

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 respodents who chose favorable "strongly agree" or "agree" replies to the statements. In some cases, the number or 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 indicatd 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)
 - O 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.

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ual	ity 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

difficers 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

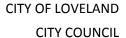
Quality of Life in Loveland - Annual Comparison – 2008 to 2014 Numbers are percentages of total responses

	nual Comparison of Statements on veland 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







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!

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About you:					
How long have you	lived in Lovelar	ıd?			
\Box 1 year or less	□ 1-2 years	□ 3-5 years	\Box 6-10 years	☐ More than	10
What is your age ra	ange?				
☐ 18-24 years	☐ 25-44 years	□ 45-64 yea	ars 🗆 65	5 years and older	
Using U.S. Highway	ys 287 and 34 as	references, in wl	nich part of to	wn do you live?	
□ Northwest	☐ Southwest	□ Northe	ast 🗆 :	Southeast	
Do you live in a sing	gle-family home	or multi-family	ouilding?		
\Box Single family	□ Multi-famil	y			
Which one of these	locations is near	rest to where you	work?		
□ Loveland □ G	Greeley 🗆 Fort	Collins Long	gmont/Denver/	Boulder Winds	sor
□ Not applic	able (not emplo	yed outside of the	home/retired)	
How frequently do	you use the Inte	rnet?			
\Box Daily \Box 2-3	times per week	☐ 2-3 times]	per month	\Box Rarely \Box	Never
How often do you v	isit the City's of	ficial website, wy	vw.cityoflovela	and.org?	
□ Weekly	☐ Monthly	□ 2-3 tim	es per year	□ Never	
How frequently do y	ou watch live or	recorded City co	ıncil meeting b	roadcast on Chanr	ıel 16?
\square Weekly \square	Monthly	☐ 2-3 times per y	vear 🗆 🗅	Never	
How often do you vi	ew live or record	led City council m	eetings through	h the City's websit	e?
•	•	\Box 2-3 times per y	vear 🗆 🗆	Never	
General Comments and Suggestions:					

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

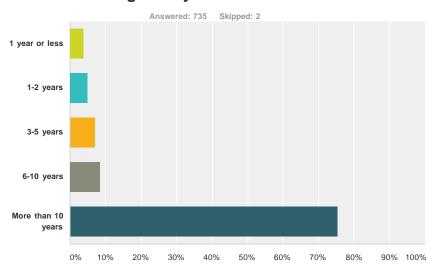
Appendix II:

Graphical Illustration of Data



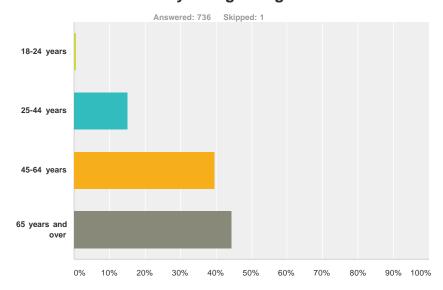
Demographics of Respondents

How long have you lived in Loveland?



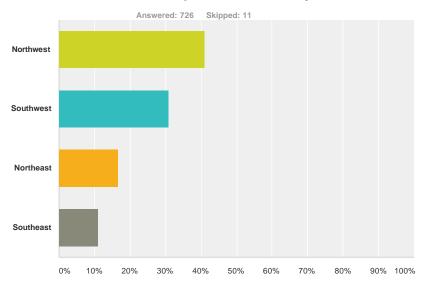
Answer Choices	Responses	
1 year or less	3.95%	29
1-2 years	5.03%	37
3-5 years	7.07%	52
6-10 years	8.57%	63
More than 10 years	75.37%	554
Total		735

What is your age range?



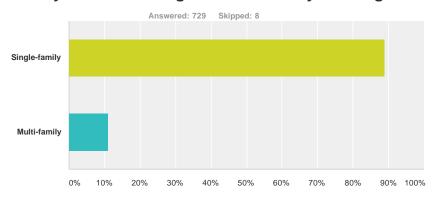
Answer Choices	Responses
18-24 years	0.68% 5
25-44 years	15.22% 112
45-64 years	39.67% 292
65 years and over	44.43% 327
Total	736

