



City of Loveland 2009 Quality of Life Survey Report

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Executive Summary

Background

- The City of Loveland has conducted a Quality of Life Survey annually since 2004. The exception to this internal effort occurs every five years when a much more in-depth survey is designed and administered by an independent outside agency in accordance with City Council's desire to conduct a broader and more detailed analysis of community opinion and trends. These independent surveys occurred in 2002 and 2007 respectively. The next in-depth survey is planned for 2012.

Methodology

- The 2009 Quality of Life Survey contains twenty-four questions regarding living in Loveland. The survey was mailed to 3,000 randomly selected Loveland addresses to ensure that there were at least 382 responses, necessary to achieve a 95 percent confidence interval of +/- 5 percentage points. This criterion was based on the professionally selected sample size from the most recent in-depth, 2007 survey.
- Of the 3,000 eligible households receiving the survey, 870 responded to the mailed questionnaire producing a 29 percent response rate and resulting in an adequate sampling. The response rate for the 2008, in-house survey was 30 percent.
- Ratings from this year's survey were compared to ratings from previous years to identify trends and issues for discussion. A rating of more than three points more or less than previous years' results is considered statistically significant.
- In addition to responses to the 24 questions, respondents were asked to provide additional written comments of a general or specific nature. This direct written feedback from residents is listed in the Comments section (Please see Appendix II):

Summary of Highlights

- Eight questions showed significant increases or decreases of at least 4 points compared to the 2008 survey. Seven questions showed a differential of +/-3 points. The remaining nine questions had only minor increases or decreases of two points or less.
- The questions showing most notable point differentials of +/-4 points (compared to 2008) relate to:
 - Quality of alternative transportation; + 9 points
 - Driving in the City with minimal delays; + 7 points
 - Quality of City parks & trails; + 4 points
 - Quality of drinking water; + 4 points
 - Safety of City roadways; + 4 points
 - Activities and services for seniors; - 6
 - Sufficient opportunities for citizens to participate in City government; - 5
 - The City attracting jobs that pay well from employers who offer benefits; - 4

Quality of City Services

- Respondents were asked to rate services such as the delivery of electricity and quality of drinking water, as well as services provided by departments such as Police, Fire and Transit. Overall, City services were rated very favorably with seven out of eight total questions receiving a rating of 78 or above. Reliability of electrical service received the highest rating at 99.

Quality of Infrastructure

- Respondents were asked to rate the quality of roadways, stormwater facilities, reliability of the sewage system, etc. All received favorable ratings. The lowest rating in this category was in response to the question asking residents if they felt they could travel by car throughout Loveland with minimal delays, which was rated 81—a seven point increase from 2008.

Quality of Community Amenities

- Residents were asked to rate opportunities for recreation, availability of programs for youth and senior citizens, community events, and opportunities to enjoy the arts and participate in City government. Ratings in this category were favorable with only two falling below a rating of 70. The lowest rating, a 54 that reflected a three point decrease from 2008, was in response to the City providing quality youth activities.

Overall Survey Feedback

- Overall, ratings on the quality of life in Loveland were quite favorable. Ten of the total 24 questions or 42 percent received a rating of 91 or above. Another five questions received ratings of 80 to 89 and three questions, or approximately 13 percent had ratings in the 70-79 range. Five questions received ratings within the 50-69 range.
- In the General Comments & Suggestion Section, citizens took the time to share their thoughts on a number of local topics. A total of 344 were recorded and have been categorized for ease of reading and reference. They are unedited except for minor grammatical corrections for better readability.

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2009 Quality of Life Survey

Results Data



Demographics for 2009 Respondents

1. How long have you lived in Loveland?

1 year or less	1-2 years	3-5 years	6-10 years	10+ years
4%	5%	9%	12%	70%

2. What is your age range?

18-24	25-44	45-64	65+
2%	18%	43%	37%

3. In what part of town do you live?

Northwest	Southwest	Northeast	Southeast
36%	22%	21%	22%

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

Loveland	Greeley	Fort Collins	Longmont/Boulder/ Denver	Wyoming
37%	2%	12%	9%	1%

5. How often do you use the Internet?

Daily	2-3 times/week	2-3 times/month	Rarely	Never
59%	14%	5%	5%	17%

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

Weekly	Monthly	2-3 times/year	Never
4%	16%	31%	49%

2009 Quality of Life in Loveland (Numbers are percents of total responses)

Note: Total percentages may vary slightly from 100 percent due to numerical rounding

Statements of Loveland Community Attributes From Highest to Lowest for Strongly Agree/Agree	2009 Strongly Agree/ Agree	2009 Strongly Disagree/ Disagree	2009 No Opinion
Loveland delivers reliable electricity.	99	1	1
My family feels safe in our community.	95	5	1
The City provides quality parks and trails.	95	1	3
The City provides quality Fire/Rescue services.	93	0	6
Loveland provides quality drinking water.	93	5	2
The sewer system in Loveland works reliably.	93	4	3
Residential recycling and trash services meet customer needs.	92	6	2
Loveland's neighborhoods, parks and thoroughfares are clean.	92	7	1
There are plentiful opportunities to enjoy the arts.	91	3	6
There are sufficient opportunities to gather as a community. (Festivals/Community Events)	91	5	5
Water runoff from storms is controlled and minimizes flooding.	89	7	4
The City provides quality Police services.	86	9	5
There are abundant recreational opportunities for all members of my family.	84	8	8
Street surfaces are drivable and safe.	84	13	2
I can travel by car to locations in Loveland with minimal delays.	81	18	2
The library services provided to our community are current and meet our community needs.	77	9	14
I feel well informed about City services.	77	12	11
Loveland is attracting shopping opportunities our community desires.	74	17	9
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	66	16	17
The City provides activities and services needed by senior citizens.	65	6	30
There are sufficient opportunities to participate in Loveland Government.	58	10	32
The City provides quality youth activities.	54	11	35
The City Council is approving development that enhances the quality of life in our community.	54	25	21
Loveland is attracting jobs that pay well from employers that offer benefits.	33	43	25

