

metro area.
Very few high paying employment opportunities.
Jobs: I think local and federal government jobs in this area are the few places to work for a living wage. Many private employers here currently pay depressingly low wages with little to no benefits, with some exceptions in the medical, tech, and energy industry. There does not appear to be much competition to be a good quality employer in this region.
Loveland is a town of haves enjoying the benefits of being in that group while managing to keep the have-nots down where the haves want them. Most jobs are minimum wage or close to it.
Full time employment opportunities are not available to the youth coming from colleges as well as many adults. Nor do I see anything that is drawing such jobs to the community.
Focus efforts on attracting more companies with higher paying jobs than artists, starving or otherwise
<u>Library:</u>
The library is GREAT! They just keep improving, too, which is wonderful.
Library: The city has an abundance of resources (between the Museum and Library) for an archives/historical research center, though lacks a proper facility to provide this service.
Library: The city has an abundance of resources (between the Museum and Library) for an archives/historical research center, though lacks a proper facility to provide this service.
The Library is great, especially the new improved building; however, I wish it was easier to request interloan library books. Poudre Systems has a great database to search for books outside their library.
Our library has wonderful facilities, but access to current books is limited. Many times, books are either not available, or have a long wait list. Please provide more resources for our libraries.
Please continue to build and enhance the library!
<u>Police:</u>
I do feel safe and that it's a great place to live.
Police need better sensitivity training - mental health issues.
I disagreed with police services. I think police presence is adequate, but I think the police in general are bullies. Overall I do not like the police in Loveland. Pick, Pick, Pick.
Police need to issue tickets to drivers who fail to completely stop vehicles at posted stop signs, fail to use directional signals for 100 feet, drive the wrong way (both driveways from Lucerne Avenue to parking lots at Lucile Erwin Middle School), fail to yield to pedestrians crossing streets, stop vehicles on crosswalks, exceed posted speed limits. Posted speed limits are not enforced particularly in areas where there are sharp curves.
Too many traffic offenses, no cops around.
Our police force is a bully and while I realize there are many bad guys out there, the average citizen is paying the price, with no understanding or concern by our police as they go about their business.
I'd like to find ways for our community to be more progressive, like Ft. Collins, when I look at public safety.
My neighborhood (H.P. Hill) has deteriorated in appearance and safety as the years have progressed; drugs, trashy properties with junk cars, trash, too many vehicles per home, strangers roaming streets day and night and vehicles speeding on our residential streets. All my listed concerns have been brought before the city police and city council members several times by myself and other neighbors. Responses to our concerns have ranged from patronizing, refusal to respond to violations of city ordinances and traffic laws. Drugs, violence in one form or another occur almost daily. Do I feel safe and protected? I do not.
Have police officers walking beats for a more village feeling and market that. Nancy Kain

