



# Loveland, CO

## *Policy Survey*

Report of Results

September 2007

Prepared by:



# Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
Survey Background and Purpose .....	1
Summary of Results .....	1
<b>Survey Background.....</b>	<b>6</b>
Survey Purpose .....	6
Methods.....	6
Understanding the Results .....	6
<b>Report of Results .....</b>	<b>9</b>
Quality of Life .....	9
Community Characteristics.....	13
Speed of Growth .....	19
Safety in the Community .....	20
Ratings of Local Government and City Services .....	23
Economic Support for Businesses in Loveland .....	40
Support for Possible Tax Increases .....	42
Information and Technology Use.....	44
Summary of Results .....	47
<b>Appendix A: Respondent Demographics.....</b>	<b>48</b>
<b>Appendix B: Responses to Survey Questions.....</b>	<b>51</b>
<b>Appendix C: Front Range Normative Comparisons.....</b>	<b>60</b>
<b>Appendix D: Verbatim Responses to Open-ended Survey Questions .....</b>	<b>2</b>
<b>Appendix E: Responses to Selected Survey Questions by Respondent Characteristics.....</b>	<b>64</b>
<b>Appendix F: Survey Methodology .....</b>	<b>76</b>
<b>Appendix G: About National Research Center, Inc.....</b>	<b>79</b>
Who We Are.....	79
What We Do.....	79
Survey Work .....	79
<b>Appendix H: Survey Instrument.....</b>	<b>80</b>

## Executive Summary

### Survey Background and Purpose

- The City of Loveland, CO contracted with National Research Center, Inc. (NRC) to conduct a community wide Policy Survey. The Loveland, CO Policy Survey provides residents the opportunity to rate the quality of life in the City, as well as service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not and share their priorities for community planning and resource allocation.
- This is the second iteration of a major professionally administered survey since the baseline study conducted in 2002, and the first conducted by NRC. Additionally the City has surveyed its resident in the past and comparisons to previous data are made when available.
- The 2007 Loveland Policy Survey was mailed to 1,200 randomly selected Loveland households. Of the 1,141 eligible households who received the survey, 479 responded to the mailed questionnaire, giving a response rate of 42%.
- Survey results were weighted so that respondent age, gender and tenure were represented in the proportions reflective of the entire City. The margin of error is plus or minus five percentage points around any given percentage, and plus or minus three points around average ratings on a 100-point scale.
- Ratings for Loveland were compared to ratings received by other communities across the Front Range. If a rating was three points or more above the average ratings received by other Front Range cities or counties then the service was considered “above the norm.” If the rating was within three points then it was deemed “similar to the norm” and if it was three points or more below it is indicated as “below the norm.”

### Summary of Results

#### Quality of Life

- Residents responding to the survey were given a list of six aspects of quality of life to rate: Loveland as a place to live, as a place to raise children, neighborhood as a place to live, overall quality of life, as a place to retire and as a place to work. Overall, residents rated aspects of quality of life favorably. At least 7 in 10 residents rated each aspect as “excellent” or “good,” except for Loveland as a place to work, which was rated as “excellent” or “good” by 46% of respondents. While 5% or fewer felt any of the other aspects were “poor,” 17% of survey participants rated Loveland as a place to work as “poor.”
- Ratings for Loveland were compared to ratings received by other communities across the Front Range. Loveland as a place to live and as a place to retire both received average ratings above those of other communities across the Front Range. Loveland as a place to work received a rating below the norm. All other quality of life ratings were similar to those across the Front Range.

#### Community Characteristics

- Residents were given a list of community characteristics. About half of all survey participants felt that art in public places was “excellent” (45%). Both recreational opportunities (74%) and the overall appearance of Loveland (72%) were reported as “excellent” or “good” by three-quarters of respondents. Ratings were lowest for the quality and number of job opportunities with only 2% saying they were “excellent” and one-third saying they were “poor.”
- Even though opportunities to attend cultural activities did not receive the highest average rating overall, its rating was above that of those received by other cities and counties across the Front Range. Recreational opportunities, overall appearance of Loveland, sense of

community and traffic signal timing were all similar to the norm, and openness and acceptance of the community, amount of public parking, access to affordable housing and quality of job opportunities were below the norm.

### Issues Facing the Community

- Residents were given the opportunity to offer what they felt was the number one issue facing the City of Loveland in the next three to five years. Controlling, limiting or managing growth was provided as the number one issues facing Loveland by the highest percent of respondents, 45%; this issue was given at least three times more frequently than any other issue. Traffic (13%) and jobs/competitive wages (11%) were the next most commonly reported issues.

### Speed of Growth

- There were two attitudes about categories of growth. Population and retail growth were considered too fast (71% and 48%, respectively, selecting “somewhat” or “much” too fast) while job growth was considered too slow (75% “somewhat” or “much” too slow). This suggests that the jobs created by the desired retail growth were not enough or the right type to influence the rate of job growth.

### Safety from Crime and Fire

- Citizens completing the survey were asked to rate their feelings of safety from violent crimes, property crimes and fire. Overall feelings of safety were high with at least 9 in 10 feeling safe from fire and violent crimes, and nearly 8 in 10 feeling safe from property crimes.
- Feelings of safety from crime were similar to those reported across other jurisdictions in the Front Range and safety from fire was above the norm.

### Safety Around Loveland

- In addition to feeling safe from crimes and fire, respondents also indicated that they generally felt safe in locations around Loveland during both the day and after dark. Safety in the city, in parks and in the respondent’s neighborhood during the day received the highest safety ratings with 97% or more saying they felt “very” or “somewhat” safe.
- Two received ratings similar to the Front Range norm (neighborhood during the day and parks after dark) and two received ratings below the norm (neighborhood after dark and parks during the day).

### Overall Quality City Services

- After rating each of the services respondents were asked to rate the overall quality of city services. Twelve percent reported the overall quality of services was “excellent,” 66% felt it was “good,” 19% felt it was “fair” and only 3% indicated it was “poor.”
- The overall quality of services received an average rating of 63, “good” on the 100-point scale. This average rating was above the norm when compared to other communities in the Front Range.

### City Employees

- Residents were asked if they had been in contact with a City employee in the last 12 months; the 62% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Nearly 6 in 10 reported being “very” satisfied, 27% felt “somewhat” satisfied and fewer than 2 in 10 were “very” or “somewhat” dissatisfied with the employee.
- When these ratings were converted to the 100-point scale and compared to ratings received by employees in other jurisdictions across the front range, Loveland was above the norm with an average rating of 78 (or above “good” on the 100-point scale).

## Public Trust

- Value of services for taxes paid (55%), overall direction the City is taking (54%) and welcoming of citizen involvement (52%) was rated as “excellent” or “good” by approximately half of the residents responding to the survey.
- Ratings of public trust were below the norm for each of the services where comparisons were available. It should be noted that 20% or more of respondents did not feel they could rate the job Loveland does at welcoming citizen involvement, the job of listening to citizens or the effectiveness for City Council.

## City Services

- Of the 34 services, 18 received average ratings at or above “good” on the 100-point scale. Fire services and reliability of electric service both received the highest average ratings, 77 out of 100. Only code enforcement received a rating of “fair” (36) on the 100-point scale.
- Comparisons were available for 27 services: 10 were above the norm, 10 were similar to the norm and seven were below the norm. The 10 services that received average ratings above the average rating of those in other Front Range communities were fire services, recycling, ambulance/emergency medical services, garbage collection, sewer services, fire prevention and education, services to seniors, crime prevention, economic development and services to low-income people.
- Services receiving ratings below the average across other Front Range cities and counties were storm drainage, street cleaning, services to youth, bus/transit service, snow removal and code enforcement. It should be noted that all jurisdictions in the Front Range who have conducted surveys since the 2006-2007 winter season have received average ratings below the norm for snow removal. This noticeable trend is most likely the result of the unusually high levels of snowfall, including two blizzards in consecutive weeks.

## Key Driver Analysis

- Key driver analysis focuses service improvement efforts on those services (key drivers) that most influence residents’ perceptions about overall city service quality. Those services may actually drive ratings of overall service quality, which residents connect closely to their overall quality of life in the community. By targeting improvements in key driver services, Loveland has an opportunity to see a domino effect that improves resident perceptions in general.
- Seven key drivers were identified for the City of Loveland: drinking water, reliability of electric services, planning and zoning, recreation programs, police services, animal control and street cleaning. Of these, four were similar to the norm (planning and zoning, recreation programs, police services and animal control), while street cleaning was below the norm. For the other two services (drinking water and reliability of electric services), no normative comparisons were available.

## Spending on City Services

- As in most communities, relatively few residents (less than 13% in any category) felt there was too much spending on any of the services. Residents were most satisfied with the amount of spending on recycling, 79% of respondents felt spending was at the right amount (while 6% felt it was least “somewhat” too much and 16% felt it was at least “somewhat” too little). For each of the other spending areas, about one-third to one-half described spending as “somewhat” or “way” too little. Over half of those completing the survey felt that spending was about right for odor abatement for the wastewater plan, disaster preparedness and mosquito abatement. At least one out of every two people surveyed felt that spending was too little for encouraging the availability of affordable housing, gang prevention and snow removal.

## Service Changes

- The survey provided a list of services that the City was considering changing or adding and asked respondents to indicate to what extent they would support or oppose the change to the service. Nine in 10 “strongly” or “somewhat” supported the expansion of the current library and expansion of bus services and more than 4 in 10 “strongly” supported these expansions. Support was lowest for building a parking garage downtown and encouraging the building of more multi-use developments that combine residential living and businesses; one-third of survey participants “strongly” or “somewhat” opposed these.
- Overall, residents responding to the questionnaire were in favor of the City encouraging economic development and commercial flights at the Fort Collins-Loveland Municipal Airport. More than half felt the City should “strongly” encourage commercial flights, and nearly as many felt the City should “strongly” encourage economic developments related to the Fort Collins-Loveland Municipal Airport.

## Economic Support for Businesses in Loveland

- Overall, respondents were in strong support of economic incentives for businesses to locate, remain or expand their current business in Loveland. Forty-five percent or more “strongly” supported each and at least 8 in 10 “strongly” or “somewhat” supported it.
- Again, respondents were highly supportive of each incentive option could be based on, but support was highest for using the pay scale of the jobs as the basis for the incentives with almost two-thirds “strongly” supporting this and another one-third “somewhat” supporting it. Support was lowest for using tax benefits to the City as a basis for the incentive, though 84% still indicated they “strongly” or “somewhat” supported that basis.

## Support for Possible Tax Increases

- The questionnaire sought to test the level of support or opposition to a 3% tourism tax and a 1% increase in sales tax to be used on local and regional road and transportation improvements.
- Support was highest for the tourism tax with 7 in 10 “somewhat” or “strongly” supporting this tax and 30% opposing it (“strongly” or “somewhat”). Support for a sales tax increase was evenly divided with 50% supporting it and 50% opposing it, although more people reported “strongly” opposing it (26%) than “strongly” supporting it (17%).

## Information Sources

- The *Loveland Daily Reporter Herald* was the most commonly cited source for information about City of Loveland government programs, issues or events; 69% reported this as a source they use. At least half reported using the newsletter in the utility bill (55%) or word of mouth (50%), and one-third indicated City newspaper ads (33%) and the City’s Web site, [www.cityofloveland.org](http://www.cityofloveland.org) (32%). The least cited source was 1610 AM radio (4%) and 3% of survey takers said they did not use any sources to get information about City of Loveland government programs, issues or events.
- One-third of survey respondents reported accessing the City’s Web site at least once a month, one-third accessed it at least once a year and the remaining one-third indicated that they had not accessed the City’s Web site at all in the last 12 months.
- Survey participants were given a list of four online services that could be provided and were asked if they would like to see it provided on the City’s Web site. At least 7 in 10 said “yes” they would like to see each of the services: utility payments (78%), sign up to receive emails with City information (74%), pay traffic fines (73%) and permit applications (70%).

## Internet Usage

- The most common type of Internet access used by those completing the survey was DSL (41%) followed by cable broadband (29%). The same percent of survey respondents reported not accessing the Internet (12%) as reported using dial-up (11%). Two-thirds reported they access the Internet or email daily and 11% said two to six times a week. One in 10 accessed the Internet or email once a week or less, and 13% never accessed.
- Two-thirds reported that they would be “very” or “somewhat” interested in a fee-based high-speed wireless Internet service if it were available in Loveland. While just 9% were “somewhat” unlikely to use it, 26% felt it was “very” unlikely they would use such a service.

## Highlight of Results

The following is a summary of National Research Center, Inc.'s perspectives about the overall results. Additional insight is expected to come from the City's own knowledge of internal workings and local issues.

Overall, ratings of quality of life and community characteristics were favorable. Loveland was comparable to other cities and counties across the Front Range with some ratings higher, most similar and some lower. A clear message about growth, especially as it relates to the quality and quantity of jobs, was sent by survey participants. Ratings for Loveland as a place to work and the quality and number of job opportunities were low. Additionally, respondents were consistently in support of incentives related to businesses in Loveland.

While tax increases are rarely popular among residents, support was higher for the 3% tourism tax than an increase in sales tax. If the City would like to increase revenues through one of these methods, the tourism tax is more likely to be supported on the ballot than the sales tax increase.

## Survey Background

### Survey Purpose

The City of Loveland, CO contracted with National Research Center, Inc. (NRC) to conduct a community-wide policy survey. The 2007 Loveland Policy Survey serves as a consumer report card for Loveland, CO by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the support for issues facing the City helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Loveland city government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local governments control to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the second iteration of the Loveland, CO Policy Survey since the baseline study conducted in 2002, and the first conducted by NRC. Additionally the City has surveyed its resident in the past and comparisons to previous data are made when available.

### Methods

Approximately 1,200 households within the city limits of Loveland, CO were selected to participate. Households received three mailings each beginning in early July. Completed surveys were collected over the following six weeks.

About 5% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,144 eligible households, 479 completed the survey, providing a response rate of 42%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%.

### Understanding the Results

#### “Don’t Know” Responses and Rounding

On many of the questions in the survey, respondents could answer, “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix C: Responses to Survey Questions. However, these “don’t know” responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

### Confidence Intervals

The 95 percent confidence level for the survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (479 completed



interviews). Where estimates are given for sub groups, they are less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to plus or minus 10 percentage points for samples as small as 100.

## Putting Evaluations onto a 100-point Scale

Although responses to many of the evaluative or frequency questions were made on 4-point scales with 1 representing the best rating, the scales had different labels (e.g. “very satisfied,” “excellent”). To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 0-100 scale. If the average rating for quality of life was right in the middle of the scale (between “good” and “fair”), then the result would be 50. The new scale can be thought of like the thermometer used to represent reaching a goal. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The .95 confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus three points on the 100-point scale.



## Comparing Survey Results

An average rating of 67 for service quality is at the “good” mark on a 100-point scale that goes from “excellent” to “poor.” Few services actually receive ratings as high as 67 on the scale, in part, because certain kinds of services tend to be thought less well of by residents in many communities across the country. Police protection tends to be better received than pothole repair by residents of most American cities. Where possible, the better comparison is not from one service to another in Loveland but from Loveland services to services like them provided by other jurisdictions. This way we can better understand if “good” is good enough for Loveland, CO service evaluations.

Because this survey was not the first in a series of Policy Surveys, the results will be presented along with earlier evaluations where possible. Survey results from past surveys and surveys conducted in other cities, in most cases, have been converted to a 100-point scale to allow for easier and fairer comparisons. Front Range norms have also been included when comparisons were available.

Comparisons were also made between respondent subgroups on characteristics of age, tenure, race and geographic locations. Analysis of variance (ANOVA) was run and where there was statistically significant differences ( $p < .05$ ) cells were shaded grey. Differences between subgroups are discussed throughout the report and a complete set of comparisons can be seen in Appendix E: Responses to Selected Survey Questions by Respondent Characteristics.

The aforementioned norms comparisons are provided when similar questions are included in NRC’s database and there are at least five other jurisdictions in which the question was asked. These specific comparisons are not made to the entire jurisdictions, but to a custom set of jurisdictions along the Front Range. A complete list of Front Range jurisdictions available for comparison, and their population estimates, can be seen in Appendix C: Front Range Normative Comparisons. In the tables of results appears a comparison: “above the norm,” “below the norm,” or “similar to the norm.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Loveland, CO’s rating to the norm (the average rating from all the comparison jurisdictions where a similar question

was asked). Differences of three or more points on the 100-point scale between Loveland, CO's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between Loveland, CO's ratings and the Front Range norms are less than three points, they are marked as "similar to" the norm.

# Report of Results

## Quality of Life

Residents responding to the survey were given a list of six aspects of quality of life to rate on a scale of “excellent,” “good,” “fair” and “poor.” Overall residents rated aspects of quality of life favorably. At least 7 in 10 residents rated each aspect as “excellent” or “good” except for Loveland as a place to work. While 5% or fewer felt any of the other aspects were “poor,” 17% of survey participants rated Loveland as a place to work as “poor.”

Scores were converted to a 100-point scale where 0 equals poor and 100 equals excellent. Loveland as a place to live was rated as better than “good” (or 67) on the 100-point scale with an average rating of 75. The remaining aspects of quality of life received average ratings on the 100-point scale higher similar to “good” except for Loveland as a place to work. This received an average rating of 47 or between “good” and “fair.”

## Comparisons to the Front Range

Ratings for Loveland were compared to ratings received by other communities across the Front Range. If a rating was three points or more above the average ratings received by other Front Range cities or counties then the service was considered “above the norm.” If the rating was within three points then it was deemed “similar to the norm” and if it was three points or more below it is indicated as “below the norm.” Loveland as a place to live and as a place to retire both received average ratings above those of other communities across the Front Range. One aspect of quality of life received a rating below the norm: Loveland as a place to work. All other quality of life ratings were similar to those across the Front Range.

**Table 1: Aspects of Quality of Life**

Please rate each of the following aspects of the quality of life in Loveland.	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Loveland as a place to live	38%	51%	10%	1%	100%	75	Above the norm
Loveland as a place to raise children	27%	56%	15%	1%	100%	70	Similar to the norm
Your neighborhood as a place to live	32%	49%	14%	5%	100%	69	Similar to the norm
Overall quality of life in Loveland	24%	60%	15%	2%	100%	68	Similar to the norm
Loveland as a place to retire	31%	40%	25%	5%	100%	66	Above the norm
Loveland as a place to work	12%	34%	37%	17%	100%	47	Below the norm

(Note: More than 10% of survey participants responded “don’t know” to Loveland as a place to raise children, a place to retire and as a place to work. A complete set of frequencies including “don’t know” responses can be see in Appendix B: Response to Survey Question.)

Figure 1: Aspects of Quality of Life

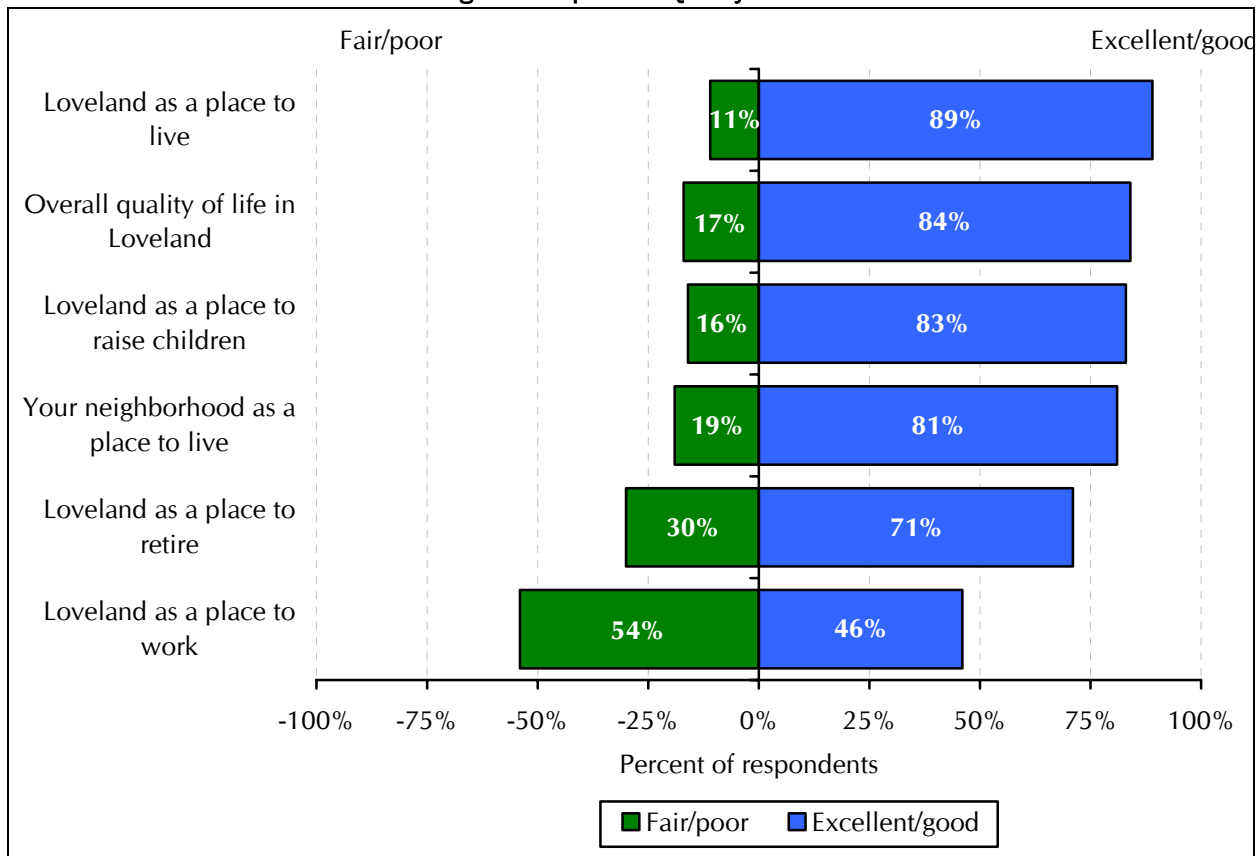
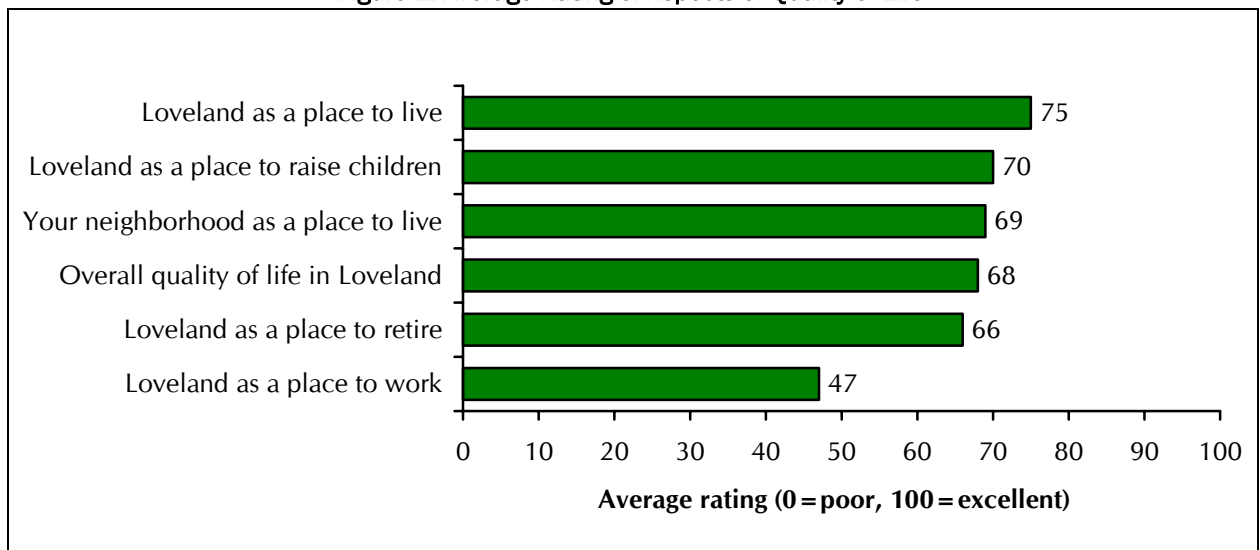


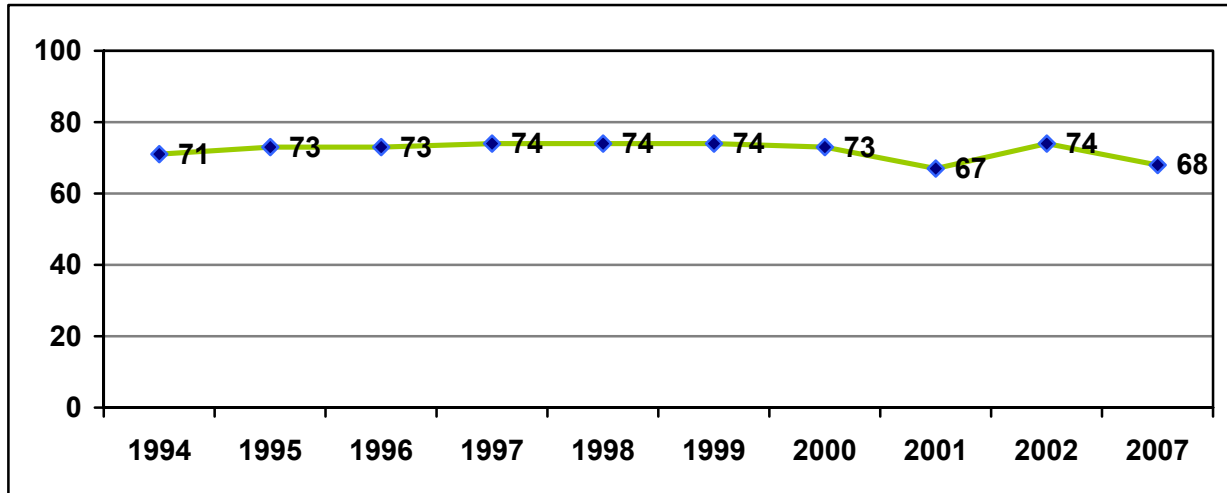
Figure 2: Average Rating of Aspects of Quality of Life



**Comparisons to Previous Years**

Overall quality of life was compared to survey data from previous years. Average ratings were computed for the previous years' data to create ease of comparison. Overall quality of life showed a slight decrease in average rating in 2007 compared to 2002 (68 vs. 74, respectively), but was similar to ratings in 2001 and is generally stable over time. Though data have been adjusted to assist in comparisons over time, some differences may be at least partially attributable to variations in wording, scale or survey methodology.