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



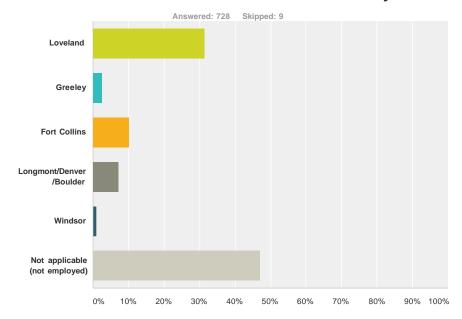
Answer Choices	Responses	
Northwest	41.05%	298
Southwest	30.99%	225
Northeast	16.80%	122
Southeast	11.16%	81
Total		726

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



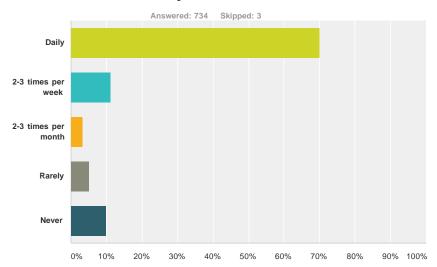
Answer Choices	Responses
Single family	88.89% 648
Multi-family	11.11% 81
Total	729

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



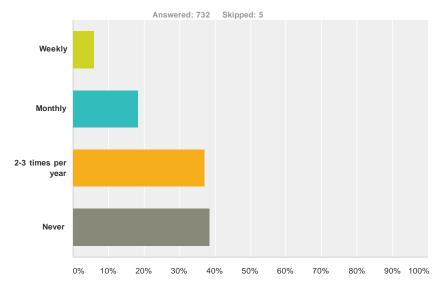
Answer Choices	Responses	
Loveland	31.59%	230
Greeley	2.75%	20
Fort Collins	10.16%	74
Longmont/Denver/Boulder	7.28%	53
Windsor	1.10%	8
Not applicable (not employed outside of the home or retired)	47.12%	343
Total		728

How often do you use the Internet?



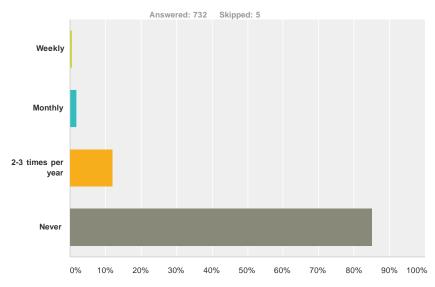
Answer Choices	Responses	
Daily	70.16%	515
2-3 times per week	11.17%	82
2-3 times per month	3.27%	24
Rarely	5.31%	39
Never	10.08%	74
Total		734

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



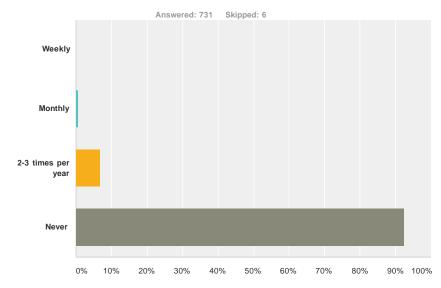
Answer Choices	Responses	
Weekly	6.01%	44
Monthly	18.31%	134
2-3 times per year	37.16%	272
Never	38.52%	282
Total		732

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



Answer Choices	Responses
Weekly	0.68% 5
Monthly	1.91%
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?

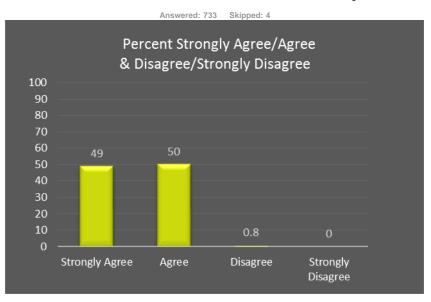


Answer Choices	Responses
Weekly	0.00%
Monthly	0.55% 4
2-3 times per year	6.98% 51
Never	92.48% 676
Total	731

Responses to Survey Questions

(from highest to lowest rating)

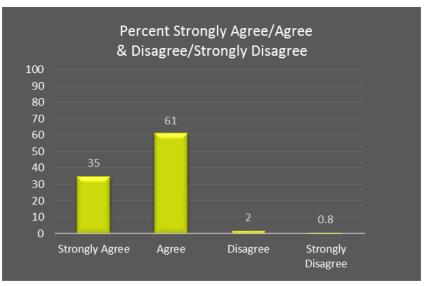
Loveland delivers reliable electricity.



