



City of Longmont, CO

Policy Exploration Survey 2009

Report of Results

August 2009

Prepared by:



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Executive Summary

Survey Background

The Longmont Policy Exploration Survey serves as an opportunity for residents to give their opinions about important issues facing the community. This is the third policy exploration survey that has been conducted for the City of Longmont since 2005. The central topics of this report include: quality of life; local growth and development; environmental conservation; diversity and inclusiveness; a homeless shelter; general and specific communication; open space; tax and revenue; the City library; and the current economic climate.

Survey Administration

The 2009 survey randomly selected 1,000 residents in each of three Wards to receive survey mailings (3,000 total). The questionnaire was six pages in length in addition to a cover letter signed by Mayor Lange. Spanish-speaking residents were provided the opportunity to call the City to request that the survey be mailed in their language.

Of the 2,865 surveys received by households in May 2009, a total of 940 responded to the mailed questionnaire giving a response rate of 33%. The margin of error is no greater than plus or minus three percentage points around any given percent based on community-wide estimates. For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

Survey Findings

Generally, Longmont residents were happy with different aspects of quality of life in the city. Longmont as a place to live, raise children, neighborhood as a place to live and the overall quality of life in the city received high ratings, all of which were similar to the national benchmark. More respondents in 2009 than in 2008 gave “good” or “excellent” ratings to the overall quality of life in Longmont. Respondents’ favorite aspects about living in Longmont included the location, the quality of life in general, the affordable cost of living and being close to family and friends.

While one quarter of respondents felt that, financially, they were better off now than they were a year ago (a decrease from 2007), half said that they were worse off. When thinking about their financial status a year from now, most residents felt that they would about the same or better off financially.

A majority of Longmont residents reported a strong sense of community and more than half believed that the opportunities to attend cultural activities and that the openness and acceptance of the community towards people of diverse backgrounds were good or excellent (similar to other residents across the nation and in the Front Range). More respondents in 2009 than in 2008 stated the sense of community and acceptance of people of diverse backgrounds was good or better.

Awareness of and participation in a variety of programs and events was low. While most people had heard of Cinco de Mayo, Longmont Lights, Summer Concert Series and World Beat Music at Rhythm on the River, for seven out of the 11 programs and events listed on the survey, 40% or more of respondents had not heard of them. The highest rates of participation were in the Longmont Lights, Rhythm on the River and the Summer Concert Series (between 30% and 40%). Fewer than 20% of respondents participated in the other eight programs or events.

A majority of survey participants felt it was “very important” or “essential” for the City to implement most of the opportunities or strategies related to the sense of community and diversity in Longmont. Fewer residents believed it was important to provide opportunities for cultural celebrations, exchanges and understanding.

Residents voiced support for the City building a homeless shelter in Longmont, with about three-quarters “somewhat” or “strongly” supporting this idea.

City Council communication was thought of as about the same over the past 12 month period. Equal proportions of respondents felt communication from Council changed for the worse or for the better and about one-third did not feel they could answer the question. Most residents were aware of Town Meetings and Coffee with Council, however, only a small percentage reported using them in the last 12 months. Only a quarter of residents noted that they would be likely to participate in Comprehensive Plan or budget prioritization meetings and few reported that they would be “very likely” to participate in those meetings.

Several questions on the survey asked respondents their opinions about growth and development in Longmont. Survey respondents expressed strong support for Downtown revitalization efforts. Nearly all supported more entertainment, arts and cultural opportunities Downtown. A pedestrian plaza or gathering place Downtown also was of interest to survey respondents. A slightly smaller amount of support was shown for each of the four types of housing suggestions for Downtown Longmont; the most support was seen for housing for people 55 years and older and for apartments or lofts above retail stores.

Residents did not believe that the City Council should give preference to local businesses for goods or services if it meant the City had to spend more money to make those purchases; a majority of residents felt the City should take the lowest bid. One-quarter supported the City paying up to 5% more for local purchases and one in five would support the City paying up to 10% more.

When asked what types of businesses they would patronize in Longmont, if available, a large number of respondents wanted to see entertainment opportunities, warehouse stores and discount clothing stores. A smaller proportion was interested in high end clothing stores and a Community Food Co-op. On a related note, more residents in Longmont than those across the U.S. and in the Front Range rated the speed of jobs and retail growth in Longmont as too slow over the last two years.

The highest percentage of respondents supported extending the dedicated street sales tax for another five years (up from 2006 ratings). A majority also supported extending the tax for another 10 years, which was higher than ratings given in 2006. Support for alternative revenue sources for parks maintenance was split, with the strongest support (57% support) for making service and maintenance cuts but offsetting some cuts by adding a parks maintenance fee of up to \$1 per month to the utility bill. When asked how the City should spend its open space budget, more residents were in favor of using the funds to improve and maintain existing land (39%) than purchasing additional land (21%); one-third had no preference because they believed both options were important.

Overall, half or more respondents said they were likely to participate in 12 of the 20 conservation programs, with the largest proportions likely to take part in the CFL lightbulb discount program, clothes washer rebate program, holiday LED light incentive program, Renewable Energy Program

and dishwasher replacement program. About 4 in 10 or more residents had not heard of each of the 20 programs; the most not having heard of the commercial retro-commissioning pilot program and the Neighborhood Efficiency Sweep program. Residents reported that the best way to communicate with them about these types of programs was via the City Line monthly newsletter.

A small percentage of residents showed support for the different library options. Although less than half supported each of the two options, slightly more were in support of the City creating a library district that would establish a tax to provide library services than those supporting shifting resources from a single library building to other locations if it meant that the central library would have to reduce hours to staff another facility. Full services at a smaller scale and technology services were the types of options survey respondents wanted to see at a future library branch.

Survey Background

Survey Purpose

The Longmont Policy Exploration Survey serves as an opportunity for residents to give their opinions about important issues facing the community. Longmont staff and elected officials have authorized a citizen survey annually since 1996. In 2005, City leaders decided that on alternate years a tracking survey on service and community quality would be conducted (the citizen survey that has been conducted since 1996), followed by a survey like this one that explores community perspectives on policy options and seeks to explain some of the findings from the citizen survey. This is the third policy exploration survey that has been conducted for the City of Longmont. The central topics of this report include: quality of life; local growth and development; environmental conservation; diversity and inclusiveness; a homeless shelter; general and specific communication; open space; tax and revenue; the City library; and the current economic climate.

Survey Methods

The 2009 survey randomly selected 1,000 residents in each of three Wards to receive survey mailings (3,000 total surveys). The questionnaire was six pages in length in addition to a cover letter signed by Mayor Lange.

Of the 2,865 surveys received by eligible households in May 2009, a total of 940 responded to the mailed questionnaire giving a response rate of 33%.

Survey results were weighted so that the respondent gender, age, ethnicity, race and educational attainment were represented in the proportions reflective of the entire city.

Understanding the Results

Precision of Estimates

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 this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (940). For comparisons among subgroups (i.e., Ward, demographic characteristics), the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

“Don’t Know” Responses and Rounding

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix II: Complete Set of Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report 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 were 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 rounding percentages to the nearest whole number.

Comparing Survey Results

Because this survey includes questions that have been asked in prior survey years (including citizen survey questions), the 2009 results for select questions are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are greater than five percentage points.

Selected survey results were compared by Council Ward (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*) and by certain demographic characteristics of survey respondents (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*).

Comparison of Longmont to the Benchmarking Database

National and Front Range benchmark comparisons have been included in the report when available. The list of jurisdictions to which Longmont was compared nationally and in the Front Range can be found in *Appendix VII: Jurisdictions Included In Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Longmont survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range. Where comparisons are available, Longmont results are noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmarks. This evaluation of “above,” “below” or “similar” comes from a statistical comparison of Longmont’s rating to the benchmark.

Community Life

The Longmont 2009 Policy Exploration Survey contained a set of questions related to quality of community life as a way to assess the current sentiment of residents during the survey period. Survey respondents were asked to rate the city as a place to live, raise children, work, retire and shop. Residents also were asked to rate their overall quality of life in the city.

Quality of Life

In general, quality of life ratings were positive, with six of the seven aspects receiving “good” or “excellent” ratings from a majority of residents. Longmont as a place to live and the overall quality of life in Longmont were rated as good or excellent by about four in five respondents. When asked to rate their neighborhood as a place to live and Longmont as a place to raise children, about three-quarters of respondents gave good or excellent ratings. About three in five respondents felt that Longmont was a good or excellent place to retire and just over half (54%) said Longmont was a good or excellent place to work. Longmont as a place to shop was considered good or better by just over a third of respondents.

Longmont’s quality of life ratings were similar to ratings given by respondents in other jurisdictions across the nation and similar to or below ratings given in jurisdictions along the Colorado Front Range (see Table 1). Comparisons were not available for “Longmont as a place to shop.”

When compared over time, quality of life ratings generally were similar to ratings given in prior survey years (citizen surveys and policy exploration surveys). The rating for Longmont as a place to retire continues to rise over time. The overall quality of life rating was higher than in 2008, but similar to results given for this item in prior years. This was the first year that residents rated Longmont as a place to work and as a place to shop.

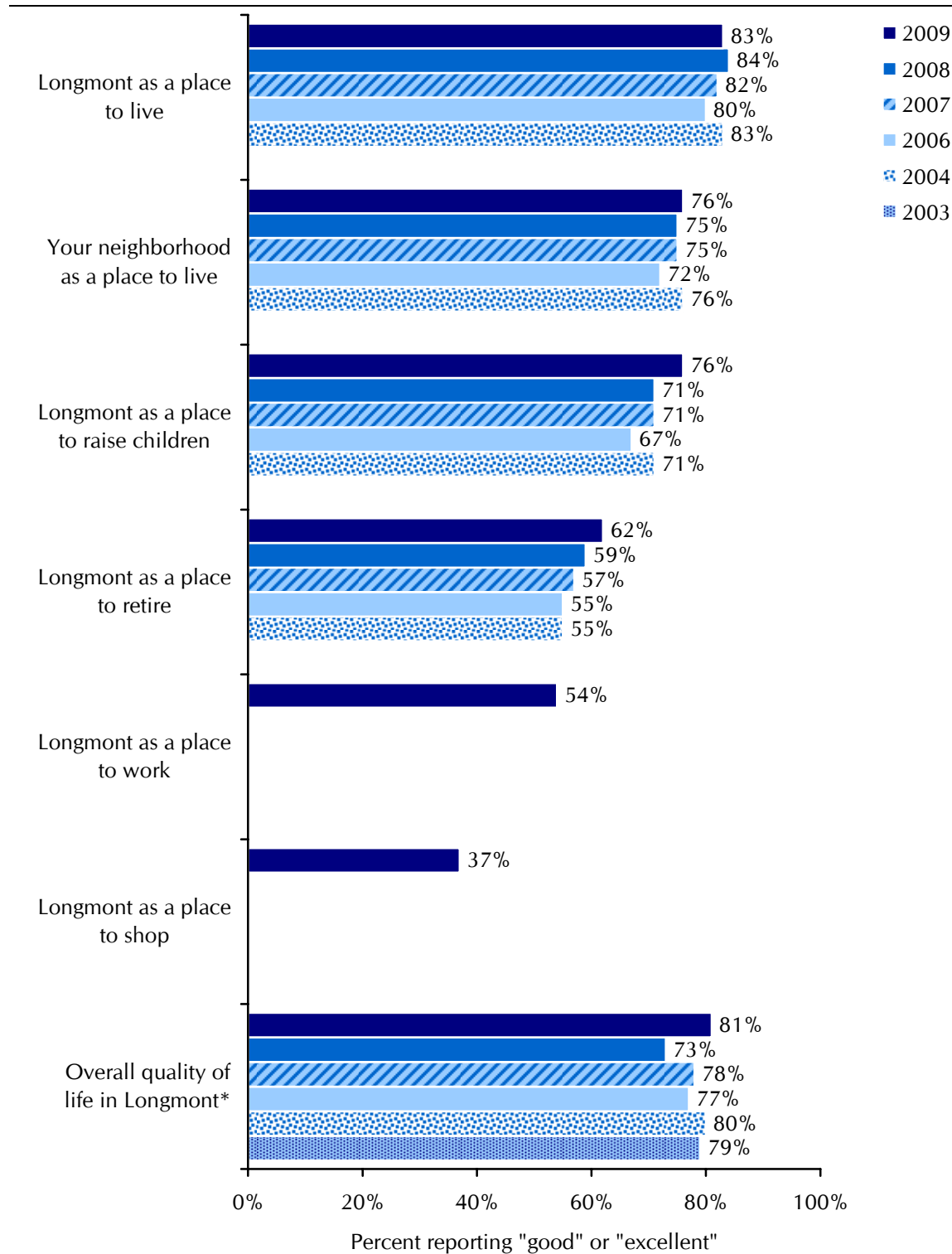
Ward Two residents generally gave more positive ratings than residents living in Wards One and Three (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*).

Homeowners typically gave higher quality of life ratings than renters. Lower income residents generally gave less favorable ratings than residents reporting higher annual incomes, except when asked to rate Longmont as a place to shop. Aside from ratings for Longmont as a place to shop, younger respondents gave higher quality of life ratings than older respondents. Residents who were Hispanic and/or a race other than White typically gave lower quality of life ratings. (See *Appendix V: Responses to Selected Survey Questions by Respondent Characteristics*.)