Quality of Life in Loveland - Annual Comparison

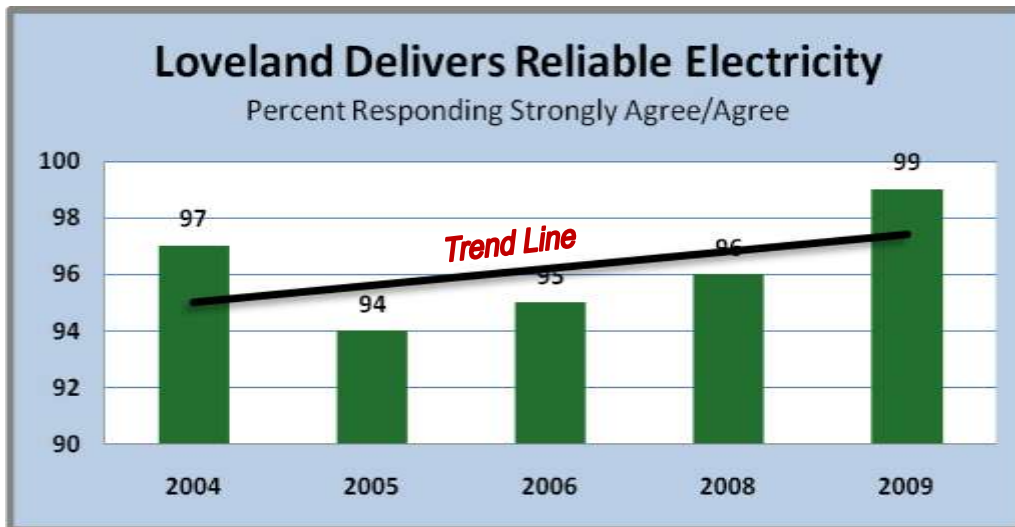
(Numbers are percents of total responses)

Annual Comparison of Statements on Loveland Community Attributes	2004 Strongly Agree/ Agree	2005 Strongly Agree/ Agree	2006 Strongly Agree/ Agree	2008 Strongly Agree/ Agree	2009 Strongly Agree/ Agree
1. Loveland delivers reliable electricity.	97	94	95	96	99
2. My family feels safe in our community.	94	91	93	95	95
3. The City provides quality parks and trails.	94	90	89	91	95
4. The City provides quality Fire/Rescue services.	90	86	87	92	93
5. Loveland provides quality drinking water.	88	90	88	89	93
6. The sewer system in Loveland works reliably.	90	89	88	90	93
7. Residential recycling and trash services meet customer needs.	85	81	89	91	92
8. Loveland's neighborhoods, parks and thoroughfares are clean.	92	89	89	89	92
9. There are plentiful opportunities to enjoy the arts.	90	88	84	91	91
10. There are sufficient opportunities to gather as a community (festivals etc.)	86	82	81	88	91
11. Water runoff from storms is controlled and minimizes flooding.	84	82	82	86	89
12. The City provides quality Police services.	83	82	83	86	86
13. There are abundant recreational opportunities for all members of my family.	86	79	77	82	84
14. Street surfaces are drivable and safe.	74	78	79	80	84
15. I can travel by car to locations in Loveland with minimal delays.	48	70	71	74	81
16. The library services provided to our community are current and meet our community needs.	74	76	75	78	77
17. I feel well informed about City services.	69	76	76	75	77
18. Loveland is attracting shopping opportunities our community desires.	65	69	75	77	74
19. Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).	76	55	60	57	66
20. The City provides activities and services needed by senior citizens.	63	62	60	71	65
21. There are sufficient opportunities to participate in Loveland Government.	61	58	57	63	58
22. The City provides quality youth activities.	54	50	53	57	54
23. The City Council is approving development that enhances the quality of life in our community.	54	46	47	56	54
24. Loveland is attracting jobs that pay well from employers that offer benefits.	35	28	29	37	33

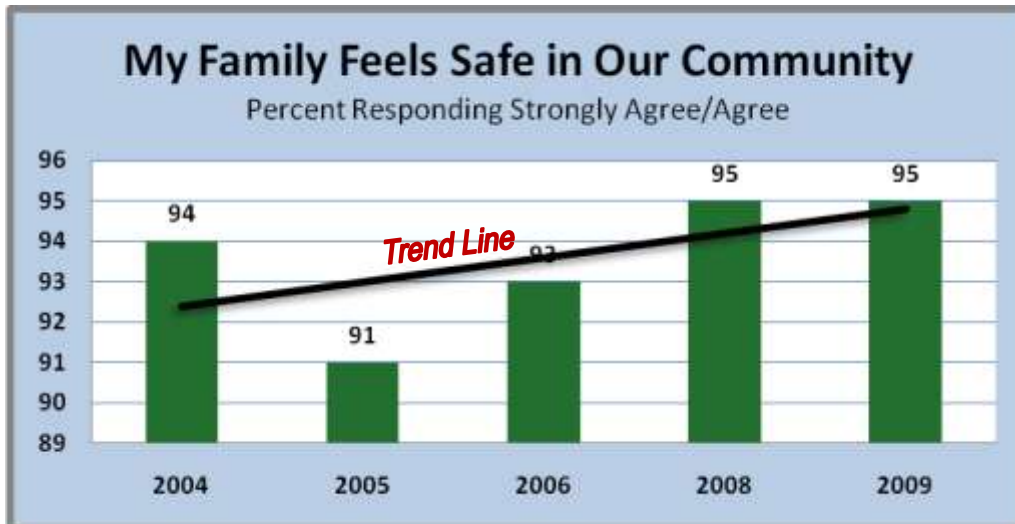
Graphical Illustration of Survey Results

Each of the 24 survey questions is represented in graph form to illustrate trends from 2004 to 2009. 2007 is not represented because that year the City conducted a more in-depth survey. The trend lines are computer-generated based on the five years of Quality of Life survey results.