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

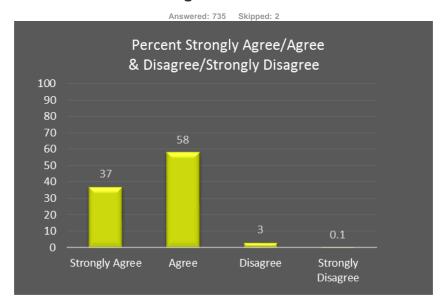
My family feels safe in our community.

Answered: 733 Skipped: 4



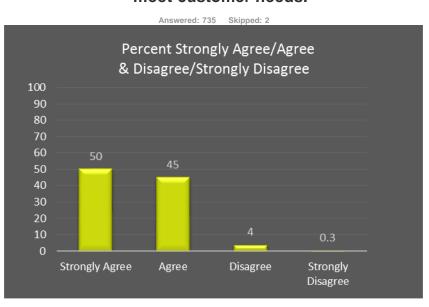
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
35.20%	60.98%	1.77%	0.82%	1.23%		
258	447	13	6	9	733	1.72

Loveland's neighborhoods, parks and thoroughfares are clean.



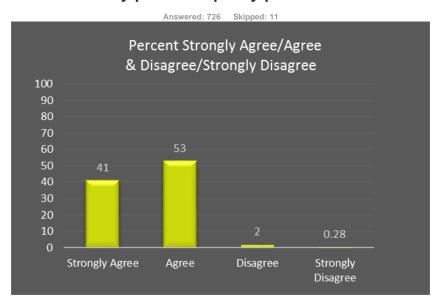
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating	
36.60%	58.37%	3.13%	0.14%	1.77%			
269	429	23	1	13	735	1.72	

Residential recycling and trash services meet customer needs.



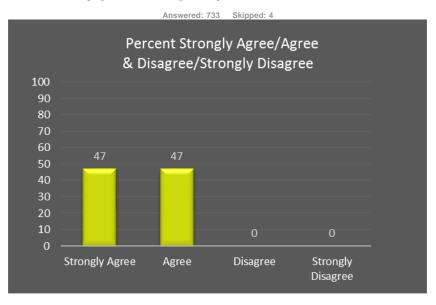
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
50.20%	45.03%	3.81%	0.27%	0.68%		
369	331	28	2	5	735	1.56

The City provides quality parks and trails.



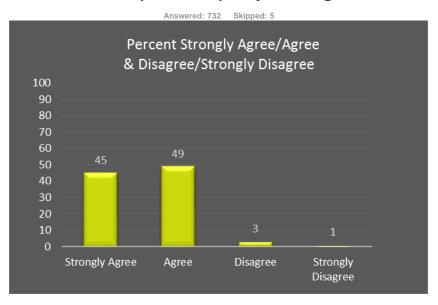
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
41.18%	53.31%	1.52%	0.28%	3.72%		
299	387	11	2	27	726	1.72

The City provides quality Fire/Rescue services.



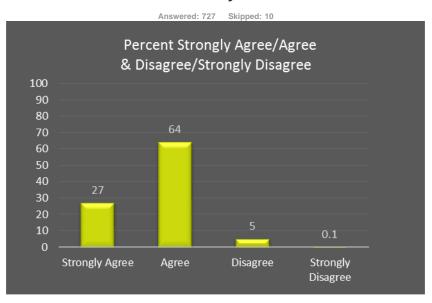
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
47.20%	46.52%	0.00%	0.00%	6.28%		
346	341	0	0	46	733	1.73

Loveland provides quality drinking water.



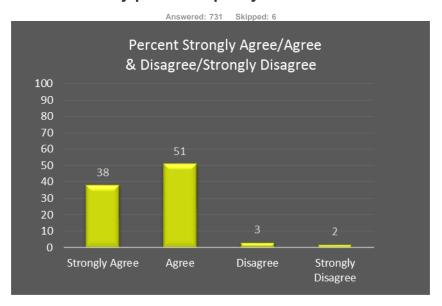
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
45.22%	49.18%	2.73%	1.09%	1.78%		
331	360	20	8	13	732	1.65

The sewer system in Loveland works reliably.