<p>We love the Recreation Trail and use it multiple times daily. There are some scary homeless guys living just off the trail (just west of the Railroad St underpass) who sleep on the trail in the mornings when we walk the trail. A couple of them feel threatening and we're afraid of continuing trail use. We've reported this to Parks & Recreation and they've referred us to the police. We've reported this to a police volunteer, but haven't seen any action taken.</p>
<p>Police need to monitor intersections w 4 way stops- many drivers do not stop nor do they give pedestrians the right of way. Thank you for this opportunity.</p>
<p>The City of Loveland needs to do a better job of controlling gangs, drug use, and homeless people.</p>
<p>I live next to 1st street between Taft & Wilson. I would appreciate better policing of speeding by both loud "trick" diesel pickup trucks and motorcycles that seem to use the Taft/1st Street traffic signal as drag racing "go" lights on a daily basis. An extremely loud Harley roars east on 1st each morning around 5-5:30 am seeing how much noise he can make. It is annoying and the public should not have to put up with it. I am a motorcyclist...I don't believe a motorcycle should be used as a "weapon" against the peace & tranquility of society. Gary Steiner</p>
<p>Loveland spends excessive money for Police services that exceed the needs of the community.</p>
<p>I think the police dept is one of the worst I have ever encountered and I grew up in a police family. I would eliminate about half the officers and change quite a few policies. Professional, it is not!</p>
<p>Establish a restorative justice program like Longmont & Fort Collins. Nancy Kain</p>
<p>We have noticed an increase in criminal and potential criminal activities since we moved here.</p>
<p>The Loveland police department is the most lazy group of freeloaders I have ever encountered. Our neighborhood has had over 100 incidences of vehicle break-ins and vandalism in the last 4 months and nothing has been done. Supposedly they have increased their patrol units, however, I have yet to see a single cruiser come through the neighborhood. The crimes are increasing in frequency and brazenness. The entire city should be ashamed of the so called Loveland police. You are a disgrace! Craig Campion</p>
<p><u>Public Information:</u></p>
<p>Communication (newsletters with electric bills) is excellent. Keep that up, too!</p>
<p>If I didn't dig deep to find out what I want about Loveland, I would never know. What bus service?? What meetings?? Any services for kids with special needs???</p>
<p><u>Recreation:</u></p>
<p>I love living here. The parks & rec system is the best in the nation, in my opinion. Thank you so much for looking out for all of us!</p>
<p>The Rec Trail needs to be completed!</p>
<p>It would be wonderful if bike lanes didn't often just randomly disappear (such as on streets like Madison).</p>
<p>More facilities for youth sports are needed. Loveland has pretty much the same number of ball fields and tennis courts as it did a quarter-century ago. Loveland could get a jump on the other Larimer County cities and towns by building an indoor pool, skating rink, exercise area and arcade facility. EPIC in Fort Collins was a nice try; Loveland could do better.</p>
<p>Regarding city parks and trails: Parks are great and rec trail is well-maintained however, I would like city to put its open space funding to work by buying more open space and opening the open space that it does own.</p>
<p>We need lights in Benson Park.</p>
<p>The city bike trail is awesome but wish you could get it completed!! Wish you would consider (if you haven't already) putting a bike trail along the RR line that would go from Rocky Mtn Ave, under I-25 and over to the mall. I realize there's a bike lane farther north that takes essentially the same path, but it's kind of dangerous</p>

biking in and around the roundabouts at I-25.
As a mom, I am frustrated when private daycare facilities take over free public spaces- lake Loveland swim beach, spray parks, playgrounds, etc. I feel like they should have to register & pay for this inconvenience to city residents. This past week the swim beach was overrun with 60+ kids (6 small buses full!) from an out of town facility. It is unfair to the rest of us. At the very least, I would like the city to profit from it & I would appreciate a way to avoid it.
Improve bike lanes.
While the community does provide the opportunity for events/festivals, planning information needs to reach a broader spectrum of community members so local vendors/businesses/individuals can participate.
Another swimming pool and dog park would be great!
As a mother of three young kids, I have been disappointed in the available youth sports and activities. Either they are offered through the recreation center where you never know who the coach will be and you can't ever get the kids on a team with their friends or classmates; or you have to go to club/competitive sports and pay outrageous fees to participate. There needs to be an in between opportunity for the kids.
I am not aware of any senior services, cheaper fees to enter lakes, parks and camping areas.
I would like to see better ways for bicyclists to get through town. The trail around town will be nice for leisurely rides when finished but commuting is more difficult.
I want a bike lane from 287 to Taft north of 57th built sooo bad. It is very dangerous to bike the Loveland Loop using 57th street. This one this is so important to people being able to cycle around the whole of Loveland.
Bike lanes/trails are SORELY lacking. The trail isn't completely connected - ie. 57th St. Very dangerous to ride a bike on. Ditto trying to cross Hwy 34 at Wilson and then south on Wilson to get on that part of the trail. Ft. Collins is a much less scary place to ride a bike. Many roads don't have adequate bike lanes, such as Taft south of 37th St.
I would love it if we had a park for disc golf in Loveland. If there's a box to put suggestions, then put this in there. Disc golf... Make it happen :)
Trail systems from east to west sides of town need to be linked.
I wish Chilson center would offer more pickle ball and lessons.
It would be nice to have more access to trails throughout the city. Fort Collins has several paths that eventually hook up to main bike paths (i.e. Spring Creek Trail to outdoor rec areas such as Pineridge Natural Area and Spring Creek Park/Cottonwood Glen Park).
I'd like to see more festivals in old town Loveland and more business. Also Christmas time more Christmas lights in old Loveland.
Improving/creating safe bike lanes or recreation trails that connect to more shopping would be helpful. As it stands today there is no easy way to cross I25 to get to Centerra shopping as a pedestrian or cyclist. Connecting recreational trails to those in Ft Collins would go a long way.
I live in a multi-generational community in Centerra. We have access to adult physical exercise opportunities but nothing for young "latch key kids". They are basically captive in their family condos from the time the bus lets them off until their parents get home/can take them.
I wish we had more outdoor trails, open space. We just can't have enough in my opinion. It would encourage more people to get out and 'use' the resources. Boulder should be your model on this one! Thanks for opportunity to comment and participate in the survey.
The Chilson is great, but would love to see something more convenient for those of us on the north end of town. I live near 43rd and Wilson and it's at least 15 minutes to get there.
In the 10 years I have been in Loveland, very little has been completed on the bike trail system. Complete the loop around the city as well as complete a trail to the south (and North) so other communities will build