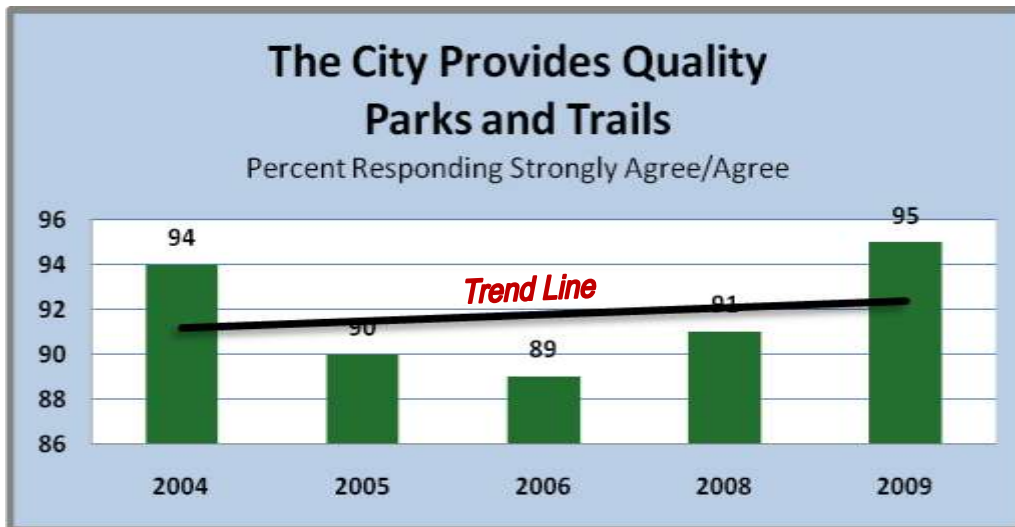
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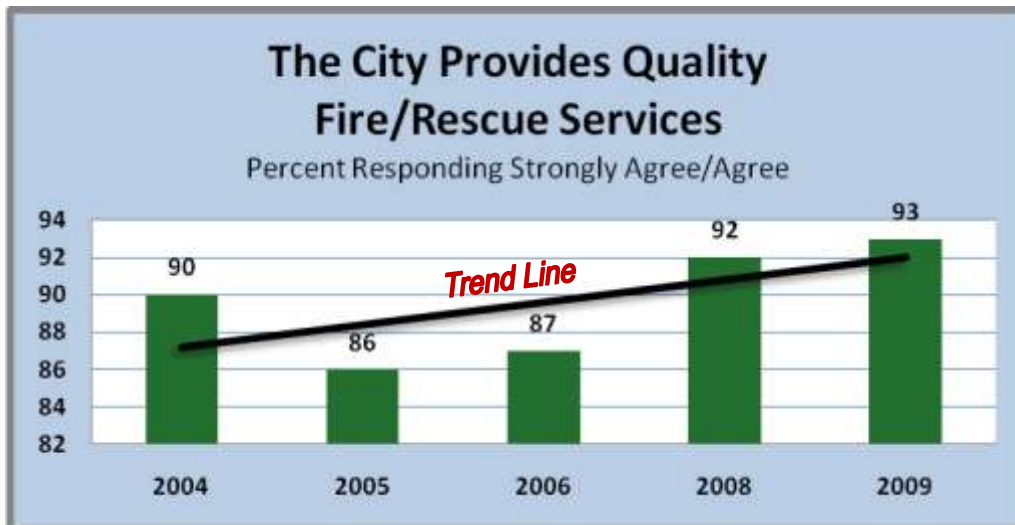
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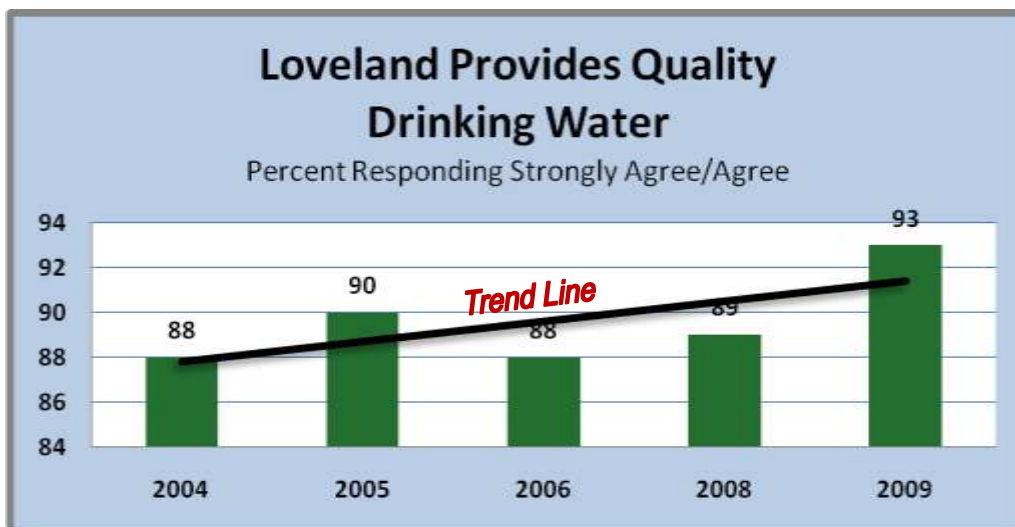
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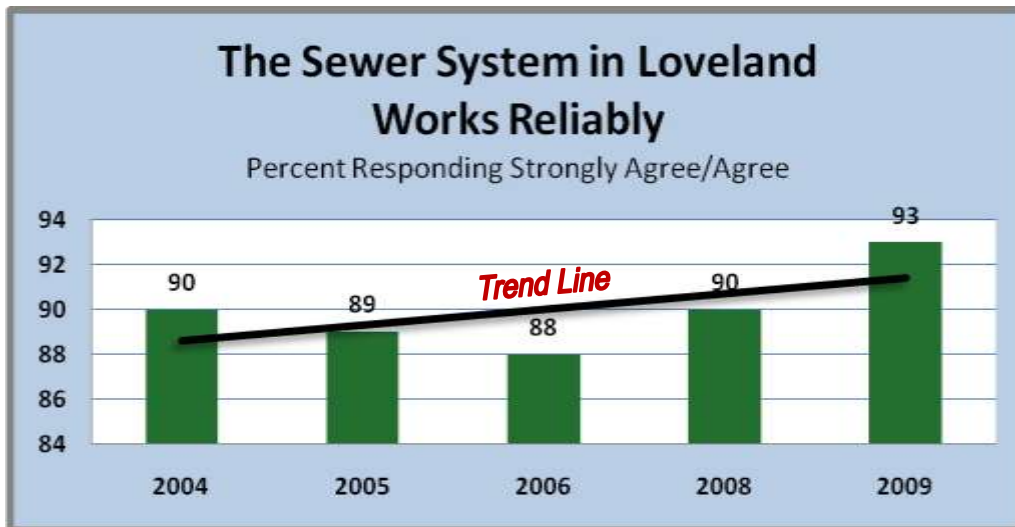
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Question 5