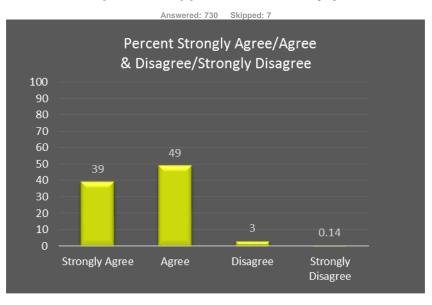
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
26.82%	63.55%	4.81%	0.14%	4.68%		
195	462	35	1	34	727	1.92

The City provides quality Police services.



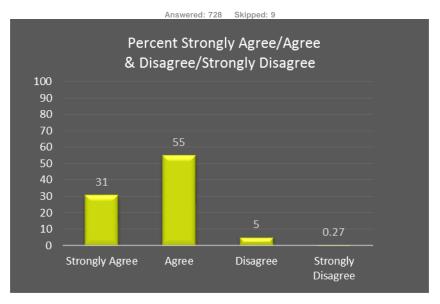
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
38.44%	51.16%	3.01%	1.50%	5.88%		
281	374	22	11	43	731	1.85

There are plentiful opportunities to enjoy the arts.



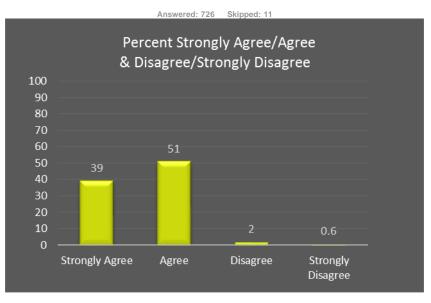
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
39.32%	49.32%	2.88%	0.14%	8.36%		
287	360	21	1	61	730	1.89

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



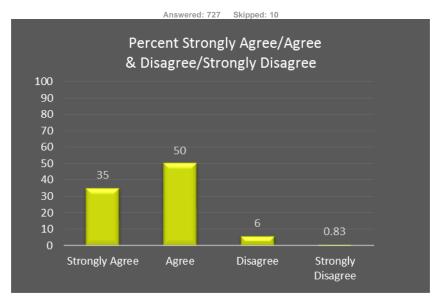
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
31.18%	55.49%	4.67%	0.27%	8.38%		
227	404	34	2	61	728	1.99

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



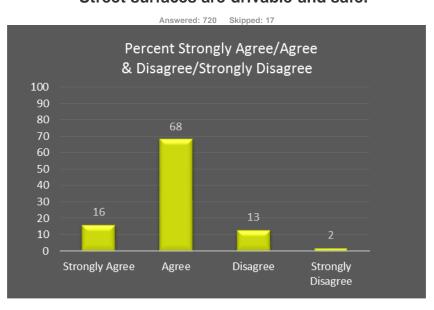
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
33.47%	51.24%	1.79%	0.55%	12.95%		
243	372	13	4	94	726	2.08

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



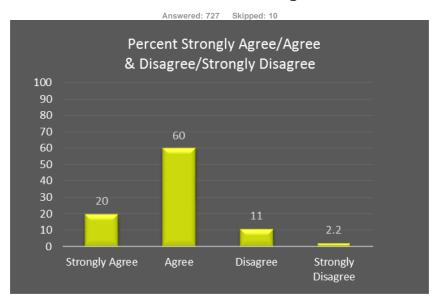
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
34.53%	49.79%	5.91%	0.83%	8.94%		
251	362	43	6	65	727	2.00

Street surfaces are drivable and safe.



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

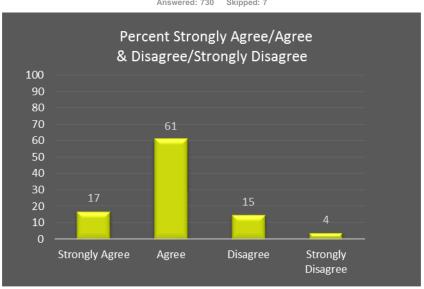
Water runoff from storms is controlled and minimizes flooding.



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

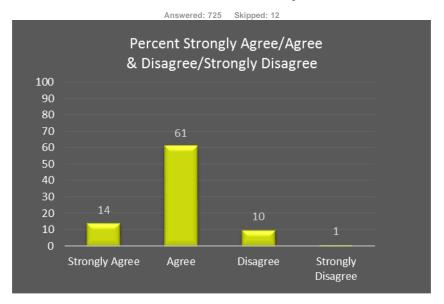
I can travel by car to locations in Loveland with minimal delays.