Table 1: Quality of Life Ratings

Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Total	National benchmark	Front Range benchmark
How would you rate Longmont as a place to live?	29%	54%	15%	2%	100%	Similar	Below
How would you rate your neighborhood as a place to live?	32%	44%	21%	3%	100%	Similar	Similar
How would you rate Longmont as a place to raise children?	22%	54%	20%	4%	100%	Similar	Below
How would you rate Longmont as a place to retire?	19%	43%	28%	9%	100%	Similar	Similar
How would you rate Longmont as a place to work?	11%	43%	32%	14%	100%	Similar	Below
How would you rate Longmont as a place to shop?	7%	30%	36%	27%	100%	NA	NA
How would you rate your overall quality of life in Longmont?	21%	59%	18%	2%	100%	Similar	Below

Figure 1: Quality of Life Ratings Compared Over Time



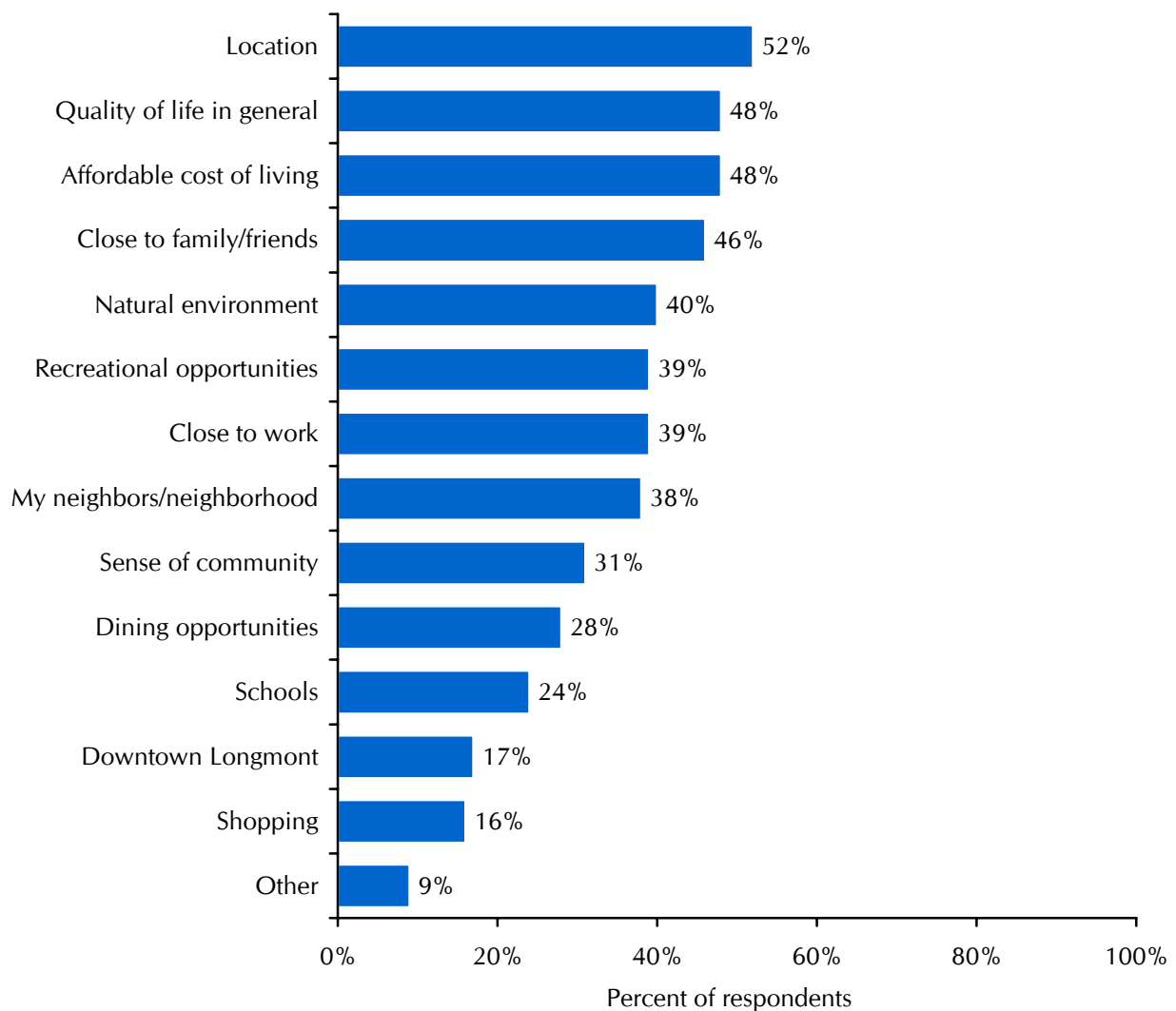
*Indicates ratings were statistically significantly different between 2009 and 2008.

Note: This was the first time ratings were given for "Longmont as a place to work" and "Longmont as a place to shop." "Overall quality of life in Longmont" was the only item asked in 2003.

Favorite Aspects of Living in Longmont

Longmont residents responding to the survey were asked to indicate their favorite aspects about living in the city. Location, the quality of life in general, the affordable cost of living and being close to family and friends topped the list with about half of respondents selecting each aspect. About two in five respondents chose Longmont’s natural environment, the recreational opportunities in Longmont, being close to work and their neighbors or their neighborhood as favorite aspects about living in the city. Longmont’s sense of community and the local dining opportunities were viewed as favorites by 3 in 10 respondents and schools were a top choice by a quarter of residents taking the survey. Downtown Longmont and Longmont shopping were the least favorite aspects on the list, selected by fewer than 20% of respondents. Nine percent of residents wrote in other responses, which can be found verbatim in *Appendix III: Verbatim Responses to Open-ended Survey Questions*.

Figure 2: Favorite Aspects about Living in Longmont



Percents may total more than 100% as respondents were allowed to select more than one response.

Economic Climate

Another question gauged the overall outlook of Longmont residents by inquiring about the status of their current and future financial situation. Half of respondents said their household’s financial situation was worse than a year ago, while 38% thought it would be better in a year from now. Note that about one in five respondents chose the “don’t know” option when asked to project their future status. A complete set of responses can be found in *Appendix II: Complete Set of Responses to Survey Questions*.

As shown in Figure 4 below, fewer 2009 respondents than 2007 respondents reported that they were better off now than a year ago. However, a similar proportion of respondents in 2009 and 2007 felt that they would be better off in a year from now.

Figure 3: Financial Status

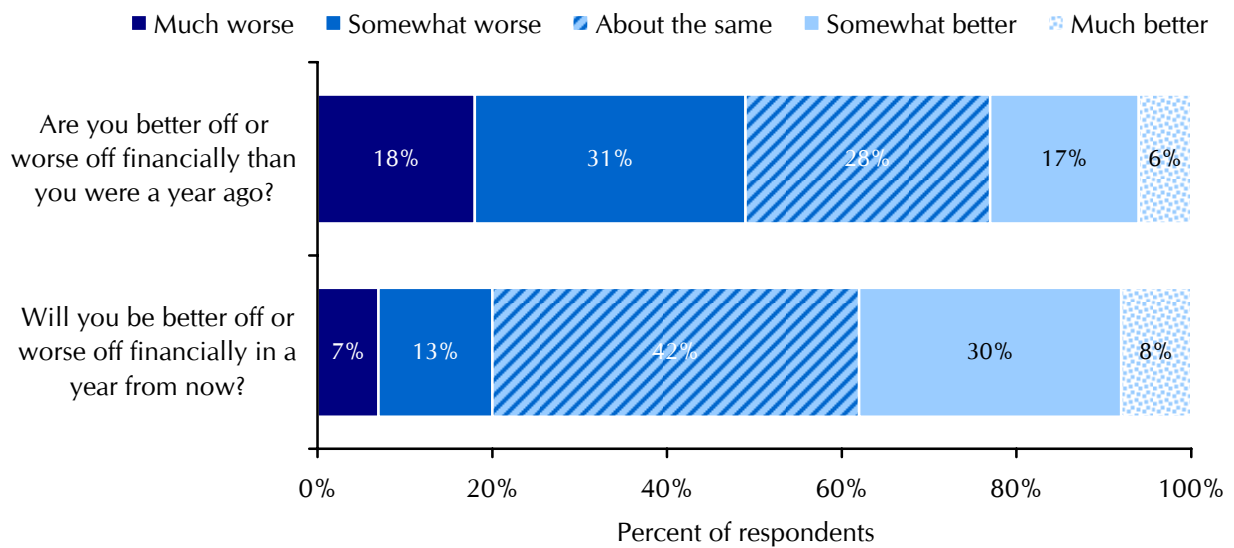
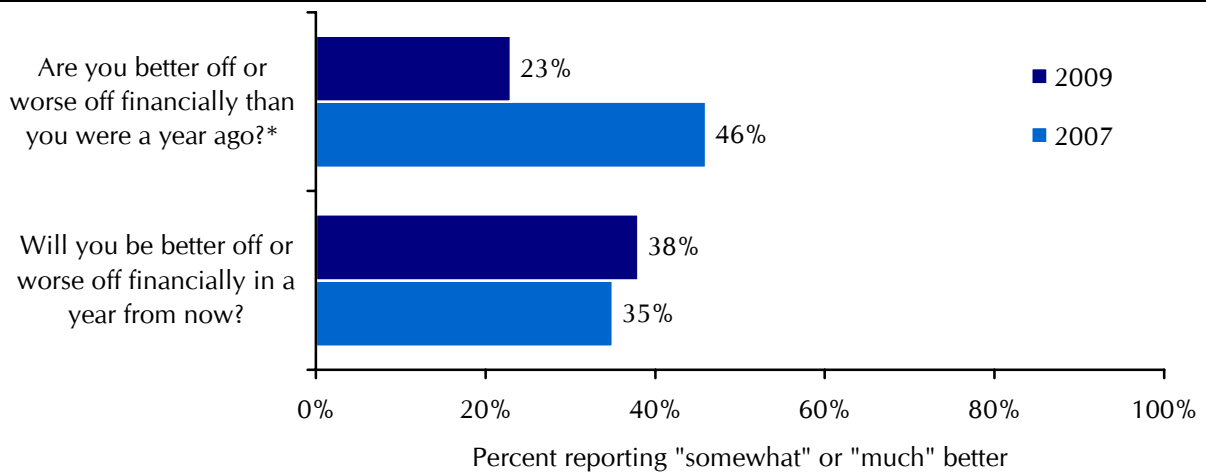


Figure 4: Financial Status Compared Over Time



*Indicates ratings were statistically significantly different between 2009 and 2007.

Diversity and Inclusiveness

One section of the 2009 survey included questions that asked residents their opinions about the diversity and inclusiveness of the community. Residents were asked about their awareness of and participation in specific community events or activities, and the importance of such activities in Longmont. The survey also included a question about building a homeless shelter in Longmont.

Sense of Community and Diversity

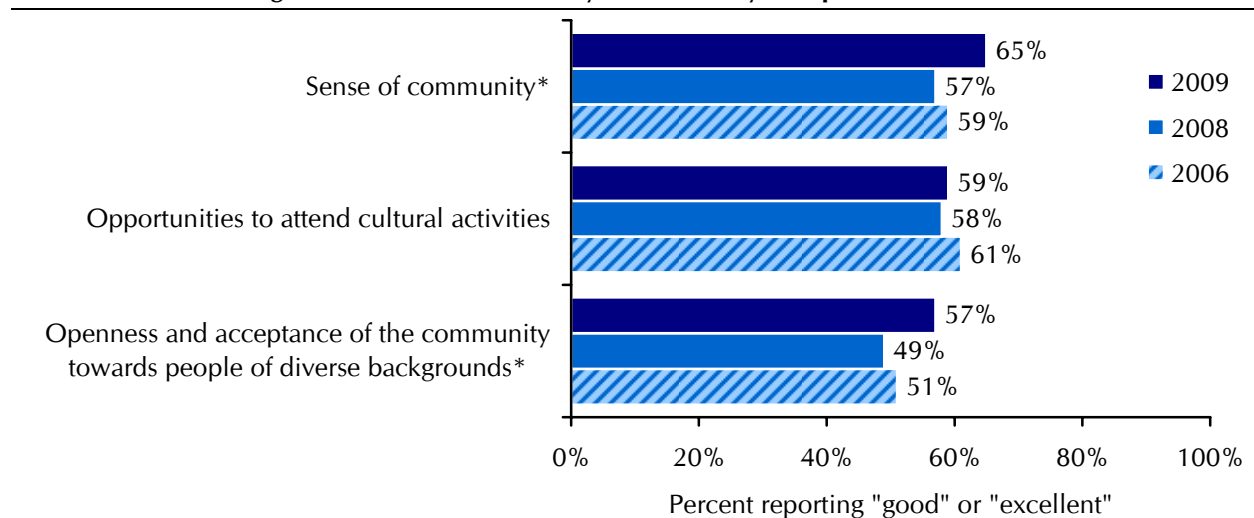
About three in five respondents gave a good or excellent rating to Longmont’s sense of community, opportunities to attend cultural activities and the openness and acceptance towards people of diverse backgrounds. Results were similar to the national and Front Range benchmarks for each (see Table 2). The proportion of respondents giving excellent or good ratings to Longmont’s sense of community and the openness and acceptance of the community towards people of diverse backgrounds increased from 2008 (see Figure 5).

Those living in Ward One were less likely to give positive ratings than those respondents living in Wards Two and Three (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*).

Table 2: Sense of Community and Diversity

Please rate each of the following as they relate to the City of Longmont as a whole.	Excellent	Good	Fair	Poor	Total	National benchmark	Front Range benchmark
Sense of community	13%	51%	27%	9%	100%	Similar	Similar
Opportunities to attend cultural activities	12%	47%	30%	11%	100%	Similar	Similar
Openness and acceptance of the community towards people of diverse backgrounds	11%	46%	32%	11%	100%	Similar	Similar

Figure 5: Sense of Community and Diversity Compared Over Time



*Indicates ratings were statistically significantly different between 2009 and 2008.

When asked if they had heard of various programs or events offered by the City that are designed to promote sense of community, cultural diversity and openness to people of diverse backgrounds and indicate whether or not they had participated in any of them in the past 12 months, at least four in five respondents had heard something about Cinco de Mayo, Longmont Lights (during the holiday season), Summer Concert Series and World Beat Music at Rhythm on the River. About three in five had heard at least a little about cultural education events at the Library, Museum or Senior Center and half had heard at least something about Longmont Sister Cities events. Fewer than half had heard of the Martin Luther King Celebration, Dia de los Muertos (Day of the Dead), Diez y seis de Septiembre (September 16 – Mexican Independence Day), Inclusive Communities Celebration and the Peruvian Festival.

A small proportion of respondents reported participating in each of the listed activities or events. Longmont Lights, Rhythm on the River and Summer Concert Series were most commonly attended by respondents, with 30-40% reporting participation in these events in the past year. (See Table 3 below and Figure 4.)

When asked to give reasons why they did not attend the programs or events, having no interest (45%), other obligations (39%) and no time (29%) were the most common responses to this question (see Figure 7). About 21% gave “other” responses which can be found verbatim in *Appendix III: Verbatim Responses to Open-ended Survey Questions*.