connector trails. Additional North/South trails would be nice as well.
Would love to see some of the older parks updated (Park across from McKee on Boise), Seven Lakes park, etc. A lot of the equipment is old.
The parks can be littered which makes taking our dog there a problem.
The senior center is too expensive to use and doesn't fit into my tight budget. And as gasoline prices rise, we're forced to stay home more and do less.
Insist on a way more robust open space program. Consult with the County and set benchmark expectations. Nancy Kain
Bike trails need to be safer and connect. Putting kids on a bike "trail" that requires part of it on city streets with narrow lanes is not safe.
Number 1 on my list would be more bike paths. I would like to avoid driving my car whenever possible. This should be included in the new 287 corridor plan.
As a golfer, it would be so nice to not have the geese on the Loveland courses. I find myself going out of town to golf at any other course. No other course attracts geese like ours.
Baseball and soccer fields are in short supply.
City activities for all (and for seniors) are great. Keep it up!
I wish that there were better and more clearly marked bike lanes. On some streets where I ride my bike I do fear getting hit.
Wish you had another public indoor swimming pool on the east side (such as at Loveland Sports Park).
The city rec center has become too overcrowded. Parking is chaotic. I used to love going there but it seems like a hassle now.
Alternative Transportation: The current multi-use trail around the city is a great start to making it bike friendly. Completing this loop along with creating several additional trails/bike lanes to access it would encourage more use for recreation and commuting.
I think wider bike lanes and more trails would improve quality of life in Loveland.
Opportunities for youth are there, but not necessarily abundant or accessible to everyone. There should definitely be more. Jeremy Jersvig
I am impressed by the fine maintenance of our city parks.
We have an amazing Parks & Rec but I wish the city would pay more attention to transportation to and from those areas, especially biking and other forms. Thank you to all of those who've put in the work so far...keep going!
I feel that there is a lack of activities for certain aged kids particular middle school aged kids.
I'd like to find ways for our community to be more progressive, like Ft. Collins, when I look at recreation.
It would be wonderful if the Recreational Trail loop around Loveland were completed -- especially the part at West 57th street, leading to a Wal-Mart.
We love our local bike trails--would love to have more to navigate town without having to be on city roads. It makes it much safer when biking with little ones.
Walking and bicycling should be as safe and convenient as driving or riding a bus.
The parks system will suffer in looks, safety and functionality with the installation of gas-heads in parks.
There is a great need for more youth activities, especially for middle school and upper school. We serve our preschoolers well and our senior population well, but the gap in between is largely ignored.
Your question about are the parks clean I'm torn because there is no way to keep up with the people who don't pick up after themselves, but it's frustrating because all the trash blows into my front yard so I'm

picking it up daily.

Recycling/Solid Waste:

Need to start picking up blue recycle bins weekly like you do the trash bins.

Glass recycling should be available to our community.

Regarding trash service: I live in a neighborhood that is not serviced by City of Loveland trash. As a result, we have multiple private trash providers in our neighborhood. Each one picks up trash on a different day, so I have huge, loud, smelly, noisy trash trucks in my neighborhood about four days a week. Surely there could be a way to make this more efficient.

Snow removal in Loveland is terrible. In addition the lack of sand to keep the streets safe is just as bad.

My primary reason for completing this survey is to ask you to please offer curbside recycling of glass containers. Currently, I have to throw them away, and I'll bet that's true of other residents for whom it's also quite inconvenient to get to the recycling center. Thank you.

