



## Survey Results: Open City Hall

---

### Background

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

### Methodology

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

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

## Summary of Highlights

### About the ratings:

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

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

## **Quality of City Services**

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

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

## **Quality of Infrastructure**

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

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

## **Quality of Community Amenities**

Residents were asked to rate opportunities for recreation, programs for youth and senior citizens, community events and opportunities to enjoy the arts.

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

## **Quality of Development & Growth**

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

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

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

(Numbers are percentages of total responses)

Statements on Quality of Life in Loveland from Strongly Agree to No Opinion	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Loveland delivers reliable electricity.	51.3	43.5	2.1	1.6	1.6
My family feels safe in our community.	35.8	54.8	6.3	1.8	1.3
Loveland's neighborhoods, parks and thoroughfares are clean.	30.3	62.1	5.7	1.3	0.5
Residential recycling and trash services meet customer needs.	47.2	43.3	7.7	.5	1.3
The City provides quality parks and trails.	42.2	50.9	3.9	.5	2.6
The City provides quality Fire/Rescue services.	46.0	38.9	0.3	1.0	13.8
Loveland provides quality drinking water.	38.0	50.8	4.7	1.6	5.0
The sewer system in Loveland works reliably.	31.9	54.8	5.7	0.5	7.0
The City provides quality Police services.	34.1	44.7	7.8	3.1	10.3
There are plentiful opportunities to enjoy the arts.	41.0	46.4	4.9	1.0	6.7
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	25.6	58.7	7.2	0.5	8.0
The library services provided to our community are current and meet our community needs.	37.1	43.8	4.6	0.3	14.2
There are abundant recreational opportunities for all members of my family.	26.9	59.6	8.8	0.5	4.1
Street surfaces are drivable and safe.	15.2	72.4	10.9	1.3	0.3
Water runoff from storms is controlled and minimizes flooding.	16.1	58.5	15.8	3.6	6.0
I can travel by car to locations in Loveland with minimal delays.	18.3	57.9	19.9	3.6	0.3
I feel well informed about City services.	14.1	57.6	15.7	2.3	10.3
Loveland is attracting shopping opportunities our community desires.	15.4	54.6	19.8	5.2	5.0
The City provides activities and services needed by senior citizens.	17.1	34.0	2.9	0.3	45.7
The City Council is approving development that enhances the quality of life in our community.	8.0	38.4	17.0	9.3	27.3
The City provides quality youth activities.	15.0	33.2	9.3	0.3	42.2
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	9.0	42.4	23.7	8.0	17.0
There are sufficient opportunities to participate in Loveland Government.	9.8	42.0	9.3	2.6	36.3
Loveland is attracting jobs that pay well from employers who offer benefits.	4.1	28.8	24.4	15.5	27.2





# Open City Hall Survey Report



Loveland City Council, Nov. 25, 2014



## Demographic Information from Responders

### How long have you lived in Loveland?

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






---

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

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




---

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





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

---

### How frequently do you use the Internet?





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

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

		<b>%</b>	<b>Count</b>
Weekly		12.2%	46
Monthly		51.6%	195
2-3 times per year		28.3%	107
Never		7.9%	30





---

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

		<b>%</b>	<b>Count</b>
Weekly		0.5%	2
Monthly		2.6%	10
2-3 times		15.5%	59
Never		81.4%	310






---

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

		<b>%</b>	<b>Count</b>
Weekly		0.8%	3
Monthly		1.5%	6
2-3 times per year		15.2%	59
Never		82.5%	321





## Statements on Quality of Life in Loveland

### My family feels safe in our community.

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






---

### The City provides quality Fire/Rescue services.




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

---

### The City provides quality Police services.






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

**Loveland's neighborhoods, parks and thoroughfares are clean.**

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






---

**Residential recycling and trash services meet customer needs.**

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


---

**Loveland attracts the shopping opportunities our community desires.**

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



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

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






---

**Loveland provides quality drinking water.**

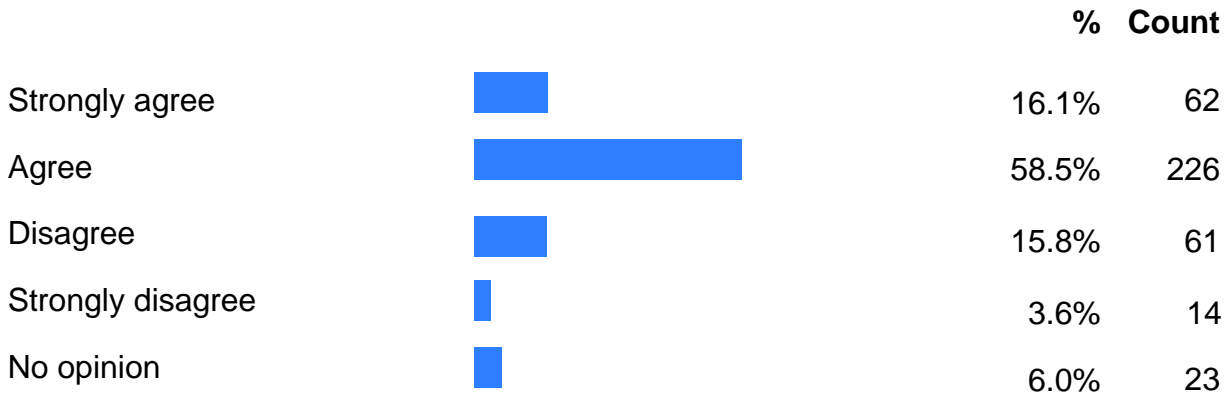
		<b>%</b>	<b>Count</b>
Strongly agree		38.0%	145
Agree		50.8%	194
Strongly disagree		1.6%	6
Disagree		4.7%	18
No opinion		5.0%	19