Table 3: Awareness of and Participation in Programs or Events

Please indicate if you have heard of each of the following programs or events and if you or any family members have participated in any of them in the past 12 months.	Heard a lot	Heard a little	Not heard of it	Total	Participated in the past 12 months	
					Yes	No
Cinco de Mayo	44%	45%	11%	100%	12%	88%
Longmont Lights (during the holiday season)	45%	41%	14%	100%	39%	61%
Summer Concert Series	40%	43%	16%	100%	29%	71%
World Beat Music at Rhythm on the River	44%	37%	19%	100%	30%	70%
Cultural education events at the Library, Museum or Senior Center	14%	47%	39%	100%	19%	81%
Longmont Sister Cities events	12%	40%	48%	100%	3%	97%
Martin Luther King Celebration	11%	34%	55%	100%	2%	98%
Dia de los Muertos (Day of the Dead)	12%	29%	59%	100%	7%	93%
Diez y seis de Septiembre (September 16 – Mexican Independence Day)	5%	19%	76%	100%	3%	97%
Inclusive Communities Celebration	5%	17%	78%	100%	5%	95%
Peruvian Festival	5%	15%	80%	100%	4%	96%

Figure 6: Awareness Of and Participation in Programs or Events

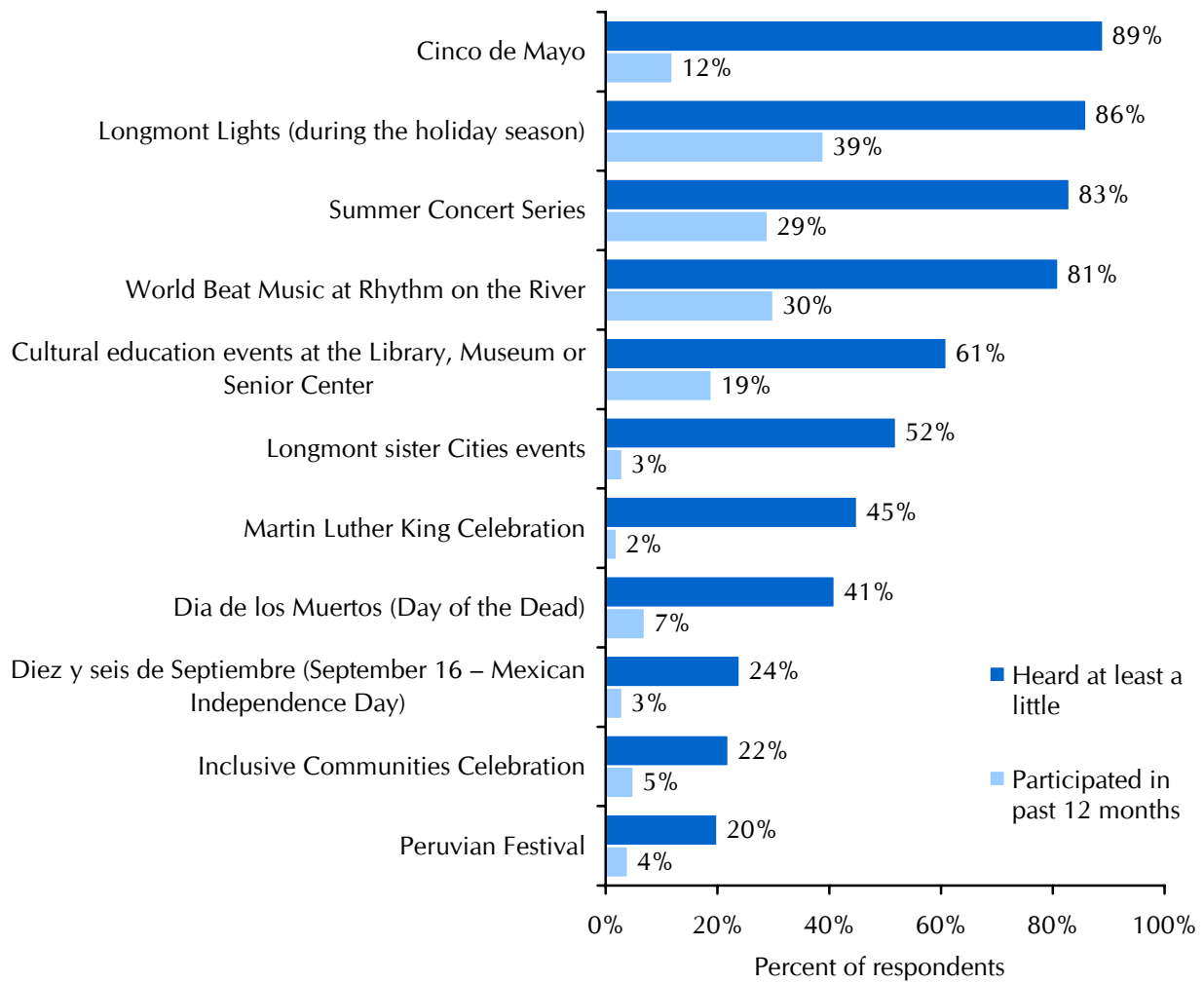
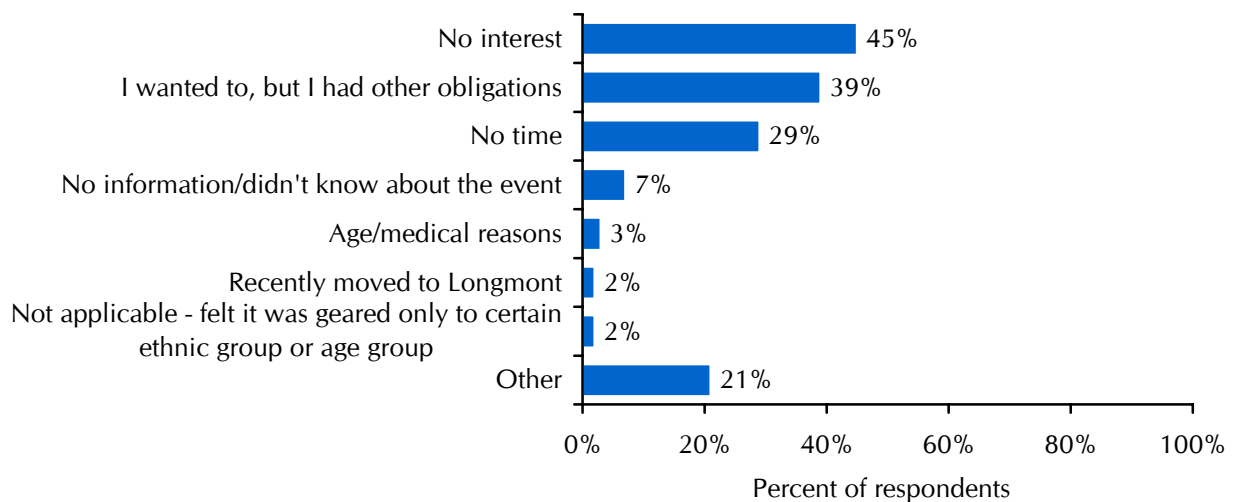


Figure 7: Reasons for Not Attending Programs or Events



Percents may total more than 100% as respondents were allowed to select more than one response.

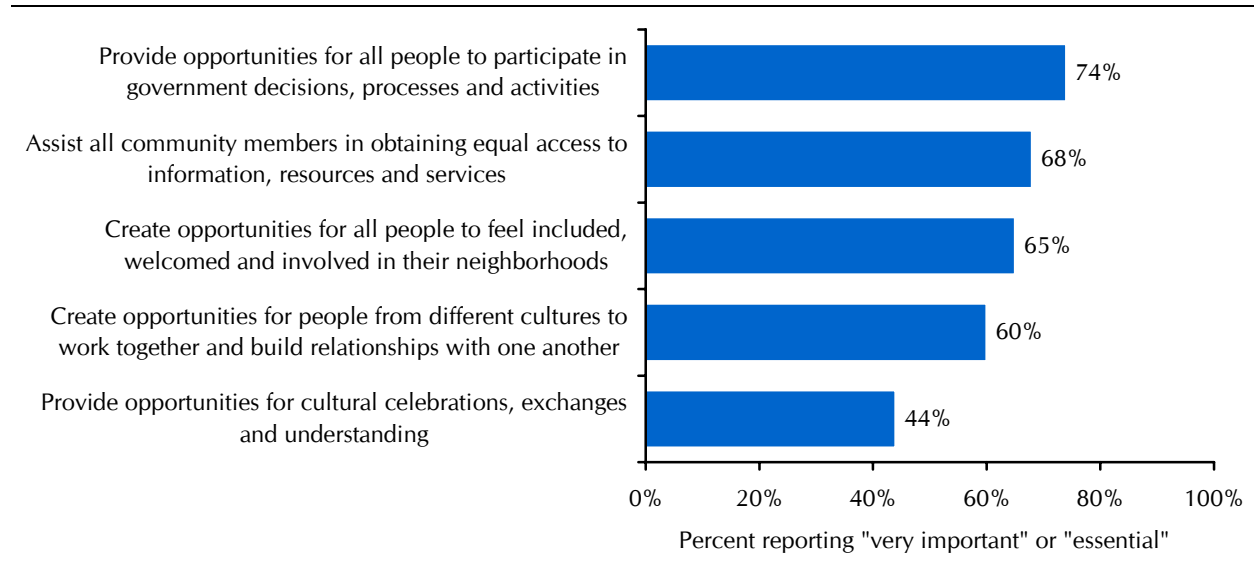
Importance of Opportunities

Residents responding to the 2009 survey were asked to indicate how important, if at all, it was for the City to implement various strategies to promote sense of community and acceptance of diversity. For the most part, a majority of response rated each strategy as “very important” or “essential” and few rated each as “not at all important.” Providing opportunities for all people to participate in government decisions, processes and activities was viewed as most important by respondents, with about three-quarters reporting it was “very important” or “essential” and only three percent rating it as “not at all important.” Providing opportunities for cultural celebrations, exchanges and understanding was least important, relatively speaking, with approximately two in five (44%) rating it as at least “very important” and 13% reporting it as “not at all important.”

Table 4: Importance of Opportunities

How important, if at all, do you think it is for the City to implement each of the following strategies?	Essential	Very important	Somewhat important	Not at all important	Total
Provide opportunities for all people to participate in government decisions, processes and activities	36%	38%	22%	3%	100%
Assist all community members in obtaining equal access to information, resources and services	25%	43%	25%	7%	100%
Create opportunities for all people to feel included, welcomed and involved in their neighborhoods	26%	39%	27%	8%	100%
Create opportunities for people from different cultures to work together and build relationships with one another	22%	38%	29%	11%	100%
Provide opportunities for cultural celebrations, exchanges and understanding	14%	30%	42%	13%	100%

Figure 8: Summary of Importance of Opportunities

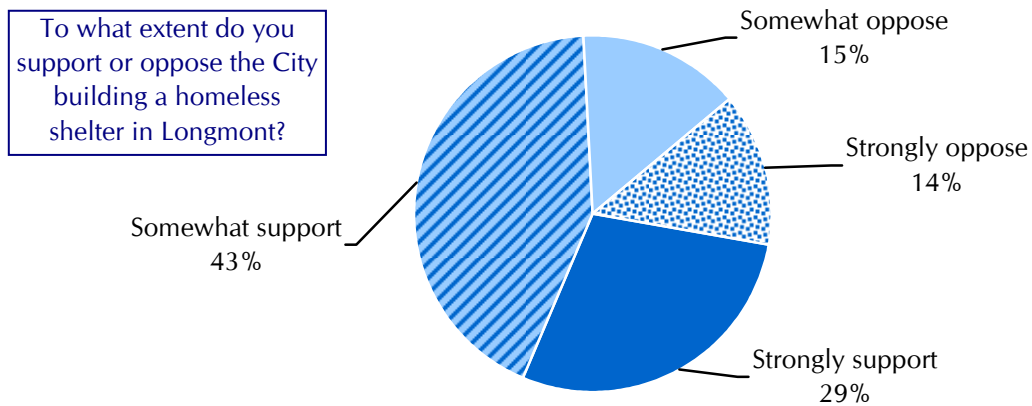


Homeless Shelter

When asked the extent to which they supported or opposed the City building a homeless shelter in Longmont, a majority of respondents (72%) “somewhat” or “strongly” supported this idea, with about 3 in 10 in strong support.

Renters, lower income respondents and female respondents were more likely to support the City building a homeless shelter in Longmont than male, higher income respondents and those who owned their homes (see *Appendix V: Responses to Selected Survey Questions by Respondent Characteristics*).

Figure 9: Support for or Opposition to Homeless Shelter



Communication

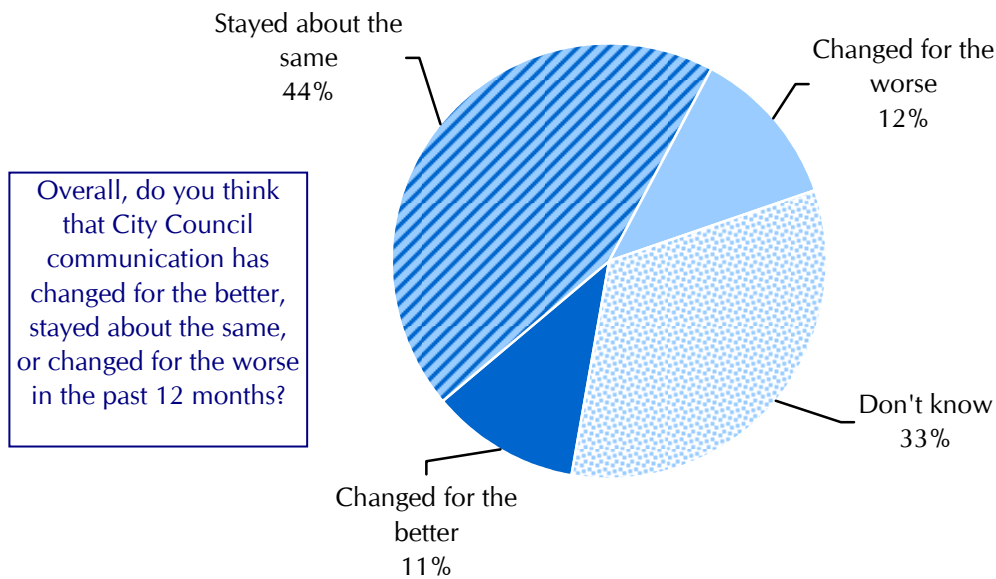
The 2009 Policy Exploration Survey asked Longmont residents a series of questions related to communication with City Council and staff.

City Council Communication

About two in five respondents felt that City Council communication was about the same as it was a year ago. Similar proportions of respondents said that Council communication had improved as did those who reported it had worsened in the last 12 months (11% and 12% respectively). Please note that about a third of respondents responded “don’t know” when asked this question.

Renters and female residents felt that Council communication had improved in the past 12 months, while those who own their homes and male respondents thought it had changed for the worse (see *Appendix V: Responses to Selected Survey Questions by Respondent Characteristics*).