**Figure 3: Average Rating of Overall Quality of Life in Loveland Over Time**



**Comparisons by Resident Subgroups**

For select survey questions comparisons were made by respondent characteristics (by age, tenure, race and where the respondent lived). Where differences between subgroups are statistically significant, they are shaded grey. Differences are highlighted throughout the body of the report and a complete set of crosstabulations can be seen in Appendix E: Responses to Selected Survey Questions by Respondent Characteristics.

Overall, respondents in the northwest and southwest quadrants of the City rated aspect of quality of life higher than respondents in the northeast or southeast quadrants.

**Table 2: Quality of Life by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Loveland as a place to live	77	78	72	71	75
Your neighborhood as a place to live	73	72	67	56	69
Loveland as a place to raise children	74	72	67	59	70
Loveland as a place to retire	68	70	60	58	66
Loveland as a place to work	50	46	46	43	47
Overall quality of life in Loveland	70	71	66	61	69

*Average ratings (0=poor, 100=excellent)*

## Community Characteristics

Many characteristics make up the overall quality of the community, ranging from art and cultural opportunities to affordable housing to job opportunities. About half of all survey participants felt that art in public places was “excellent” (45%). Both recreational opportunities (74%) and the overall appearance of Loveland (72%) were reported as “excellent” or “good” by three-quarters of respondents. While traffic signal timing was rated as “excellent” or “good” by 41% of those taking the survey, only one-third (32%) felt that way about traffic flow. Ratings were lowest for the quality and number of job opportunities with only 2% saying they were “excellent” and one-third saying they were “poor.” This is consistent with the earlier ratings of Loveland as a place to work.

### Comparisons to the Front Range

Front Range comparisons were available for 9 of the 12 community characteristics; of those, one was above the norm, six were similar and four were below. Even though opportunities to attend cultural activities did not receive the highest average rating overall, its rating was above that of those received by other cities and counties across the Front Range. Ratings that were similar to the norm were recreational opportunities, overall appearance, sense of community and traffic signal timing. Results below the norm were openness and acceptance of the community, amount of public parking, access to affordable housing and quality of job opportunities.

**Table 3: Community Quality**

Please rate each of the following characteristics as they relate to Loveland as a whole:	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Art in public places	45%	42%	10%	3%	100%	77	NA
Recreational opportunities	25%	49%	22%	4%	100%	65	Similar to the norm
Overall appearance of Loveland	17%	55%	26%	2%	100%	62	Similar to the norm
Opportunities to attend cultural activities	21%	48%	26%	6%	100%	61	Above the norm
Sense of community	15%	51%	29%	5%	100%	58	Similar to the norm
Openness and acceptance of the community towards people of diverse backgrounds	10%	40%	39%	11%	100%	49	Below the norm
Traffic signal timing	4%	36%	37%	23%	100%	41	Similar to the norm
Amount of public parking	4%	32%	39%	25%	100%	38	Below the norm
Access to affordable housing	4%	25%	45%	26%	100%	36	Below the norm
Traffic flow	2%	30%	45%	24%	100%	36	NA
Quality of job opportunities	2%	22%	47%	30%	100%	32	Below the norm
Number of job opportunities	2%	20%	45%	33%	100%	30	NA

(Note: More than 10% of survey participants responded “don’t know” to the following community characteristics: quality of job opportunities, number of job opportunities and access to affordable housing. A complete set of frequencies including “don’t know” responses can be see in Appendix B: Response to Survey Questions.)

Figure 4: Community Quality

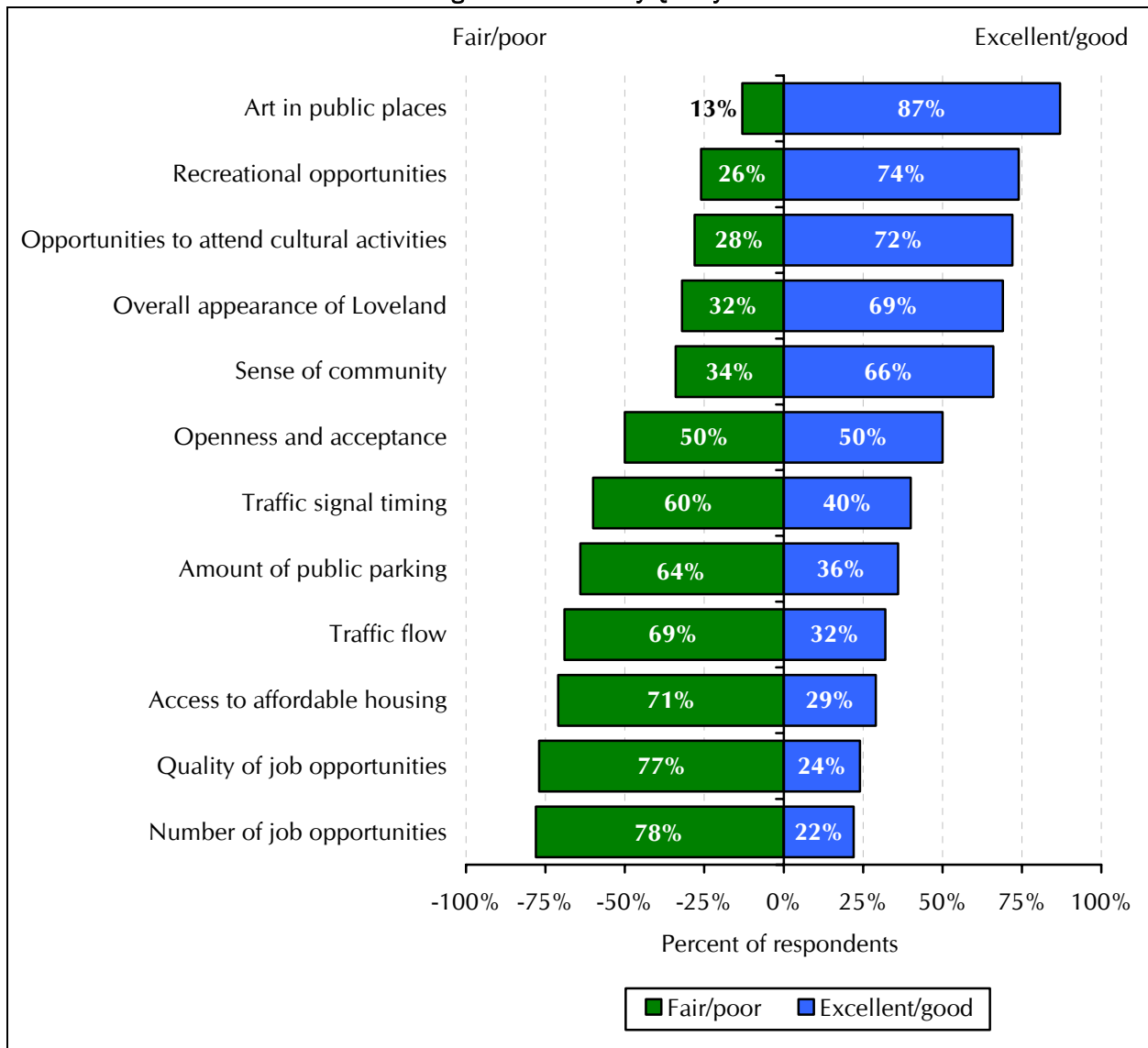
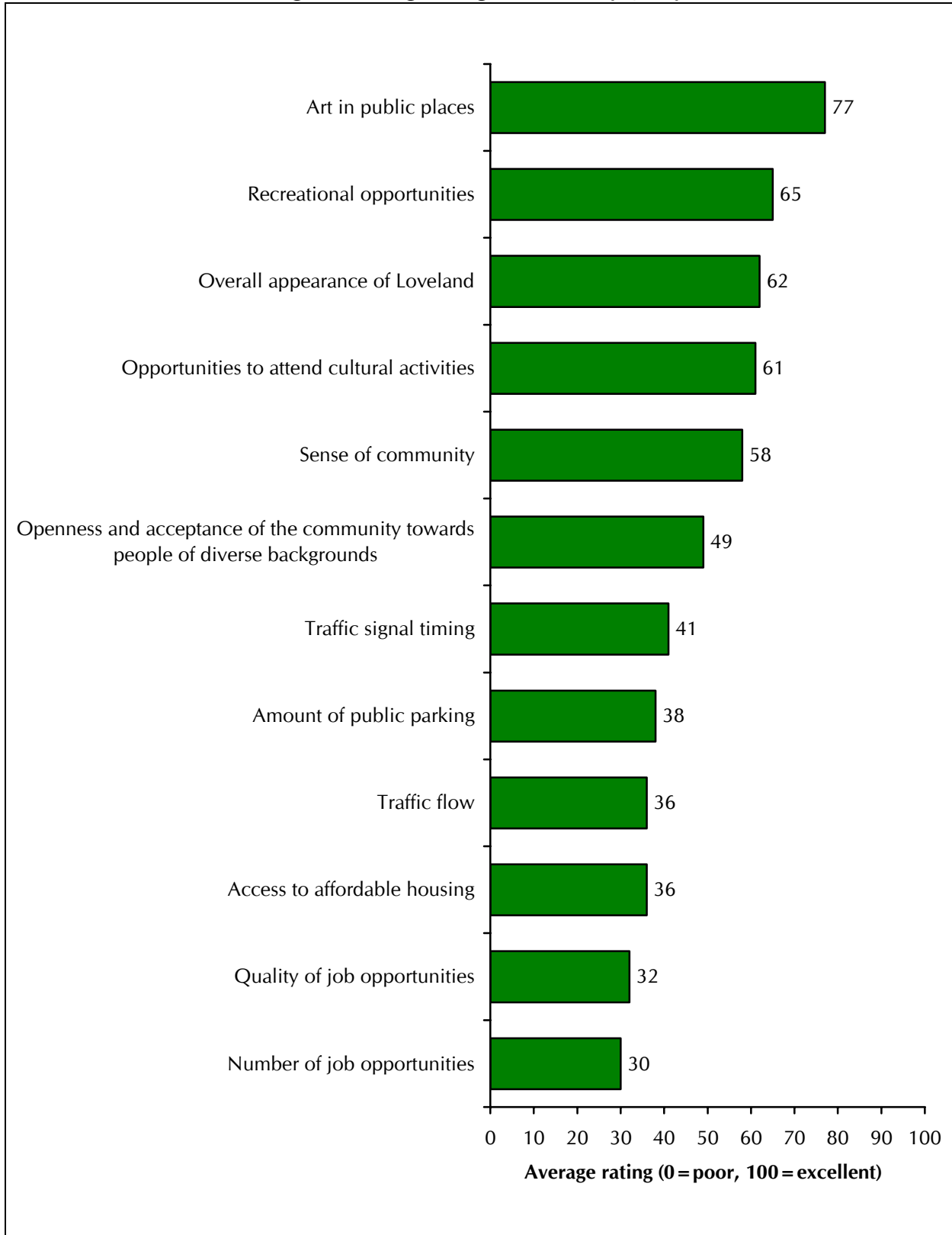




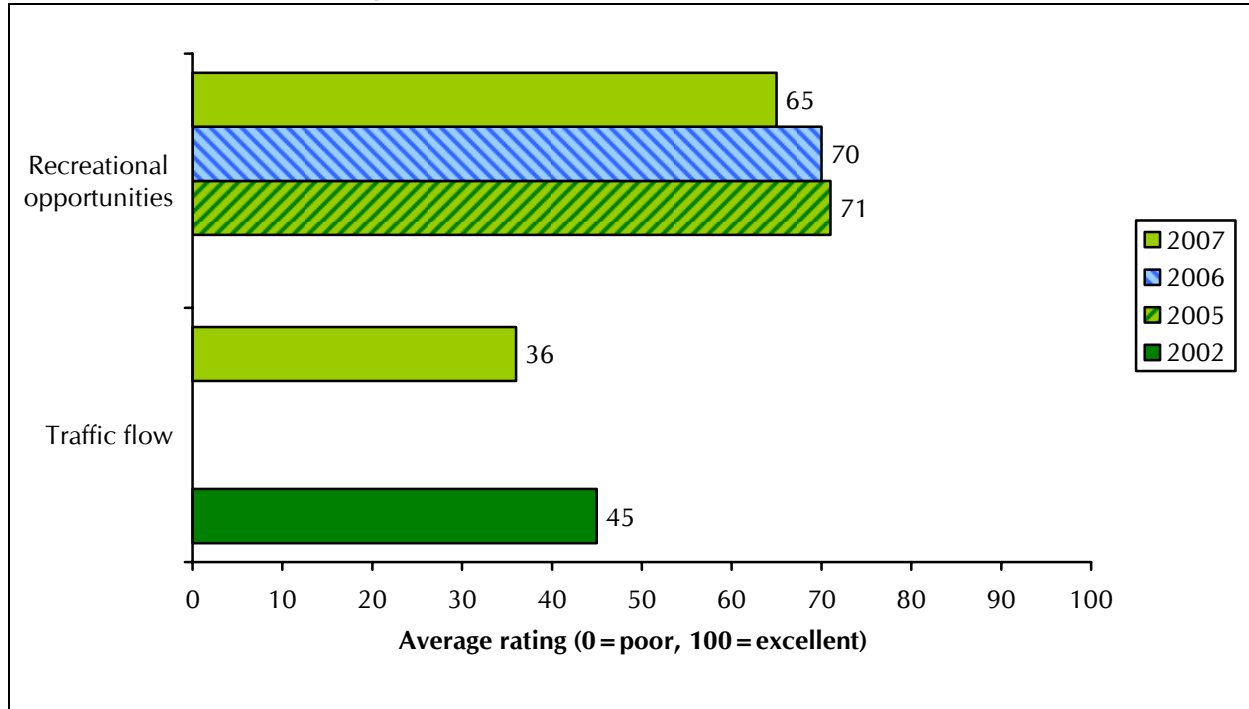
Figure 5: Average Ratings of Community Quality



**Comparisons to Previous Years**

Average ratings in 2007 showed a decrease compared to ratings in previous years for recreational opportunities and traffic flow. While statistical adjustments were made to make data comparable, some differences may be due to variations in wording, scale differences or method differences. Comparisons for other community characteristics were unavailable.

**Figure 6: Community Quality Compared Over Time**



**Comparisons by Resident Subgroups**

Crosstabulations showed that older respondents and white respondents rated sense of community, openness and acceptance towards people with diverse backgrounds and opportunities to attend cultural events more favorably than younger respondents and respondents who are not white. When rating the quality and quantity of job opportunities, however, the youngest respondents and the oldest respondents provided higher ratings than those from the middle age category. Also white respondents rated the quality and quantity of jobs lower than those respondents who are not white. For a complete set of crosstabulations please see Appendix E: Responses to Selected Survey Questions by Respondent Characteristics.

**Table 4: Community Characteristics by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Sense of community	55	57	65	59	57	60	50	59
Openness and acceptance of the community towards people of diverse backgrounds	47	46	57	50	48	51	41	50
Overall appearance of Loveland	64	60	63	62	63	63	58	62
Opportunities to attend cultural activities	53	60	71	61	62	62	50	61
Recreational opportunities	66	64	66	65	64	66	59	65
Quality of job opportunities	37	28	33	33	30	31	42	32
Number of job opportunities	38	25	29	31	29	29	40	30
Access to affordable housing	38	32	39	36	35	35	38	35
Traffic signal timing	40	41	40	39	43	41	36	41
Traffic flow	39	35	36	34	42	37	37	37
Amount of public parking	43	38	34	37	41	38	41	38
Art in public places	76	79	74	76	78	77	78	77

Average ratings (0=poor, 100=excellent)

## Issues Facing the Community

Residents were given the opportunity to offer what they felt was the number one issue facing Loveland in the next 3 to 5 years. Responses were coded into overarching categories or themes. Controlling, limiting or managing growth was provided as the number one issues facing Loveland by the highest percent of respondents, 45%; this issue was given at least three times more frequently than any other issue. Traffic (13%) and jobs/competitive wages (11%) were the next most commonly reported issues. All other issues were each reported by less than 10% of respondents. All responses to this question can be seen grouped by theme in Appendix D: Verbatim Responses to Open-ended Survey Questions. This includes “other” responses such as “downtown parking” and “being able to afford to still live her.”

**Table 5: Number One Issue Facing Loveland**

What do you feel is the number one issue facing the City of Loveland in the next 3 to 5 years?	Percent of respondents
Control, limit, manage growth	45%
Traffic	13%
Jobs/competitive wages	11%
Crime, gangs, drugs, more police	6%
Road maintenance	5%
Affordable housing/senior housing	4%
Quality schools	3%
Economic development	1%
Improve/revitalize downtown	1%
Other	10%
Total	100%

## Speed of Growth

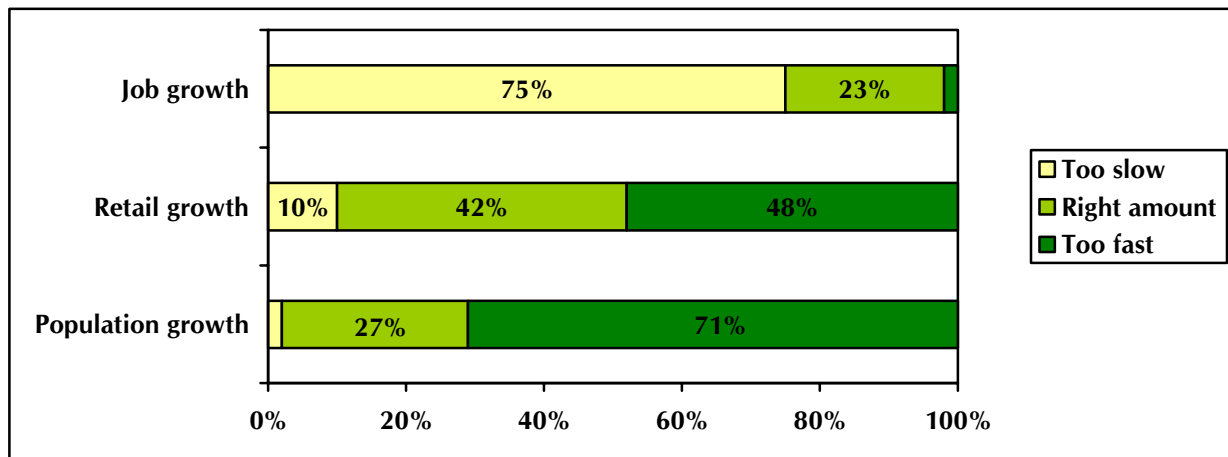
The type and rate of growth is important to residents and City leaders. It is important to have the right kinds of growth and that the pace of that growth meets the needs of the community. There were two attitudes about categories of growth. Population and retail growth were considered too fast (71% and 48%, respectively, selecting “somewhat” or “much” too fast) while job growth was considered too slow (75% “somewhat” or “much” too slow). This suggests that the jobs created by the desired retail growth were not enough or the right type to influence the rate of job growth.

**Table 6: Speed of Growth in Loveland**

Please rate the speed of growth in the following categories in Loveland over the past 2 years	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	2%	27%	42%	29%	100%
Retail growth	2%	8%	42%	28%	20%	100%
Job growth	23%	52%	23%	1%	1%	100%

(Note: Twenty-two percent of survey participants did not have an opinion about the speed of job growth and reported “don’t know.” A complete set of frequencies including “don’t know” responses can be see in Appendix B: Response to Survey Questions.)

**Figure 7: Speed of Growth in Loveland**



## Safety in the Community

### Safety from Crime and Fire

Citizens completing the survey were asked to rate their feelings of safety from violent crimes, property crimes and fire. Overall feelings of safety were high with at least 9 in 10 feeling safe from fire and violent crimes, and nearly 8 in 10 feeling safe from property crimes.

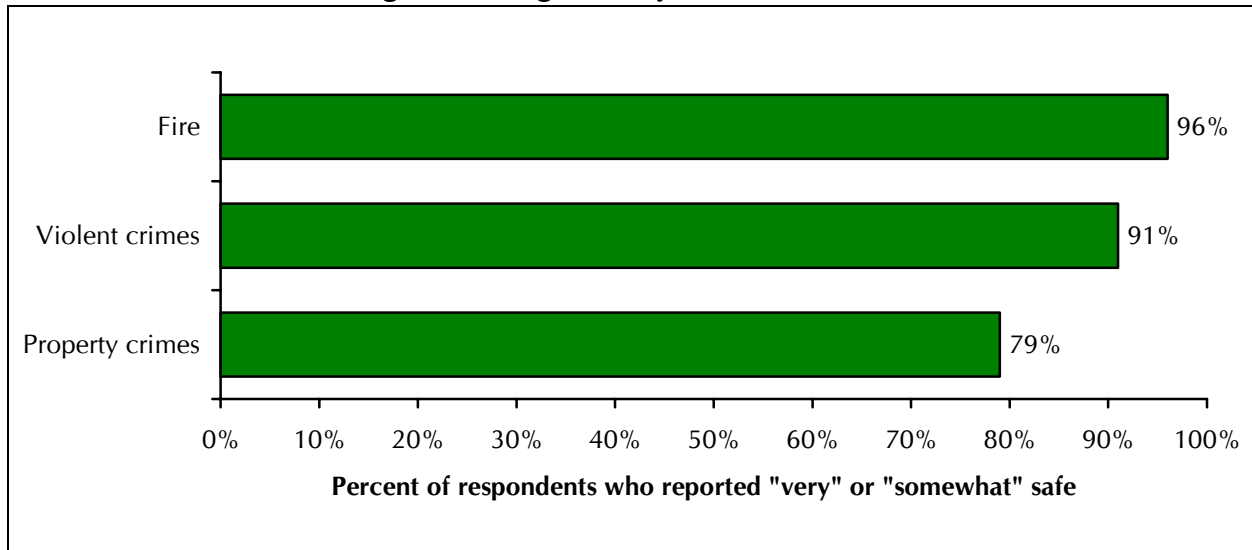
#### Comparisons to the Front Range

Feelings of safety from crime were similar to those reported across other jurisdictions in the Front Range and safety from fire was above the norm.