Some city streets can be dirty with rubbish lying open, especially the day after refuse pickup, where refuse is dropped from the cans while being picked up, and then left in the street.

Streets/Traffic:

I love Loveland. My only complaint is the traffic is getting bad. (But, still better than Fort Collins or Denver.)

Traffic is bad and getting worse!

I live in East Loveland and traffic on Highway 34 is so awful I sometimes drive to Windsor instead.

Hwy 34 (Eisenhower) is a congested mess at rush hour all year long and it is a triple mess in the summer.

It takes 25 minutes to get anywhere in Loveland. Why can't you evaluate the traffic patterns?

Traffic in Loveland is extremely difficult to maneuver through getting out to Centerra from the west side of town. Our only option is Highway 34, which is often congested. An additional lane would be nice east of Denver Ave., not to mention more adequate bus service and route options. Maybe adding bike paths throughout the city could contribute to more citizens using bikes to get to their destinations, as bike shoulders on roads are extremely narrow and tough to maneuver through during congested periods.

As someone who commutes via 34 and I-25 to Fort Collins, coming back home in the afternoon via 34 is impossible. There have to be better ways to move all that traffic into town - please no more stop lights!!

Traffic flow makes no sense. Why on eastbound 37th street is there a right turn only lane near Sheridan? Why in that area of town is there areas where you can turn into a neighborhood but aren't allowed to leave the same way? I have concerns that if a train derailed and the area needs to be evacuated that people will be stuck just trying to find a way to safety.

Cottonwood trees behind my house on public property next to Loudon (spell) ditch are not being taken care of. Dead branches on cotton wood trees hanging over my lot line and roots growing into my yard up to the foundation, that try to grow new trees if I don't cut them down. Leaves and dead branches from these trees (on city property) are not being removed by city, I have had to rake and pile them myself and I am a 59 year old women. The City did a one-time pickup of the leaves and branches (that I collected) but told me that this would not be repeated. So now what? Do I have to take care of that debris on public property (to keep the bugs, mice, snakes etc. away) along with the debris that is constantly falling on my back yard from the trees on public property? I think this should be evaluated as to what the City is responsible to do regarding these nuisance trees. Thank you.

The traffic has always been a problem and with the increased growth, is beyond capacity. Our roads in Loveland are not designed to hold the amount of traffic we are experiencing.

Having moved from a more urban Colorado community, Loveland excels in most every area except traffic control (e.g., US 34).
Difficult to avoid driving a vehicle. Congestion on Highway 34 between I25 and Highway 287 is getting worse!! Taking First Street isn't much better as cars get backed up at the short lights at First and Lincoln/Cleveland.
I would suggest the traffic signal on 34 & Denver Ave. be adjusted for better traffic control for vehicles making right hand turns, and not such a big delay for traffic traveling north & south.
Traffic flow could be better. Lights are not always timed correctly.
Highway 34/Eisenhower is getting too congested. There need to be more alternative east-west roads. 402 is getting dangerously congested and should be widened ASAP. There should be at least one other major east-west roadway running the length of the city.
Traffic management seems to be slipping. It takes forever to get out to Centerra from North side of town. It can take 20 minutes to drive that 5 miles. The lights on 34 don't allow traffic to ever get to the speed limit. Rare to go above 50. Taft has always been my pet peeve. Why can't I do the speed limit and hit every light green. Always have to stop at Eisenhower. Otherwise Loveland is a pretty great place to live.
We need to come up with a plan for the Eisenhower traffic.
The major road (287) through Loveland needs to be resurfaced. This should become a priority for the city instead of resurfacing other roads that appear to be fine.
Loveland is getting up to speed but she should do more to landscape major thoroughfares. Passing through the city seems more like going through alleys than passing by front yards.
The visibility on the corner of 8th and Wilson is dangerous when you have to look to the north when you are driving east. The trees and shrubs should be removed to promote safety. There is a day school in that area and children need more safety. That light also takes too long to change. The stop light on Taft and 8th street encourages speeding when traveling from Wilson to east or a car will have to wait a long time at that intersection also.
Please clean up the creek bed along the path, especially from 4th to Denver! It is such a nice path, but looks awful now due to the flooding this past fall.
Roads are not the greatest; patch jobs provide bumpy rides.
Trees, bushes cause terrible vision while trying to pull out onto a major street. In some areas they hide street signs, stop signs and even the sign pointing to the south off of US 34 is almost covered by tree limbs and you could miss that the police department would be found if you turned off 34 onto Monroe.
I have concerns about the speed on Taft, south of 34. It is 30 MPH and people are usually going 40-50 MPH and almost hit those cars turning into the residential areas along that stretch. The speed limit signs need to be more visible or something else needs to be done. With the Ferguson school in the neighborhood now, it is even worse. There needs to be a crosswalk or something put in on Taft across the bridge over the Lake Loveland drainage ditch to make it safer for the kids since there isn't even sidewalks there. Speed bumps would also be ideal in the Hilltop neighborhood around Ferguson High School and St. Johns Catholic church & school - way too many people speeding in a residential neighborhood that is just a disaster waiting to happen.
Raise the speed limits by 5mph on the long straight roads such as Wilson, 402, 29th and keep it consistent (so the limit doesn't change every 500 yards).
The quality of the roads has degraded considerably. More focus needs to be placed on stop light timing and road surface repair. Additionally, Loveland Street Repair should invest in manhole cover sleeves. Hitting many of the manholes in this town results in a trip to an alignment shop.
As a family we have noticed major negative changes in traffic from the time we have moved here till now.
I responded negatively on one question related to development as a result of an issue impacting my home in