---

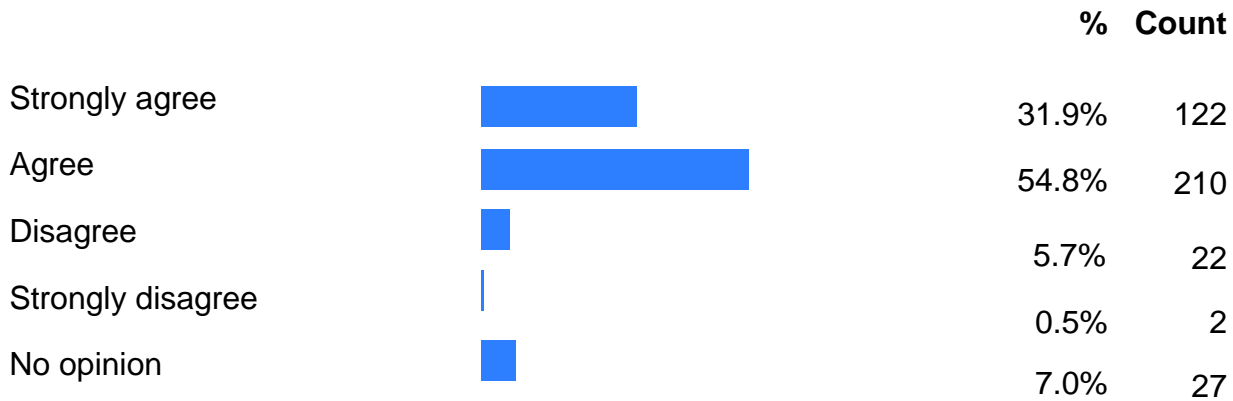
**Loveland delivers reliable electricity.**

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

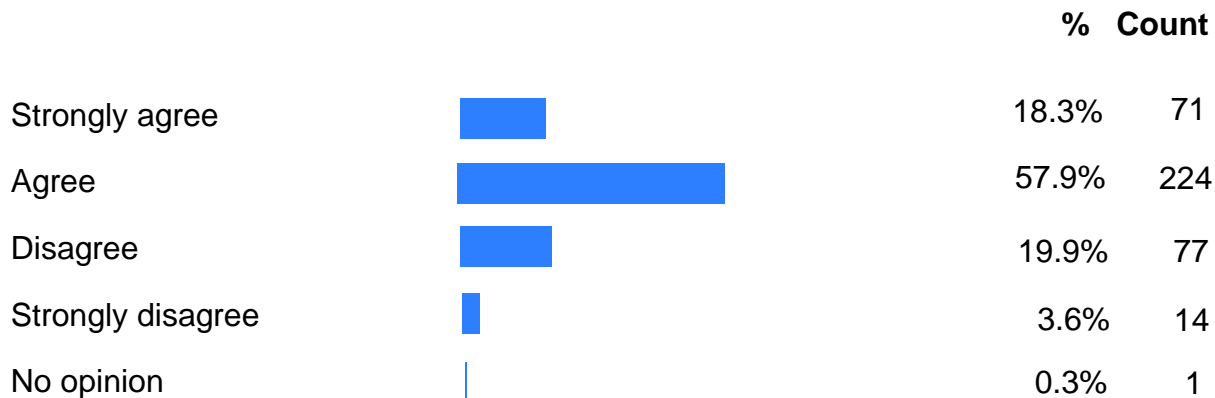
**Water runoff from storms is controlled to minimize flooding.**








**The sewer system in Loveland works reliably.**



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








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

		<b>%</b>	<b>Count</b>
Strongly agree		9.0%	35
Agree		42.4%	165
Disagree		23.7%	92
Strongly disagree		8.0%	31
No opinion		17.0%	66






---

**Street surfaces are drivable and safe.**






		<b>%</b>	<b>Count</b>
Strongly agree		15.2%	59
Agree		72.4%	280
Disagree		10.9%	42
Strongly disagree		1.3%	5
No opinion		0.3%	1

---

**The City provides quality parks and trails.**






		<b>%</b>	<b>Count</b>
Strongly agree		42.2%	164
Agree		50.9%	198
Disagree		3.9%	15
Strongly disagree		0.5%	2
No opinion		2.6%	10

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

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






---

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






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

---

**There are plentiful opportunities to enjoy the arts.**






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

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

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






---

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






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

---

**The City provides quality youth activities.**






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

**The City provides activities and services needed by senior citizens.**

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






---

**Citizens enjoy sufficient opportunities to participate in Loveland government.**

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

---

**I feel well informed about City services.**

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