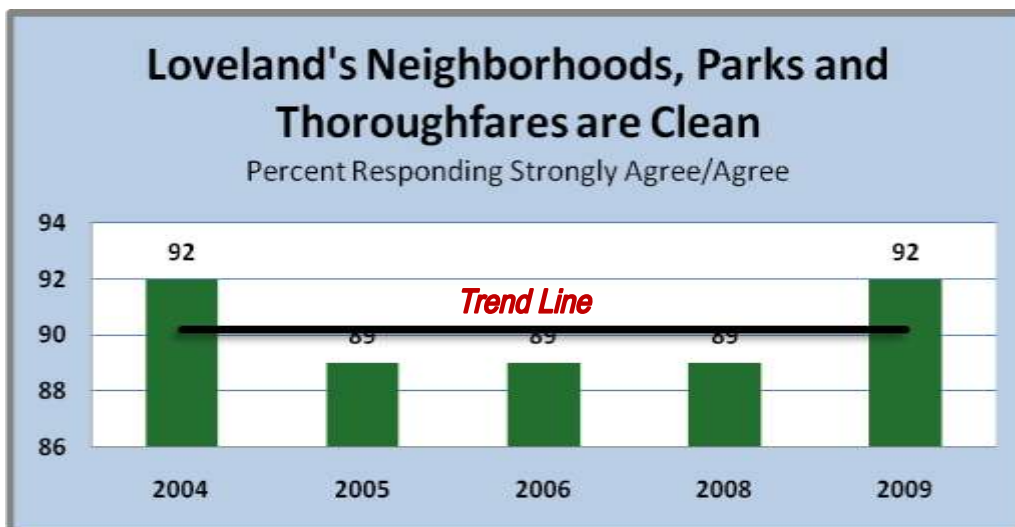
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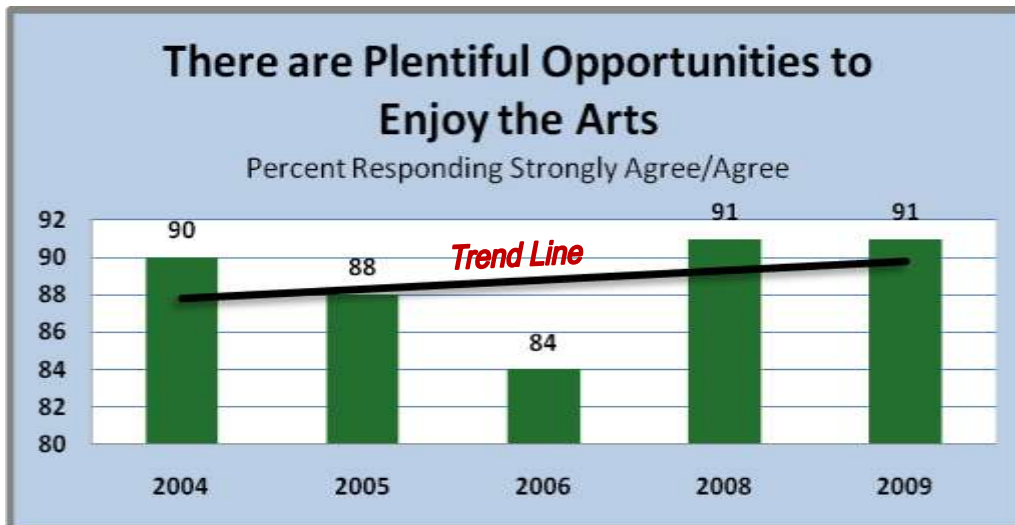
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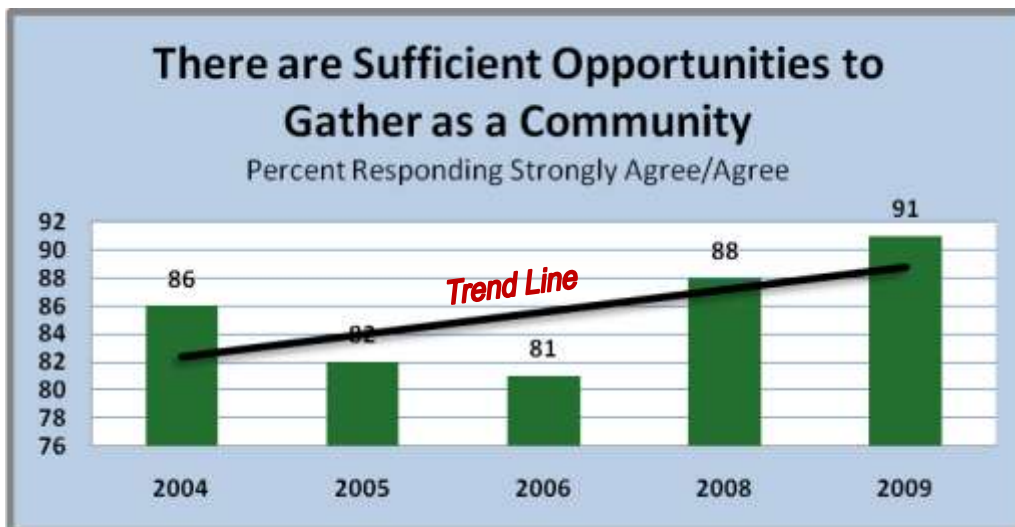
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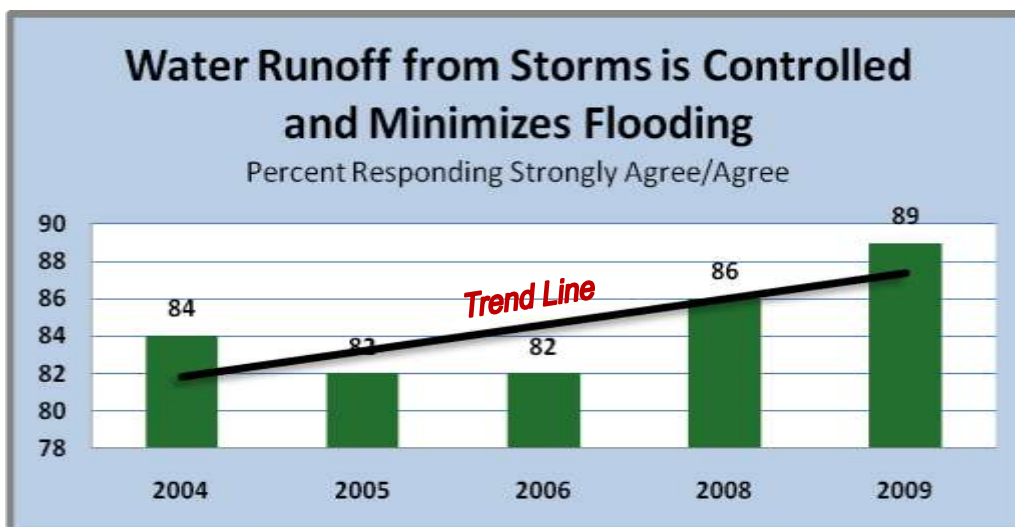
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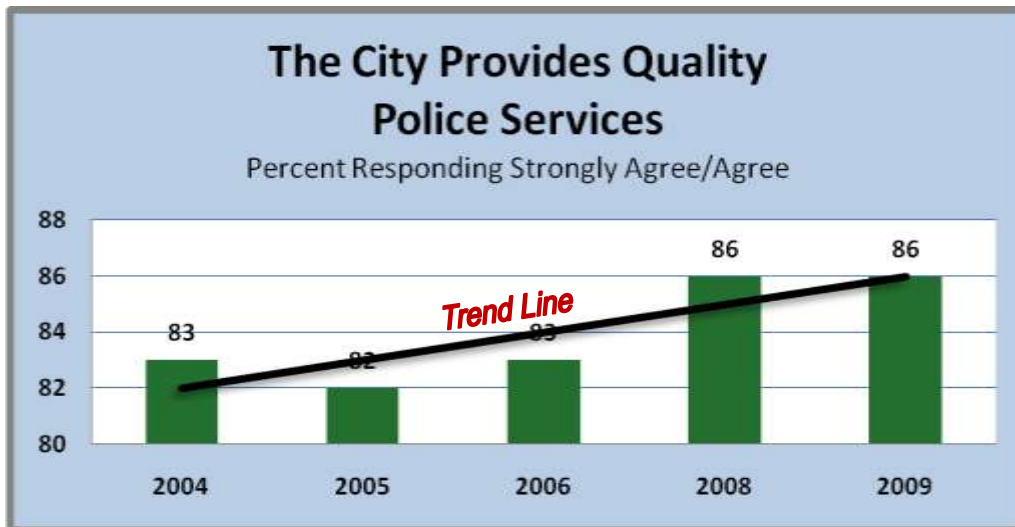
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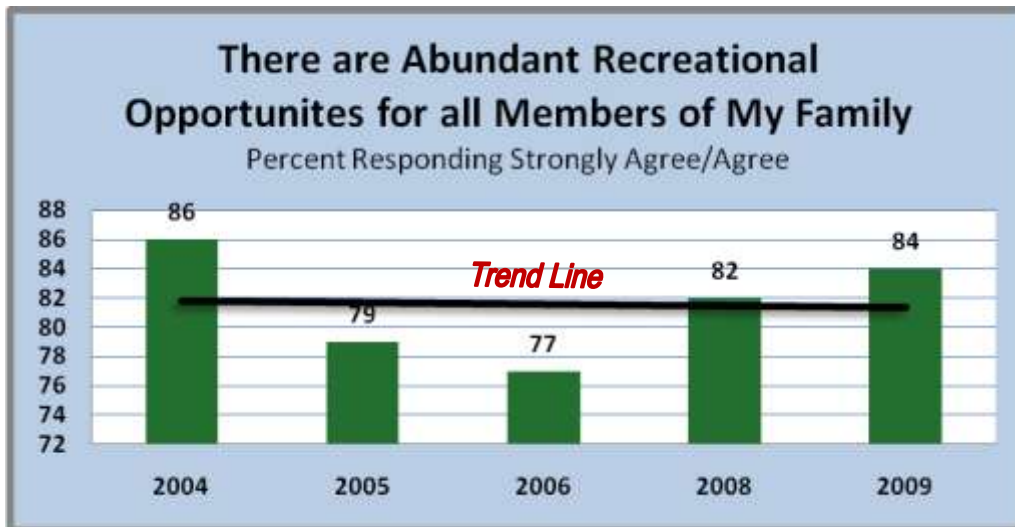
