



# **City of Loveland 2008 Quality of Life Survey Results Report**

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# Executive Summary

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## Background

- The City of Loveland has conducted a Quality of Life Survey annually since 2004. The exception to this internal effort occurs every five years when a much more in-depth survey is designed and administered by an independent outside agency in accordance with City Council's desire to conduct a broader and more detailed analysis of community opinion and trends. These independent surveys occurred in 2002 and 2007 respectively.

## Methodology

- The 2008 Quality of Life Survey contains twenty-four questions regarding living in Loveland. The survey was mailed to 3,000 randomly selected Loveland households to ensure that there were at least 382 responses, necessary to achieve a 95 percent confidence interval of +/- 5 percentage points. This criterion was based on the professionally selected sample size from the in-depth, 2007 survey.
- Of the 3,000 eligible households receiving the survey, 895 responded to the mailed questionnaire producing a 30 percent response rate and resulting in an adequate sampling. The response rate for the in-house survey from 2006 was 28 percent.
- Ratings from this year's survey were compared to ratings from previous years to identify trends and issues for discussion. A rating of more than three points more or less than previous years' results is considered statistically significant.
- In addition to responses to the 24 questions, the survey asked for additional written comments of a general or specific nature. The direct written feedback from residents is listed in the Comments section (Please see Appendix II):

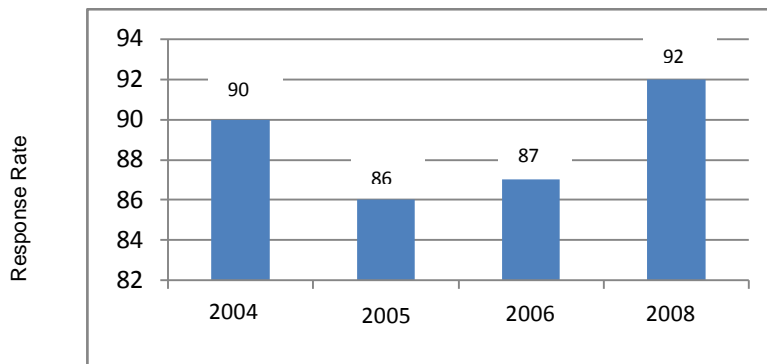
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## Summary of Highlights

- Ten questions showed significant differentials compared to the 2006 survey. In addition, 11 other questions saw minor, but not statistically significant increases. Only two questions showed minor decreases.
- The ten questions showing notable increases relate to:
  - Fire Department services (see graph below)
  - Access to arts
  - Community gatherings
  - Flood minimization
  - Recreational opportunities
  - Senior citizen services
  - Youth activities
  - Government participation (see graph below)
  - City Council actions (see graph below)
  - Job attraction (see graph below)

- Based on lower ratings, the primary areas of concern for residents in 2008 relate to:
    - More or better alternatives to transportation (rated at 57).
    - More or better youth activities (rated at 57).
    - City Council approving development that enhances the quality of life in Loveland (rated at 56).
    - The City attracting jobs that pay well from employers who offer benefits (rated at 37).
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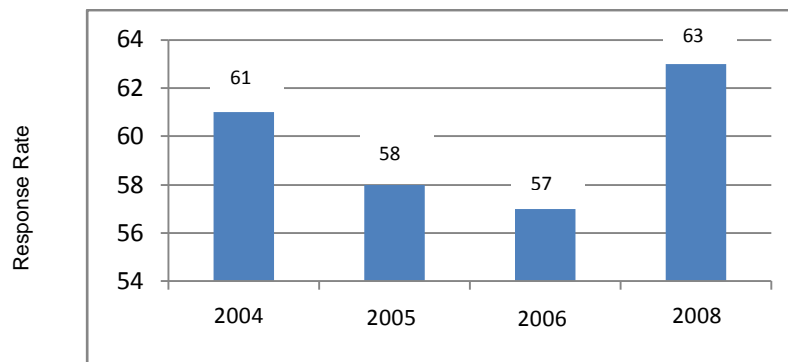
*The City provides quality Fire/Rescue services.*



In 2006 the response rate for this question was 87. In 2008 it was 92 – a five point increase.

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*There are sufficient opportunities to participate in Loveland Government.*



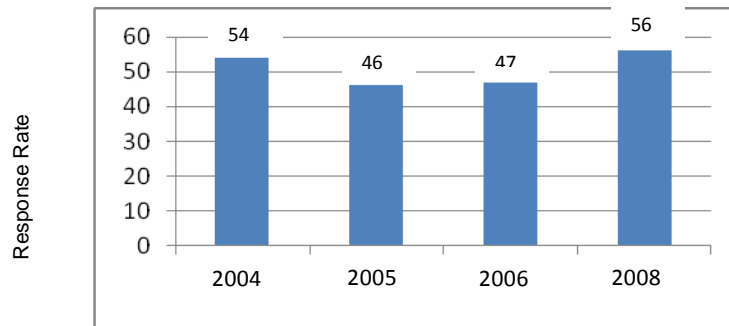
In 2006, the response rate for this question was 57. In 2008 it was a 63 – a six point increase.