Figure 10: City Council Communication

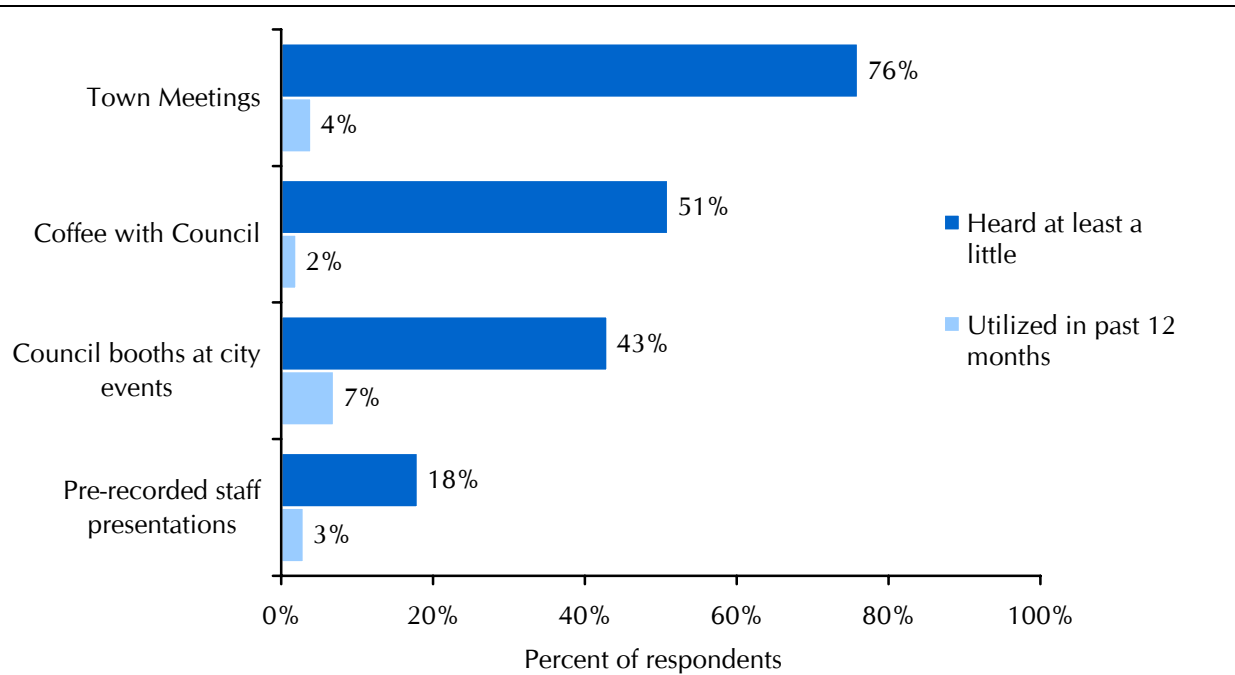


When asked to indicate their awareness of and participation in various City Council communication options provided in the previous year, respondents were most aware of Town Meetings and least aware of pre-recorded staff presentations. A strong majority had at least heard something about Town Meetings, but only 4% reported participation in them. About half had heard of Coffee with Council, but few (2%) reported attending any of those sessions. While 43% had heard of Council booths at city events, 7% reported utilization of this communication format (the communication option with most participation). Few had heard of or utilized pre-recorded staff presentations.

Table 5: Awareness of and Utilization of City Council Communication Options

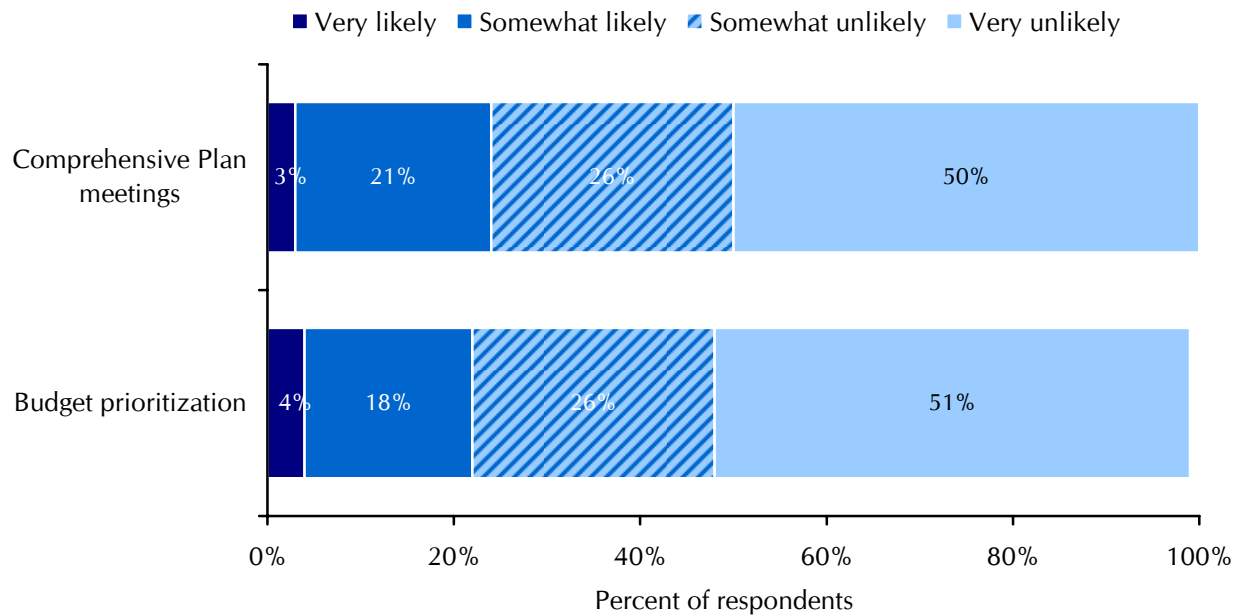
Please indicate if you have heard of each of the following communication options and if you or any family members have used any of them in the past 12 months to get information about happenings in Longmont.	Heard a lot	Heard a little	Not heard of it	Total	Utilized in the past 12 months	
					Yes	No
Town Meetings	21%	55%	24%	100%	4%	96%
Coffee with Council	16%	35%	49%	100%	2%	98%
Council booths at city events	8%	35%	56%	100%	7%	93%
Pre-recorded staff presentations	3%	15%	81%	100%	3%	97%

Figure 11: Summary of Awareness of and Participation in City Council Communication Options



Those responding to the survey were asked how likely or unlikely they would be to participate in Comprehensive Plan meetings and Budget prioritization meetings with City Council in the upcoming 12 months. About a quarter of respondents said they were “somewhat” or “very likely” to participate in either of these events in the next year with few (3% to 4%, or about 1,500-2,000 adult residents) reporting “very likely.” A strong majority said they would be unlikely to participate in these specific Council meetings, with about half reporting “very unlikely.”

Figure 12: Likelihood of Participation in City Council Communication in Next 12 Months



Information Sources

Longmont residents were asked to indicate how often, if ever, they used various information sources to gain information about the City of Longmont. Residents also were asked to indicate their awareness of each source.

City Line monthly newsletter (included in monthly utility bill statements) and other notices in utility bills (fridge cards, etc.), Main Street banners, City entrance signs and *Longmont Life* bi-monthly newsletter (new newsletter sent by regular mail) were the most commonly used information sources, with at least 6 in 10 respondents reporting at least some use of each.

City Source, Longmont e-News, Longmont Alert, Neighborhood Group Leader Association meetings and Utility bill on-hold messages were information sources of which respondents were least aware, with at least 6 in 10 respondents reporting they “have not heard of it.”

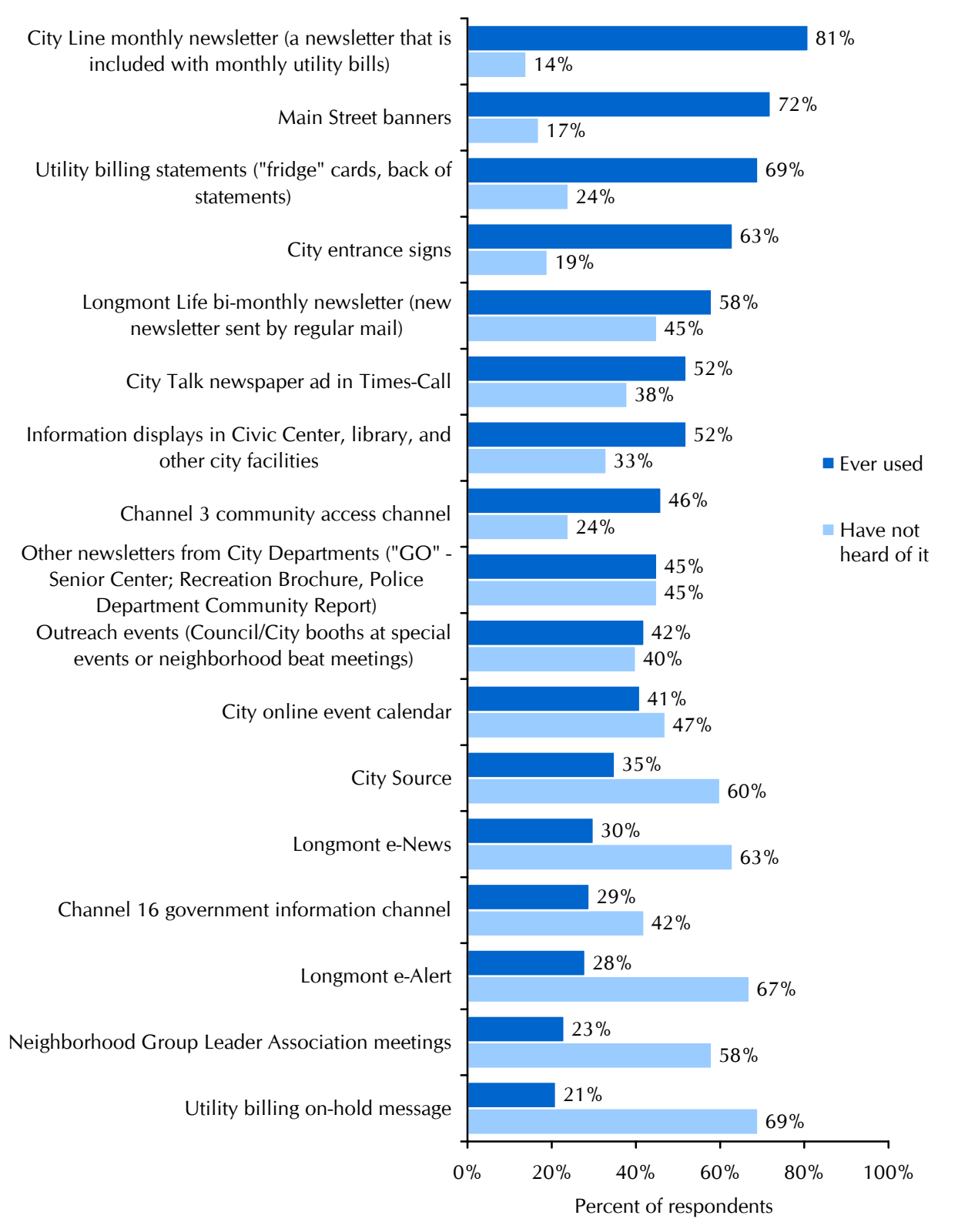
Table 6: Use and Awareness of Information Sources

Please indicate how often, if ever, you use each of the following sources to gain information about the City of Longmont, then check the box for each source that you had not heard of before taking this survey.	Very frequently	Somewhat frequently	Somewhat infrequently	Very infrequently	Never/skipped	Total	Have not heard of it
<i>City Line</i> monthly newsletter (a newsletter that is included with monthly utility bills)	36%	28%	11%	6%	18%	100%	14%
Main Street banners	9%	23%	23%	17%	28%	100%	17%
Utility billing statements (“fridge” cards, back of statements)	18%	25%	15%	11%	31%	100%	24%
City entrance signs	7%	21%	19%	16%	37%	100%	19%
<i>Longmont Life</i> bi-monthly newsletter (new newsletter sent by regular mail)	10%	22%	16%	10%	43%	100%	45%
City Talk newspaper ad in <i>Times-Call</i>	10%	15%	15%	12%	48%	100%	38%
Information displays in Civic Center, library, and other city facilities	3%	12%	18%	19%	47%	100%	33%
Channel 3 community access channel	3%	10%	17%	16%	54%	100%	24%
Other newsletters from City Departments (“GO” – Senior Center; Recreation Brochure, Police Department Community Report)	6%	12%	15%	12%	55%	100%	45%
Outreach events (Council/City booths at special events or neighborhood beat meetings)	1%	7%	15%	19%	58%	100%	40%
City online event calendar	4%	9%	12%	16%	59%	100%	47%
City Source	3%	7%	11%	14%	65%	100%	60%
Longmont e-News	3%	5%	9%	13%	69%	100%	63%
Longmont e-Alert	4%	4%	8%	12%	72%	100%	67%
Channel 16 government information channel	0%	5%	10%	14%	71%	100%	42%
Neighborhood Group Leader Association meetings	1%	4%	7%	11%	78%	100%	58%
Utility billing on-hold message	1%	3%	7%	10%	77%	100%	69%

Percents may total more than 100% as respondents were allowed to select more than one response.

Note: Due to the high percent of respondents “skipping” this question, the “never” column in this table includes the percent “skipped.”

Figure 13: Summary of Use and Awareness of Information Sources



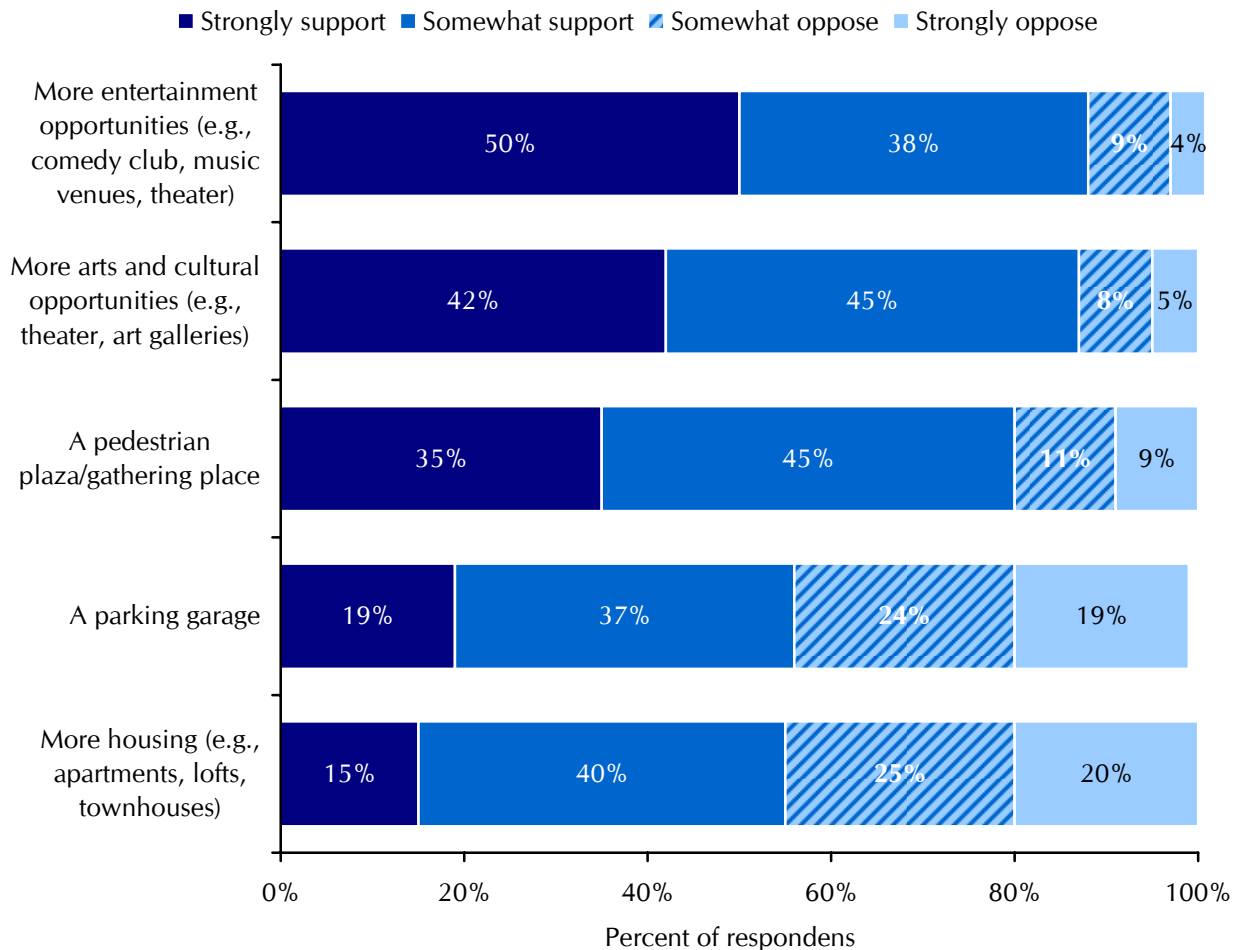
Local Growth and Development

The survey included a series of questions related to growth and development, including questions about Downtown Longmont revitalization efforts, Longmont’s “Shop Local Program” and the rate of various types of growth.