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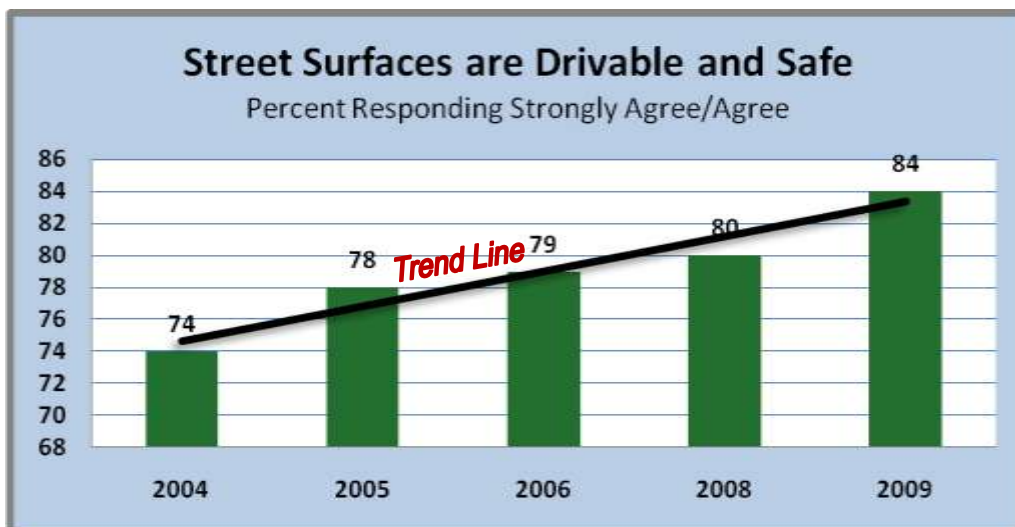
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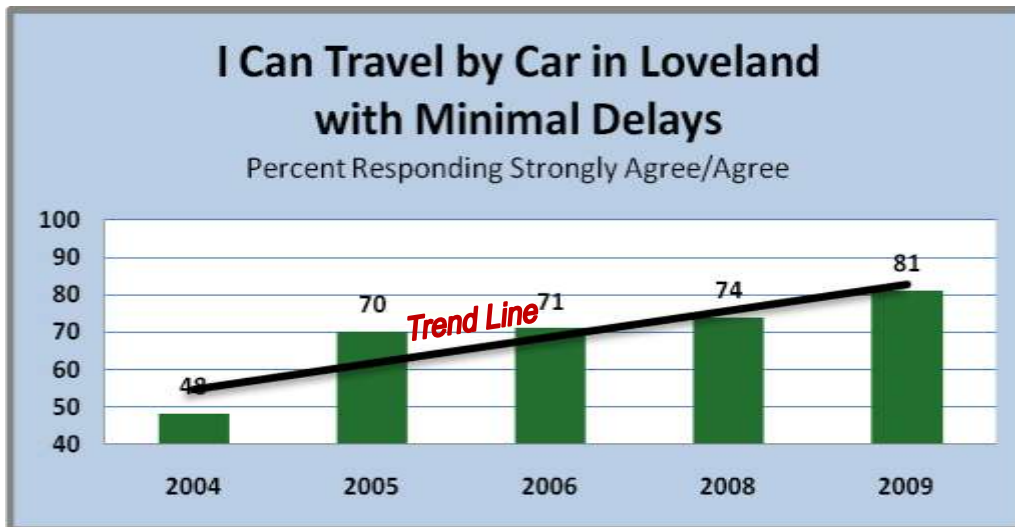
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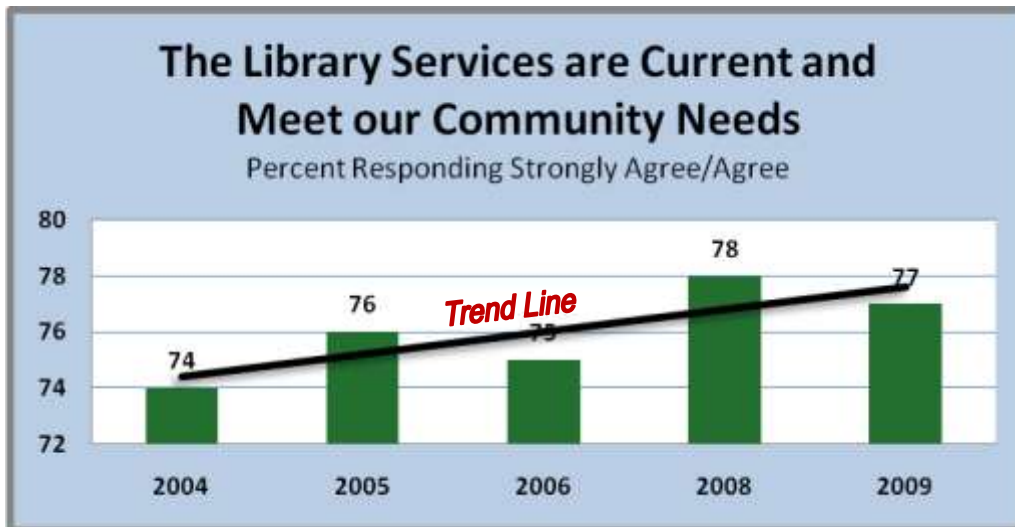
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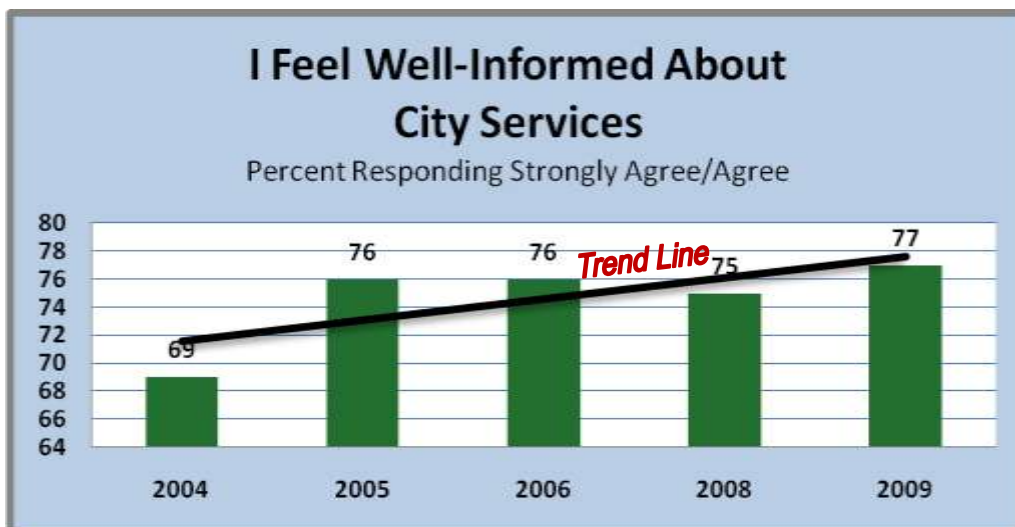
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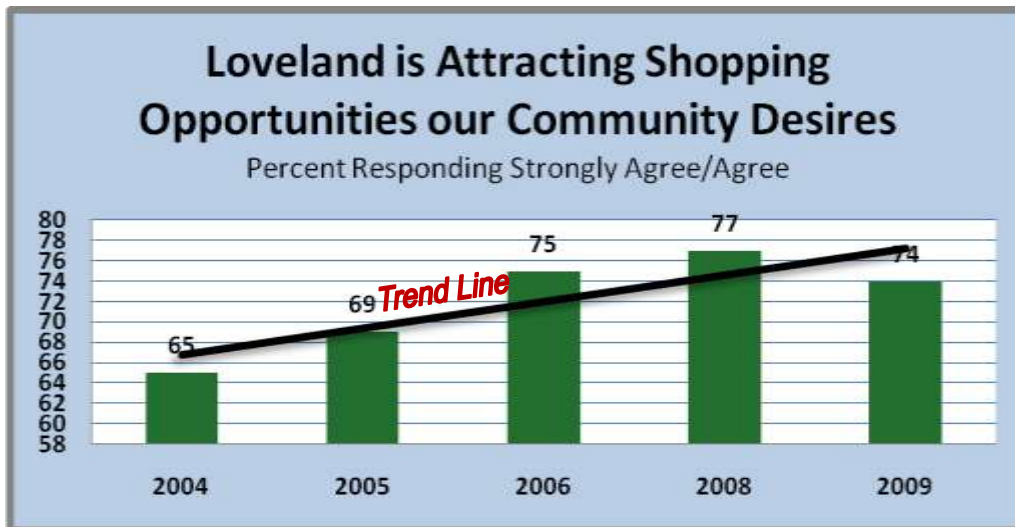