particular relating to road and traffic issues.
Traffic on 34 is bad in the morning and afternoon.
Traffic on 34 east is getting really bad.
<u>Utility Billing:</u>
I would like there to be a way to either pay automatically every month for my utility bill or for my account to remember my credit card information so I didn't have to enter it in every single time I want to pay. I would also like there to be an option to go paperless. The bill I get in the mail is so thick and full of useless papers I can't imagine how much paper that is wasting. All other bill processing accounts I have allow you to go paperless.
<u>Water & Power/Stormwater:</u>
Who would I contact about trying to get solar panels set up?
Drinking water sometimes has a fishy smell and taste so I have to filter it before drinking.
The old part of the electric distribution system should be upgraded and put underground. The city should establish the provision of a new utility -- internet service provision. As the city upgrades its traffic control system with TCP/IP interconnection, the addition of service to citizens is a natural extension. Continued and increased effort into providing alternative modes of interconnection of neighborhoods.
There is not enough fluoride in the city water.
I live at 815 S. Tyler Ave. and I would like to say we have a sub- standard electrical system and it is down often, also there are too many residents on individual transformers. It's the modern age where more and more home owners would like an electrical system that is at least 200 amp service not the antiquated 100 amp service currently in use from the 1960's. Any electrical engineer can clearly see the crack and missing insulation is just waiting for mayhem to happen. On another note, I would like to mention the annoying smell that emanates from the area around the King Sooper plaza. A pungent raw sewage smell at night prevents me from opening my windows. I have to keep my air conditioning running at night instead. Brian Huelett
The City should consider a payback for solar panels to encourage use of alternative energy.
The city started a project in our neighborhood 3 years ago to bury the overhead wires. They got part way done and they stopped - still waiting for them to come back and finish. This is unacceptable!
The water is not safe due to fracking.
Often the tap water tastes like chlorine or dirt. I don't notice this funny taste in Denver water. We're told the water is tested and good for drinking, but the taste of it makes me wonder...
The city is getting too big too fast, not a small town any more .when I came here there were water shortages, where is all this water for all this growth coming from.
Cleanliness: While most public areas in Loveland are generally clean, our waterways could use more frequent cleaning, especially the ditches throughout town. Perhaps more volunteer cleanups would help alleviate this problem.
<u>Website</u>
The city web-site is not user friendly. It feels like it was designed by IT nerds, not web-site pros. Doug Erion
The city website could use a major update. It seems like there is minimal information provided. For example, provide a weekly update of road closures, all road closures.