Downtown Longmont

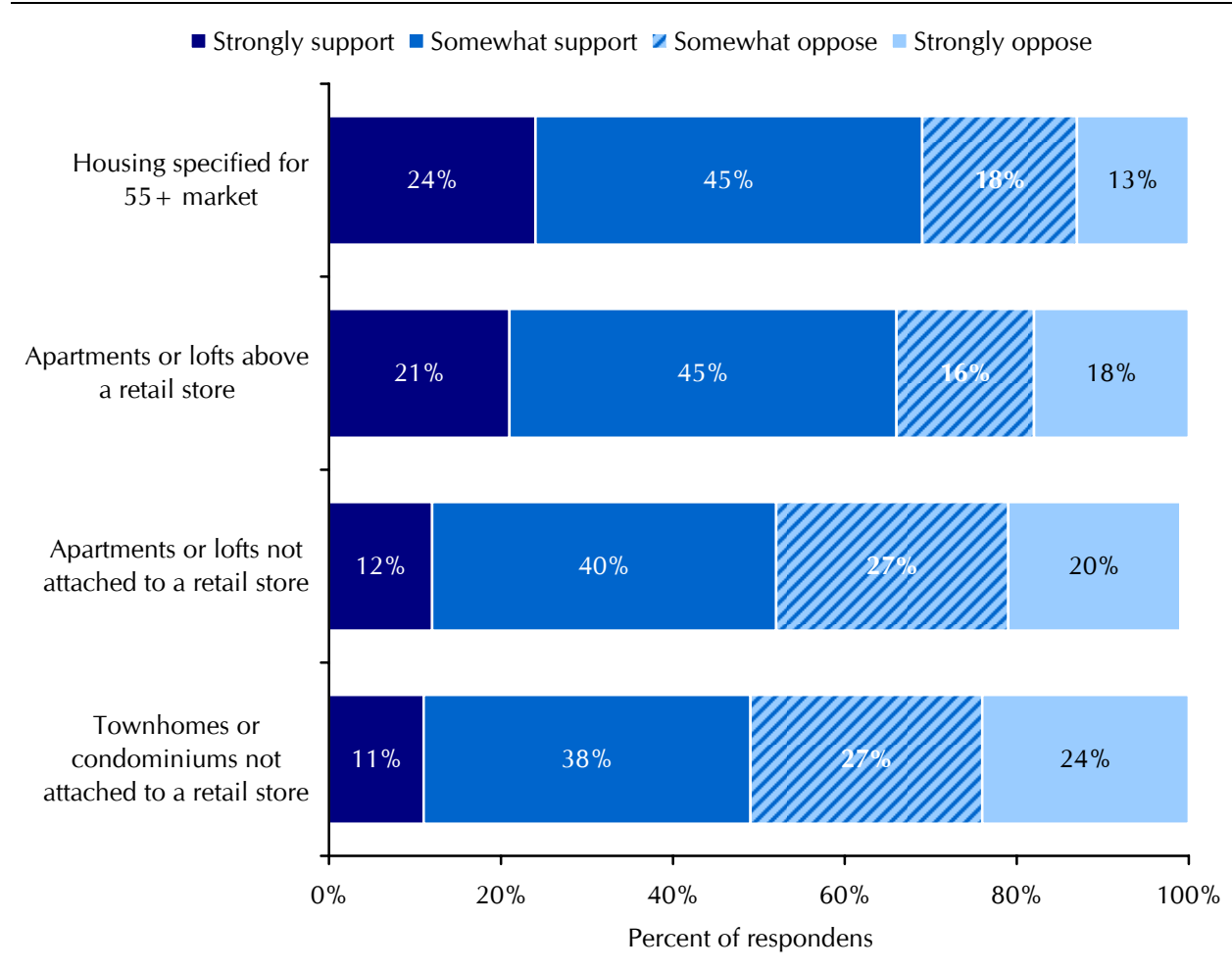
When asked to indicate the extent to which they supported or opposed various additions to Downtown Longmont, a majority of respondents indicated support for each. Respondents most highly supported adding more entertainment opportunities (e.g., comedy club, music venues, theater) and more arts and cultural opportunities (e.g., theater, art galleries) to Downtown Longmont with at least two in five in strong support of each. About four in five (80%) reported at least some support for adding a pedestrian plaza or gathering place downtown. Adding a parking garage or more housing were supported by just over half of respondents (56% and 55%, respectively). No more than one in five respondents strongly opposed each item.

Figure 14: Support for or Opposition to Downtown Longmont Revitalization Efforts



Longmont residents completing the 2009 survey were asked to indicate the extent to which they supported or opposed adding specific types of housing in Downtown Longmont. Residents were more likely to support housing specified for people aged 55 and older (69% reporting “somewhat” or “strongly” support) and for apartments or lofts above a retail store (66%) than apartments or lofts not attached to a retail store (52%) and townhomes or condominiums not attached to a retail store (49%).

Figure 15: Support for or Opposition to Specific Housing Types in Downtown Longmont



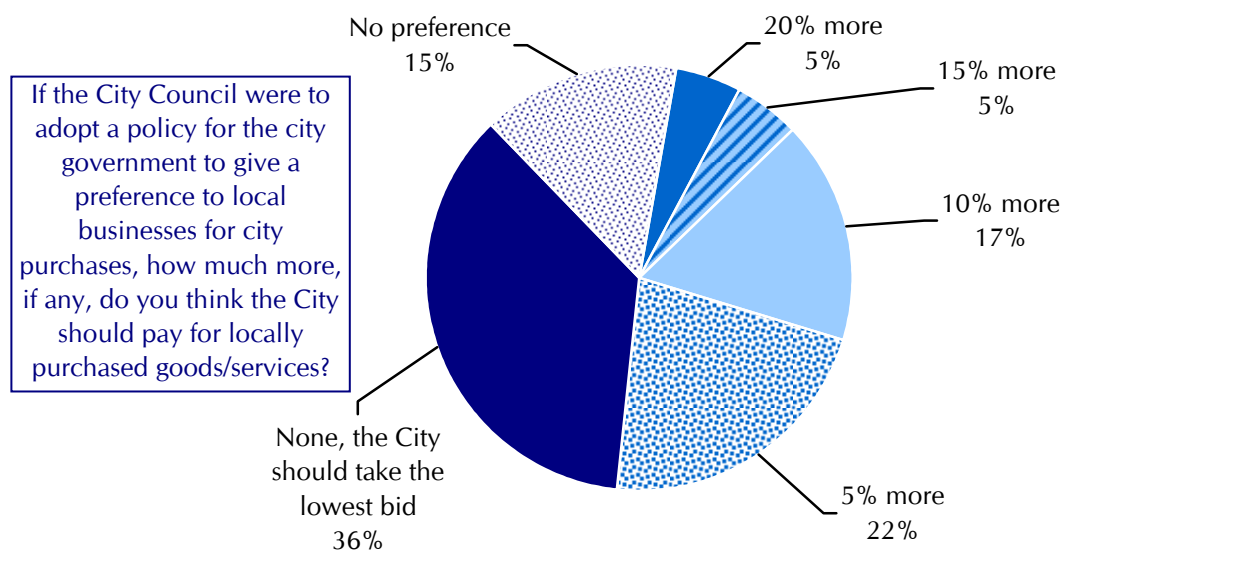
Shop Local Program

The 2009 survey explained that the City of Longmont developed a “Shop Local Program” to encourage residents to spend money in Longmont rather than in other communities or on the Internet to keep sales tax dollars local. Respondents were asked to indicate how much more they thought the City should pay for locally purchased goods/services if the City Council were to adopt a policy for City government to give preference to local businesses for City purchases. Results were mixed with residents leaning toward spending little to nothing more for locally purchased goods/services.

About a third (36%) thought the City should take the lowest bid, regardless of its local status and 22% were willing to allow the city to pay 5% more to be able to purchase goods locally. Seventeen percent were willing to go up to 10% more and few were supportive of 15% more or 20% more. Another 15% had no preference. Please note that 23% said “don’t know” when asked this question (see *Appendix II: Complete Set of Responses to Survey Questions*).

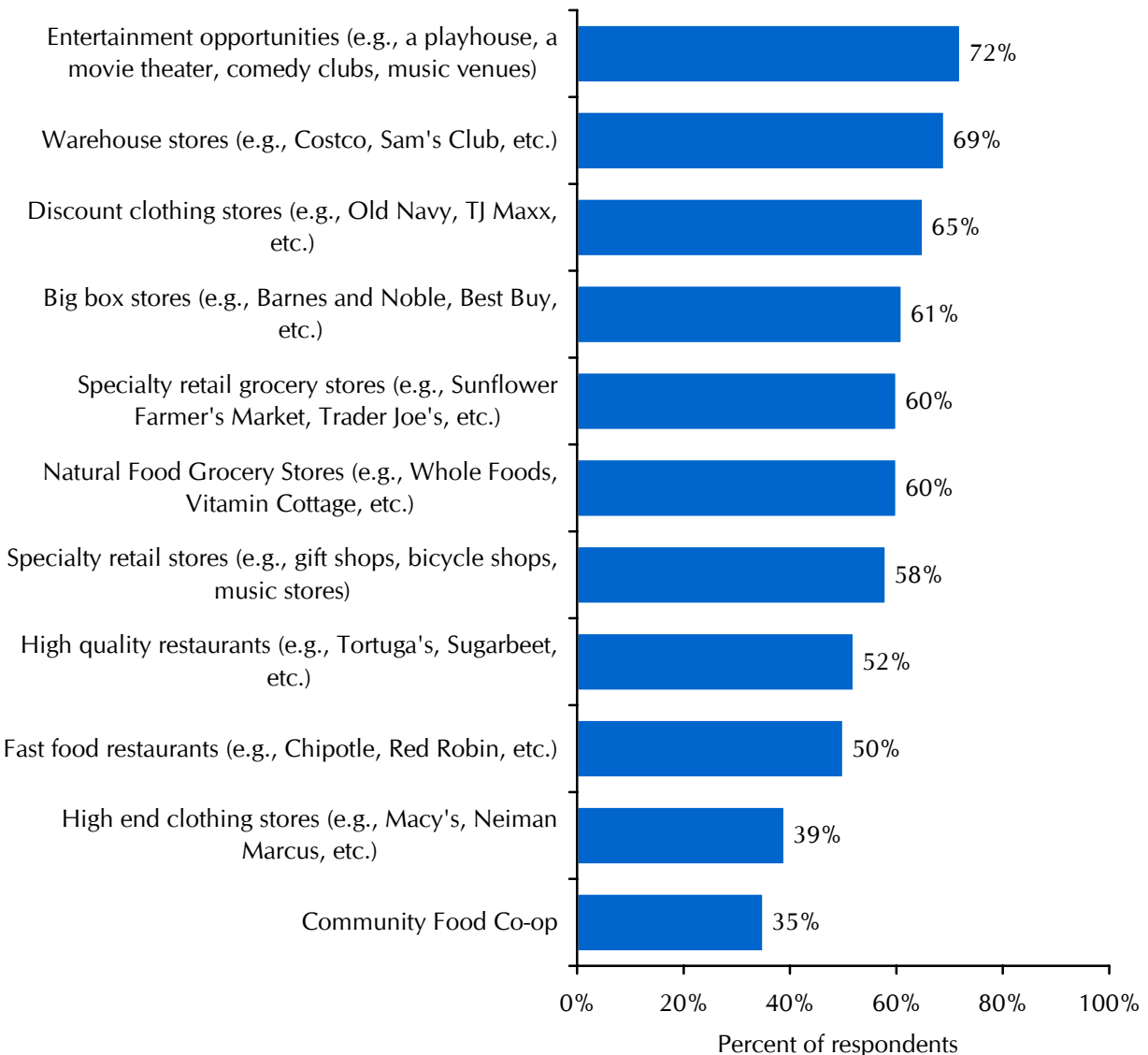
Residents with a lower annual household income, older residents (age 55+) and residents reporting their race/ethnicity to be Hispanic and/or a race other than White were more likely to think that the City should take the lowest bid regardless of the location of purchase (see *Appendix V: Responses to Selected Survey Questions by Respondent Characteristics*).

Figure 16: Shop Local Program Criteria for City Council



City staff and Council also wanted to know what types of businesses residents would patronize in Longmont, if available. At least a third of respondents selected each potential business/business type, though some favorites were evident (see Figure 17). Entertainment opportunities were a popular choice with 72% of respondents selecting this option. A similar proportion of respondents (69%) reported they would patronize warehouse stores and 65% selected discount clothing stores. Approximately three in five respondents said they would patronize Big Box stores, specialty retail grocery stores, natural food grocery stores and specialty retail stores. Restaurants (high end and fast food) were selected by about half of respondents and fewer respondents chose high end clothing stores and a community food coop (39% and 35%, respectively).

Figure 17: Businesses Residents Would Patronize in Longmont



Percents may total more than 100% as respondents were allowed to select more than one response.

Speed of Growth

Respondents were asked to rate the speed of various types of growth in Longmont over the past two years. A strong majority of residents (83%) felt that the rate of jobs growth in Longmont was “somewhat” or “much too” slow in the two years prior to the survey. More residents also thought that industrial and retail growth was “too slow” than did residents who thought each were growing “too fast” in the last two years. Conversely, more residents thought the physical size of Longmont and population growth were “too fast” than did those who thought each were “too slow” in the past couple of years. However, a majority (61%) thought the physical size of Longmont was about right.