**Table 7: Feeling Safe or Unsafe from Crime and Fire**

Please rate how safe you feel from the following occurring to you in Loveland:	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Comparison of Loveland Rating to Norm
Violent crimes	39%	52%	7%	1%	100%	Similar to the norm
Property crimes	22%	56%	17%	4%	100%	Similar to the norm
Fire	45%	50%	4%	1%	100%	Above the norm

**Figure 8: Feelings of Safety from Crime and Fire**



**Comparisons by Respondent Subgroups**

When evaluating their safety from property crime, residents in the northwest and southwest parts of the city, older residents and white residents reported feeling safer than residents who, lived on the east side of town, were younger and residents who are not white. For a complete set of crosstabulations and significant differences please see Appendix E: Responses to Selected Survey Questions by Respondent Characteristics.

**Table 8: Safety from Crime and Fire by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Violent crimes	88%	93%	93%	94%	86%	92%	87%	92%
Property crimes	65%	83%	87%	79%	78%	81%	63%	79%
Fire	97%	93%	98%	96%	96%	96%	98%	96%

Percent reporting "very" or "somewhat" safe

**Table 9: Safety from Crime and Fire by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Violent crimes	95%	94%	87%	84%	91%
Property crimes	88%	78%	71%	71%	79%
Fire	93%	98%	97%	94%	96%

Percent reporting "very" or "somewhat" safe

## Safety Around Loveland

In addition to feeling safe from crimes and fire, respondents also indicated that they generally felt safe in locations around Loveland during both the day and after dark. Safety in the city, in parks and in the respondent’s neighborhood during the day received the highest safety ratings with 97% or more saying they felt “very” or “somewhat” safe. As might be expected, safety in parks after dark received the lowest ratings, but 7 in 10 still reported feeling “very or “somewhat” safe.

### Comparisons to the Front Range

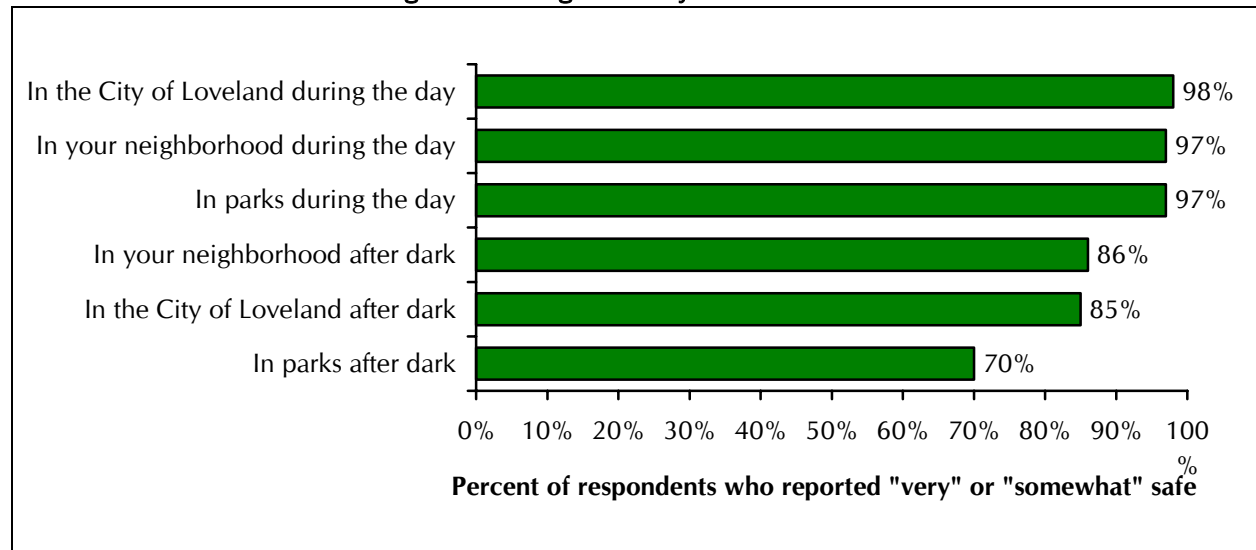
Normative comparisons were available for four of the six safety questions: in neighborhood during the day, in neighborhood after dark, in parks during the day and in parks after dark. Two received ratings similar to the Front Range norm (neighborhood during the day and parks after dark) and two received ratings below the norm (neighborhood after dark and parks during the day).

**Table 10: Feeling Safe or Unsafe Around Loveland**

Please rate how safe you feel:	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Comparison of Loveland Rating to Norm
In the City of Loveland during the day	77%	22%	1%	0%	100%	NA
In your neighborhood during the day	77%	20%	3%	0%	100%	Similar to the norm
In parks during the day	68%	29%	2%	0%	100%	Below the norm
In your neighborhood after dark	44%	41%	11%	3%	100%	Below the norm
In the City of Loveland after dark	25%	60%	12%	3%	100%	NA
In parks after dark	15%	55%	22%	8%	100%	Similar to the norm

(Note: Thirteen percent of survey participants responded “don’t know” when asked how safe they felt in parks after dark. A complete set of frequencies including “don’t know” responses can be see in Appendix B: Response to Survey Questions.)

**Figure 9: Feelings of Safety Around Loveland**



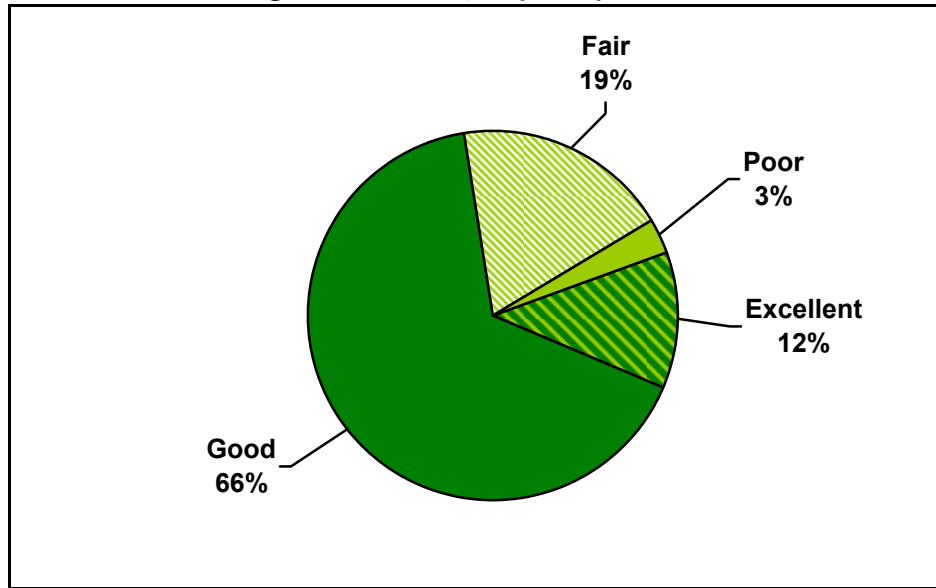


## Ratings of Local Government and City Services

### Overall Quality City Services

After rating each of the services respondents were asked to rate the overall quality of city services. Twelve percent reported the overall quality of services was “excellent,” 66% felt it was “good,” 19% felt it was “fair” and only 3% indicated it was “poor.”

Figure 10: Overall Quality of City Services



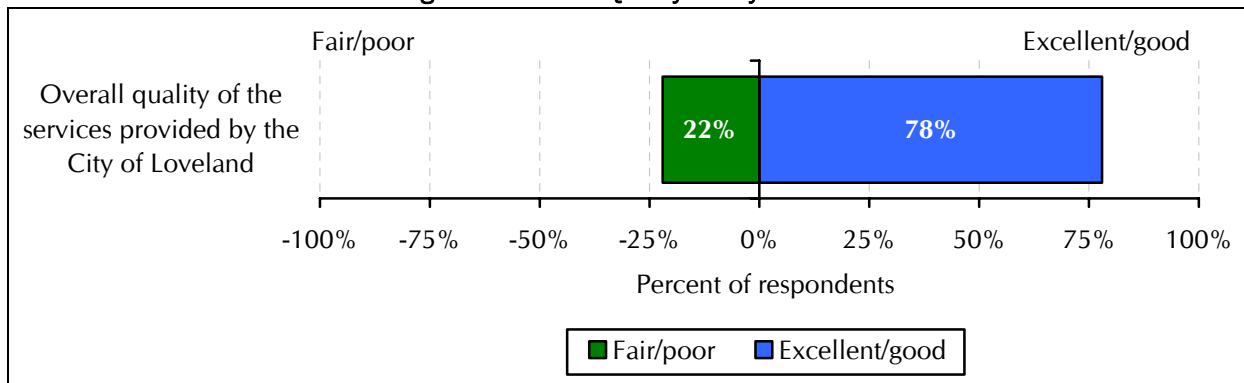
### Comparisons to Front Range

When converted to the 100-point scale the overall quality of services received an average rating of 63, or about “good” on the 100-point scale. This average rating was above the norm when compared to other communities in the Front Range.

Table 11: Overall Quality of City Services

	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Overall quality of the services provided by the City of Loveland	12%	66%	19%	3%	100%	63	Above the norm

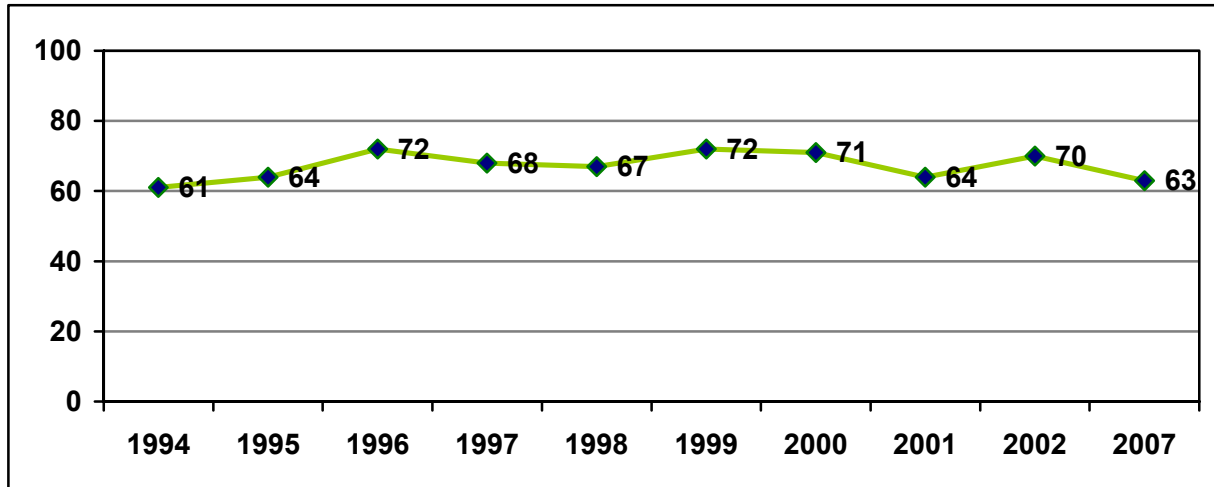
Figure 11: Overall Quality of City Services



**Comparisons to Previous Years**

Overall quality of service showed a decrease in 2007 when compared to 2002 moving back to an average rating similar to 2001. Generally ratings have been stable overtime with some differences that may be due to differences in how the question was asked or the scale used.

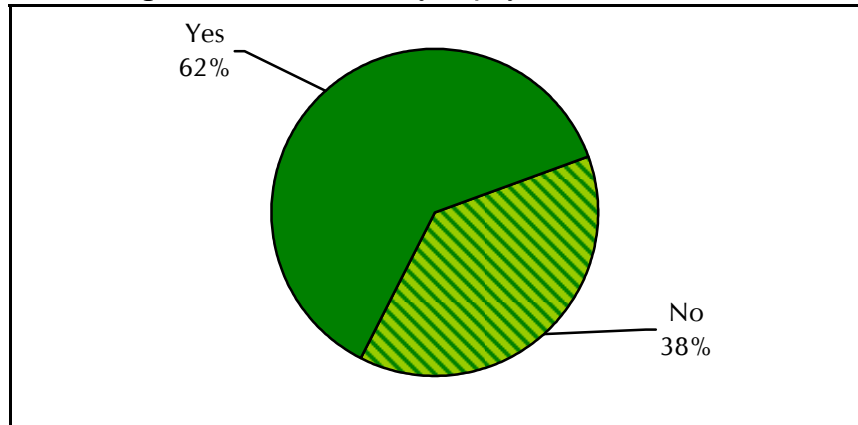
**Figure 12: Overall Quality of Services**



## City Employees

Residents were asked if they had been in contact with a City employee either in person or over the phone in the last 12 months; the 62% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Nearly 6 in 10 reported being “very” satisfied, 27% felt “somewhat” satisfied and fewer than 2 in 10 were “very” or “somewhat” dissatisfied with the employee.

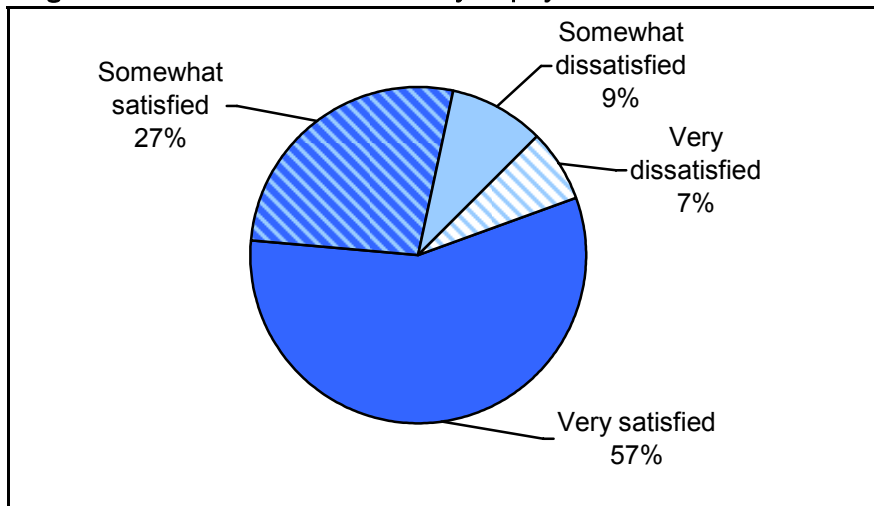
**Figure 13: Contact with City Employee in Last 12 Months**



### Comparisons to the Front Range

When these ratings were converted to the 100-point scale and compared to ratings received by employees in other jurisdictions across the front range, Loveland was above the norm with an average rating of 78 (or above “good” on the 100-point scale).

**Figure 14: Overall Satisfaction with City Employee in Most Recent Contact\***



\*Response only from those reporting having contact with a City employee in the last 12 months

**Table 12: Overall Satisfaction with City Employees**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Total	Comparison of Loveland Rating to Norm
Overall satisfaction with City employees	57%	27%	9%	7%	100%	Above the norm

## Public Trust

A series of questions were posed to measure the overall sentiment of public trust for the City and its officials. Value of services for taxes paid (55%), overall direction the City is taking (54%) and welcoming of citizen involvement (52%) was rated as “excellent” or “good” by approximately half of the residents responding to the survey. Ratings were lower for the job the City does at listening to citizens and the effectiveness of City Council (34% and 32%, respectively, reporting “excellent” or “good”).

### Comparisons to the Front Range

Normative comparisons for public trust ratings were available for four of the five public trust questions. Ratings were below the norm for each of the services where comparisons were available. It should be noted that 20% or more of respondents did not feel they could rate the job Loveland does at welcoming citizen involvement, the job of listening to citizens or the effectiveness for City Council (a complete set of survey responses can be seen in Appendix C: Front Range Normative Comparisons).

**Table 13: Ratings of Public Trust**

Please rate the following statements by circling the number that most clearly represents your opinion:	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to the Norm
The value of services for the taxes paid to the City of Loveland	7%	48%	37%	9%	100%	51	Below the norm
The overall direction that the City of Loveland is taking	4%	49%	36%	11%	100%	48	Below the norm
The job the City of Loveland does at welcoming citizen involvement	5%	47%	35%	12%	100%	48	Below the norm
The job the City of Loveland government does at listening to citizens	4%	30%	45%	22%	100%	39	Below the norm
The effectiveness of City Council	3%	29%	44%	23%	100%	37	NA

Figure 15: Ratings of Public Trust

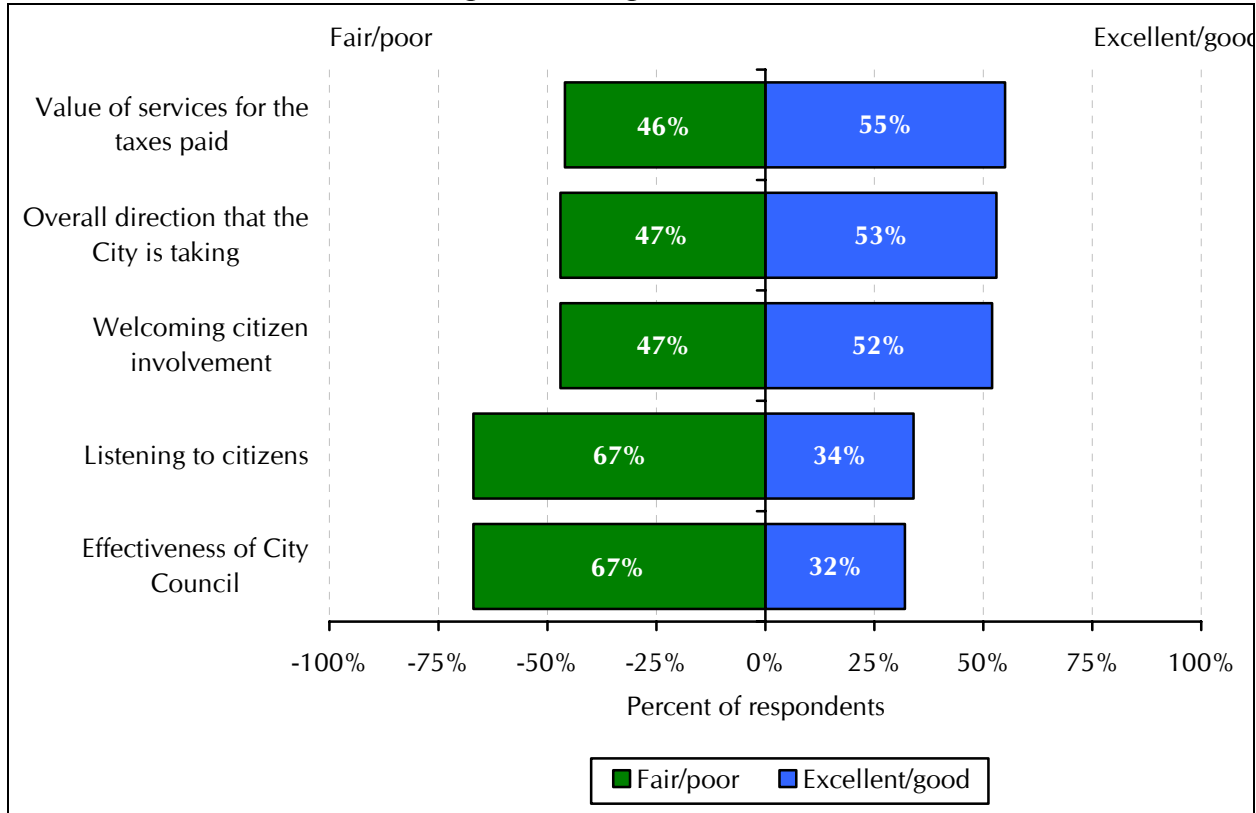
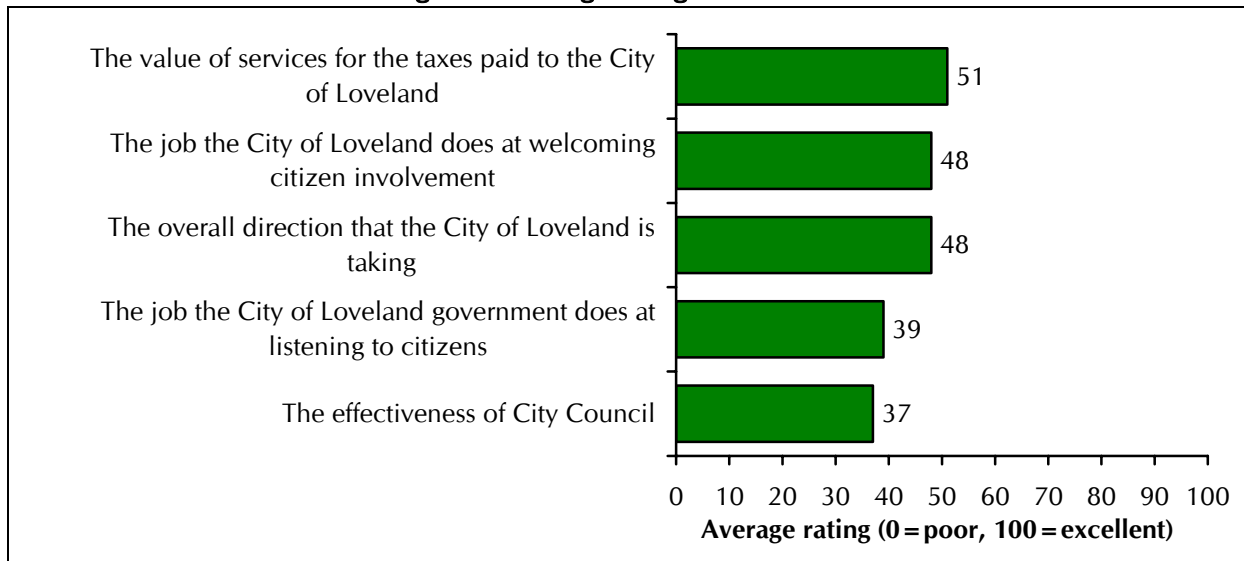


Figure 16: Average Ratings of Public Trust



## City Services

Residents completing the questionnaire were provided a list of 34 services and asked to rate them as either “excellent,” “good,” “fair” or “poor.” Of the 34 services 18 received average ratings at or above “good” on the 100-point scale. Fire services and reliability of electric service both received the highest average ratings, 77 out of 100. Only code enforcement received a rating of “fair” (36) on the 100-point scale.

### Comparisons to the Front Range

Normative comparisons are especially useful when discussing city services because some services receive consistently high ratings (e.g., fire and police) and some receive consistently low ratings (e.g., street repair and code enforcement). Comparing Loveland’s results to those of other Front Range communities helps provide a measuring stick for what is a meaningfully high rating and what areas with low ratings deserve the most attention.

Comparisons were available for 27 of the 34 services: 10 were above the norm, 10 were similar to the norm and seven were below the norm. Interestingly, while police service a received rating similar to the norm, crime prevention received a rating above the norm. The 10 services that received above average ratings were fire services, recycling, ambulance/emergency medical services, garbage collection, sewer services, fire prevention and education, services to seniors, crime prevention, economic development and services to low-income people.

Services receiving ratings below the average across other Front Range cities and counties were storm drainage, street cleaning, services to youth, bus/transit service, snow removal and code enforcement. It should be noted that all jurisdictions in the Front Range who have conducted surveys since the 2006-2007 winter season have received average ratings below the norm for snow removal. This noticeable trend is most likely the result of the unusually high levels of snowfall, including two blizzards in consecutive weeks.