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## Lowest Ratings Showed Major Improvements from 2006

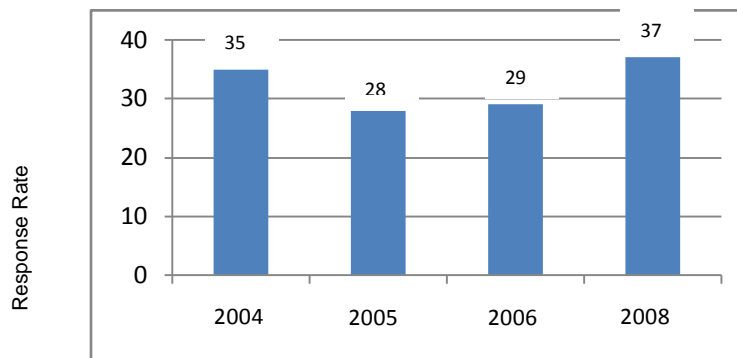
- The two questions receiving the lowest ratings in 2006 showed increases of eight points or more in 2008.

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



In 2006, the response rate for this question was 47. In 2008, it was 56 – a nine point increase.

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

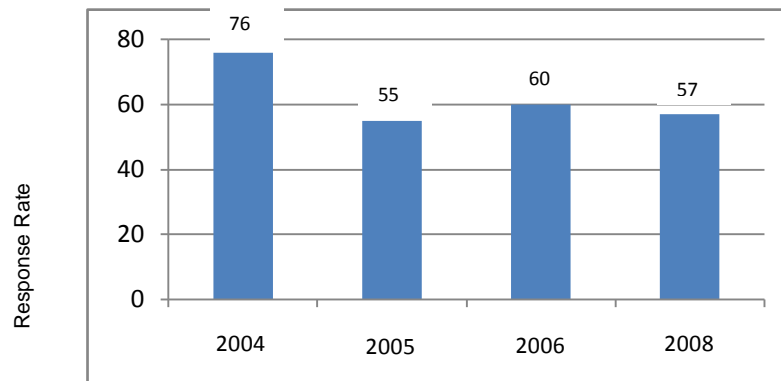


In 2006, the response rate for this question was 29. In 2008, it was 37 – an eight point increase.

## Notable Decline since 2006

- Although not statistically significant, the question relating to alternative transportation did see a drop from 2006.

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



In 2006 the response rate for this question was 60. In 2008 it was 57 – a three point decrease.

## **Quality of City Services**

- Respondents were asked to rate services such as the delivery of electricity and quality of drinking water, as well as services provided by departments such as Police, Fire and Transit. Overall, City services were rated favorably with seven out of eight total questions receiving a rating of 78 or above. Reliability of electrical service received the highest rating at 96.

## **Quality of Infrastructure**

- Respondents were asked to rate the quality of roadways, stormwater facilities, reliability of the sewage system, etc. All received favorable ratings. The lowest rating in this category was in response to the question asking residents if they felt they could travel by car throughout Loveland with minimal delays, which was rated at 74 – up 3 points from 2006.

## **Quality of Community Amenities**

- Residents were asked to rate opportunities for recreation, availability of programs for youth and senior citizens, community events, and opportunities to enjoy the arts and participate in City government. Ratings in this category were favorable with only two falling below a rating of 70. The lowest rating, a 57 that reflected a four point increase, was in response to the City providing quality youth activities.

## **Overall Survey Feedback**

- Overall, ratings on the quality of life in Loveland were quite favorable. Seven of the 24 questions or .29 percent received a rating of 90 or above. Another seven questions received ratings of 80 to 89 and five questions, or approximately 20 percent had ratings in the 70-79 range. Four questions received ratings within the 50-69 range.
- In the General Comments & Suggestion Section, citizens took the time to share some comments on a number of local topics. Said comments totaled 581 and have been categorized for ease of reading and reference but they are presented in the report as unedited except for minor grammatical corrections.