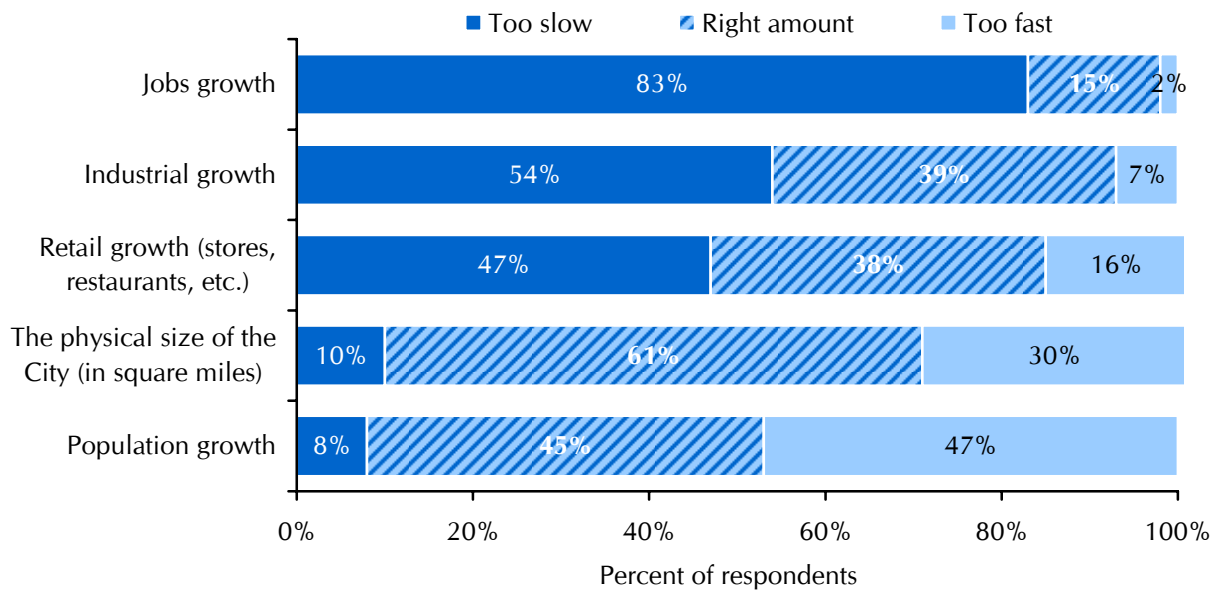
When compared to the nation and the Front Range, Longmont residents were more likely to rate jobs growth and retail growth as “too slow” than were residents in other jurisdictions across the nation and in the Front Range. When comparing the ratings for population growth, a similar proportion of respondents in Longmont versus those across the country felt it was “too fast” and fewer Longmont residents rated population growth as “too fast” than did residents in other Front Range jurisdictions.

Note that at least 20% of respondents gave a “don’t know” response when asked to rate the speed of industrial growth (26%), jobs growth (20%) and growth in the physical size of Longmont (20%). The complete set of frequencies can be found in *Appendix II: Complete Set of Responses to Survey Questions*.

Table 7: Speed of Growth Ratings

Please rate the speed of growth in the following categories in Longmont over the past 2 years.	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total	National benchmark	Front Range benchmark
Jobs growth	37%	46%	15%	2%	1%	100%	More reporting “too slow”	More reporting “too slow”
Industrial growth	16%	38%	39%	5%	2%	100%	NA	NA
Retail growth (stores, restaurants, etc.)	16%	30%	38%	11%	4%	100%	More reporting “too slow”	More reporting “too slow”
The physical size of the City (in square miles)	4%	6%	61%	18%	12%	100%	NA	NA
Population growth	2%	5%	45%	30%	17%	100%	Similar proportion reporting “too fast”	Fewer reporting “too slow”

Figure 18: Summary of Speed of Growth Ratings



Tax Revenue

Residents were asked to give their opinions about Longmont’s street sales tax, alternative revenue sources for funding parks maintenance and their preference for open space budgeting.

Street Sales Tax

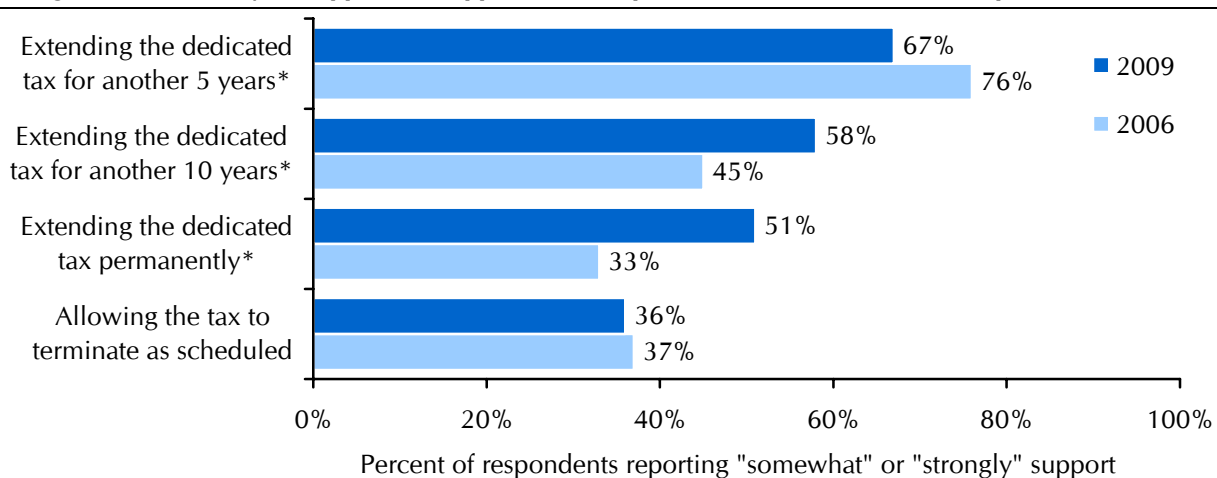
Survey respondents were informed that Longmont’s current three-quarter cent sales tax dedicated for street improvement and maintenance, first approved by Longmont voters in 1986 and then again in 2006, was scheduled to end in December 2011. When asked the extent to which they supported or opposed various options for the tax, residents were most supportive (67% reported “somewhat” or “strongly” supporting this option) of extending the dedicated tax for another five years. About three in five (58%) were in support of extending the tax for another 10 years and about half (51%) were supportive of extending the tax permanently. Fewer (36%) were in favor of allowing the tax to terminate as scheduled.

Overall, there was a net gain of support for the street sales tax in 2009. While there was more support for extending the tax for another five years when this question was asked in 2006, a higher proportion of 2009 respondents were in favor of extending it for another 10 years or permanently than were 2006 respondents.

Table 8: Support for or Opposition to Options for Street Sales Tax

Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance, first approved by Longmont voters in 1986 and most recently in 2006, is scheduled to terminate in December 2011. Please indicate the extent to which you would support or oppose each of the following options for the tax.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Extending the dedicated tax for another 5 years ending in 2016	23%	44%	13%	19%	100%
Extending the dedicated tax for another 10 years ending in 2021	18%	40%	16%	26%	100%
Extending the dedicated tax permanently	26%	25%	16%	32%	100%
Allowing the tax to terminate as scheduled	20%	16%	27%	37%	100%

Figure 19: Summary of Support for Opposition to Options for Street Sales Tax Compared Over Time

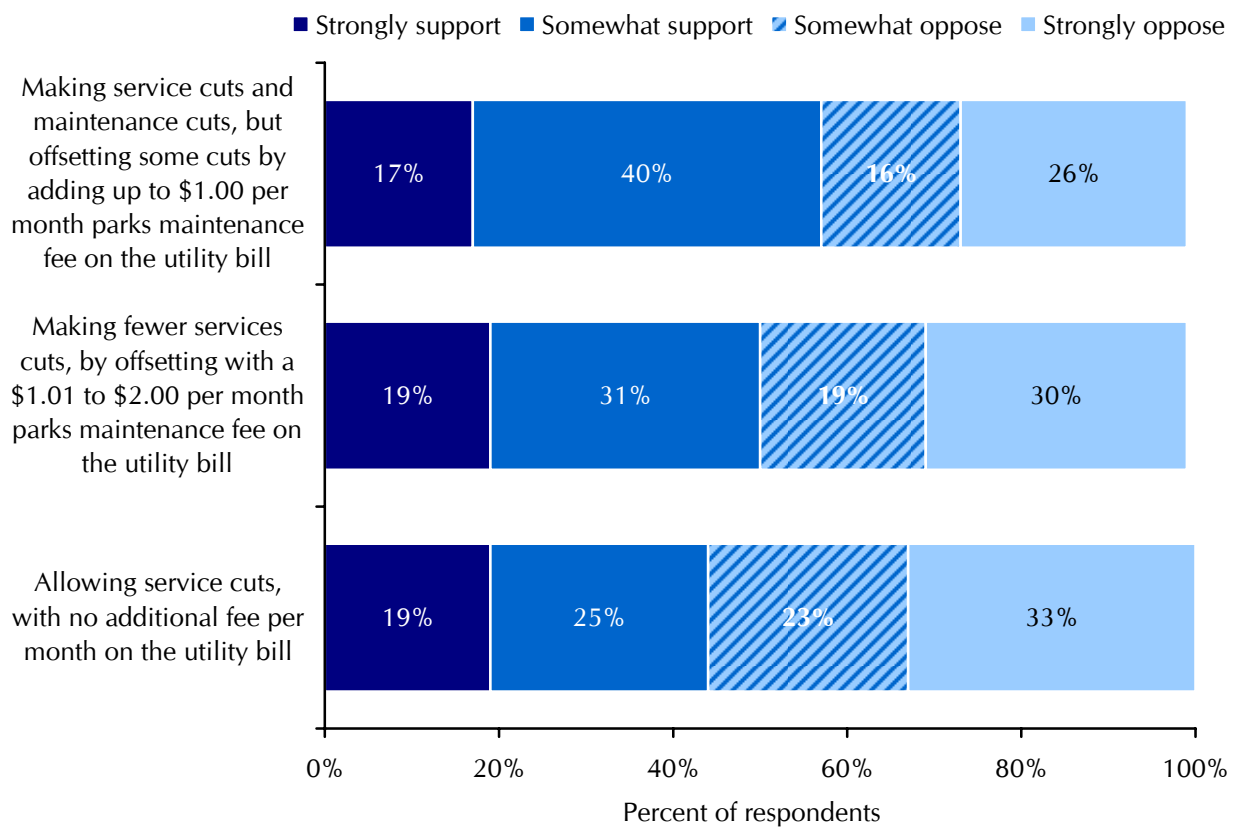


*Indicates ratings were statistically significantly different between 2009 and 2006.

Parks Maintenance

The 2009 survey instrument explained to respondents that the City is exploring alternative revenue sources to help fund maintenance costs for parks and that, without additional funding, City services and repairs to facilities and parks may need to be cut or operational hours reduced. When asked the extent to which they supported or opposed various revenue sources, results were mixed. Relatively more respondents (57%) were supportive of making service and maintenance cuts, but offsetting some cuts by adding up to \$1.00 per month parks maintenance fee on the utility bill than those who supported making fewer cuts and offsetting with up to \$2.00 per month parks maintenance fee on the utility bill (50%). A slightly higher proportion of respondents opposed allowing service cuts with no additional fee per month on the utility bill (56%) than did those who supported this idea (44%).

Figure 20: Support for or Opposition to Alternative Revenue Sources for Parks Maintenance



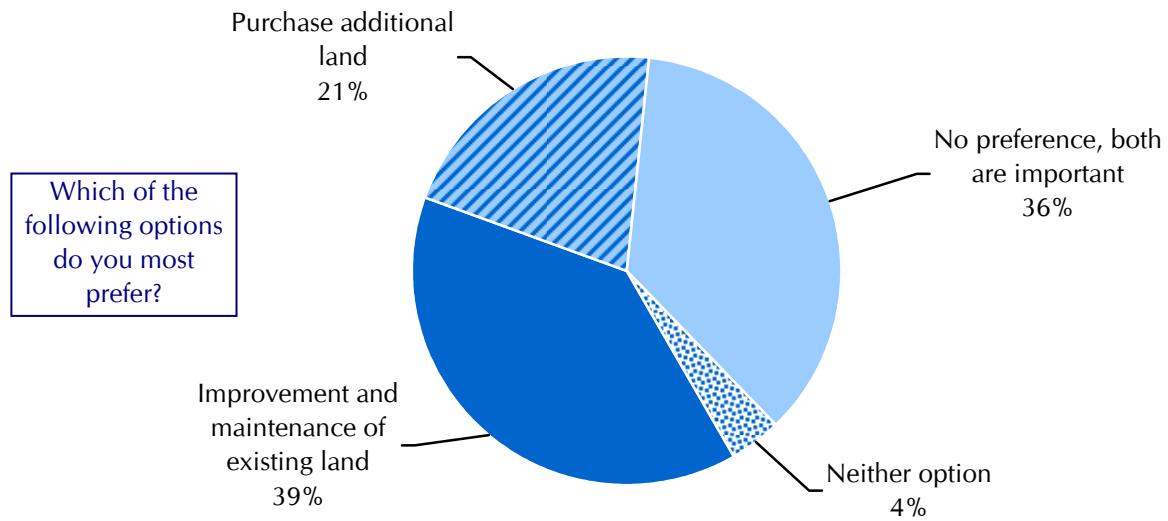
Open Space

The questionnaire explained that the City of Longmont has a number of options for how to use the open space budget. One option was to spend more money on existing open space (e.g., completing trails). The other option was to spend funds on the purchase of additional land to be used as a “buffer” between developments or for preservation of existing farms and agricultural land. When asked which of the options they most preferred, results were mixed. About two in five respondents (39%) most preferred improvement and maintenance of existing land while approximately one in five (21%) were in favor of purchasing additional land. Just over a third (36%) said “both are important” and few (4%) were not in favor of either option.

Ward One residents were least likely to select “purchase additional land” when asked which option they most preferred for open space budgeting (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*).

Older residents (age 55+) more often favored the option of improving and maintaining existing lands, while younger residents (ages 18-34) selected the “no preference” option because both options are important (see *Appendix V: Responses to Selected Survey Questions by Respondent Characteristics*).

Figure 21: Options for Open Space Budget



Environmental Conservation

Survey respondents were asked how likely or unlikely they or other household members would be to participate in various conservation programs. Respondents also were asked to indicate their awareness of each program. For most programs, a large proportion of respondents said they were not aware of the program and few reported a likelihood of participating in it.

While respondents were most likely to participate in the CFL lightbulb discount program (37% reported “very likely”), 45% said they had not heard of this program. About 3 in 10 said they would be very likely to participate in the clothes washer rebate program, the holiday LED light incentive program, the dishwasher replacement program and the free lawn irrigation system audit program. About 2 in 10 said “very likely” when asked how likely they would be to participate in the renewable Energy Program (voluntary customer purchase program), the residential Energy Audit program, the garden-in-a-box xeriscape plantings program, energy efficiency workshops and educational programs and free xeriscape seminars. Fewer than 20% reported that they would be very likely to participate in any of the other conservation programs listed on the survey.

For almost all programs, a majority of respondents reported that they were not aware of the program. Those topping the list of programs with the least amount of awareness by respondents included: Neighborhood Efficiency Sweep program (79%), Commercial Electric Efficiency program (67%), Commercial Matching Grant program (71%), PACE EnergySmart for Business program (71%), Lighten UP program (73%) and Commercial retro-commissioning pilot program (84%).