**Table 14: Quality of City Services**

How do you rate the quality of each of the following services in Loveland?	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Fire services	39%	54%	7%	0%	100%	77	Above the norm
Reliability of electric service	39%	53%	8%	0%	100%	77	NA
Recycling	43%	44%	11%	2%	100%	76	Above the norm
Ambulance/emergency medical services	39%	49%	11%	1%	100%	75	Above the norm
Garbage collection	39%	46%	13%	2%	100%	74	Above the norm
Yard waste pick-up	40%	43%	13%	3%	100%	73	NA
City parks	34%	50%	14%	1%	100%	72	Similar to the norm
Golf courses	31%	55%	13%	1%	100%	72	NA
Recreation trails/paths	27%	58%	12%	2%	100%	70	Similar to the norm
Drinking water	31%	48%	14%	6%	100%	68	NA
Sewer services	20%	63%	16%	1%	100%	67	Above the norm
Rialto Theater programming	22%	57%	20%	0%	100%	67	NA
Fire prevention and education	24%	54%	21%	2%	100%	66	Above the norm

How do you rate the quality of each of the following services in Loveland?	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Recreation programs or classes	24%	53%	19%	4%	100%	66	Similar to the norm
Public library services	25%	51%	20%	3%	100%	66	Similar to the norm
Museum/gallery offerings	24%	53%	20%	2%	100%	66	NA
Recreation centers/facilities	24%	51%	21%	4%	100%	65	Similar to the norm
Police services	26%	48%	18%	8%	100%	64	Similar to the norm
Services to seniors	20%	53%	21%	7%	100%	62	Above the norm
Crime prevention	16%	48%	28%	9%	100%	57	Above the norm
Animal control	14%	46%	30%	10%	100%	55	Similar to the norm
Traffic enforcement	13%	46%	27%	13%	100%	53	Similar to the norm
Street lighting	8%	50%	34%	8%	100%	53	Similar to the norm
Mosquito control	16%	42%	30%	13%	100%	53	NA
Storm drainage	7%	50%	33%	10%	100%	51	Below the norm
Street cleaning	8%	40%	40%	12%	100%	48	Below the norm
Services to youth	9%	42%	31%	18%	100%	48	Below the norm
Economic development	7%	42%	36%	15%	100%	47	Above the norm
Services to low-income people	12%	38%	30%	21%	100%	47	Above the norm
Bus/transit service	8%	32%	41%	18%	100%	44	Below the norm
Land use, planning and zoning	7%	33%	42%	18%	100%	43	Similar to the norm
Street repair	7%	30%	39%	24%	100%	40	Similar to the norm
Snow removal	8%	28%	33%	31%	100%	38	Below the norm
Code enforcement	5%	26%	39%	29%	100%	36	Below the norm

*(Note: More than 10% of survey participants did not feel they could provide a rating for several of the services and provided a "don't know" response. A complete set of frequencies including "don't know" responses can be see in Appendix B: Response to Survey Questions.)*

Figure 17: Quality of City Services

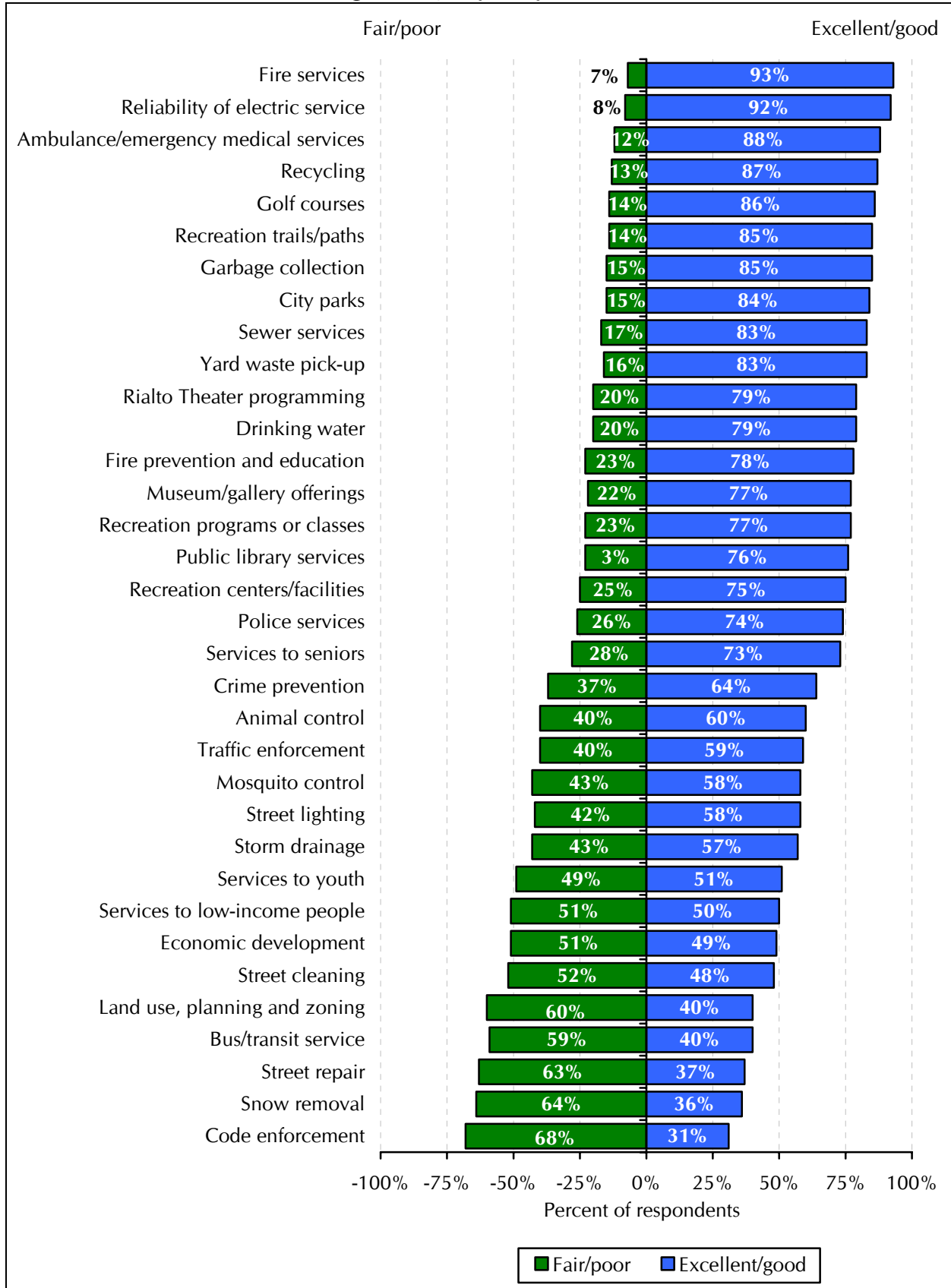
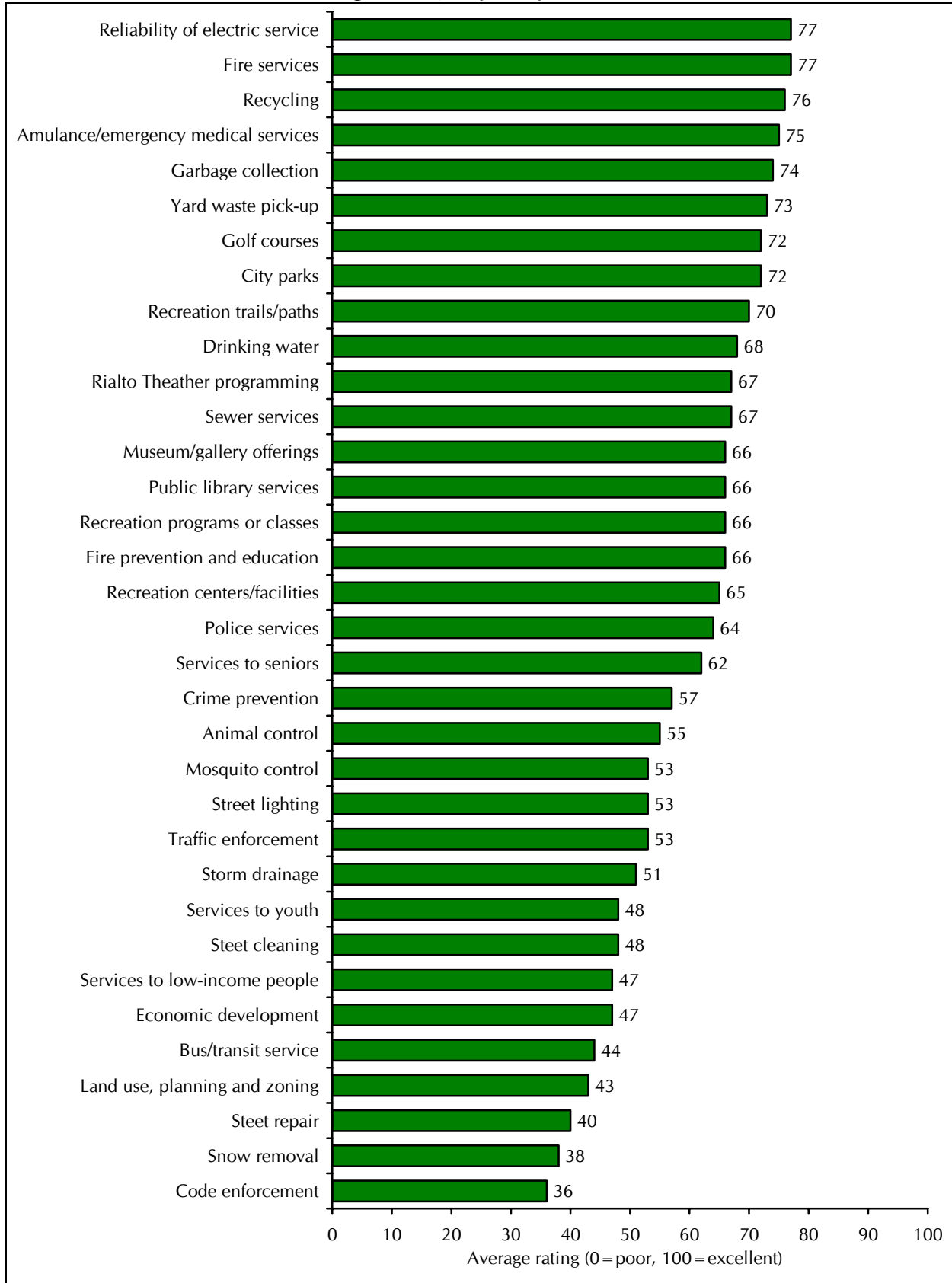




Figure 18: Quality of City Services



### Comparisons to Previous Years

Service ratings in 2007 were compared to service ratings in previous survey years. Average rating for recycling increased in 2007 to 76 from 69 in 2002. Fire services receive similar ratings in 2007 compared to previous years. All other services showed a decrease in average ratings in 2007. While adjustments were made to the data to make them comparable, some differences may be the result of variations in wording, scales or methodology differences.

**Table 15: Quality of City Services Compared Over Time**

	2007	2006	2005	2002
Fire services	77	80	79	75
Reliability of electric service	77	79	79	76
Recycling	76	NA	NA	69
Garbage collection	74	NA	NA	72
Golf courses	72	NA	NA	75
Drinking water	68	75	75	71
Sewer services	67	74	73	NA
Rialto Theatre programming	67	NA	NA	74
Recreation programs or classes	66	NA	NA	70
Public library services	66	70	NA	72
Museum/gallery offerings	66	NA	NA	75
Police services	64	74	73	67
Services to seniors	62	69	NA	NA
Mosquito control	53	NA	NA	58
Storm drainage	51	71	68	NA
Bus/transit service	44	NA	NA	56
Street repair	40	NA	NA	47
Snow removal	38	NA	NA	58
Code enforcement	36	NA	NA	52

*Average rating (0=poor, 100=excellent)*

### ***Drivers of Quality Ratings***

In market research, identifying the most important characteristics of a transaction or product is called key driver analysis. These key drivers do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the actual predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is a primary consideration in their choice of an airline, yet key driver analysis will reveal that the quality of food or on flight entertainment predict their actual buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list when residents are asked about the most important City services. By using key driver analysis, our approach digs deeper to identify the less salient, but more influential services that are most related to residents' ratings of overall quality of local government services. This analysis focuses service improvement efforts on those services (key drivers) that most influence residents' perceptions about overall city service quality. Those services may actually drive ratings of overall service quality, which residents connect closely to their overall quality of life in the community. By targeting improvements in key driver services, Loveland has an opportunity to see a domino effect that improves resident perceptions in general.

The 2007 City of Loveland Action Chart™ on the following pages combines two dimensions of performance:

- Comparison to Front Range norms. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).

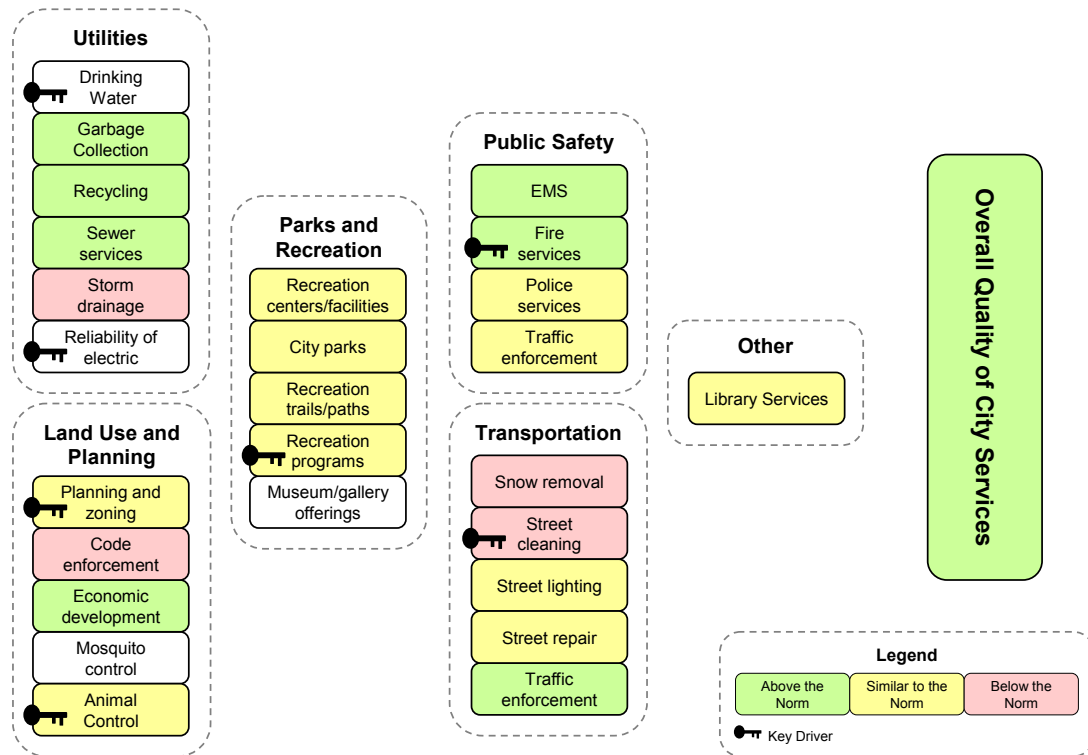
- Identification of key drivers. A black key icon next to a service box indicates that service is a key driver.

Seven key drivers were identified for the City of Loveland: drinking water, reliability of electric services, planning and zoning, recreation programs, police services, animal control and street cleaning. Of these, four were similar to the norm (planning and zoning, recreation programs, police services and animal control), while street cleaning was below the norm. For the other two services (drinking water and reliability of electric services), no normative comparisons were available.

Typically, the Action Chart will include trendline icons, indicating whether the current ratings are higher or lower than the previous survey. Though Loveland's previous years' data have been adjusted to make them as directly comparable as possible to the 2007 survey, caution is advised in over-interpreting the trendline data. Because of this caution, trendline notes have been excluded from the 2007 Action Chart, but will appear in future years.

Considering all performance data included in the chart, street cleaning emerges as a service on which to focus attention and resources. The City may wish also to seek improvements to the four key drivers that received ratings similar to other Front Range jurisdictions to bolster overall quality of service ratings, which were above, on average, the Front Range. Especially, police services which is not only a key driver of resident perspectives about overall service quality, but is also a core community service. Because drinking water and electric service reliability do not have normative data these are areas for watchful waiting and potential action following the next survey's results.

Figure 19: City of Loveland 2007 Action Chart™



© 2006 National Research Center, Inc.

## Spending on City Services

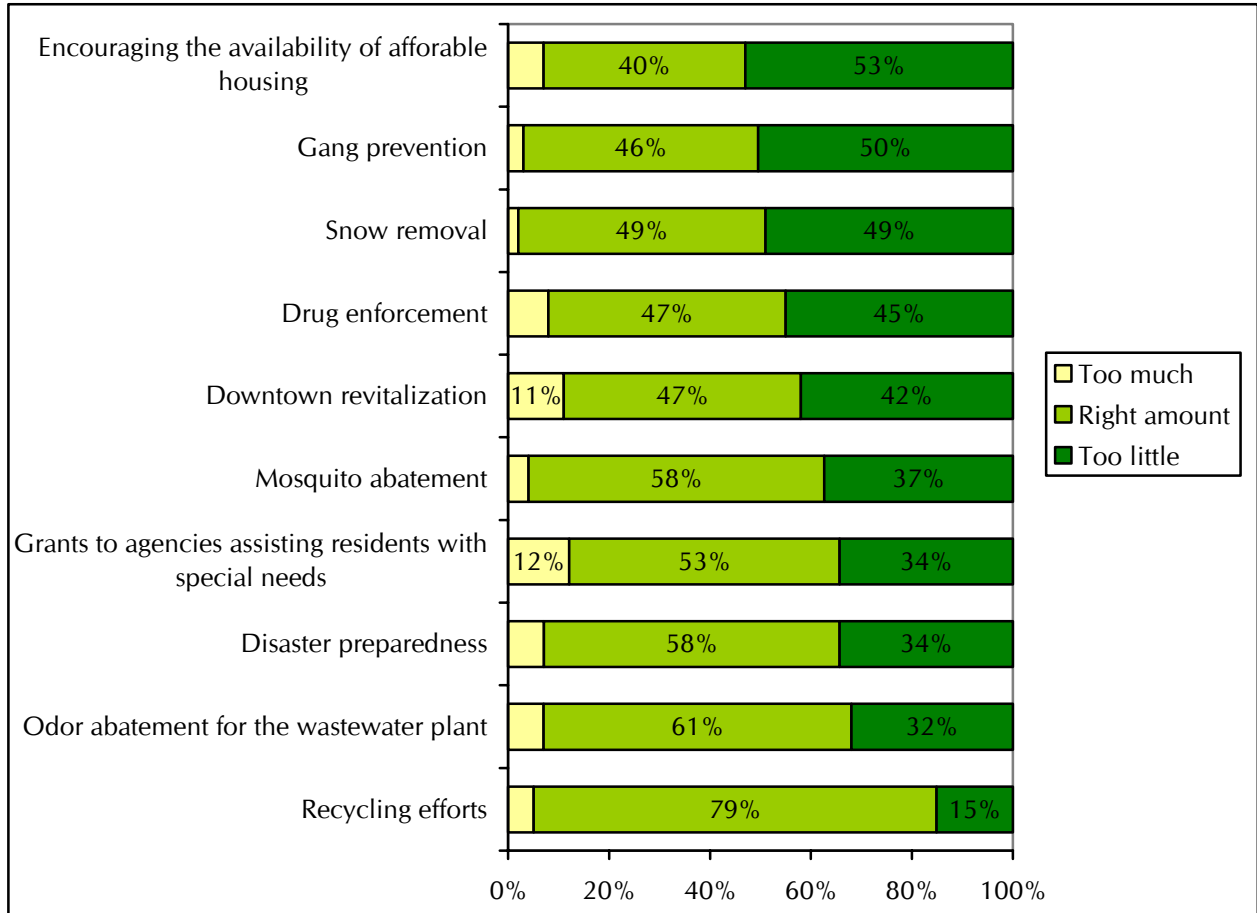
Since resources are limited, a City often has to make hard decisions about where to spend more and where to spend less. As in most communities, relatively few residents (less than 13% in any category) felt there was too much spending on any of the services. Residents were most satisfied with the amount of spending on recycling, 79% of respondents felt spending was at the right amount (while 6% felt it was least “somewhat” too much and 16% felt it was at least “somewhat” too little). For each of the other spending areas, about one-third to one-half described spending as “somewhat” or “way” too little. Over half of those completing the survey felt that spending was about right for odor abatement for the wastewater plant, disaster preparedness and mosquito abatement. At least one out of every two people surveyed felt that spending was too little for encouraging the availability of affordable housing, gang prevention and snow removal.

**Table 16: Level of Spending for City Services**

<b>Do you feel the City is spending too much, about the right amount or too little on the following services?</b>	<b>Way too much</b>	<b>Somewhat too much</b>	<b>About the right amount</b>	<b>Somewhat too little</b>	<b>Way too little</b>	<b>Total</b>
Encouraging the availability of affordable housing	4%	3%	40%	32%	21%	100%
Gang prevention	1%	2%	46%	33%	17%	100%
Snow removal	1%	1%	49%	32%	17%	100%
Drug enforcement	1%	7%	47%	30%	15%	100%
Grants to agencies assisting residents with special needs	6%	6%	53%	21%	13%	100%
Odor abatement for the wastewater plant	2%	4%	61%	20%	12%	100%
Downtown revitalization	2%	9%	47%	30%	11%	100%
Mosquito abatement	2%	2%	58%	26%	11%	100%
Disaster preparedness	1%	6%	58%	24%	10%	100%
Recycling efforts	2%	4%	79%	14%	2%	100%

*(Note: At least 10% of respondents, and up to 57%, reported “don’t know” to each of the items. A complete set of frequencies including “don’t know” responses can be see in Appendix B: Response to Survey Questions).*

Figure 20: Too Much, Right Amount or Too Little Spending on City Services



## Service Changes

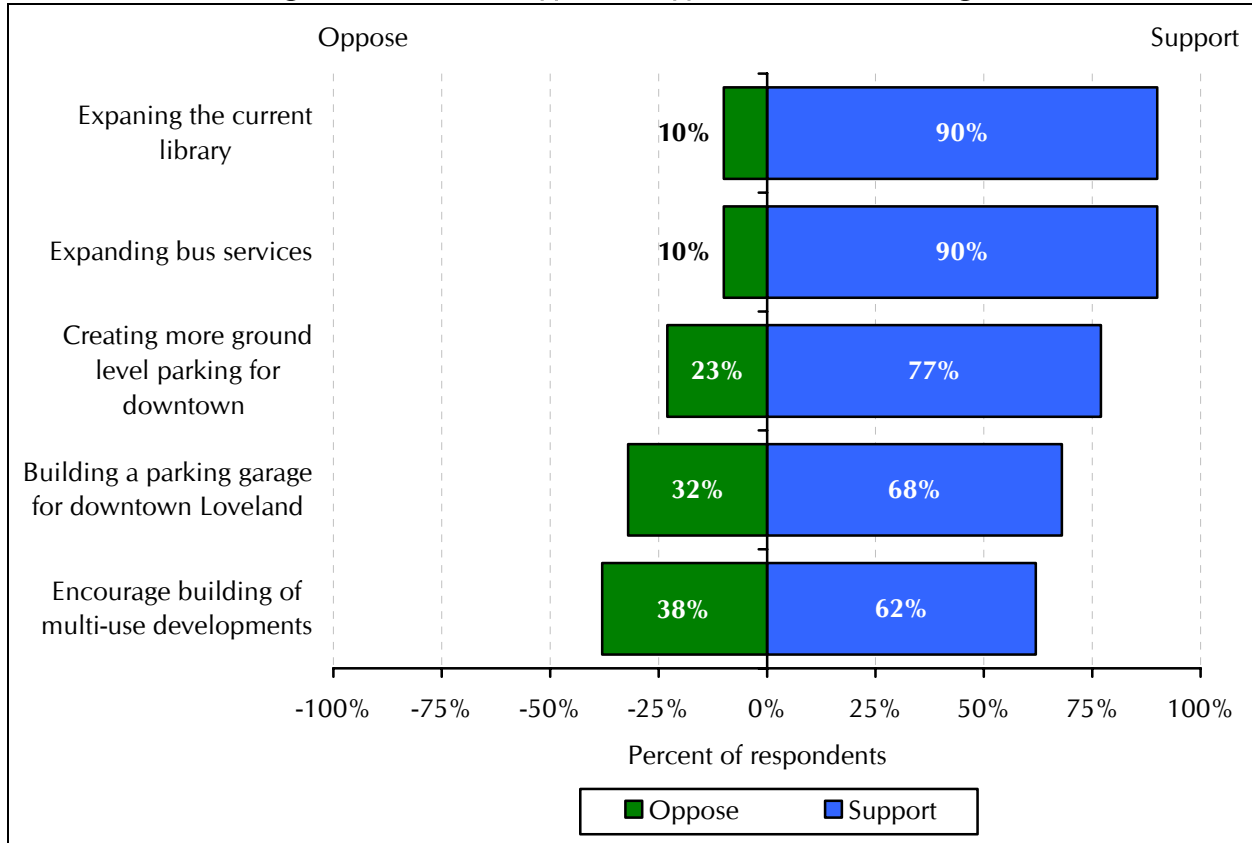
The survey provided a list of services that the City was considering changing or adding and asked respondents to indicate to what extent they would support or oppose the change to the service. Nine in 10 “strongly” or “somewhat” supported the expansion of the current library and expansion of bus services and more than 4 in 10 “strongly” supported these expansions. Support was lowest for building a parking garage downtown and encouraging the building of more multi-use developments that combine residential living and businesses; one-third of survey participants “strongly” or “somewhat” opposed these.