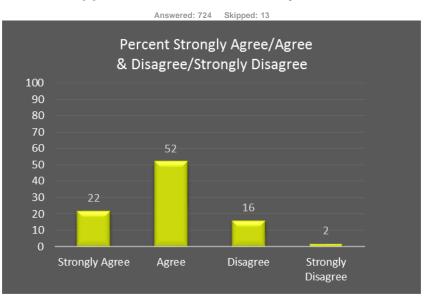
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
17.40%	60.68%	15.07%	3.84%	3.01%		
127	443	110	28	22	730	2.14

I feel well informed about City services.



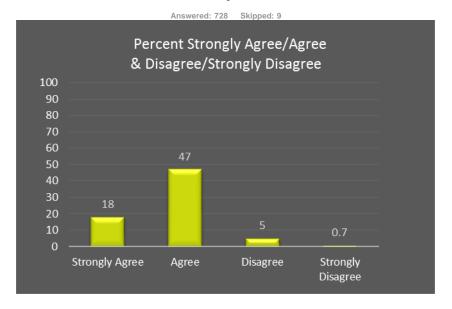
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
13.52%	61.24%	9.66%	1.10%	14.48%		
98	444	70	8	105	725	2.42

Loveland is attracting shopping opportunities our community desires.



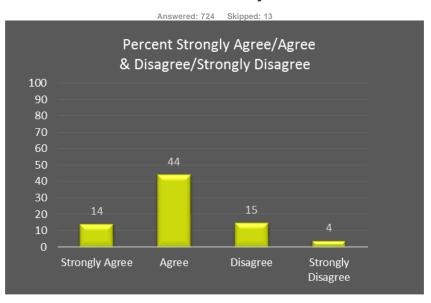
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
21.55%	51.93%	16.44%	2.35%	7.73%		
156	376	119	17	56	724	2.23

The City provides activities and services needed by senior citizens.



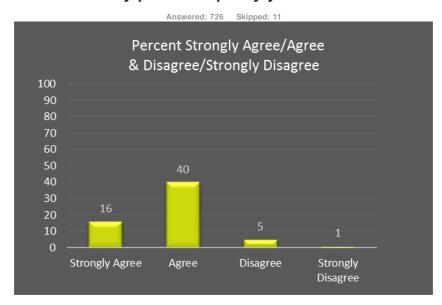
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
17.99%	46.57%	5.08%	0.69%	29.67%		
131	339	37	5	216	728	2.77

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



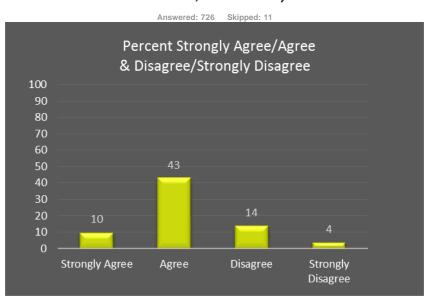
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
14.36%	43.78%	15.06%	4.01%	22.79%		
104	317	109	29	165	724	2.77

The City provides quality youth activities.



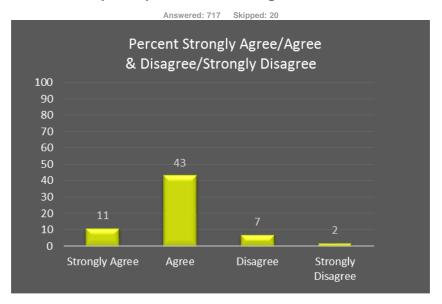
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating	
15.70%	39.53%	5.37%	1.10%	38.29%			
114	287	39	8	278	726	3.07	

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



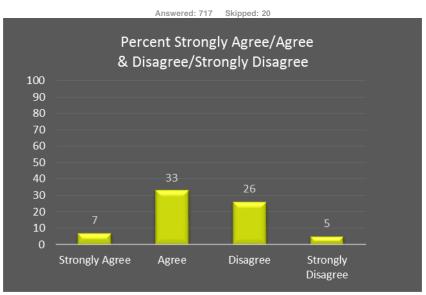
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total	Average Rating
10.19%	43.39%	14.33%	3.86%	28.24%		
74	315	104	28	205	726	2.97

There are sufficient opportunities to participate in Loveland government.



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

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



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