In general, Ward Two residents reported a greater likelihood of participation in conservation programs than did those living in other areas of the city (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*).

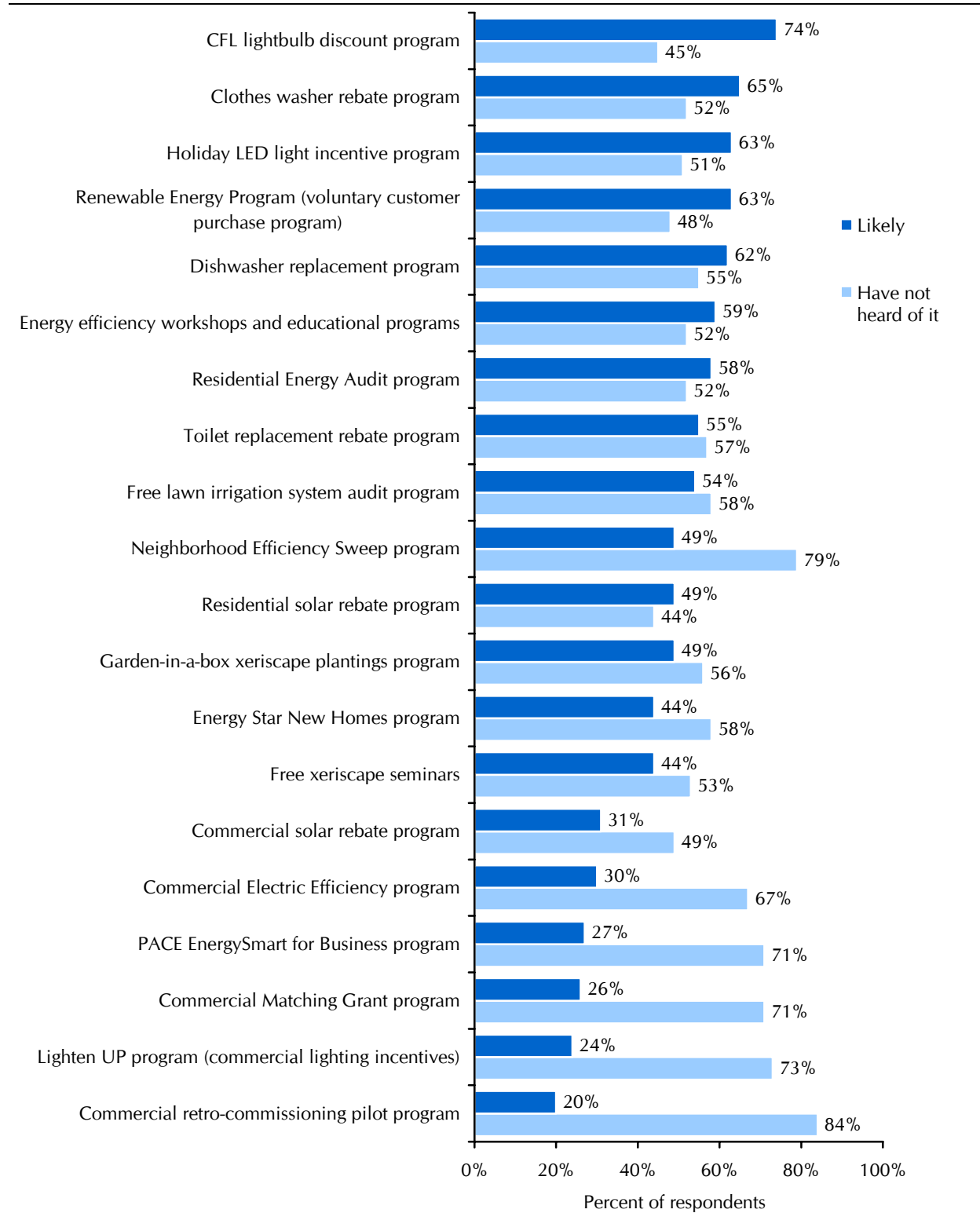
Residents reporting a length of residency of 10 years or less, renters, lower income residents (those reporting an annual household income of less than \$25,000), females, younger residents (ages 18-34) and respondents reporting that their race/ethnicity was Hispanic and/or some other race generally reported a higher likelihood of participating in conservation programs than did their counterparts (*Appendix V: Responses to Selected Survey Questions by Respondent Characteristics*).

Table 9: Conservation Programs

Please first indicate how likely or unlikely you or any family members would be to participate in each of the following conservation programs. Then, check the box for each program you have not heard of before taking this survey.	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total	Have not heard of it
CFL lightbulb discount program	37%	37%	12%	14%	100%	45%
Clothes washer rebate program	28%	37%	18%	17%	100%	52%
Holiday LED light incentive program	29%	33%	16%	21%	100%	51%
Renewable Energy Program (voluntary customer purchase program)	22%	41%	21%	16%	100%	48%
Dishwasher replacement program	28%	34%	17%	21%	100%	55%
Energy efficiency workshops and educational programs	21%	38%	19%	22%	100%	52%
Residential Energy Audit program	22%	36%	24%	18%	100%	52%
Toilet replacement rebate program	23%	32%	19%	26%	100%	57%
Free lawn irrigation system audit program	26%	29%	20%	26%	100%	58%
Neighborhood Efficiency Sweep program	16%	34%	25%	26%	100%	79%
Residential solar rebate program	17%	32%	25%	25%	100%	44%
Garden-in-a-box xeriscape plantings program	22%	28%	23%	28%	100%	56%
Energy Star New Homes program	15%	29%	21%	34%	100%	58%
Free xeriscape seminars	20%	24%	25%	31%	100%	53%
Commercial solar rebate program	11%	20%	19%	51%	100%	49%
Commercial Electric Efficiency program	11%	19%	18%	52%	100%	67%
PACE EnergySmart for Business program	10%	17%	19%	54%	100%	71%
Commercial Matching Grant program	10%	16%	19%	56%	100%	71%
Lighten UP program (commercial lighting incentives)	10%	15%	20%	56%	100%	73%
Commercial retro-commissioning pilot program	7%	14%	22%	57%	100%	84%

Percents may total more than 100% as respondents were allowed to select more than one response. Note: A high percent of respondents “skipped” this question; the full set of responses including the percent show “skipped” the question can be found in Appendix II: Complete Set of Responses to Survey Questions.

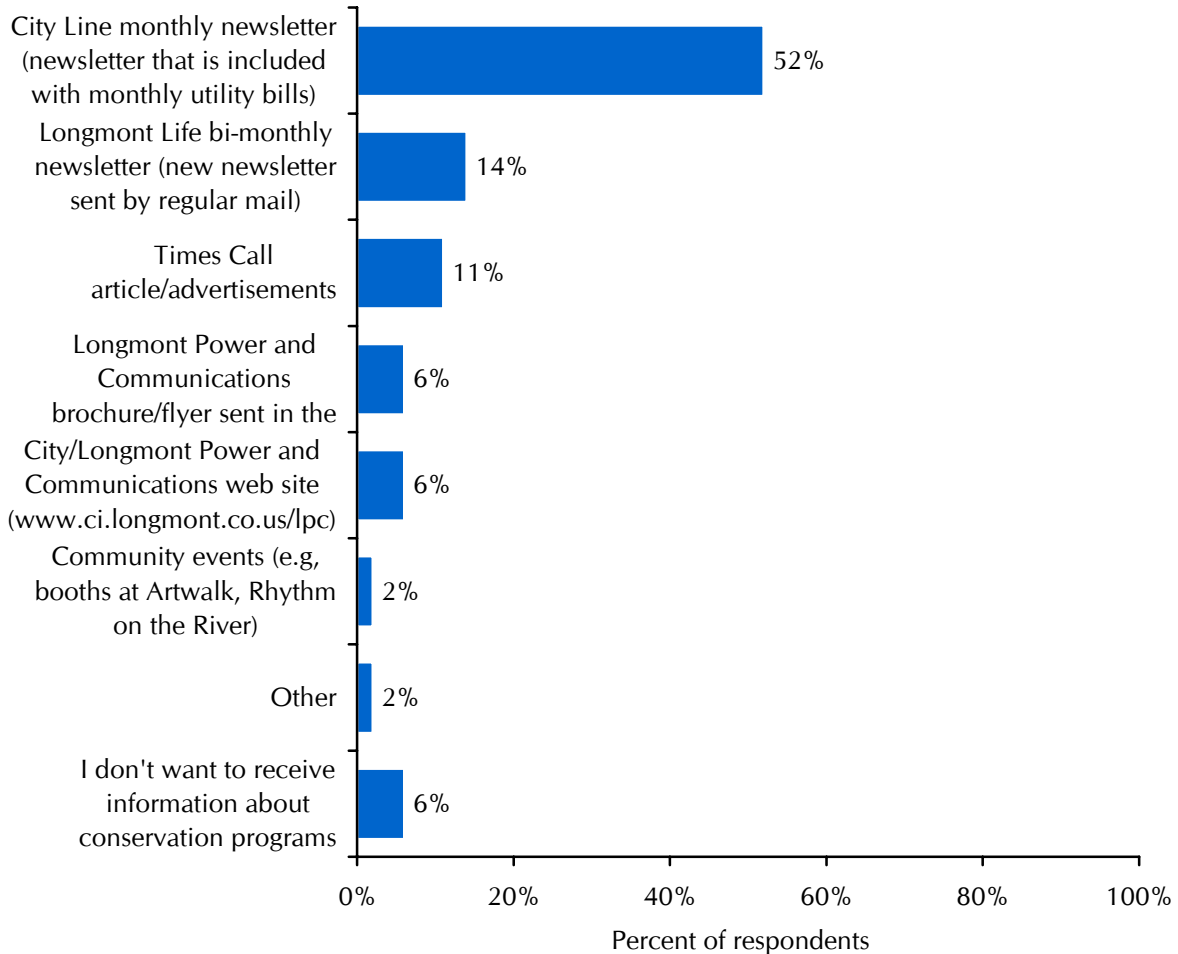
Figure 22: Summary of Conservation Programs



Note: A high percent of respondents skipped this question; the full set of responses including the percent show "skipped" the question can be found in Appendix II: Complete Set of Responses to Survey Questions.

When asked how they would most prefer to receive information about conservation programs offered by the City of Longmont, about half (52%) said they would like to get information about these programs from *City Line* monthly newsletter. Fourteen percent wanted to see this information in *Longmont Life* bi-monthly newsletter and 11% said that they would look for it in the *Times Call* newspaper. Fewer than 10% selected each of the other information sources as the one method they would prefer for receiving information about conservation programs and six percent said they don't want to receive this type of information.

Figure 23: Receiving Information About Conservation Programs

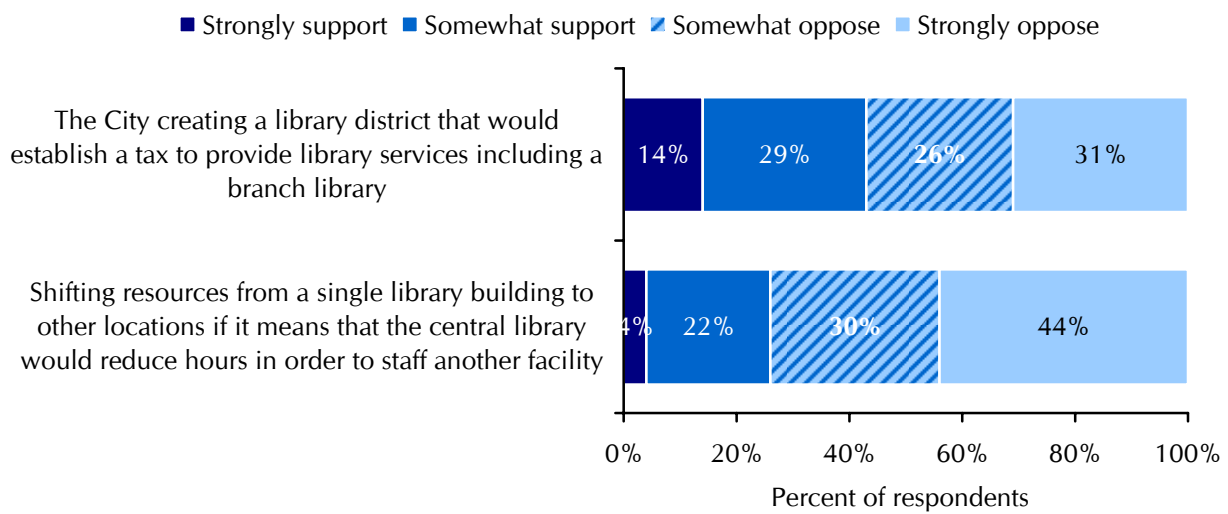


City Library

Longmont residents completing the 2009 Policy Exploration Survey were asked a set of questions about the local library.

When asked to indicate their level of support or opposition for the City creating a library district that would establish a tax to provide library services including a branch library, a higher proportion of respondents opposed this idea than did those who supported it (57% opposed versus 43% supported). More respondents (74%) opposed the idea of shifting resources from a single library building to other locations if it meant that the central library would reduce hours in order to staff another facility, with just 26% in support of this idea.