**Table 17: Support or Opposition to Service Changes**

Following are a list of services, service changes or development plans the City of Loveland might consider for the future. For each one please indicate to what extent you support or oppose each.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Expanding bus services	43%	48%	6%	4%	100%
Creating more ground level parking for downtown Loveland (not a parking garage)	30%	46%	17%	6%	100%
Building a parking garage for downtown Loveland	30%	38%	19%	13%	100%
Expanding the current library	46%	45%	7%	3%	100%
Encourage the building of more multi-use developments that combine residential living and businesses	16%	46%	22%	16%	100%

*(Note: More than 10% of survey participants responded “don’t know” to expanding bus services (11%) and encouraging multi-use developments (12%). A complete set of frequencies including “don’t know” responses can be see in Appendix B: Response to Survey Questions.)*

Figure 21: Division of Support and Opposition to Service Changes



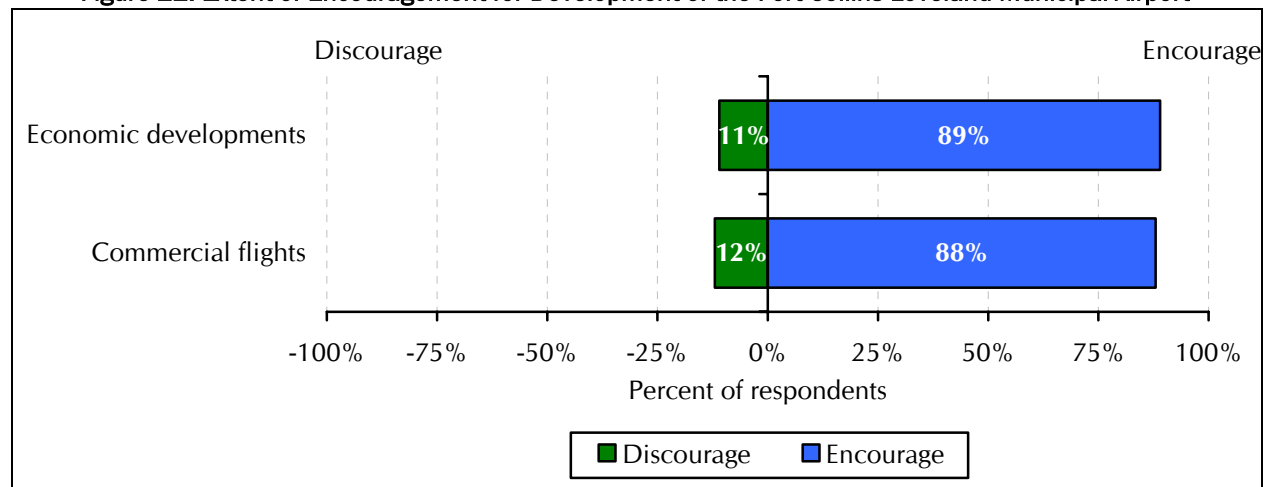


Overall, residents responding to the questionnaire were in favor of the City encouraging economic development and commercial flights at the Fort Collins-Loveland Municipal Airport. More than half felt the City should “strongly” encourage commercial flights, and nearly as many felt the City should “strongly” encourage economic developments related to the Fort Collins-Loveland Municipal Airport.

**Table 18: City Involvement in the Development of the Fort Collins-Loveland Municipal Airport**

To what extent do you think the City should encourage or discourage the following as it relates to the Fort Collins-Loveland Municipal Airport:	Strongly encourage	Somewhat encourage	Somewhat discourage	Strongly discourage	Total
Commercial flights	55%	33%	6%	6%	100%
Economic developments	47%	43%	6%	5%	100%

**Figure 22: Extent of Encouragement for Development of the Fort Collins-Loveland Municipal Airport**



### Economic Support for Businesses in Loveland

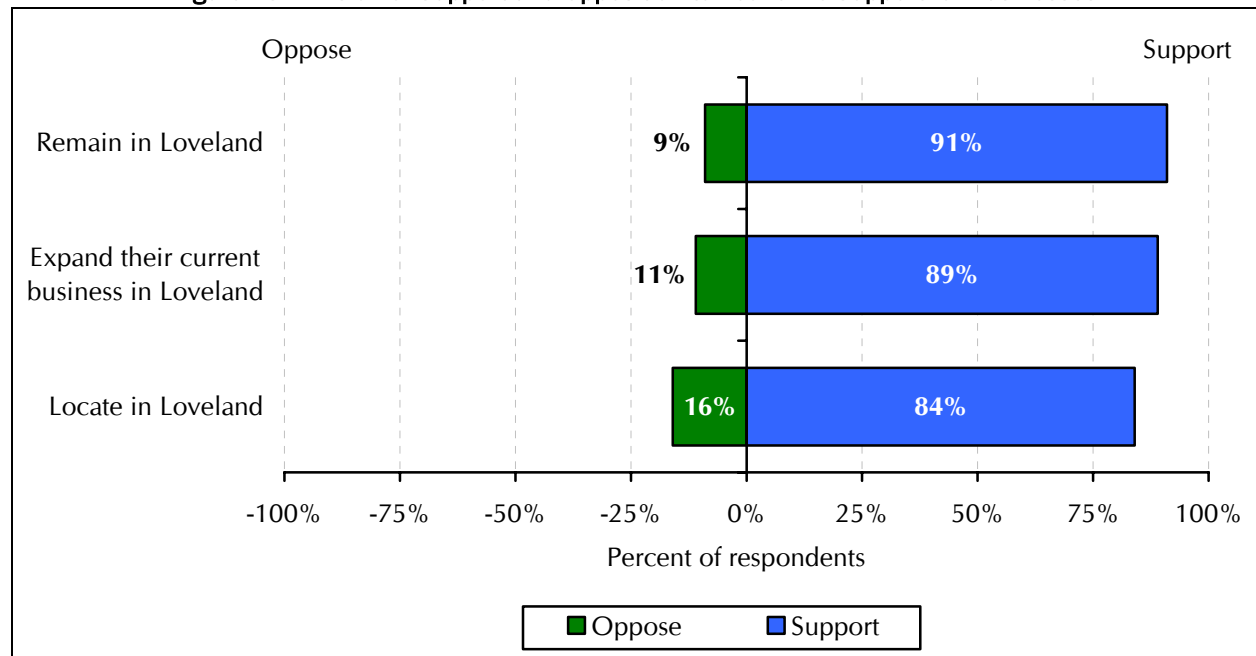
Earlier in the survey residents were given the opportunity to rate the quality of the number of job opportunities, the quality of job opportunities and growth as it relates to jobs. Now they were asked to what extent they would support or oppose incentives being offered to businesses and what those incentives should be based on.

Overall respondents were in strong support of economic incentives for businesses to locate, remain or expand their current business in Loveland. Forty-five percent or more “strongly” supported each and at least 8 in 10 “strongly” or “somewhat” supported it.

**Table 19: Support or Opposition to Economic Support for Businesses**

To what extent would you support or oppose Loveland offering economic incentives to encourage businesses to...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Locate in Loveland	45%	40%	11%	4%	100%
Remain in Loveland	55%	36%	7%	2%	100%
Expand their current business in Loveland	53%	36%	8%	2%	100%

**Figure 23: Division of Support and Opposition to Economic Support for Businesses**



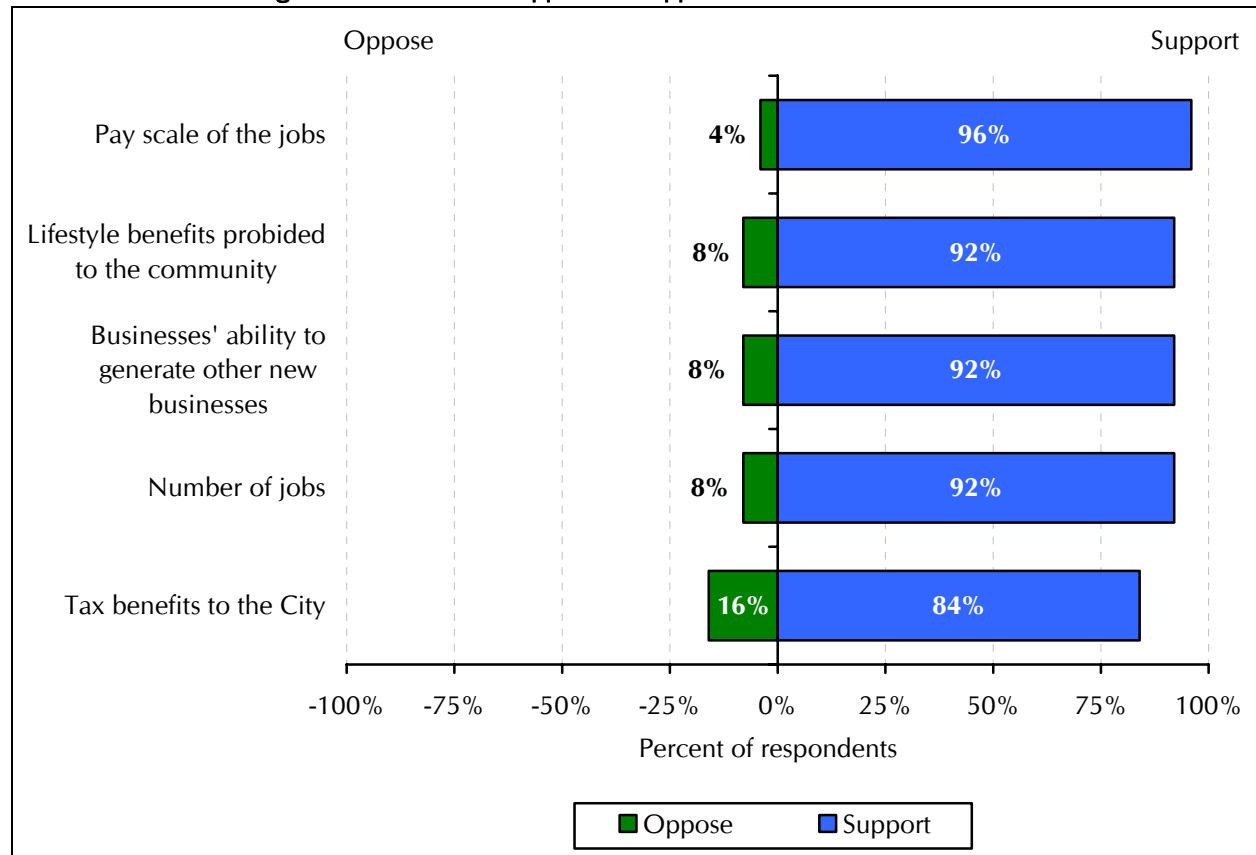
Again, respondents were highly supportive of each item the incentives could be based on, but support was highest for using the pay scale of the jobs as the basis for the incentives with almost two-thirds “strongly” supporting this and another one-third “somewhat” supporting it. Support was lowest for using tax benefits to the City as a basis for the incentive, though 84% still indicated they “strongly” or “somewhat” supported that basis.

**Table 20: Support or Opposition to Basis of Incentives**

To what extent would you support or oppose these incentives being based on the...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Number of jobs	51%	41%	6%	2%	100%
Pay scale of the jobs	62%	34%	3%	1%	100%
Businesses' ability to generate other new businesses	46%	45%	7%	1%	100%
Tax benefits to the City	37%	47%	11%	5%	100%
Lifestyle benefits provided to the community	52%	41%	6%	2%	100%

(Note: Eleven percent of survey participants responded “don’t know” to what extent they would support or oppose tax benefits to the City being the basis for an economic incentive. A complete set of frequencies including “don’t know” responses can be seen in Appendix B: Response to Survey Questions.)

**Figure 24: Division of Support and Opposition to Basis of Incentives**

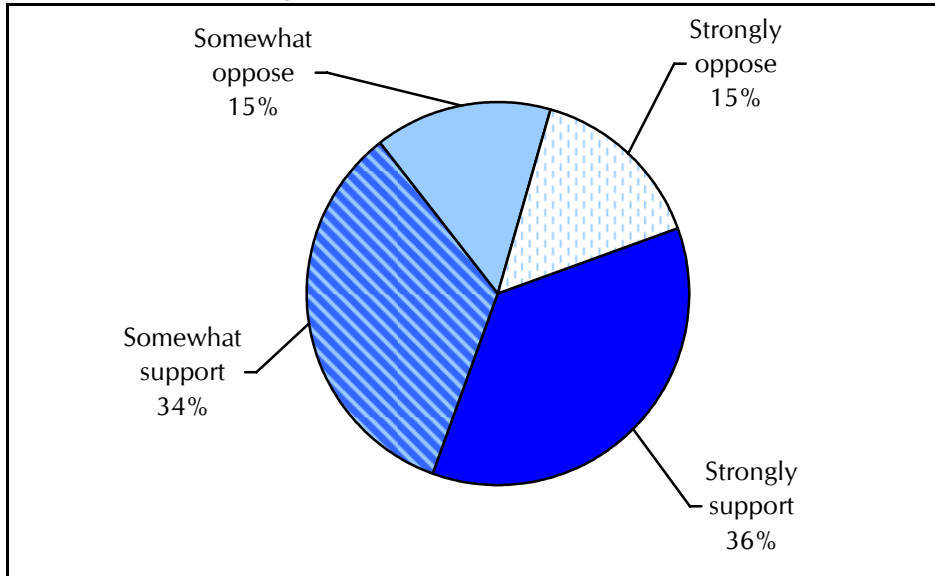


## Support for Possible Tax Increases

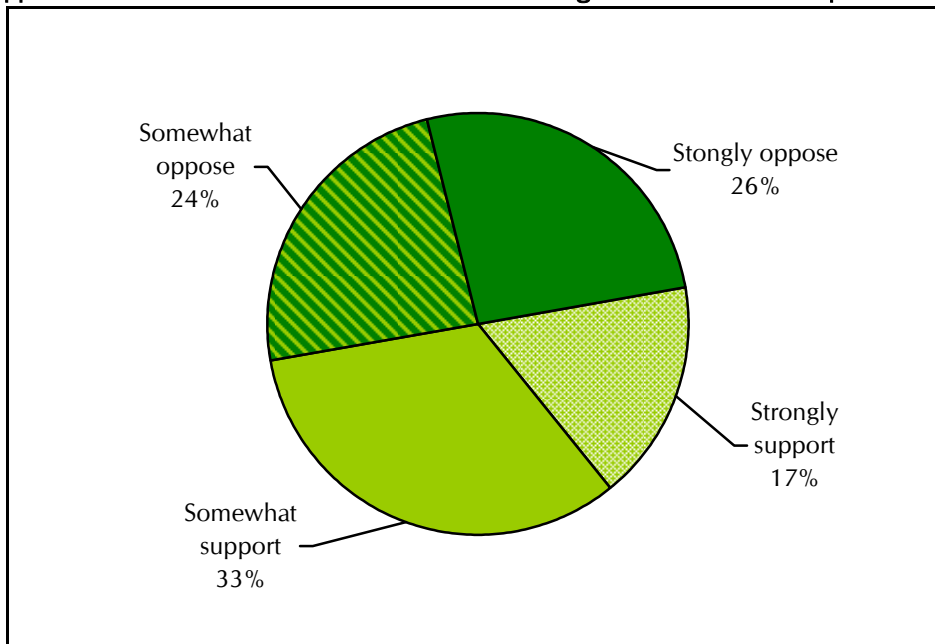
Cities must generate revenue in order to have funds to provide services; for better or worse revenues are largely generated through taxes. The questionnaire sought to test the level of support or opposition to a 3% tourism tax and a 1% increase in sales tax to be used on local and regional road and transportation improvements.

Support was highest for the tourism tax with 7 in 10 “somewhat” or “strongly” supporting this tax and 30% opposing it (“strongly” or “somewhat”). Support for a sales tax increase was evenly divided with 50% supporting it and 50% opposing it. Additionally, more people reported “strongly” opposing it (26%) than “strongly” supporting it (17%).

**Figure 25: Support for 3% Tourism Tax**



**Figure 26: Support for 1% Increase in Sales Tax for Local and Regional Road and Transportation Improvements**



**Comparisons by Respondent Subgroups**

Support or opposition for each of the proposed taxes did not vary based on the location of the respondent's residence. However, support for the tourism tax was higher amount owners than renters and among whites than non-whites. Support for the 1% increase in sales tax was significantly lower in respondent's age 18 to 34 years than in any other age group. A complete set of crosstabulations and significant differences can be seen in Appendix E: Responses to Selected Survey Questions by Respondent Characteristics.

**Table 21: Support for a 3% Tourism Tax and 1% Increase in Sales Tax by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
To what extent would you support or oppose a 3% tax to visitors on their hotel bill with the money to be used for tourism and business development?	68%	69%	74%	75%	59%	73%	48%	71%
To what extent would you support or oppose a 1% tax increase in sales tax to be used for local and regional road and transportation improvements?	33%	57%	58%	50%	52%	52%	41%	51%

Percent reporting "strongly" or "somewhat" support

## Information and Technology Use

Next, the survey assessed what information sources residents use to get information about Loveland. Additionally it asked about Internet usage including the frequency of use, type of access and use of Loveland’s Web site.

### Information Sources

The *Loveland Daily Reporter Herald* was the most commonly cited source for information about City of Loveland government programs, issues or events; 69% reported this as a source they use. At least half reported using the newsletter in the utility bill (55%) or word of mouth (50%), and one-third indicated City newspaper adds (33%) and the City’s Web site, [www.cityofLoveland.org](http://www.cityofLoveland.org) (32%). The least cited source was 1610 AM radio (4%) and 3% of survey takers said they did not use any sources to get information about City of Loveland government programs, issues or events.

**Table 22: Information Sources for the City of Loveland Government Programs, Issues or Events**

From which of the following sources, if any, do you commonly get information about the City of Loveland government programs, issues or events?	Percent of respondents
Loveland Daily Reporter Herald	69%
Newsletter in utility bill	55%
Word of mouth	50%
City newspaper adds	33%
City's Web site, <a href="http://www.cityofLoveland.org">www.cityofLoveland.org</a>	32%
Television news	25%
Commercial radio stations	16%
Loveland cable TV channel 16	14%
Visits to City buildings	10%
Contact with City personnel	9%
Other	7%
1610 AM radio	4%
None	3%

*\*Total may exceed 100% as respondents could select more than one source.*

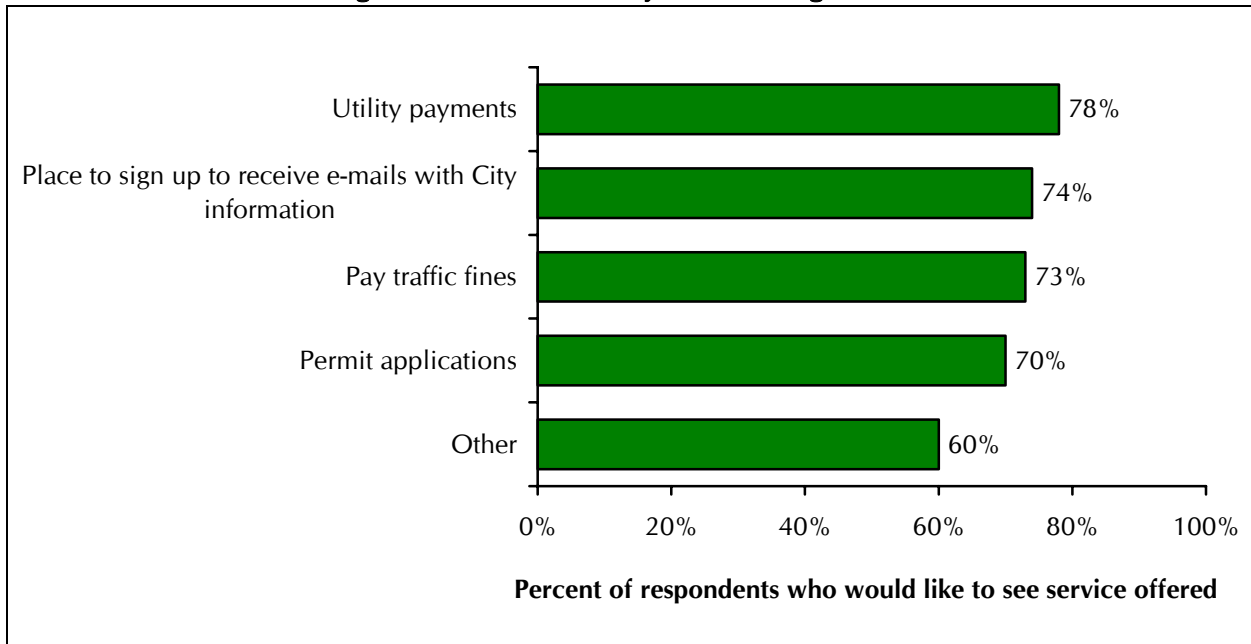
One-third of survey respondents reported accessing the City’s Web site at least once a month, one-third accessed it at least once a year and the remaining one-third indicated that they had not accessed the City’s Web site at all in the last 12 months.

**Table 23: Use of City's Web Site**

How frequently, if at all, did you use the City's Web site, <a href="http://www.cityofLoveland.org">www.cityofLoveland.org</a> , in the last 12 months?	Percent of respondents
Daily	1%
2-6 times per week	2%
Once a week	5%
1-3 times per month	10%
Once a month	15%
At least once a year	29%
Never	38%
Total	100%

Survey participants were given a list of four online services that could be provided and were asked if they would like to see it provided on the City’s Web site. At least 7 in 10 said “yes” they would like to see each of the services: utility payments (78%), sign up to receive emails with City information (74%), pay traffic fines (73%) and permit applications (70%). Sixty percent reported they would like to see “other” services and mentioned services such as, “public information records” and “library check out books” (a complete set of responses to “other” can be seen in Appendix D: Verbatim Responses to Open-ended Survey Questions).

**Figure 27: Possible www.cityofLoveland.org Services**



## Internet Usage

The most commonly type of Internet access used by those completing the survey was DSL (41%) followed by cable broadband (29%). The same percent of survey respondents reported not accessing the Internet (12%) as reported using dial-up (11%). Two-thirds reported they access the Internet or email daily and 11% said two to six times a week. One in 10 accessed the Internet or email once a week or less, and 13% never access it.

Two-thirds reported that they would be “very” or “somewhat” interested in a fee-based high-speed wireless Internet service if it were available in Loveland. While just 9% were “somewhat” unlikely to use it, 26% felt it was “very” unlikely they would use such a service.