End Comments

2014 Quality of Life Comparison of Responses from Surveys

(Numbers are percentages of total responses)

Statements on Quality of Life in Loveland	Mailed Survey Strongly Agree/ Agree	Open City Hall Survey Strongly Agree/ Agree	Mailed Survey No Opinion	Open City Hall Survey No Opinion
My family feels safe in our community.	96	91	1.2	1.3
The City provides quality Fire/Rescue services.	94	85	6.3	13.8
The City provides quality Police services.	90	79	5.9	10.3
Loveland's neighborhoods, parks and thoroughfares are clean.	95	92	1.8	0.5
Residential recycling and trash services meet customer needs.	95	90	.68	1.3
Loveland is attracting shopping opportunities our community desires.	73	70	7.7	5.0
Loveland is attracting jobs that pay well from employers who offer benefits.	40	33	28.6	27.2
Loveland provides quality drinking water.	94	89	1.8	5.0
Loveland delivers reliable electricity.	98	95	0.8	1.6
Water runoff from storms is controlled and minimizes flooding.	79	75	7.0	6.0
The sewer system in Loveland works reliably.	90	87	4.7	7.0
I can travel by car to locations in Loveland with minimal delays.	78	76	3.0	0.3
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	54	51	28.2	17.0
Street surfaces are drivable and safe.	83	87	2.4	0.3
The City provides quality parks and trails.	94	93	3.7	2.6
There are abundant recreational opportunities for all members of my family.	84	87	9.0	4.1
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	87	85	7.1	8.0
There are plentiful opportunities to enjoy the arts.	89	87	8.4	6.7
The City Council is approving development that enhances the quality of life in our community.	58	46	22.8	27.3
The library services provided to our community are current and meet our community needs.	85	81	13.0	14.2
The City provides quality youth activities.	55	48	38.3	42.2
The City provides activities and services needed by senior citizens.	65	51	29.7	45.7
There are sufficient opportunities to participate in Loveland Government.	54	52	37.5	36.3
I feel well informed about City services.	75	72	14.5	10.3

2013 Quality of Life Survey: City department responses to written comments

Introduction

Since the origin of the City of Loveland Quality of Life Survey a decade ago, participants in the mailed survey have been invited to submit written comments in addition to their responses to survey questions and statements about City Services. Those comments were shared with City Councilors and the public, but no concerted effort was made to bring them to the attention of City department directors and managers.

Earlier this year, the comments submitted by citizens responding to the 2013 survey were provided to members of the City's Management Team, for review by managers in their respective departments. Many of the concerns raised in the comments had been addressed by the time department managers received them. Other remain open issues.

This summary shows ways that the comments have led to actions or policy changes at the department level, and illustrates the value of the Quality of Life Survey in improving City services, facilities and amenities. The report is not comprehensive, since some departments had few comment-driven issues to respond to. Some responses are directed to a set of similar comments, rather than to specific written comments.

Parks & Recreation:

1. A second recreation center on the west side of town would be nice.

There was strong citizen support during the update of the Parks and Recreation Master Plan in 2014 to build a new recreation center in Loveland. Based on this feedback, a recreation feasibility study will be completed in 2015 to measure the need, type, cost and other factors associated with expanding Loveland's level of service with an additional recreation center in the future.

2. More bike paths/hiking trails please!

The new Parks and Recreation Master Plan identifies continuation of the Recreation Trail System and new trails which connect throughout town as a community priority. The addition of River's Edge Natural Area this summer added more than 2 miles of trail and the recently acquired land at 57th and Taft will provide connectivity to the City's Recreation Trail loop, as well as regional connectivity to Fort Collins in the next few years.

3. I am excited for the new park with disc golf course. Speed that up!

The new Mehaffey Community Park (west of Wilson Avenue, off 29th Street) will provide many recreation amenities requested by the community including a Frisbee golf course, tennis courts, basketball courts, pickle ball courts, a skate park for both beginner and advanced riders, an adventure playground, dog park, athletic fields, an arboretum and picnic facilities.

4. I wish I knew better how to find out about town activities, parades, park events, etc.

Information about all city-related activities can be found on the City of Loveland's web site. The calendar provides daily information on events. In addition, events are promoted in the

City Update in the utility bills, on Facebook, and through press releases to local media outlets.

Development Services:

1. Many comments concerned similar code compliance and enforcement issues:

The Building Division currently has two code compliance officers. Due to staff reductions and vacancies in the Building Division over the last few years a cross-training program was implemented to provide an acceptable level of customer service and keep the permitting process functional. Our code compliance officers were included in this program. Now that critical positions have been filled, the focus of our code compliance officers will be increased field work and follow up of code violation cases. We anticipate a much more pro-active code compliance effort in 2015.