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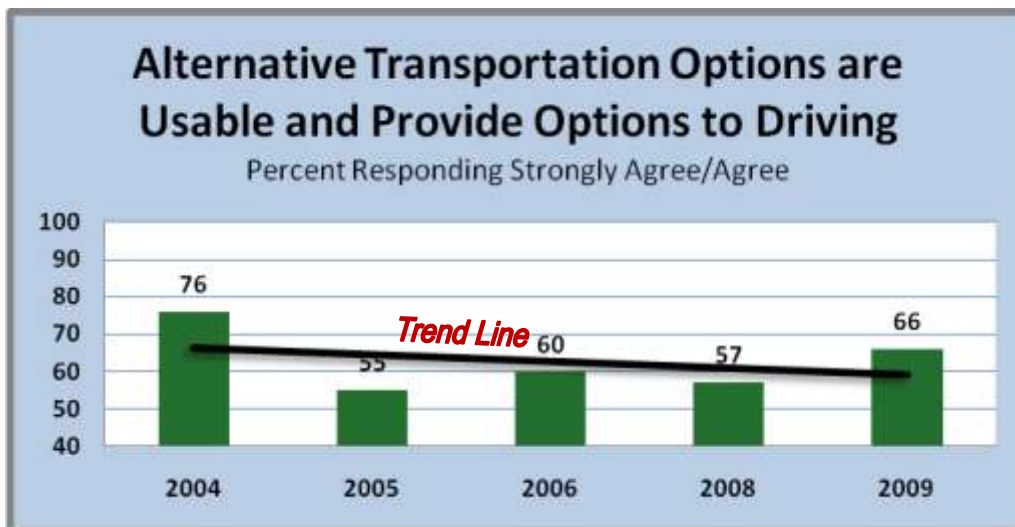
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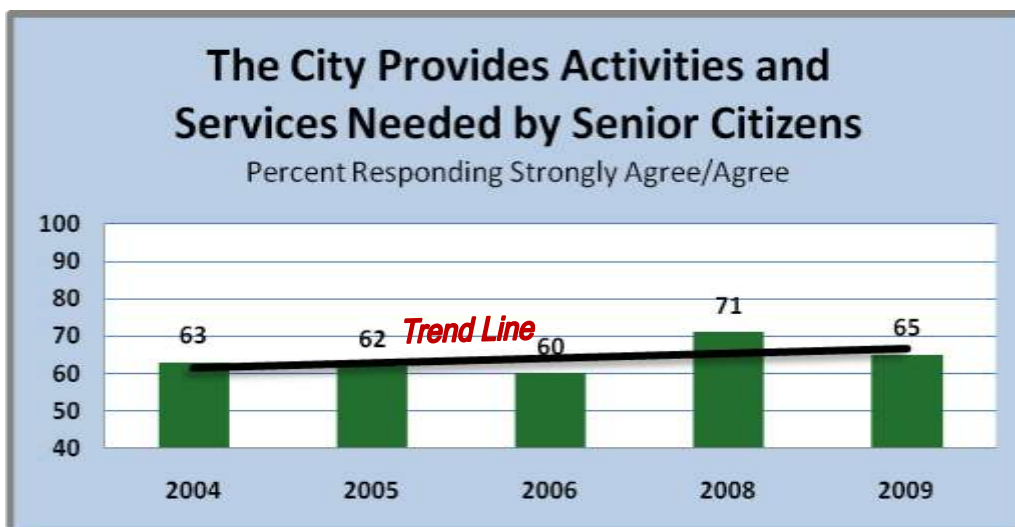
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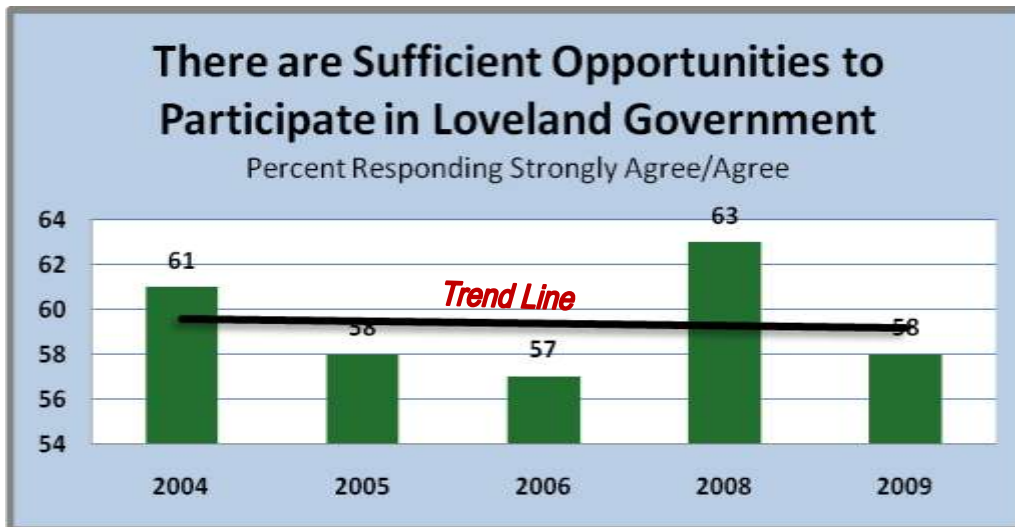
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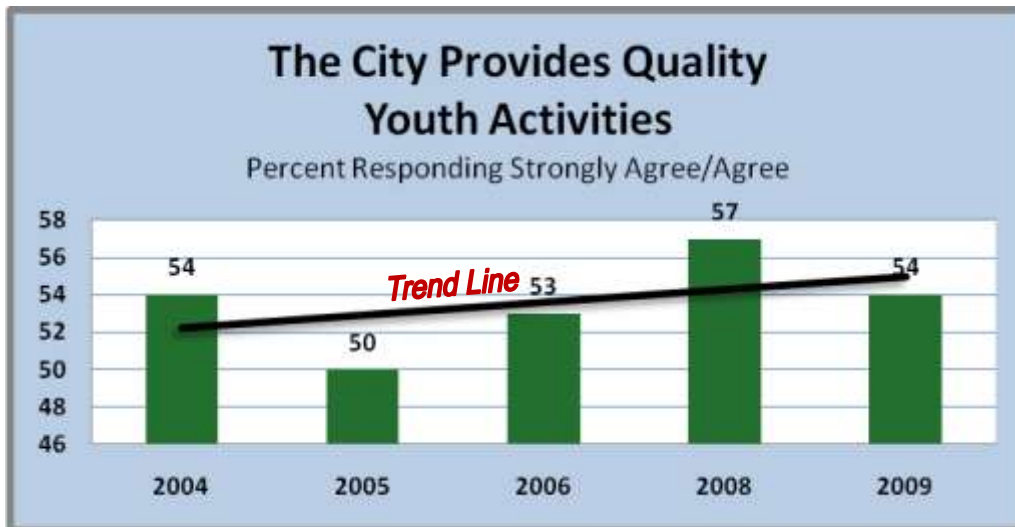
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Question 21