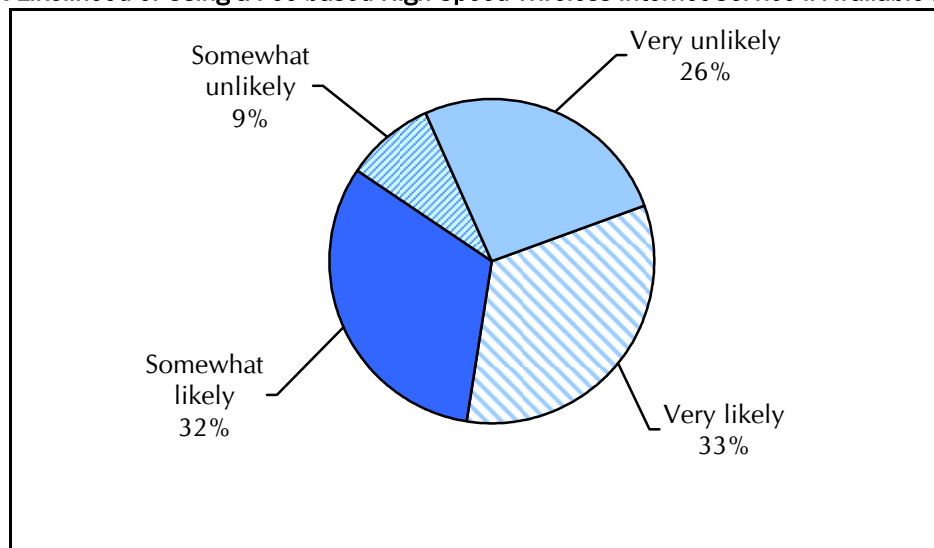
**Table 24: Type of Internet Access Most Commonly Used**

What type of Internet access, if any, do you most commonly use?	Percent of respondents
DSL	41%
Cable broadband	29%
None	12%
Dial-up	11%
Other	7%
Total	100%

**Table 25: Frequency of E-mail or Internet Access**

How frequently, if ever, do you access the Internet or e-mail?	Percent of respondents
Daily	66%
2-6 times per week	11%
Once a week	5%
1-3 times per month	3%
Once a month	1%
At least once a year	1%
Never	13%
Total	100%

**Figure 28: Likelihood of Using a Fee-based High-Speed Wireless Internet Service if Available in Loveland**





## ***Summary of Results***

The following is a summary of National Research Center, Inc.'s perspectives about the overall results. Additional insight is expected to come from the City's own knowledge of internal workings and local issues.

Overall, ratings of quality of life and community characteristics were favorable. Loveland was comparable to other cities and counties across the Front Range with some ratings higher, most similar and some lower. A clear message about growth, especially as it relates to the quality and quantity of jobs, was sent by survey participants. Ratings for Loveland as a place to work and the quality and number of job opportunities were low. Additionally, respondents were consistently in support of incentives related to businesses in Loveland.

While tax increases are rarely popular among residents, support was higher for the 3% tourism tax than an increase in sales tax. If the City would like to increase revenues through one of these methods, the tourism tax is more likely to be supported on the ballot than the sales tax increase.

## Appendix A: Respondent Demographics

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

**Table 26: Length of Residency**

About how long have you lived in Loveland?	Percent of respondents
Less than a year	8%
1 to 2 years	9%
3 to 5 years	19%
6 to 10 years	16%
More than 10 years	47%
Total	100%

**Table 27: Respondent's Place of Residency**

Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?	Percent of respondents
Northwest	33%
Southwest	32%
Northeast	21%
Southeast	14%
Total	100%

**Table 28: Respondent's Household Size**

How many people (including yourself) live in your household?	Percent of respondents
One	22%
Two	40%
Three	18%
Four	13%
Five or more	8%
Total	100%

**Table 29: Number of Children in Household**

How many of these household members are 17 years or younger?	Percent of respondents
None	56%
One	20%
Two	19%
Three or more	5%
Total	100%

**Table 30: Respondent's Employment Status**

<b>Are you employed?</b>	<b>Percent of respondents</b>
Yes, full-time	66%
Yes, part-time	10%
No	24%
Total	100%

**Table 31: City Respondent Works In**

<b>If you travel to a specific workplace, in what city do you work?</b>	<b>Percent of respondents</b>
Loveland	48%
Fort Collins	18%
Greeley	7%
Longmont/Denver/Boulder	18%
Wyoming	1%
Other	8%
Total	100%

**Table 32: Respondent's Tenure**

<b>Do you own or rent your residence?</b>	<b>Percent of respondents</b>
Own	70%
Rent	30%
Total	100%

**Table 33: Respondent's Household Type**

<b>In which type of housing unit do you live?</b>	<b>Percent of respondents</b>
Detached single family home	68%
Condominium or townhouse	12%
Apartment	19%
Mobile home	1%
Total	100%

**Table 34: Respondent's 2006 Household Income**

<b>How much was your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES in 2006? Be sure to include income from all sources. Please check the appropriate box below.</b>	<b>Percent of respondents</b>
Less than \$25,000	17%
\$25,000 to \$34,999	16%
\$35,000 to \$49,999	17%
\$50,000 to \$74,999	21%
\$75,000 to \$99,999	14%
\$100,000 or more	14%
Total	100%

**Table 35: Respondent's Race or Ethnicity**

What is your race/ethnicity?	Percent of respondents
White/European American/Caucasian	97%
Black or African American	1%
Asian or Pacific Islander	1%
American Indian, Eskimo or Aleut	6%
Hispanic/Spanish/Latino	4%
Other	3%

*\*Total may exceed 100% as respondents could select more than one source*

**Table 36: Respondent's Age**

Which category contains your age?	Percent of respondents
18-24 years	7%
25-34 years	22%
35-44 years	20%
45-54 years	23%
55-64 years	11%
65-74 years	7%
75 years and older	11%
Total	100%

**Table 37: Respondent's Gender**

What is your gender?	Percent of respondents
Female	52%
Male	48%
Total	100%

## Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey.

**Table 38: Question 1**

Please rate each of the following aspects of the quality of life in Loveland.	Excellent	Good	Fair	Poor	Don't know	Total
Loveland as a place to live	38%	51%	10%	1%	1%	100%
Your neighborhood as a place to live	32%	49%	14%	5%	1%	100%
Loveland as a place to raise children	24%	49%	13%	1%	12%	100%
Loveland as a place to retire	25%	32%	20%	4%	19%	100%
Loveland as a place to work	10%	29%	32%	15%	15%	100%
Overall quality of life in Loveland	24%	59%	15%	2%	1%	100%

**Table 39: Question 2**

Please rate each of the following characteristics as they relate to Loveland as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	15%	49%	28%	5%	3%	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	37%	37%	11%	6%	100%
Overall appearance of Loveland	17%	55%	25%	2%	1%	100%
Opportunities to attend cultural activities	19%	44%	24%	5%	8%	100%
Recreational opportunities	24%	48%	21%	4%	3%	100%
Quality of job opportunities	1%	18%	40%	25%	16%	100%
Number of job opportunities	1%	16%	37%	27%	18%	100%
Access to affordable housing	4%	21%	39%	23%	14%	100%
Traffic signal timing	4%	35%	37%	22%	2%	100%
Traffic flow	2%	29%	44%	24%	2%	100%
Amount of public parking	4%	31%	38%	24%	4%	100%
Art in public places	44%	40%	9%	3%	4%	100%

**Table 40: Question 3**

Please rate the speed of growth in the following categories in Loveland over the past 2 years:							Total
	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	
Population growth	1%	1%	25%	39%	27%	6%	100%
Retail growth	2%	8%	40%	27%	19%	4%	100%
Job growth	18%	40%	18%	1%	0%	22%	100%

**Table 41: Question 4**

Have you had contact with a City of Loveland employee in the last 12 months?	Percent of respondents
No	38%
Yes	62%
Total	100%

**Table 42: Question 4a**

<b>What was your overall satisfaction with the City employee in your most recent contact?</b>	<b>Percent of respondents</b>
Very satisfied	57%
Somewhat satisfied	27%
Somewhat dissatisfied	9%
Very dissatisfied	7%
Total	100%

*\*Responses only from those reporting contact with a City of Loveland employee in the last 12 months.*

**Table 43: Question 5**

<b>Please rate the following statements by circling the number that most clearly represents your opinion:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
The value of services for the taxes paid to the City of Loveland	7%	43%	33%	8%	10%	100%
The overall direction that the City of Loveland is taking	3%	46%	33%	11%	7%	100%
The job the City of Loveland does at welcoming citizen involvement	4%	38%	28%	10%	20%	100%
The job the City of Loveland government does at listening to citizens	3%	22%	34%	16%	25%	100%
The effectiveness of City Council	2%	21%	31%	16%	29%	100%

Table 44: Question 6

How do you rate the quality of each of the following services in Loveland?	Excellent	Good	Fair	Poor	Don't know	Total
Police services	24%	43%	17%	8%	9%	100%
Fire services	32%	45%	6%	0%	17%	100%
Ambulance/emergency medical services	32%	39%	9%	1%	19%	100%
Crime prevention	13%	40%	23%	7%	16%	100%
Fire prevention and education	17%	39%	15%	1%	27%	100%
Traffic enforcement	12%	42%	25%	12%	9%	100%
Garbage collection	38%	45%	13%	2%	3%	100%
Recycling	42%	43%	11%	2%	2%	100%
Yard waste pick-up	32%	35%	11%	3%	20%	100%
Street repair	7%	29%	39%	23%	2%	100%
Street cleaning	8%	39%	39%	12%	3%	100%
Street lighting	8%	49%	34%	8%	1%	100%
Snow removal	7%	27%	32%	29%	5%	100%
Bus/transit service	5%	21%	27%	12%	35%	100%
Storm drainage	6%	43%	29%	9%	13%	100%
Drinking water	31%	48%	14%	6%	2%	100%
Sewer services	17%	56%	15%	1%	10%	100%
Reliability of electric service	38%	51%	8%	0%	3%	100%
Mosquito control	14%	39%	27%	12%	8%	100%
City parks	33%	49%	14%	1%	2%	100%
Recreation programs or classes	20%	44%	16%	4%	16%	100%
Recreation centers/facilities	21%	45%	18%	4%	12%	100%
Golf courses	20%	36%	9%	1%	34%	100%
Recreation trails/paths	24%	53%	11%	2%	9%	100%
Land use, planning and zoning	6%	27%	34%	15%	18%	100%
Code enforcement	5%	22%	33%	24%	16%	100%
Animal control	12%	38%	25%	9%	16%	100%
Economic development	6%	35%	30%	13%	16%	100%
Services to seniors	12%	33%	13%	4%	37%	100%
Services to youth	6%	29%	21%	12%	32%	100%
Services to low-income people	7%	22%	17%	12%	42%	100%
Public library services	23%	45%	18%	3%	11%	100%
Rialto Theater programming	16%	41%	15%	0%	28%	100%
Museum/gallery offerings	19%	42%	16%	2%	21%	100%

**Table 45: Question 7**

Overall, how would you rate the quality of the services provided by the City of Loveland?	Percent of respondents
Excellent	12%
Good	65%
Fair	18%
Poor	3%
Don't know	2%
Total	100%

**Table 46: Question 8**

Do you feel the City is spending too much, about the right amount or too little on the following services?	Way too much	Somewhat too much	About the right amount	Somewhat too little	Way too little	Don't know	Total
Recycling efforts	2%	3%	71%	12%	2%	10%	100%
Snow removal	1%	1%	44%	29%	15%	10%	100%
Downtown revitalization	2%	8%	41%	26%	10%	13%	100%
Odor abatement for the wastewater plant	1%	3%	42%	14%	9%	31%	100%
Mosquito abatement	2%	2%	48%	22%	9%	17%	100%
Disaster preparedness	0%	3%	25%	10%	4%	57%	100%
Encouraging the availability of affordable housing	3%	2%	27%	22%	15%	31%	100%
Grants to agencies assisting residents with special needs	3%	3%	27%	11%	7%	50%	100%
Drug enforcement	1%	4%	31%	19%	10%	35%	100%
Gang prevention	1%	1%	29%	21%	11%	37%	100%

**Table 47: Question 9**

Please rate how safe you feel from the following occurring to you in Loveland:	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crimes	38%	51%	7%	1%	3%	100%
Property crimes	22%	55%	17%	4%	2%	100%
Fire	44%	49%	4%	1%	3%	100%



**Table 48: Question 10**

<b>Please rate how safe you feel:</b>	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Don't know</b>	<b>Total</b>
In the City of Loveland during the day	76%	22%	1%	0%	0%	100%
In the City of Loveland after dark	25%	58%	11%	3%	3%	100%
In your neighborhood during the day	77%	20%	3%	0%	0%	100%
In your neighborhood after dark	43%	41%	11%	3%	2%	100%
In parks during the day	65%	27%	2%	0%	5%	100%
In parks after dark	13%	48%	19%	7%	13%	100%

**Table 49: Question 11**

<b>Following are a list of services, service changes or development plans the City of Loveland might consider for the future. For each one please indicate to what extent you support or oppose each.</b>	<b>Strongly support</b>	<b>Somewhat support</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Don't know</b>	<b>Total</b>
Expanding bus services	38%	42%	5%	3%	11%	100%
Creating more ground level parking for downtown Loveland (not a parking garage)	28%	43%	15%	6%	8%	100%
Building a parking garage for downtown Loveland	27%	35%	17%	12%	8%	100%
Expanding the current library	41%	40%	6%	3%	10%	100%
Encourage the building of more multi-use developments that combine residential living and businesses	14%	40%	20%	14%	12%	100%

**Table 50: Question 12**

<b>To what extent do you think the City should encourage or discourage the following as it relates to the Fort Collins-Loveland Municipal Airport.</b>	<b>Strongly encourage</b>	<b>Somewhat encourage</b>	<b>Somewhat discourage</b>	<b>Strongly discourage</b>	<b>Don't know</b>	<b>Total</b>
Commercial flights	51%	30%	6%	5%	8%	100%
Economic developments	43%	39%	5%	5%	9%	100%

**Table 51: Question 13**

To what extent would you support or oppose Loveland offering economic incentives to encourage businesses to...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Locate in Loveland	43%	38%	11%	4%	4%	100%
Remain in Loveland	53%	35%	6%	2%	4%	100%
Expand their current business in Loveland	51%	35%	8%	2%	4%	100%

**Table 52: Question 14**

To what extent would you support or oppose these incentives being based on the...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Number of jobs	47%	38%	5%	2%	8%	100%
Pay scale of the jobs	56%	31%	3%	1%	10%	100%
Businesses' ability to generate other new businesses	43%	41%	6%	1%	8%	100%
Tax benefits to the City	33%	42%	9%	4%	11%	100%
Lifestyle benefits provided to the community	48%	38%	5%	2%	6%	100%

**Table 53: Question 15**

To what extent would you support or oppose a 3% tax to visitors on their hotel bill with the money to be used for tourism and business development?	Percent of respondents
Strongly support	34%
Somewhat support	33%
Somewhat oppose	15%
Strongly oppose	14%
Don't know	3%
Total	100%

**Table 54: Question 16**

To what extent would you support or oppose a 1% increase in sales tax to be used for local and regional road and transportation improvements?	Percent of respondents
Strongly support	17%
Somewhat support	32%
Somewhat oppose	23%
Strongly oppose	25%
Don't know	3%
Total	100%

Table 55: Question 17

How frequently, if ever, do you access the Internet or e-mail?	Percent of respondents
Daily	66%
2-6 times per week	11%
Once a week	5%
1-3 times per month	3%
Once a month	1%
At least once a year	1%
Never	13%
Total	100%

Table 56: Question 18

What type of Internet access, if any, do you most commonly use?	Percent of respondents
None	12%
Dial-up	11%
DSL	41%
Cable broadband	29%
Other	7%
Total	100%

Table 57: Question 19

How likely or unlikely would you be to use a fee-based high-speed wireless Internet service if it were available throughout Loveland?	Percent of respondents
Very likely	29%
Somewhat likely	28%
Somewhat unlikely	8%
Very unlikely	22%
Don't know	13%
Total	100%

Table 58: Question 20

How frequently, if at all, did you use the City's Web site, <a href="http://www.cityofLoveland.org">www.cityofLoveland.org</a> , in the last 12 months?	Percent of respondents
Daily	1%
2-6 times per week	2%
Once a week	5%
1-3 times per month	10%
Once a month	15%
At least once a year	29%
Never	38%
Total	100%

**Table 59: Question 21**

<b>Which, if any, of the following online services would you like to see at www.cityofLoveland.org?</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>	<b>Total</b>
Utility payments	61%	18%	21%	100%
Permit applications	46%	20%	34%	100%
Place to sign up to receive e-mails with City information	57%	20%	23%	100%
Pay traffic fines	54%	20%	26%	100%
Other	21%	14%	66%	100%

**Table 60: Question 22**

<b>From which of the following sources, if any, do you commonly get information about the City of Loveland government programs, issues or events?</b>	<b>Percent of respondents</b>
Loveland Daily Reporter Herald	69%
Loveland cable TV channel 16	14%
Commercial radio stations	16%
Visits to City buildings	10%
City's Web site, www.cityofLoveland.org	32%
City newspaper adds	33%
Other	7%
Television news	24%
Newsletter in utility bill	55%
1610 AM radio	4%
Word of mouth	50%
Contact with City personnel	9%
None	3%
Don't know	1%

*\*Total may exceed 100% as respondents could select more than one source.*

**Table 61: Question 23**

<b>What do you feel is the number one issue facing the City of Loveland in the next 3 to 5 years?</b>	<b>Percent of respondents</b>
Control, limit, manage growth	45%
Jobs/competitive wages	11%
Quality schools	3%
Traffic	12%
Affordable housing/senior housing	4%
Crime, gangs, drugs, more police	6%
Road maintenance	5%
Economic development	1%
Improve/revitalize downtown	1%
Don't know	1%
Other	10%
<b>Total</b>	<b>100%</b>

**Table 62: Question 24**

<b>About how long have you lived in Loveland?</b>	<b>Percent of respondents</b>
less than a year	8%
1 to 2 years	9%
3 to 5 years	19%
6 to 10 years	16%
more than 10 years	47%
<b>Total</b>	<b>100%</b>

**Table 63: Question 25**

<b>Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?</b>	<b>Percent of respondents</b>
Northwest	33%
Southwest	32%
Northeast	21%
Southeast	14%
<b>Total</b>	<b>100%</b>

**Table 64: Question 26**

<b>How many people (including yourself) live in your household?</b>	<b>Percent of respondents</b>
One	22%
Two	40%
Three	18%
Four	13%
Five or more	8%
<b>Total</b>	<b>100%</b>

**Table 65: Question 27**

<b>How many of these household members are 17 years or younger?</b>	<b>Percent of respondents</b>
None	56%
One	20%
Two	19%
Three or more	5%
<b>Total</b>	<b>100%</b>

**Table 66: Question 28**

<b>Are you employed?</b>	<b>Percent of respondents</b>
Yes, full-time	66%
Yes, part-time	10%
No	24%
<b>Total</b>	<b>100%</b>

## Appendix C: Front Range Normative Comparisons

**Table 67: Quality of Life Ratings**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Loveland as a place to live	75	7	18	65%	Above the norm
Your neighborhood as a place to live	69	8	14	46%	Similar to the norm
Loveland as a place to raise children	70	11	17	38%	Similar to the norm
Loveland as a place to retire	66	1	15	100%	Above the norm
Loveland as a place to work	47	7	7	0%	Below the norm
Overall quality of life in Loveland	68	13	20	37%	Similar to the norm

**Table 68: Quality of Community Characteristics**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Sense of community	58	3	13	83%	Similar to the norm
Openness and acceptance	49	8	10	22%	Below the norm
Overall appearance of Loveland	62	6	11	50%	Similar to the norm
Opportunities to attend cultural activities	61	3	13	83%	Above the norm
Recreational opportunities	65	7	10	33%	Similar to the norm
Quality of job opportunities	32	11	12	9%	Below the norm
Access to affordable housing	36	6	10	44%	Below the norm
Traffic signal timing	41	4	7	50%	Similar to the norm
Traffic flow	36	NA	NA	NA	NA
Amount of public parking	38	4	5	25%	Below the norm

**Table 69: Public Trust**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Value of services for the taxes paid to the City of Loveland	51	11	12	9%	Below the norm

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Overall direction that the City of Loveland is taking	48	14	14	0%	Below the norm
Job the City of Loveland does at welcoming citizen involvement	48	13	13	0%	Below the norm
Job the City of Loveland government does at listening to citizens	39	8	8	0%	Below the norm
Effectiveness of City Council	37	NA	NA	NA	NA

**Table 70: Overall Satisfaction with City Employees**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Overall satisfaction with City employees	78	2	17	94%	Above the norm

**Table 71: Quality of City Services**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Police services	64	6	15	64%	Similar to the norm
Fire services	77	5	10	56%	Above the norm
Ambulance/emergency medical services	75	2	9	88%	Above the norm
Crime prevention	57	3	9	75%	Above the norm
Fire prevention and education	66	1	5	100%	Above the norm
Traffic enforcement	53	9	16	47%	Similar to the norm
Garbage collection	74	2	6	80%	Above the norm
Recycling	76	1	8	100%	Above the norm
Yard waste pick-up	73	NA	NA	NA	NA
Street repair	40	10	17	44%	Below the norm
Street cleaning	48	13	17	25%	Below the norm
Street lighting	53	5	8	43%	Similar to the norm
Snow removal	38	12	17	31%	Below the norm
Bus/transit service	44	6	8	29%	Below the norm
Storm drainage	51	6	8	29%	Below the norm
Drinking water	68	NA	NA	NA	NA
Sewer services	67	3	6	60%	Above the norm
Reliability of electric	77	NA	NA	NA	NA

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
service					
Mosquito control	53	NA	NA	NA	NA
City parks	72	4	10	67%	Similar to the norm
Recreation programs or classes	66	7	13	50%	Similar to the norm
Recreation centers/facilities	65	4	9	63%	Similar to the norm
Golf courses	72	NA	NA	NA	NA
Recreation trails/paths	70	4	6	40%	Similar to the norm
Land use, planning and zoning	43	3	7	67%	Similar to the norm
Code enforcement	36	14	15	7%	Below the norm
Animal control	55	4	10	67%	Similar to the norm
Economic development	47	2	6	80%	Above the norm
Services to seniors	62	5	13	67%	Above the norm
Services to youth	48	9	11	20%	Below the norm
Services to low-income people	47	1	8	100%	Above the norm
Public library services	66	5	8	43%	Similar to the norm
Museum/gallery offerings	66	NA	NA	NA	NA

**Table 72: Overall Quality of City Services**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Overall quality of the services provided by the City of Loveland	63	4	12	73%	Above the norm

**Table 73: Safety from Crime and Fire**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
Violent crimes	76	6	8	29%	Similar to the norm
Property crimes	66	6	8	29%	Similar to the norm
Fire	80	2	8	86%	Above the norm



**Table 74: Safety Around Loveland**

	City of Loveland Rating	Rank	Number of Jurisdictions for Comparison	City of Loveland Percentile	Comparison of Loveland Rating to Norm
In the City of Loveland during the day	92	NA	NA	NA	NA
In your neighborhood during the day	92	7	12	45%	Similar to the norm
In your neighborhood after dark	76	8	10	22%	Below the norm
In parks during the day	88	6	8	29%	Below the norm
In parks after dark	59	4	8	57%	Similar to the norm

Below is the list of Front Range jurisdictions in National Research Center, Inc. normative database, and the populations for these communities. Populations estimate are from the Census Bureau and are for 2006, except for Highlands Ranch where the 2000 population was the most current estimate available.