2. Several survey comments addresses conditions of business corridors and general planning issues:

The Development Services Department has undertaken two important long-range planning projects; the Highway 287 Strategic Plan and the 2015 Comprehensive Plan (Create Loveland). Both these planning projects are focusing on strategies to promote business opportunity and a wide range of housing types throughout the City. The intent is to follow these planning projects with code amendments to implement adopted plan policies.

Loveland Public Library

1. A second library on the west side of town would be nice.

Nothing is planned for next few years, but a branch facility is in the City's Facilities Master Plan about 10 years out.

2. Parking at the Library sometimes is a challenge!

Parking is certainly an issue. Resurfacing and repainting lines will be helpful. Municipal Building employees have also been asked to park south of Foote Lagoon, and that will also help alleviate the parking crunch.

3. The Loveland Public Library is gorgeous due to its remodeling. The weak area is in the dated collection of material. Much work needs to be done to weed out older outdated materials and to have newer materials – books, references, DVDs, etc. We use the Poudre libraries much more frequently.

We have made weeding of the adult non-fiction section a priority project in 2014. With the addition of interlibrary loaning/borrowing with Prospector, we have access to 12 million titles so are not keeping as many older titles "just in case." Materials budget increased in 2014 with state grant and more donation funding.

4. Enforce no sleeping/eating in the library.

Policies are being reviewed. Library added a snack and coffee vending machine so will probably be changing policy to allow eating of some foods. Food is part of many teen programs and we are also getting free snacks from the Food Bank for some of the very hungry middle school kids who come after school. Staff does not regularly patrol looking for sleepers but will approach sleepers if sprawled out and have feet up on furniture or are disruptive.

Economic Development

1. Downtown Parking (six comments):

A parking structure is proposed for the 3rd Street Catalyst project.

2. Downtown is unattractive, uninviting and an eyesore (four comments):

A downtown working group has developed a strategic plan to become the central leadership for downtown beautification and redevelopment. A new 501c4 is being developed and a DDA election will follow in February 2014.

3. Downtown Shopping and business Recruitment (12 comments):

The new downtown entity will be offering services to help new businesses as well as hold events to encourage businesses to locate in downtown and attract shoppers. There is also a plan to form a Business Improvement District.

4. Natural Food Stores (11 comments): We have two projects on the way.

5. Need Better Retail (three comments):

We have an active retail recruitment program. We are using incentives to assist with a natural grocer, pizza shop, discount grocer and working on the Regional Tourism Authority Application which will bring new and diverse retail, restaurant and attractions throughout Loveland.

6. Downtown movie theatre (two comments):

The downtown strategic plan includes this attraction.

2014 Quality of Life Survey

Extending our reach



Public Information Office, City of Loveland
Presented to Loveland City Council, Nov. 25, 2014

New methods for 2014

- ❖ Survey offered online for first time through Open City Hall web portal.
- ❖ Mailed survey administered as it has been for nearly a decade.
- ❖ Direct comparison between results of online and mailed surveys.
- ❖ Analysis of demographic information.
- ❖ Adding value to results by putting them to work at City department level.