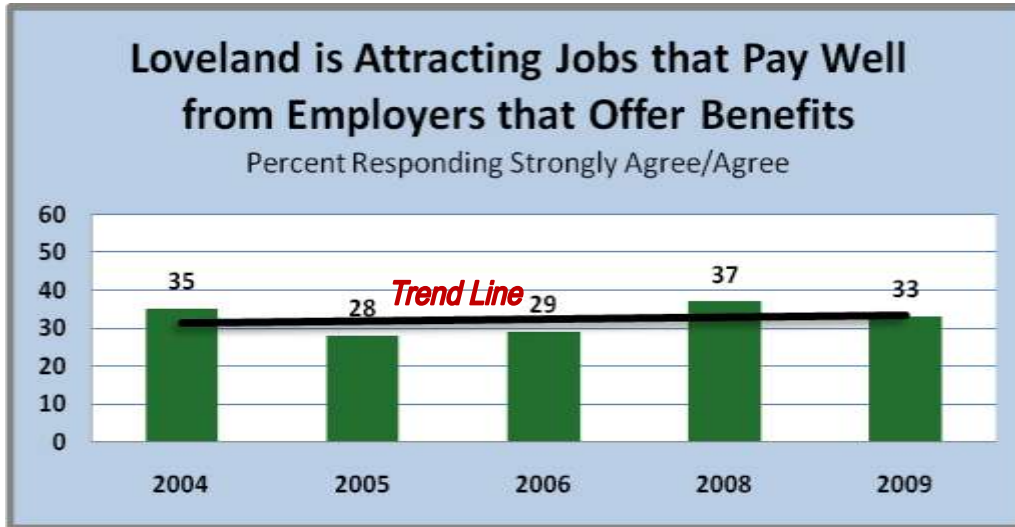
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Question 23