- Arvada, 104,830
- Aurora, 303,582
- Boulder, 91,481
- Boulder County, 282,304
- Broomfield, 45,116
- Castle Rock, 39,682
- Colorado Springs, 372,437
- Denver (City And County), 566,974
- Denver Public Library, NA
- Douglas County, 263,621
- Englewood, 32,286
- Fort Collins, 129,467
- Golden, 17,239
- Greeley, 89,046
- Greenwood Village, 13,440
- Highlands Ranch, 70,931\*
- Jefferson County, 526,994
- Lafayette, 24,211
- Lakewood, 140,024
- Larimer County, 276,253
- Littleton, 40,324
- Longmont, 82,646
- Louisville, 18,417
- North Jeffco Park And Recreation District, NA
- Northglenn, 33,045
- Parker, 41,406
- Thornton, 109,155
- West Metro Fire Protection District, NA
- Westminster, 105,753
- Wheat Ridge, 30,979

## Appendix D: Verbatim Responses to Open-ended Survey Questions

**Question 21: Which, if any, of the following online services would you like to see at [www.cityofloveland.org](http://www.cityofloveland.org)? (“Other” response)**

- Utility locates.
- Library-check out books.
- Parks reservations i.e. for co. Picnics.
- Weather conditions traffic & road conditions report non-emergency police issues.
- Mapping of sex offenders (within a certain radius) in Loveland
- Opportunities to bid jobs (projects) for small business with the city.
- Services on Loveland
- Comments to council members.
- Jobs avail.
- Tourist info like Loveland heartbeat site.
- Notices - road construction.
- Not everyone can afford internet.
- Discourage growth.
- A better community events calander.
- Times & dates & subj. Of city hall mtgs.
- Jobs.
- More locale events & access to historical society comments - make our opinions known to society - ie: how to make a better downtown-comment section.
- No computer.
- Housing authority info & live chat help.
- Public info-records.
- Place comments
- City service scheduling.
- Active building permit reference pg.
- Activities events etc.
- Pay property taxes have own account.
- None
- Traffic info.
- License/tag renewal for vehicals.
- Arrests.

**Question 23: What do you feel is the number one issue facing the City of Loveland in the next 3 to 5 years?**

**Control, limit, manage growth**

- Able to keep up with growth.
- Fast growth & traffic management.
- Over crowding housing.
- Sprawl, traffic.
- Land development is out-pacing current need. Control ugly sprawl. Encourage people to purchase existing homes to keep town thriving.
- Control & support of population growth.
- Rampant, apparently unplanned expansion.
- Growth to fast & traffic issues like Fort Collins is now.
- Too much growth & traffic.
- Maintaining balance with economic growth.
- Growth that adds to quality of life (more culture/better less traffic flow).
- Adjusting to growth/getting good jobs in area.

- Growth
- Too much growth.
- Immigration (growth) - education - equally important.
- Growth & need for higher paying jobs.
- Too much growth - lost sense of "small town community".
- To much growth. City is run by developers & arts. Lack of concern for future water, roads, or schools.
- Growth of ih doesn't slow down.
- Uncontrolled rapid growth with an excess of benefits to large developers.
- Too much expansion (e.g., residential home building & businesses).
- Proper control of growth.
- Planning for continued growth & its effects on traffic, safety, crime.
- Overpopulation, not enough public transportation.
- Population
- Retail business growth - empty bldgs vs new bldgs, old businesses vs new businesses.
- Too much growth without added law enforcement.
- Growth & expansion
- Increasing population-improvements & expansions of major east-west and north-south routes, public transportation.
- Expansion
- Control of growth
- Growth-keeping it under control-not losing open space
- Too crowded, over built
- Was no question about alcohol problems/control; problems due to excessive, extreme growth with no city control: too many residential units; growth faster than roads (many 31 min delays/.8 mile) nothing as good as

it used to be; city has done a 180 deg reversal-more like big city life now.

- Planned growth-quality of life
- Growth
- Inflation
- Growth too rapid-as infrastructure is behind
- Growth
- Too fast growth, poor planning for growth to pay for itself, ie schools, roads etc water and sewer
- Too much growth too fast. Low income housing issues-brings many problems & expenses to area including increased crime. Don't want that here.
- Population growing faster than city can handle-keep it a small town!
- Growth-too fast
- Population growth with crime increase
- Stop growth. Better paying jobs.
- Urban sprawl
- Population increase.
- Stop the growth - improve roads
- Too much residential building and promoter influence.
- Growth
- Population growth.
- Growth problems.
- Too much growth.
- Over population!
- Growth.
- Over building.
- Managing growth & downtown development.
- Excessive growth.
- Too fast of growth. To high of taxes already.
- Building too many houses.
- Unbalanced growth & sprawl.

- Growth/road/infrastructure.
- Lack of infrastructure to precede growth. Poor planning.
- Growth in population - water supply.
- Population growth.
- Population growth.
- Over development & over population. Too crowded on city streets.
- Over-population.
- Population growth.
- Growth management and youth activities (none now).
- Keeping up with growth.
- City growth is people & business way 2 much.
- Over growth.
- Growth.
- Unbridled growth without supporting water availability, additional schools and roads.
- Growth & economy.
- Building & expansion should have been slowed down 5 yrs ago. We have too many empty homes, that should be used as low rent housing. We also need more visible police touring neighborhoods.
- Too much too fast growth, that accidents & crime are rising way too fast stopnow. Any more building, youre ruining this town.
- Growth - new jobs - affordable housing.
- Too many people.
- Too much growth too fast.
- Expansion & population.
- Urban sprawl very poor city planning.
- Too much growth in housing and traffic problems.
- Too many people.
- Growth.
- Growth.
- Managing growth.
- Over development/loss of open spaces towards mountains! I support growth out towards the I-25 corridor but not additional golf courses/housing developments/toward the mountains west of 287. Loveland should work on downtown to create something like old town Fort Collins for the arts! Residential over building and water shortage.
- Responsible growth.
- Managing growth.
- Growth.
- Population growth.
- Too many new houses built in a slower economy & taking farm space.
- Too much building homes. Too many houses empty.
- Keeping up with growth.
- Growth.
- Too much growth.
- To much housing, not enough jobs!!!
- Managing growth.
- Developing a solid and feasible growth plan & implementing. Progress is vital to maintaining our city to the standards we value however, uncontrolled growth without a good plan will harm Loveland. Entice business w/good jobs, like Broomfield did in the early 80's. Their ""boom"" has been very well managed, I know I lived there from 1974-2004.
- Growth.
- Crime associated with growth.
- Slow down building.
- Growth not paying for itself (infrastructure; new schools etc).

- Growth.
- Population growth.
- Growth - both in jobs (higher paying) & housing.
- Growth.
- Growth.
- Managing & controlling growth.
- Growth/roads/schools.
- Too much sprawl and increase in traffic.
- Population growth.
- Too much growth for H2O, traffic, sewer, schools.
- Stop growing - need a church like timberline - need a better and reasonable price to go exercise - not everyone can afford to. We need something to have that people who can't afford internets - more reasonable price place to exercise which is a must.
- Growth & traffic.
- Growth.
- Water with the increased growth.
- Growth! When will it stop!
- Uncontrolled growth.
- Control growth.
- Growth.
- Growth.
- Growth & crime.
- Growth - we voted for smart growth. How smart is it? Your answer?
- Funding and providing adequate services for expanded population.
- Over development at centera - creating too much traffic on US34.
- Over building and over crowding.
- Managed growth.
- Population growth
- Growth/traffic
- Growth
- Expanding population without expanding job base.
- To much growth and other races not using English and doing crimes and getting away w/it. Cops using their athority for personal gain.
- Growth & development
- Erratic development/too much incentive for builders/development - not able to sell older homes.
- Too much - too fast of residential/commercial construction destroying farmland & open space, crowding out wildlife & causing traffic problems. Loveland is not the nice small town it used to be.
- Over population/building
- Growth traffic
- Control of growth & city planning.
- Too much growth - ugly housing tracts & buildings everywhere.
- Decreasing quality of life as a result of suburban sprawl and increased traffic. Not enough parks or open space.
- Too much growth.
- We need to bounce back from too much housing growth = to many resales and building abandonment in the city = too much growth at I25.
- Too much building - getting lots of traffic. I moved here to be in a smaller town - not F.C. develop downtown - not more building on 34/I25.
- Population explosion will ruin the quality of life.
- Not being able to keep up with the growth. (schools - streets).
- Getting control of growth/not bowing to developers' every request, revitalizing downtown.
- Too rapid growth.
- Population control

- Too much housing development; glut in market for sales. Maintaining open spaces during such expansive growth.
- Balancing growth & development - too much spoils our peaceful town.
- Growth.
- Overgrowth & too much funding moving away from community programs.
- Control the building of new homes; require developers/builders to renovate one existing home for every 5 new ones built.
- (2) controlling growth to preserve existing prop values. Providing (1) comprehensive bus service to prevent congestion & pollution.
- Population growth.
- Controlling growth.
- Growth.
- Increase in population, traffic increase.
- Growth!
- Population growth exceeding infrastructure growth by a large margin.
- Growth (ie, crime, housing, jobs, schools).
- Growth.
- The population, too many people!
- Growing too quickly - increasing traffic, crime.

- Growth - shopping.
- The fallout from too much growth (traffic, crime, burden on services (libraries, police, schools)).
- Traffic.
- Increase growth - poor traffic & transportation services/for all.
- More development than city can handle/overgrowth.
- Growth is much too fast - please regulate!
- Overcrowding, rapid growth, overcrowding of schools.
- Overpopulation!
- Extremely rapid growth; traffic (& the need for double lanes on Hwy 402; better interchange @ I-25 & 34).
- Housing congestion.
- Population growth and its impact on education.
- Too much growth.
- Too much residential growth!
- Growth.
- Growth.
- Growth! Slow it down. Pollution is bad!
- To much growth to fast.
- Growth, crime, roads.

**Jobs/competitive wages**

- New jobs.
- Adding high quality jobs, not more service jobs...HP redevelop.
- Job growth.
- Higher paying jobs!
- Not enough high end jobs to support new housing developments. To many Wal-Mart's.
- Jobs that pay a decent wage so people can live on it.

- Finding companies to stay in Loveland with wages equal to the ones that have moved over seas.
- Jobs that pay well - traffic control
- Attracting & retaining high tech jobs & higher paying jobs.
- We need many more job opportunities other than retail-also increase in traffic.

- High paying jobs & east/west roads to I-25
- We need more good paying jobs-not min wage
- Creation of jobs to support growth.
- Competitive wages with all employers no one can make a decent living & still live in Loveland for \$7-8 an hour.
- Jobs.
- Jobs (mine moved to Ft Collins).
- Higher paying jobs.
- Attracting high quality paying jobs.
- Job growth & pay scale for those jobs.
- Lack of high quality, good paying jobs.
- Available jobs with livable wages.
- Decent paying jobs.
- Quality job creation, local/unique business development, library size.
- No jobs - no affordable housing.
- Economic growth with good paying jobs.
- Good paying employment.
- Opportunities for more employment.
- The need for better paying jobs for middle age.
- Attract businesses which hire more highly paid employees.
- Job opportunities for technology careers.
- Good-paying jobs.
- Getting higher paying jobs in area!
- Quality employment vs. Growth/k-12 education oppurtunities.
- Attract more non-service related jobs.
- Good paying jobs.
- Lack of good paying jobs, too much retail development.
- Providing employment for all new people moving in.
- No high paying jobs to help afford the high cost housing.
- Lack of job opportunities paying more than minimum wage.
- Increase business, job opportunities, affordable housing.
- We need higher paying job \$7-8/hr doesn't cover expenses.
- Jobs (that pay decent) for over 50.
- Education of our youth/school improvements & higher pay for our teachers.

**Quality schools**

- Housing - quality of schools is poor.
- Education-adequate facilities & quality teachers.
- Downtown development & safe schools
- Better schools.
- Schools & education for sciences, math, econ & civics.
- Money for schools.
- Support of public schools - keeping them strong.
- Funding for the schools.
- Keep quality of schools up with growth/traffic.
- Teachers and classrooms for all of the new students!
- The declining quality of our public schools.
- School overcrowding, lack of teachers.

**Traffic**

- Roads, traffic.
- Expanding Hwy 34 & revitalizing Old Town Loveland!
- Traffic
- Traffic congestion in & out of town i.e. Hwy 34!!!
- Traffic & over population.
- Traffic & only having 2 ways to access I-25 interstate!!!
- East, west, thru roads.
- Traffic congestion
- Streets and traffic control.
- Road conditions & traffic
- Traffic & housing
- Transportation infrastructure.
- Traffic mitigation at US34 & I-25 intersection
- I-25 interchange & flow of traffic on e. Eisenhower between I-25 & morning dr.
- Traffic flow to/from mountains above Estes.
- Roads - traffic.
- Traffic problems.
- Traffic.
- Traffic.
- Traffic flow.
- Traffic issues.
- Traffic if the growth continues or increases.
- Traffic congestion - better timing of lights & speed enforcement on secondary streets - Madison - Wilson - 29th.
- Traffic & lack of police. Need more police.
- Transportation - more east-west through streets.
- Traffic congestion.
- Traffic.
- Through traffic on Eisenhower/need arterial around city to Estes Park.
- Traffic flow especially as concerned with getting out to I-25 corridor.
- Traffic flow.
- Managing increased traffic; limiting boundless growth.
- Traffic congestion. Didn't know until now that we actually have a mayor! He needs to be more active in society - walk the streets - talk to the people.
- Traffic.
- Expanding lanes on 34 - at least 3-4 lanes each side and increasing speed limits to 45 mph all thru city.
- Traffic - street conditions.



- Traffic - lack of long range planning.
- Traffic control.
- Traffic control.
- Traffic load, road maintenance, low-income housing.
- Traffic.
- Traffic. 1st & Madison. Horrible after 4:00pm-6:30pm & Eisenhower - always.
- Traffic - roads
- Traffic flow.
- Traffic flow.
- Transportation, traffic control.
- Street expansion for better traffic flow.
- Traffic flow/congestion.

**Affordable housing/senior housing**

- Affordable housing and not limiting new building permits!
- Affordable housing/cost of living
- Affordable housing for seniors
- Housing values. Run-away building (residential) is bad.
- Affordable housing, food, and quality jobs, employers.
- Low income housing - better paying jobs.
- We need affordable housing for seniors. We aren't all rich.
- Affordable housing.

**Crime/more police/gangs/drugs**

- Meth.
- Gangs & drugs.
- Drugs
- Eliminate youth gang activity.
- More violence and drug use!
- Elimination of drug/gang activity.
- Crime, and control of certain issues, youth.

- Traffic.
- Traffic control - better railroad crossings under streets.
- We need to get streets/roads built for flow before building so many homes/business.
- Transportation issues.
- Traffic.
- Traffic flow, quality of jobs, affordable housing catching up to population growth.
- Traffic.
- Roads/traffic.

- Price of housing increasing - homes foreclosing.
- Affordable housing.
- Affordable housing.
- Housing.
- Lack of housing for low income families \$75-\$125,000 price range.
- Low-income housing/over-development/blight-sprawl.
- Housing, traffic.
- Affordable housing.

- Rise in crime.
- All of the meth addicts & sales - where's the cops!?
- Potential for crime.
- Police dept - growth.
- Like to see more police hired.
- Making certain that the use of "meth" & "crack" houses in neighborhoods does not escalate.

- Crime, drugs, jobs, educations.

**Road maintenance**

- Maintaining streets potholes, etc - especially large retail parking lots.
- Roads traffic
- Roads.
- Street repair.
- When light is green the stop lights on side streets does not give enough time.
- Better roads.
- Roadwork.
- Road repair & too much new housing.
- Poor roads & traffic impact/lack of solid direction/tax breaks to the wrong groups!
- Road repair.

**Economic development**

- Sustaining economic vitality.
- Strengthening the economy without increase in taxes.
- Trying to keep a strong economic base in the city.

**Improve/revitalize downtown**

- Downtown revitalization
- Making downtown more attractive - every successful town has a thriving downtown we do not.
- Viable downtown development.
- Development of downtown.

**Water**

- Water.
- Future water availability.
- Water.

**Other**

- More appealing to young families- library (stinks) no free indoor play areas, cultural events.
- Too development-oriented (eg Mc Whinney)
- Downtown parking

- Meth abuse & effects.
- Figure out what is to be done w/Taft Ave between 34 and 1st...and do it.
- Road widening & repairs/more police officers/peal city food tax.
- Roads.
- Building and maintaining roads as population grows.
- Keeping up with road repair if city continues to grow.
- Road improvments Hwy 34 & US 287.
- Roads.

- Continuing to bring businesses/commercial to Loveland.
- Economy, (primary jobs).

- Downtown area (historic) revitalization focusing on a mix of high paying industries along with complimentary services. Unique, not big box. Would ruin historic Loveland. Not big box.

- Keeping downtown vibrant.

- Water.
- Water for all the new housing.
- Water supply - shortage.

- Homeless
- Services to illegal aliens/traffic on #34 (interchange @ I-25).
- Maintaining/creating "eye" appeal thruout Loveland.
- Better representatives/gov/police.

- Bike paths
- Homeless people (mental illness) ex. hanging around the pub. library.
- Extremely poor snow removal/emergency preparedness no one is in charge!
- Need drivers liscen testing here.
- Bus transportation.
- Gas prices, sale tax rise.
- Sewage treatment (oder control), traffic.
- Something that is affordable for people who can't afford things under \$16,000 like exercising at Chilson. Please get something for people who makes under \$20,000 or \$15,000 like exercising at Chilson. Right now I am on disability and can't afford to pay Chilson because of my low income of \$13,000-\$14,000. Foot stools for city counsel.
- Parking.
- Illegal immigrants & gangs & drugs associated with them.
- Keeping existing local business here.
- Put in a dog park. Stop spending money on art!!!
- Nationally open borders will foster gang growth locally & aggressive/rude driving may get out of hand to point of violence. More than anything else the city should take a stand against illegal immigration and for a closed, secure border. Don't hide behind this being a national issue - it directly affects us all. Illegal immigration must end and illegals must return to their home country. Without that, this survey is worthless.
- Over taxation!
- To many illegal immigrants.
- Snow & ice removal in neighborhoods.
- As a new member of the community I'm not sure - water

quality/sewer/infrastructure are important to me.

- Enclosed is the resident survey you recently mailed to me. You will notice it has not been completed. My reasons for not wishing to participate in this survey are as follows: as a single person, living by myself, homebound, I do not feel this can be classified as a 'typical household'. I am approaching 87 years of age, over 63 of those years have been lived in Loveland. Yes, I have seen many changes, some of them good, many of them bad! I enjoyed, yes, loved, Loveland the way it was 40-50 60 years ago, a lovely, friendly little town. Sadly, it is no longer lovely, friendly, little and I deplore that. Progress, I suppose that is what it is but I wonder how much this area has really progressed. The opinions of this old resident are of no value; therefore, I prefer to keep them private. Thank you. Respectfully, resident of 63 years.
- Parking
- Mosquito & snow removal (very poor).
- Disability access & melting pot w/newcomers to Loveland.
- Increased taxes!
- Services to & for the needy.
- Library branch should be built in n or e Loveland.
- Being able to afford to still live here...
- Attracting Democrats to this ultra-conservative town - I was planning on moving here permanently but the political tone is too overbearing!
- Lack of recreational space/center.
- Dont know.
- Don't know.
- Not sure.
- Don't know.

## Appendix E: Responses to Selected Survey Questions by Respondent Characteristics

The following pages contain breakdowns of the survey results by respondent age, tenure, race and geographic location within Loveland. Where differences between subgroups are statistically significant, they are shaded grey.

**Table 75: Quality of Life by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Loveland as a place to live	73	75	78	77	71	76	68	75
Your neighborhood as a place to live	65	68	76	73	59	70	64	69
Loveland as a place to raise children	69	70	70	71	65	70	65	70
Loveland as a place to retire	65	63	69	66	65	66	60	65
Loveland as a place to work	49	43	50	48	44	47	48	47
Overall quality of life in Loveland	68	67	71	70	64	69	66	68

Average ratings (0=poor, 100=excellent)

**Table 76: Community Characteristics by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Sense of community	55	57	65	59	57	60	50	59
Openness and acceptance of the community towards people of diverse backgrounds	47	46	57	50	48	51	41	50
Overall appearance of Loveland	64	60	63	62	63	63	58	62
Opportunities to attend cultural activities	53	60	71	61	62	62	50	61
Recreational opportunities	66	64	66	65	64	66	59	65
Quality of job opportunities	37	28	33	33	30	31	42	32
Number of job opportunities	38	25	29	31	29	29	40	30
Access to affordable housing	38	32	39	36	35	35	38	35
Traffic signal timing	40	41	40	39	43	41	36	41
Traffic flow	39	35	36	34	42	37	37	37
Amount of public parking	43	38	34	37	41	38	41	38
Art in public places	76	79	74	76	78	77	78	77

Average ratings (0=poor, 100=excellent)

**Table 77: Satisfaction with City Employees by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
What was your overall satisfaction with the City employee in your most recent contact?	79	85	86	83	85	84	85	84

*Average rating (0=very dissatisfied, 100=very satisfied)*

**Table 78: Public Trust by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
The value of services for the taxes paid to the City of Loveland	49	50	54	51	50	51	50	51
The overall direction that the City of Loveland is taking	55	47	43	48	49	49	44	48
The job the City of Loveland does at welcoming citizen involvement	46	48	50	48	49	49	49	49
The job the City of Loveland government does at listening to citizens	41	38	36	37	42	38	47	39
The effectiveness of City Council	40	38	34	35	45	37	37	37

*Average rating (0=poor, 100=excellent)*

Table 79: Quality of Services by Age, Tenure and Race

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Police services	56	63	72	65	61	65	57	64
Fire services	72	78	80	77	78	78	73	77
Ambulance/emergency medical services	70	76	80	76	75	77	65	76
Crime prevention	52	58	59	58	53	58	49	57
Fire prevention and education	65	67	66	66	68	67	62	67
Traffic enforcement	55	51	54	50	59	54	48	54
Garbage collection	71	77	74	75	73	74	75	74
Recycling	72	80	73	78	71	77	72	76
Yard waste pick-up	73	75	71	75	70	74	75	74
Street repair	40	40	40	40	40	41	31	40
Street cleaning	51	46	47	46	52	48	43	48
Street lighting	53	51	55	52	55	53	51	53
Snow removal	32	41	38	38	37	38	35	38
Bus/transit service	46	40	47	45	40	44	38	44
Storm drainage	54	48	53	52	51	52	55	52
Drinking water	70	69	66	73	57	70	57	69
Sewer services	68	66	67	68	63	67	64	67
Reliability of electric service	73	77	79	78	73	77	77	77
Mosquito control	49	56	54	54	53	56	41	54
City parks	67	74	75	72	73	73	71	72
Recreation programs or classes	63	65	70	65	66	66	63	66
Recreation centers/facilities	63	63	69	64	67	65	63	65
Golf courses	70	74	71	74	67	72	74	72
Recreation trails/paths	70	71	68	69	72	70	71	70
Land use, planning and zoning	48	42	41	42	47	44	34	43
Code enforcement	40	35	34	34	41	37	36	36
Animal control	56	53	55	54	56	54	64	55
Economic development	51	45	46	46	49	47	45	47
Services to seniors	67	60	61	62	62	62	68	62
Services to youth	48	45	53	49	45	49	40	48
Services to low-income people	50	43	49	49	45	49	35	48
Public library services	61	66	73	66	67	68	56	67
Rialto Theater programming	64	68	69	68	65	68	61	67
Museum/gallery offerings	61	68	70	66	66	67	62	67

Average rating (0=poor, 100=excellent)

**Table 80: Overall Quality of Services by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Overall, how would you rate the quality of the services provided by the City of Loveland?	60	63	65	63	61	63	58	63

Average rating (0=poor, 100=excellent)

**Table 81: Safety from Crime and Fire by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Violent crimes	88%	93%	93%	94%	86%	92%	87%	92%
Property crimes	65%	83%	87%	79%	78%	81%	63%	79%
Fire	97%	93%	98%	96%	96%	96%	98%	96%

Percent reporting "very" or "somewhat" safe

**Table 82: Feelings of Safety around Loveland by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
In the City of Loveland during the day	99%	98%	99%	99%	98%	99%	98%	99%
In the City of Loveland after dark	85%	88%	81%	87%	81%	86%	79%	85%
In your neighborhood during the day	97%	98%	98%	99%	93%	97%	100%	98%
In your neighborhood after dark	83%	86%	87%	91%	73%	86%	85%	86%
In parks during the day	97%	98%	96%	98%	96%	98%	94%	97%
In parks after dark	78%	68%	62%	71%	67%	70%	70%	70%

Percent reporting "very" or "somewhat" safe

**Table 83: Support for Service Changes and Development by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Expanding bus services	91%	88%	93%	87%	98%	91%	85%	90%
Creating more ground level parking for downtown Loveland (not a parking garage)	67%	76%	90%	76%	79%	78%	68%	77%
Building a parking garage for downtown Loveland	73%	67%	65%	69%	65%	67%	75%	68%
Expanding the current library	89%	91%	90%	88%	94%	91%	82%	90%
Encourage the building of more multi-use developments that combine residential living and businesses	69%	60%	57%	61%	65%	62%	58%	62%