# 2008 Quality of Life Survey

## Results Data



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# Demographics for 2008 Respondents

## 1. How long have you lived in Loveland?

1 year or less	1-2 years	3-5 years	6-10 years	10+ years
3%	6%	9%	13%	69%

## 2. What is your age range?

18-24	25-44	45-64	65+
1%	19%	41%	38%

## 3. In what part of town do you live?

Northwest	Southwest	Northeast	Southeast
50%	20%	17%	13%

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

Loveland	Greeley	Fort Collins	Longmont/Boulder/ Denver	Wyoming
36%	4%	12%	8%	1%

## 5. How often do you use the Internet?

Daily	2-3 times/week	2-3 times/month	Rarely	Never
57%	12%	9%	6%	19%

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

Weekly	Monthly	2-3 times/year	Never
5%	13%	31%	51%



## 2008 Quality of Life in Loveland

(Numbers are percents of total responses)

Statements of Loveland community attributes Sorted from highest to lowest for Strongly Agree/Agree	2008 Strongly Agree/ Agree	2008 Strongly Disagree/ Disagree	2008 No Opinion
Loveland delivers reliable electricity.	96	3	1
My family feels safe in our community.	95	4	1
The City provides quality Fire/Rescue services.	92	3	6
There are plentiful opportunities to enjoy the arts.	91	4	4
Residential recycling and trash services meet customer needs.	91	7	1
The City provides quality parks and trails.	91	5	4
The sewer system in Loveland works reliably.	90	7	3
Loveland provides quality drinking water.	89	7	3
Loveland's neighborhoods, parks and thoroughfares are clean.	89	10	1
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	88	5	6
The City provides quality Police services.	86	9	5
Water runoff from storms is controlled and minimizes flooding.	86	10	4
There are abundant recreational opportunities for all members of my family.	82	10	7
Street surfaces are drivable and safe.	80	19	2
The library services provided to our community are current and meet our community needs.	78	12	11
Loveland is attracting shopping opportunities our community desires.	77	16	6
I feel well informed about City services.	75	15	10
I can travel by car to locations in Loveland with minimal delays.	74	24	2
The City provides activities and services needed by senior citizens.	71	8	21
There are sufficient opportunities to participate in Loveland Government.	63	12	25
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	57	27	15
The City provides quality youth activities.	57	16	28
The City Council is approving development that enhances the quality of life in our community.	56	28	15
Loveland is attracting jobs that pay well from employers that offer benefits.	37	43	20

# Quality of Life in Loveland - Annual Comparison

(Numbers are percents of total responses)

Annual comparison of statements on Loveland community attributes	2004 Strongly Agree/ Agree	2005 Strongly Agree/ Agree	2006 Strongly Agree/ Agree	2008 Strongly Agree/ Agree
1. Loveland delivers reliable electricity.	97	94	95	96
2. My family feels safe in our community.	94	91	93	95
3. The City provides quality Fire/Rescue services.	90	86	87	92
4. There are plentiful opportunities to enjoy the arts.	90	88	84	91
5. Residential recycling and trash services meet customer needs.	85	81	89	91
6. The City provides quality parks and trails.	94	90	89	91
7. The sewer system in Loveland works reliably.	90	89	88	90
8. Loveland's neighborhoods, parks and thoroughfares are clean.	92	89	89	89
9. Loveland provides quality drinking water.	88	90	88	89
10. There are sufficient opportunities to gather as a community (festivals etc.)	86	82	81	88
11. The City provides quality Police services.	83	82	83	86
12. Water runoff from storms is controlled and minimizes flooding.	84	82	82	86
13. There are abundant recreational opportunities for all members of my family.	86	79	77	82
14. Street surfaces are drivable and safe.	74	78	79	80
15. The library services provided to our community are current and meet our community needs.	74	76	75	78
16. Loveland is attracting shopping opportunities our community desires.	65	69	75	77
17. I feel well informed about City services.	69	76	76	75
18. I can travel by car to locations in Loveland with minimal delays.	48	70	71	74
19. The City provides activities and services needed by senior citizens.	63	62	60	71
20. There are sufficient opportunities to participate in Loveland Government.	61	58	57	63
21. Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	76	55	60	57
22. The City provides quality youth activities.	54	50	53	57
23. The City Council is approving development that enhances the quality of life in our community.	54	46	47	56
24. Loveland is attracting jobs that pay well from employers that offer benefits.	35	28	29	37

# 2008 Quality of Life Survey

## **Appendix I: Survey Tool**





Dear Loveland resident,

7/7/08

You have been selected to share your opinions about the quality of life in Loveland and the City services that contribute to that quality of life. The City sends out surveys every year to receive general feedback. Every five years, we distribute a more comprehensive survey to receive more specific information.

Please participate by reading each statement and placing a mark in the appropriate box.

We welcome comments and suggestions. These comments are helpful as we make decisions about topics that need to be explored in greater detail.

Return the survey in the postage-paid envelope. **Surveys must be returned by July 25, 2008.**

**About you:**

**How long have you lived in Loveland?**

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

**What is your age range?**

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

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

- Northwest     Southwest     Northeast     Southeast

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

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

**How often do you use the Internet?**

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

**On average, how often do you visit the City's official website [www.cityofloveland.org](http://www.cityofloveland.org)?**

- Weekly     Monthly     2-3 times per year     Never

**General Comments and Suggestions:**

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## Quality of Life in Loveland

<b>Statements of Loveland Community Attributes</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
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 that 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 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.					