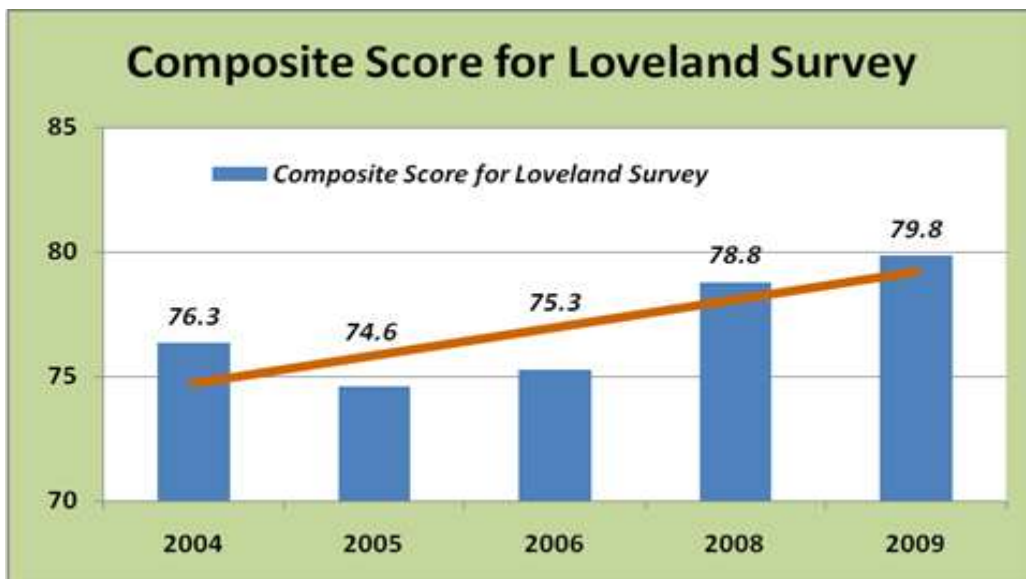


Question 24



Five-year Graphical Illustration on overall trends on Quality of Life Survey from 2004-2009

The graph below illustrates the general trend of residents' combined responses to all 24 Quality of Life Survey questions from 2004 to 2009. As noted above, 2007 is not represented because that year the City conducted a more in-depth survey. The trend lines are computer-generated based on the five years of Quality of Life Survey results.



2009 Quality of Life Survey

Appendix I: Survey Tool





Dear Loveland resident,

7/7/09

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

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

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

Return the survey in the postage-paid envelope. **Surveys must be returned by July 25, 2009.**

About you:

How long have you lived in Loveland?

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

What is your age range?

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

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

- Northwest Southwest Northeast Southeast

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

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

How often do you use the Internet?

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

On average, how often do you visit the City’s official website *www.cityofloveland.org*?

- Weekly Monthly 2-3 times per year Never

General Comments and Suggestions:

Quality of Life in Loveland

Statements of Loveland Community Attributes	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
My family feels safe in our community.					
The City provides quality Fire/Rescue services.					
The City provides quality Police services.					
Loveland's neighborhoods, parks and thoroughfares are clean.					
Residential recycling and trash services meet customer needs.					
Loveland is attracting shopping opportunities our community desires.					
Loveland is attracting jobs that pay well from employers that offer benefits.					
Loveland provides quality drinking water.					
Loveland delivers reliable electricity.					
Water runoff from storms is controlled and minimizes flooding.					
The sewer system in Loveland works reliably.					
I can travel by car to locations in Loveland with minimal delays.					
Alternative transportation options are usable and provide options to driving my car (i.e., buses, bike lanes, sidewalks).					
Street surfaces are drivable and safe.					
City provides quality parks and trails.					
There are abundant recreational opportunities for all members of my family.					
There are sufficient opportunities to gather as a community (festivals/community events).					
There are plentiful opportunities to enjoy the arts.					
The City Council is approving development that enhances the quality of life in our community.					
The library services provided to our community are current and meet our community's needs.					
The City provides quality youth activities.					
The City provides activities and services needed by senior citizens.					
There are sufficient opportunities to participate in Loveland government.					
I feel well informed about City services.					