Percent reporting "strongly" or "somewhat" support

**Table 84: Support for City Involvement with the Fort Collins-Loveland Municipal Airport by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Commercial flights	92%	86%	86%	86%	92%	88%	89%	88%
Economic developments	95%	87%	87%	88%	94%	90%	87%	90%

Percent reporting "strongly" or "somewhat" support

**Table 85: Support for Offering Economic Incentives to Businesses by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Locate in Loveland	94%	83%	75%	84%	84%	85%	83%	85%
Remain in Loveland	96%	91%	88%	91%	93%	94%	85%	93%
Expand their current business in Loveland	94%	88%	86%	89%	90%	91%	80%	90%

Percent reporting "strongly" or "somewhat" support



**Table 86: Support for Basis of Incentives by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
Number of jobs	87%	95%	91%	93%	90%	93%	86%	92%
Pay scale of the jobs	97%	96%	94%	97%	94%	96%	96%	96%
Businesses' ability to generate other new businesses	97%	88%	91%	91%	92%	93%	88%	92%
Tax benefits to the City	74%	88%	90%	83%	88%	88%	63%	85%
Lifestyle benefits provided to the community	92%	93%	92%	91%	96%	94%	87%	93%

*Percent reporting "strongly" or "somewhat" support*

**Table 87: Support for a 3% Tourism Tax and Sales Tax Increase by Age, Tenure and Race**

	Respondent's Age			Respondent's Tenure		Respondent's Race		Overall
	18 to 34 years	35 to 54 years	55+ years	Own	Rent	white	not white	
To what extent would you support or oppose a 3% tax to visitors on their hotel bill with the money to be used for tourism and business development?	68%	69%	74%	75%	59%	73%	48%	71%
To what extent would you support or oppose a 1% tax increase in sales tax to be used for local and regional road and transportation improvements?	33%	57%	58%	50%	52%	52%	41%	51%

*Percent reporting "strongly" or "somewhat" support*

**Table 88: Quality of Life by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Loveland as a place to live	77	78	72	71	75
Your neighborhood as a place to live	73	72	67	56	69
Loveland as a place to raise children	74	72	67	59	70
Loveland as a place to retire	68	70	60	58	66
Loveland as a place to work	50	46	46	43	47
Overall quality of life in Loveland	70	71	66	61	69

Average ratings (0=poor, 100=excellent)

**Table 89: Community Characteristics by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Sense of community	62	60	54	56	59
Openness and acceptance of the community towards people of diverse backgrounds	50	50	49	47	49
Overall appearance of Loveland	66	64	56	58	62
Opportunities to attend cultural activities	64	61	61	57	61
Recreational opportunities	65	68	63	62	65
Quality of job opportunities	32	30	31	36	32
Number of job opportunities	31	30	31	26	30
Access to affordable housing	38	35	36	31	36
Traffic signal timing	37	44	40	43	41
Traffic flow	37	40	30	35	37
Amount of public parking	39	41	38	33	38
Art in public places	79	77	76	70	77

Average ratings (0=poor, 100=excellent)

**Table 90: Satisfaction with City Employees by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
What was your overall satisfaction with the City employee in your most recent contact?	82	84	85	86	84

Average rating (0=very dissatisfied, 100=very satisfied)

**Table 91: Public Trust by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
The value of services for the taxes paid to the City of Loveland	49	54	51	49	51
The overall direction that the City of Loveland is taking	48	50	48	45	48
The job the City of Loveland does at welcoming citizen involvement	50	50	44	48	48
The job the City of Loveland government does at listening to citizens	39	39	38	36	38
The effectiveness of City Council	38	36	38	35	37

*Average rating (0=poor, 100=excellent)*

**Table 92: Quality of Services by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Police services	68	64	61	59	64
Fire services	80	75	78	75	77
Ambulance/emergency medical services	76	75	73	78	75
Crime prevention	62	57	53	52	57
Fire prevention and education	69	66	63	66	66
Traffic enforcement	52	59	48	52	53
Garbage collection	74	78	71	70	74
Recycling	74	81	73	74	76
Yard waste pick-up	73	76	70	73	73
Street repair	39	40	39	45	40
Street cleaning	47	48	49	47	48
Street lighting	51	53	54	55	53
Snow removal	36	39	37	42	38
Bus/transit service	42	41	42	53	44
Storm drainage	52	50	50	55	51
Drinking water	68	70	74	58	68
Sewer services	68	68	68	61	67
Reliability of electric service	79	77	77	71	77
Mosquito control	53	52	56	54	54
City parks	73	75	67	70	72
Recreation programs or classes	64	69	63	65	65
Recreation centers/facilities	62	68	63	64	65
Golf courses	76	71	69	70	72
Recreation trails/paths	69	76	65	67	70
Land use, planning and zoning	42	44	41	48	43
Code enforcement	35	38	37	35	36
Animal control	55	57	48	56	54
Economic development	47	48	47	44	47
Services to seniors	62	64	61	58	62
Services to youth	48	46	48	50	47
Services to low-income people	47	51	51	34	47
Public library services	65	68	64	67	66
Rialto Theater programming	66	71	62	67	67
Museum/gallery offerings	66	68	62	69	66

Average rating (0=poor, 100=excellent)

**Table 93: Overall Quality of Services by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Overall, how would you rate the quality of the services provided by the City of Loveland?	63	64	61	61	63

Average rating (0=poor, 100=excellent)

**Table 94: Safety from Crime and Fire by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Violent crimes	95%	94%	87%	84%	91%
Property crimes	88%	78%	71%	71%	79%
Fire	93%	98%	97%	94%	96%

Percent reporting "very" or "somewhat" safe

**Table 95: Feelings of Safety around Loveland by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
In the City of Loveland during the day	100%	99%	97%	95%	98%
In the City of Loveland after dark	87%	90%	78%	79%	85%
In your neighborhood during the day	99%	98%	99%	90%	97%
In your neighborhood after dark	92%	89%	81%	69%	86%
In parks during the day	99%	98%	96%	92%	97%
In parks after dark	74%	73%	63%	61%	69%

Percent reporting "very" or "somewhat" safe

**Table 96: Support for Service Changes and Development by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Expanding bus services	91%	86%	91%	96%	90%
Creating more ground level parking for downtown Loveland (not a parking garage)	70%	78%	76%	95%	77%
Building a parking garage for downtown Loveland	68%	60%	76%	78%	68%
Expanding the current library	93%	88%	86%	95%	90%
Encourage the building of more multi-use developments that combine residential living and businesses	60%	61%	62%	69%	62%

Percent reporting "strongly" or "somewhat" support

**Table 97: Support for City Involvement with the Fort Collins-Loveland Municipal Airport by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Commercial flights	88%	90%	80%	95%	88%
Economic developments	87%	91%	92%	91%	90%

Percent reporting "strongly" or "somewhat" support

**Table 98: Support for Offering Economic Incentives to Businesses by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Locate in Loveland	86%	83%	80%	91%	85%
Remain in Loveland	92%	89%	94%	95%	92%
Expand their current business in Loveland	88%	89%	92%	91%	89%

Percent reporting "strongly" or "somewhat" support

**Table 99: Support for Basis of Incentives by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
Number of jobs	93%	90%	93%	94%	92%
Pay scale of the jobs	96%	96%	96%	96%	96%
Businesses' ability to generate other new businesses	91%	93%	90%	95%	92%
Tax benefits to the City	87%	75%	94%	85%	84%
Lifestyle benefits provided to the community	94%	92%	90%	94%	92%

Percent reporting "strongly" or "somewhat" support

**Table 100: Support for a 3% Tourism Tax by Quadrant of City**

	Using the intersection of Highway 287 and Highway 34 as the boundaries, in what part of town do you live?				
	Northwest	Southwest	Northeast	Southeast	Overall
To what extent would you support or oppose a 3% tax to visitors on their hotel bill with the money to be used for tourism and business development?	67%	76%	72%	59%	70%
To what extent would you support or oppose a 1% tax increase in sales tax to be used for local and regional road and transportation improvements?	51%	43%	54%	59%	50%

*Percent reporting "strongly" or "somewhat" support*

## Appendix F: Survey Methodology

### Sample Selection

Approximately 1,200 households within the city limits of Loveland, CO were randomly selected to participate in the survey using a stratified, systematic sampling method on addresses within carrier routes. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen. Carrier routes are mail carrier delivery zones defined by the USPS.) Attached housing units were over-sampled to compensate for detached housing unit residents' tendency to return surveys at a higher rate. An individual within each household was randomly selected to complete the survey using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

### Survey Administration and Response Rate

Households received three mailings each beginning in early July. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2007 Policy Survey, a questionnaire and self-mailing envelope.

About 5% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,144 eligible households, 479 completed the survey, providing a response rate of 42%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%.

### Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (1,200 completed interviews). Where estimates are given for sub groups, they are less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to 10 percentage points for samples as small as 100.



## Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates and other population norms for the City of Loveland, CO and were statistically adjusted to reflect the larger population when necessary. The results of the weighting scheme are presented in the following table. The shaded variables were the ones by which survey results were weighted.

Loveland, CO Policy Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Sex and Age</b>			
18-34 years of age	29%	14%	29%
35-54 years of age	42%	37%	42%
55+ years of age	28%	49%	29%
Female	52%	57%	52%
Male	48%	43%	48%
Females 18-34	15%	10%	14%
Females 35-54	22%	19%	22%
Females 55+	16%	28%	16%
Males 18-34	15%	4%	15%
Males 35-54	21%	17%	21%
Males 55+	12%	22%	12%
<b>Race and Ethnicity</b>			
Hispanic	9%	2%	3%
Not Hispanic	91%	98%	97%
White	93%	92%	90%
Non-white	7%	8%	11%
<b>Housing</b>			
Own home	69%	79%	69%
Rent home	31%	21%	31%
Detached unit	70%	75%	69%
Attached unit	30%	25%	31%

<sup>1</sup> Source: 2000 Census

## Data Analysis

Completed questionnaires were checked for accuracy by National Research Center, Inc. (NRC) staff. The data were then entered, and the results analyzed by staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in Appendix C: Responses to Survey Questions.

Included are results by demographic characteristics (Appendix E: Responses to Selected Survey Questions by Respondent Characteristics). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of our sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in the appendices.

Also conducted was a key driver analysis. Key driver analysis is a regression analysis to explore strength of relationships between individual services and overall quality of services (QOS). Services with significantly high percentage of “don’t know” responses (21% or higher) were excluded.

---

## Appendix G: About National Research Center, Inc.

---

### Who We Are

National Research Center, Inc. is a leading research and evaluation firm focusing on the information requirements of the public and non-profit sectors, including local governments, community-based organizations, health care providers and foundations. We are a highly skilled team of social science and public health researchers performing a full range of quality research to help organizations measure their effectiveness and understand the perspectives of their current clients, potential clients and staff. Our principals have worked more than twenty years measuring client needs and organizational performance in critical areas such as behavioral health, client satisfaction, local government service provision, special needs human services and more. NRC staff members have authored numerous articles about research and evaluation findings and methodology in journals and books or chapters devoted to public management and health care.

### What We Do

NRC conducts public opinion surveys, performs needs assessments, evaluates existing programs and helps organizations to develop and test anticipated policies. We provide trainings and write curricula and handbooks on the methods and uses of evaluation and survey research. The results of our studies are used to benchmark best practices, budget for new or better services, enhance performance, increase sustainability, improve outcomes, satisfy consumer or client preferences and increase funding and revenue generation.

NRC staff members are fluent in both qualitative and quantitative research strategies and often employ both approaches in a single study. We perform process and outcome evaluations and have extensive experience conducting interviews and surveys, convening focus groups, using observational techniques and secondary data sources. NRC manages its own institutional review board (National Research Center Institutional Review Board, or NRCIRB).

### Survey Work

National Research Center, Inc. has extensive experience conducting surveys using a variety of approaches (by phone, by mail, in-person and via the Internet). We use surveys to measure resident opinion on the quality of community and services delivered, assess employee satisfaction with the work climate, gauge user satisfaction with programs and services, and identify the unmet needs of community residents. Our book, *Citizen Surveys: How to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA), is considered the survey research bible by local governments whose elected officials and staff wish to monitor the sentiment of their community residents

As part of our extensive work, NRC has collected citizen surveys from across the nation, integrating their results and creating a normative database that permits any jurisdiction to compare its residents' perspectives with the perspectives of residents in other communities. The database of results covers scores of services and is derived from over 500 citizen surveys administered to hundreds of thousands of Americans. This way a jurisdiction can answer the question, "How do we compare?" "Do our residents give our street maintenance a higher rating than is typically given for street maintenance in other jurisdictions of similar size?" These normative comparisons permit far richer understanding of results than is typical when jurisdictions can only compare their own services against each other, for instance, street repair ratings to ratings for fire or police services.

## Appendix H: Survey Instrument

The following pages contain the survey instrument.

# The City of Loveland 2007 Policy Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of the quality of life in Loveland.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Loveland as a place to live.....	1	2	3	4	5
b. Your neighborhood as a place to live.....	1	2	3	4	5
c. Loveland as a place to raise children .....	1	2	3	4	5
d. Loveland as a place to retire.....	1	2	3	4	5
e. Loveland as a place to work.....	1	2	3	4	5
f. Overall quality of life in Loveland.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Loveland as a whole:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Sense of community .....	1	2	3	4	5
b. Openness and acceptance of the community towards people of diverse backgrounds.....	1	2	3	4	5
c. Overall appearance of Loveland .....	1	2	3	4	5
d. Opportunities to attend cultural activities.....	1	2	3	4	5
e. Recreational opportunities.....	1	2	3	4	5
f. Quality of job opportunities .....	1	2	3	4	5
g. Number of job opportunities.....	1	2	3	4	5
h. Access to affordable housing.....	1	2	3	4	5
i. Traffic signal timing.....	1	2	3	4	5
j. Traffic flow.....	1	2	3	4	5
k. Amount of public parking.....	1	2	3	4	5
l. Art in public places .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Loveland over the past 2 years:**

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
a. Population growth.....	1	2	3	4	5	6
b. Retail growth (stores, restaurants, etc) .....	1	2	3	4	5	6
c. Jobs growth .....	1	2	3	4	5	6

**4. Have you had contact with a City of Loveland employee in the last 12 months?**

- No
- Yes → What was your overall satisfaction with the City employee in your most recent contact?
- Very satisfied   
  Somewhat satisfied   
  Somewhat dissatisfied   
  Very dissatisfied

**5. Please rate the following statements by circling the number that most clearly represents your opinion:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. The value of services for the taxes paid to the City of Loveland.....	1	2	3	4	5
b. The overall direction that the City of Loveland is taking .....	1	2	3	4	5
c. The job the City of Loveland does at welcoming citizen involvement .....	1	2	3	4	5
d. The job the City of Loveland government does at listening to citizens.....	1	2	3	4	5
e. The effectiveness of City Council.....	1	2	3	4	5

**6. How do you rate the quality of each of the following services in Loveland?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Police services .....	1	2	3	4	5
b. Fire services .....	1	2	3	4	5
c. Ambulance/emergency medical services .....	1	2	3	4	5
d. Crime prevention.....	1	2	3	4	5
e. Fire prevention and education .....	1	2	3	4	5
f. Traffic enforcement.....	1	2	3	4	5
g. Garbage collection.....	1	2	3	4	5
h. Recycling .....	1	2	3	4	5
i. Yard waste pick-up .....	1	2	3	4	5
j. Street repair.....	1	2	3	4	5
k. Street cleaning .....	1	2	3	4	5
l. Street lighting .....	1	2	3	4	5
m. Snow removal .....	1	2	3	4	5
n. Bus/transit services .....	1	2	3	4	5
o. Storm drainage .....	1	2	3	4	5
p. Drinking water .....	1	2	3	4	5
q. Sewer services.....	1	2	3	4	5
r. Reliability of electric service.....	1	2	3	4	5
s. Mosquito control .....	1	2	3	4	5
t. City parks .....	1	2	3	4	5
u. Recreation programs or classes.....	1	2	3	4	5
v. Recreation centers/facilities .....	1	2	3	4	5
w. Golf courses.....	1	2	3	4	5
x. Recreation trails/paths.....	1	2	3	4	5
y. Land use, planning and zoning .....	1	2	3	4	5
z. Code enforcement (weeds, abandoned buildings, etc).....	1	2	3	4	5
aa. Animal control .....	1	2	3	4	5
bb. Economic development.....	1	2	3	4	5
cc. Services to seniors.....	1	2	3	4	5
dd. Services to youth.....	1	2	3	4	5
ee. Services to low-income people.....	1	2	3	4	5
ff. Public library services .....	1	2	3	4	5
gg. Rialto Theater programming.....	1	2	3	4	5
hh. Museum/gallery offerings .....	1	2	3	4	5

**7. Overall, how would you rate the quality of the services provided by the City of Loveland?**

- Excellent    Good    Fair    Poor    Don't know

**8. Do you feel the City is spending too much, about the right amount or too little on the following services?**

	<u>Way too much</u>	<u>Somewhat too much</u>	<u>About the right amount</u>	<u>Somewhat too little</u>	<u>Way too too little</u>	<u>Don't know</u>
a. Recycling efforts.....	1	2	3	4	5	6
b. Snow removal.....	1	2	3	4	5	6
c. Downtown revitalization .....	1	2	3	4	5	6
d. Odor abatement for the wastewater plant ....	1	2	3	4	5	6
e. Mosquito abatement .....	1	2	3	4	5	6
f. Disaster preparedness .....	1	2	3	4	5	6
g. Encouraging the availability of affordable housing.....	1	2	3	4	5	6
h. Grants to agencies assisting residents with special needs.....	1	2	3	4	5	6
i. Drug enforcement .....	1	2	3	4	5	6
j. Gang prevention.....	1	2	3	4	5	6

**9. Please rate how safe you feel from the following occurring to you in Loveland:**

	Very <u>safe</u>	Somewhat <u>safe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
a. Violent crimes (e.g., rape, assault, robbery) .....	1	2	3	4	5
b. Property crimes (e.g., burglary, theft) .....	1	2	3	4	5
c. Fire.....	1	2	3	4	5

**10. Please rate how safe you feel:**

	Very <u>safe</u>	Somewhat <u>safe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
a. In the City of Loveland during the day .....	1	2	3	4	5
b. In the City of Loveland after dark .....	1	2	3	4	5
c. In your neighborhood during the day.....	1	2	3	4	5
d. In your neighborhood after dark .....	1	2	3	4	5
e. In parks during the day .....	1	2	3	4	5
f. In parks after dark.....	1	2	3	4	5

**11. Following are a list of services, service changes or development plans the City of Loveland might consider for the future. For each one please indicate to what extent you support or oppose each.**

	Strongly <u>support</u>	Somewhat <u>support</u>	Somewhat <u>oppose</u>	Strongly <u>oppose</u>	Don't <u>know</u>
a. Expanding bus services .....	1	2	3	4	5
b. Creating more ground level parking for downtown Loveland (not a parking garage) .....	1	2	3	4	5
c. Building a parking garage for downtown Loveland.....	1	2	3	4	5
d. Expanding the current library .....	1	2	3	4	5
e. Encourage the building of more multi-use developments that combine residential living and businesses .....	1	2	3	4	5

**12. To what extent do you think the City should encourage or discourage the following as it relates to the Fort Collins-Loveland Municipal Airport**

	Strongly <u>encourage</u>	Somewhat <u>encourage</u>	Somewhat <u>discourage</u>	Strongly <u>discourage</u>	Don't <u>know</u>
a. Commercial flights .....	1	2	3	4	5
b. Economic development .....	1	2	3	4	5

**13. To what extent would you support or oppose Loveland offering economic incentives to encourage businesses to...**

	Strongly <u>support</u>	Somewhat <u>support</u>	Somewhat <u>oppose</u>	Strongly <u>oppose</u>	Don't <u>know</u>
a. Locate in Loveland .....	1	2	3	4	5
b. Remain in Loveland .....	1	2	3	4	5
c. Expand their current business in Loveland.....	1	2	3	4	5

**14. To what extent would you support or oppose these incentives being based on the...**

	Strongly <u>support</u>	Somewhat <u>support</u>	Somewhat <u>oppose</u>	Strongly <u>oppose</u>	Don't <u>know</u>
a. Number of jobs.....	1	2	3	4	5
b. Pay scale of the jobs.....	1	2	3	4	5
c. Businesses' ability to generate other new businesses... 1	2	3	4	5	
d. Tax benefits to the City .....	1	2	3	4	5
e. Lifestyle benefits provided to the community (recreation, health, safety, education, etc) .....	1	2	3	4	5

**15. To what extent would you support or oppose a 3% tax to visitors on their hotel bill with the money to be used for tourism and business development?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

**16. To what extent would you support or oppose a 1% increase in sales tax to be used for local and regional road and transportation improvements?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

**17. How frequently, if ever, do you access the Internet or e-mail?**

- Daily
- 2-6 times per week
- Once a week
- 1-3 times per month
- Once a month
- At least once a year
- Never

**18. What type of Internet access, if any, do you most commonly use?**

- None
- Dial-up
- DSL
- Cable broadband
- Other

**19. How likely or unlikely would you be to use a fee-based high-speed wireless Internet service if it were available throughout Loveland?**

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Don't know

**20. How frequently, if at all, did you use the City's Web site, [www.cityofloveland.org](http://www.cityofloveland.org), in the last 12 months?**

- Daily
- 2-6 times per week
- Once a week
- 1-3 times per month
- Once a month
- At least once a year
- Never

**21. Which, if any, of the following online services would you like to see at [www.cityofloveland.org](http://www.cityofloveland.org)?**

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. Utility payments .....	1	2	3
b. Permit applications (for business, construction and building) .....	1	2	3
c. Place to sign up to receive e-mails with City information.....	1	2	3
d. Pay traffic fines.....	1	2	3
e. Other _____ (please specify).....	1	2	3

**22. From which of the following sources, if any, do you commonly get information about the City of Loveland government programs, issues or events? (Please check all that apply.)**

- Loveland Daily Reporter Herald*
- Loveland cable TV channel 16
- Commercial radio stations
- Visits to City buildings
- City's Web site, [www.cityofloveland.org](http://www.cityofloveland.org)
- City newspaper adds
- Other
- Television news
- Newsletter in utility bill
- 1610 AM radio
- Word of mouth
- Contact with City personnel
- None
- Don't know



**23. What do you feel is the number one issue facing the City of Loveland in the next 3 to 5 years?**

---

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**24. About how long have you lived in Loveland?**

- less than a year
- 1 to 2 years
- 3 to 5 years
- 6 to 10 years
- more than 10 years

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

- Northwest
- Southwest
- Northeast
- Southeast

**26. How many people (including yourself) live in your household?**

\_\_\_\_\_ People

**27. How many of these household members are 17 years or younger?**

\_\_\_\_\_ People

**28. Are you employed?**

- Yes, full-time
- Yes, part-time
- No (retired, student, etc.) → skip to Question 30

**29. If you travel to a specific workplace, in what city do you work?**

- Loveland
- Fort Collins
- Greeley
- Longmont/Denver/Boulder
- Wyoming
- Other

**30. Do you own or rent your residence?**

- Own
- Rent

**31. In which type of housing unit do you live?**

- Detached single family home
- Condominium or townhouse
- Apartment
- Mobile home

**32. How much was your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES in 2006? Be sure to include income from all sources. Please check the appropriate box below.**

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more

**33. What is your race/ethnicity? (Please select all that apply.)**

	<u>Yes</u>	<u>No</u>
White/European American/Caucasian.....	1	2
Black or African American .....	1	2
Asian or Pacific Islander .....	1	2
American Indian, Eskimo or Aleut.....	1	2
Hispanic/Spanish/Latino.....	1	2
Other .....	1	2

**34. Which category contains your age?**

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years and older

**35. What is your gender?**

- Female
- Male

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:**

National Research Center, Inc.  
3005 30th St.  
Boulder, CO 80301