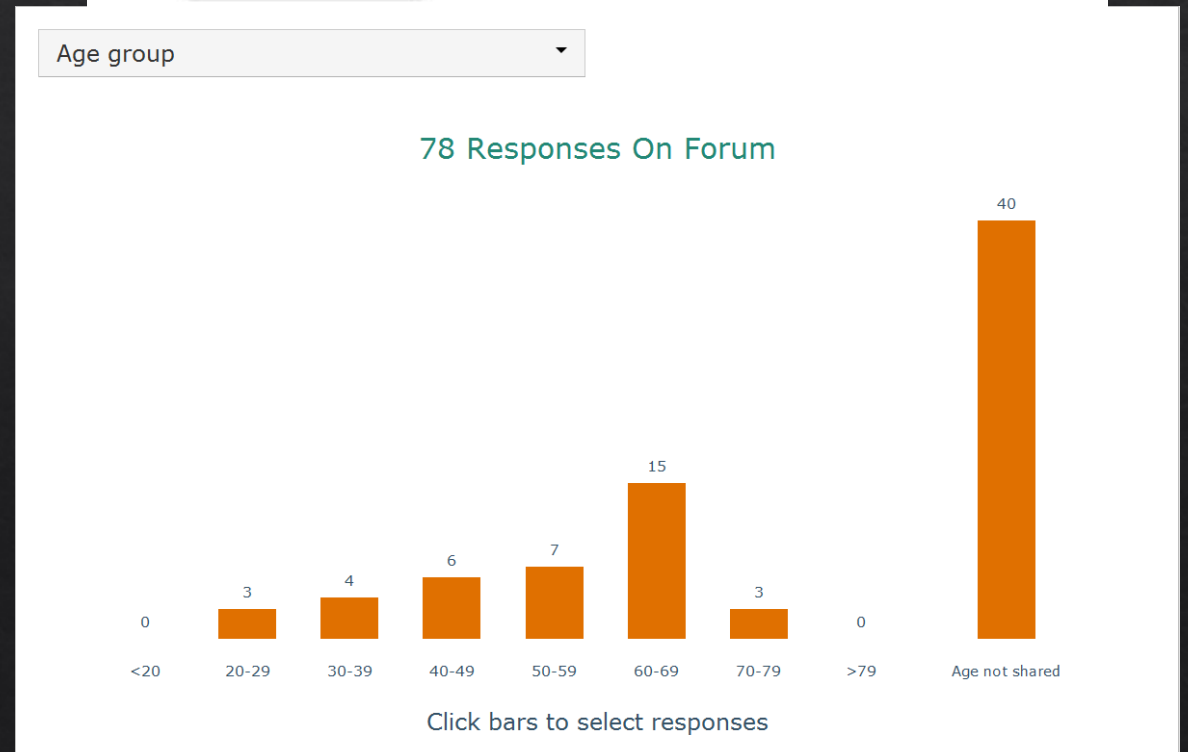
Summary of survey results

- ❖ In most cases, more of the same: High service ratings, slight upticks in 11 of the 24 service areas rated.
- ❖ Biggest year-to-year increases (mailed survey): Job attraction (+7 points). Opportunities to participate in government (+5). Council approval of development that enhances quality of life (+4).
- ❖ Sharpest rating declines: Alternative transportation options (-6 points). Storm water control systems (-6 points). Reason? No, not the September 2013 Flood, but the May 2014 thunderstorm.
- ❖ Highest ratings (90 or above): Public utilities, public safety, parks/trails.

The demographic challenge

What we learned...and did not learn

- ❖ People are protective of personal information, especially when they are online.
- ❖ Age information collected from online users, but only IF registered users, and then only IF shared.
- ❖ **LESSON LEARNED:** Make the demographic questions part of the survey, not part of the process, for online users.



Online, mailed results compared

Online users more likely to choose lower ratings:

- ❖ Lower ratings in 22 of the 24 service areas measured.
 - Exception: Safe, drivable street surfaces (online, 87; mailed, 83)
 - Exception: Recreational opportunities (online, 87; mailed, 84)

Service area	Mailed survey rating	Online user rating	Mailed survey “no opinion”	Online user “no opinion”
Fire & Rescue services	94	85	6.3 percent	13.8 percent
Police services	90	79	5.9 percent	10.3 percent
Demographic clue:				
Services for seniors	65	51	29.7 percent	45.7 percent



The “no opinion” quotient

One telling example:

Statement: “There are sufficient opportunities to participate in Loveland government.”

- ❖ Online rating: 52 percent. BUT, 36 percent had “no opinion.”
- ❖ Mailed survey rating: 54 percent. BUT, 37 percent chose “no opinion.”

Among participants who “care,” ratings much higher:

- ❖ Online rating: **78 percent**
- ❖ Mailed survey rating: **86 percent**

??? Questions ???

Looking ahead to 2015, some questions about questions:

- ❖ Questions/statements about city services have not changed in seven years.
- ❖ Are we asking the right questions in the right ways?
- ❖ What city service topics should be added, or deleted?
- ❖ People like to write: Slightly more than half the mailed survey participants, and an identical share of online responders, chose to add written comments.
- ❖ Should we ask specific questions, rather than inviting the open-ended “comments or suggestions”?

Our next steps:

Involve City staff and City Council in answering the questions above.