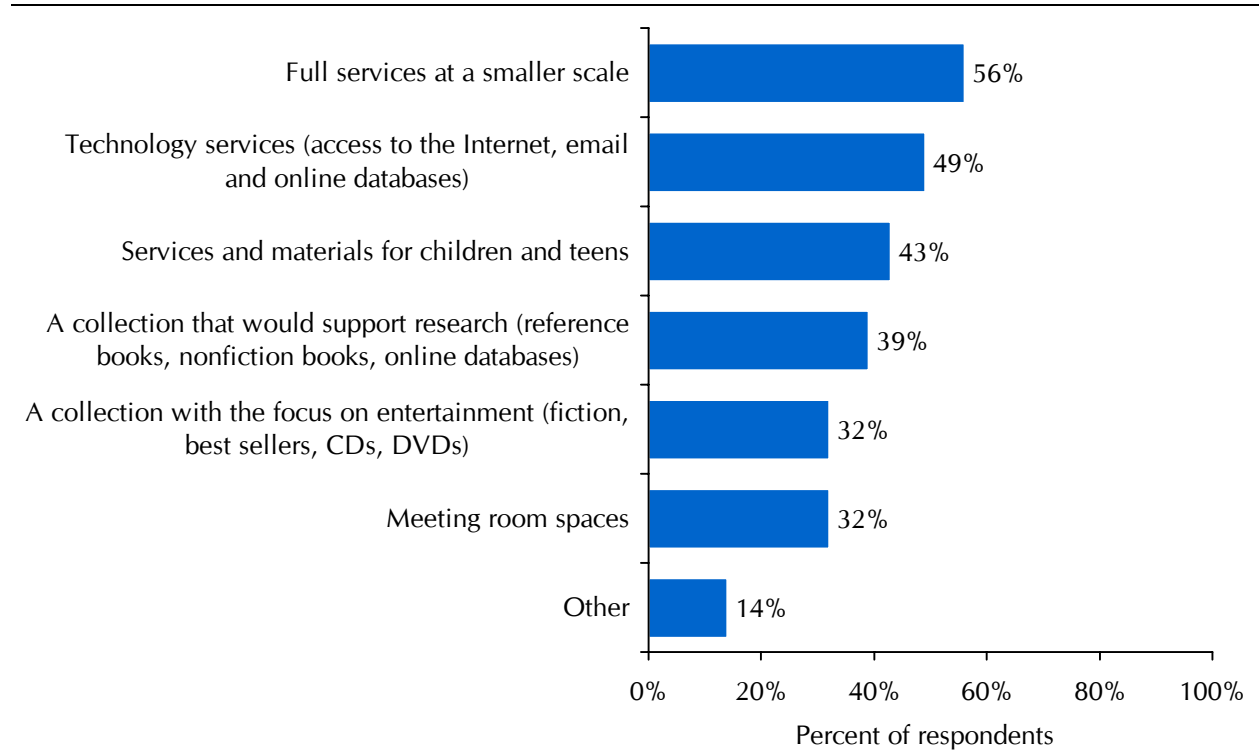
Figure 24: Support for of Opposition to Library Options



Respondents were asked a follow-up question to find out what types of services should be offered at the library branch, if one existed in Longmont (see Figure 25). Fifty-six percent of respondents felt there should be full services at a smaller scale at the branch library and half (49%) said they would be interested in seeing technology services at the branch. About two in five selected services and materials for children and teens and a collection that would support research (43% and 39%, respectively). A third of respondents would want a collection with the focus on entertainment and a similar proportion wanted meeting room spaces. Some respondents (14%) gave “other” responses that could not be grouped into themes; these responses can be found verbatim in *Appendix III: Verbatim Responses to Open-ended Survey Questions*.

Respondents were allowed to select “don’t know” if they were unsure about options for a library branch. For this question, 22% of respondents selected the don’t know response. All responses for this question can be viewed in *Appendix II: Complete Set of Responses to Survey Questions*.

Figure 25: Options for Library Branch

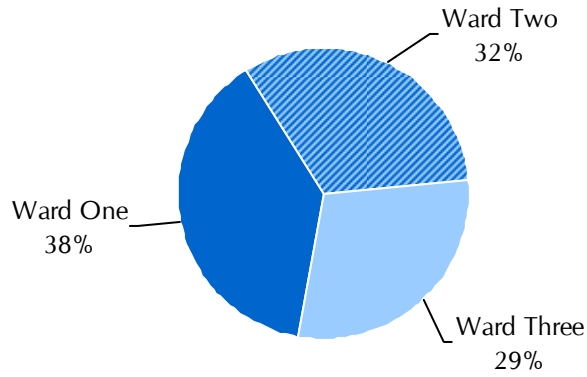


Percents may total more than 100% as respondents were allowed to select more than one response.

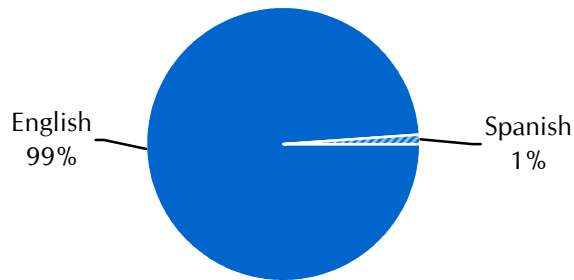
Appendix I: Respondent Demographics

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

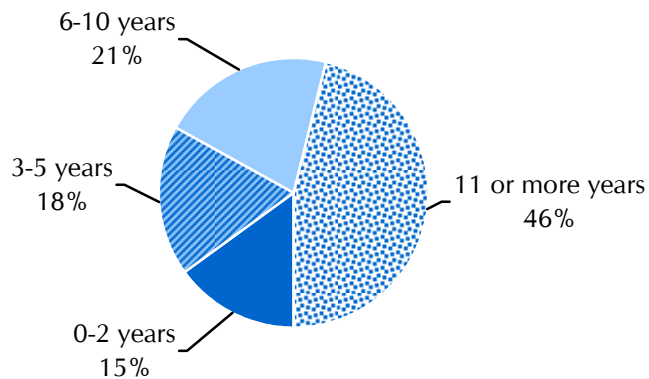
Respondent Ward of Residence



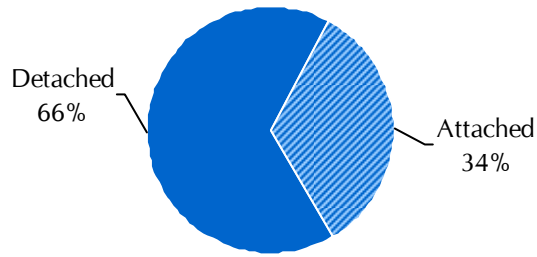
Survey Language



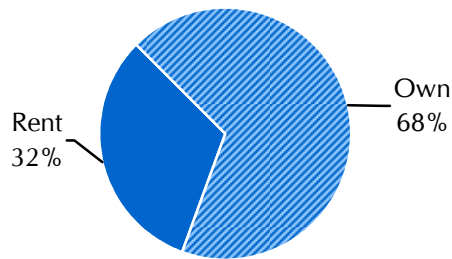
Respondent Length of Residency



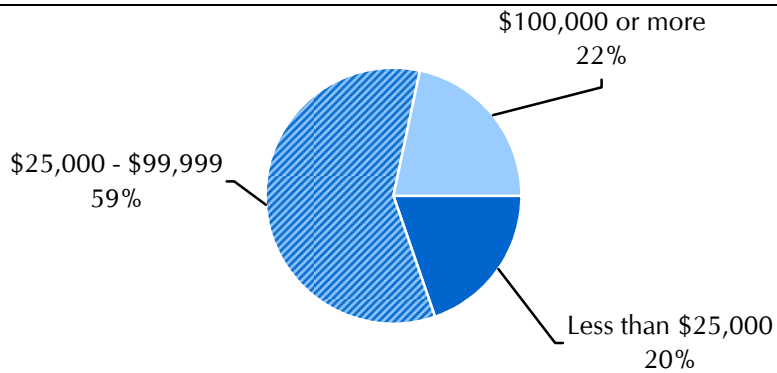
Respondent Housing Unit Type



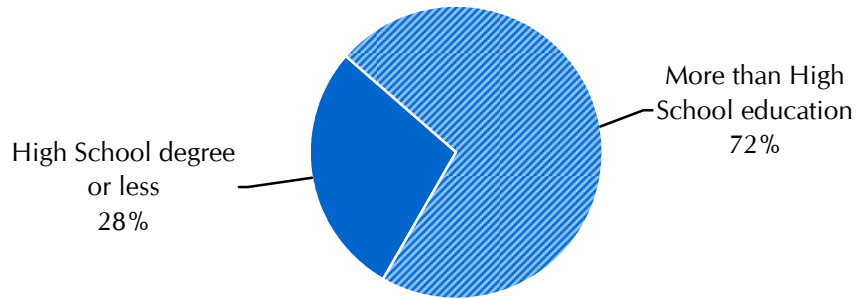
Respondent Housing Tenure



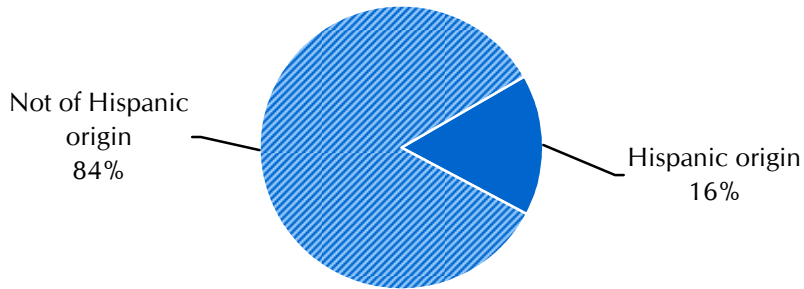
Respondent Annual Household Income



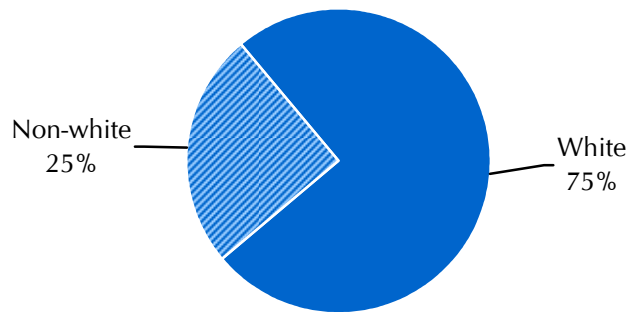
Respondent Educational Attainment



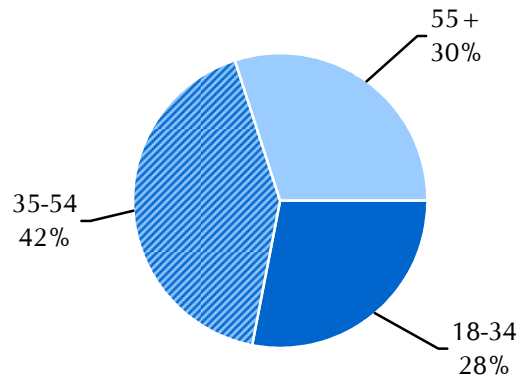
Respondent Ethnicity



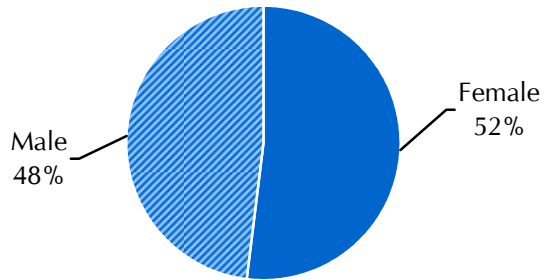
Respondent Race



Respondent Age



Respondent Gender



Appendix II: Complete Set of Responses to Survey Questions

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

Question 1						
Please rate the following aspects of life in Longmont.	Excellent	Good	Fair	Poor	Don't know	Total
How would you rate Longmont as a place to live?	29%	54%	15%	2%	0%	100%
How would you rate your neighborhood as a place to live?	32%	44%	21%	3%	0%	100%
How would you rate Longmont as a place to raise children?	20%	49%	18%	3%	9%	100%
How would you rate Longmont as a place to retire?	17%	37%	25%	8%	13%	100%
How would you rate Longmont as a place to shop?	7%	30%	36%	27%	0%	100%
How would you rate Longmont as a place to work?	9%	36%	27%	12%	16%	100%
How would you rate your overall quality of life in Longmont?	21%	59%	17%	2%	1%	100%

Question 2	
What are your favorite aspects about living in Longmont? (Please check all that apply.)	Percent of respondents
Sense of community	31%
Affordable cost of living	48%
Close to family/friends	46%
Schools	24%
Shopping	16%
Location	52%
Downtown Longmont	17%
Close to work	39%
Natural environment	40%
My neighbors/neighborhood	38%
Quality of life in general	48%
Recreational opportunities	39%
Dining opportunities	28%
Other	9%

Percents may total more than 100% as respondents were allowed to select more than one response.

Question 3

To what extent do you support or oppose adding each of the following possible Downtown Longmont revitalization efforts?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
More housing (e.g., apartments, lofts, townhouses)	13%	36%	22%	17%	12%	100%
A pedestrian plaza/gathering place	32%	41%	10%	9%	9%	100%
A parking garage	17%	34%	22%	18%	9%	100%
More entertainment opportunities (e.g., comedy club, music venues, theater)	47%	35%	8%	3%	6%	100%
More arts and cultural opportunities (e.g., theater, art galleries)	38%	41%	7%	4%	9%	100%

Question 4

To what extent do you support or oppose adding each of the following specific types of housing in Downtown Longmont?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Apartments or lofts above a retail store	19%	39%	14%	15%	13%	100%
Apartments or lofts not attached to a retail store	10%	34%	23%	17%	15%	100%
Townhomes or condominiums not attached to a retail store	9%	33%	23%	21%	14%	100%
Housing specified for 55+ market	20%	38%	15%	11%	17%	100%

Question 5

The City of Longmont has developed a "Shop Local Program" to encourage residents to spend money in Longmont rather than in other communities or on the Internet to keep sales tax dollars local. If the City Council were to adopt a policy for the city government to give a preference to local businesses for city purchases, how much more, if any, do you think the City should pay for locally purchased goods/services?	Percent of respondents
20% more	4%
15% more	4%
10% more	13%
5% more	17%
None, the City should take the lowest bid	27%
No preference	11%
Don't know	23%
Total	100%

Question 6

Please rate the speed of growth in the following categories in Longmont over the past 2 years.	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	2%	4%	38%	26%	14%	15%	100%
Retail growth (stores, restaurants, etc.)	15%	27%	34%	10%	4%	10%	100%
Industrial growth	12%	28%	29%	4%	2%	26%	100%
The physical size of the City (in square miles)	3%	4%	48%	14%	10%	20%	100%
Jobs growth	30%	37%	12%	1%	0%	20%	100%

Question 7

What type(s) of businesses would you patronize in Longmont? (Please check all that apply.)	Percent of respondents
Entertainment opportunities (e.g., a playhouse, a movie theater, comedy clubs, music venues)	70%
Warehouse stores (e.g., Costco, Sam's Club, etc.)	68%
Discount clothing stores (e.g., Old Navy, TJ Maxx, etc.)	64%
Big box stores (e.g., Barnes and Noble, Best Buy, etc.)	59%
Natural Food Grocery Stores (e.g., Whole Foods, Vitamin Cottage, etc.)	59%
Specialty retail grocery stores (e.g., Sunflower Farmer's Market, Trader Joe's, etc.)	59%
Specialty retail stores (e.g., gift shops, bicycle shops, music stores)	57%
High quality restaurants (e.g., Tortuga's, Sugarbeet, etc.)	51%
Fast food restaurants (e.g., Chipotle, Red Robin, etc.)	49%
High end clothing stores (e.g., Macy's, Neiman Marcus, etc.)	38%
Community Food Co-op	34%
Don't know	3%

Percents may total more than 100% as respondents were allowed to select more than one response.

Question 8

Please first indicate how likely or unlikely you or any family members would be to participate in each of the following conservation programs. Then, check the box for each program you have not heard of before taking this survey.	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Skipped	Total	Have not heard of it*
Toilet replacement rebate program	17%	24%	14%	19%	26%	100%	57%
Clothes washer rebate program	21%	28%	14%	13%	25%	100%	52%
Dishwasher replacement program	21%	26%	13%	15%	25%	100%	55%
Free lawn irrigation system audit program	19%	21%	15%	19%	26%	100%	58%
Free xeriscape seminars	15%	18%	18%	23%	26%	100%	53%
Garden-in-a-box xeriscape plantings program	16%	20%	17%	21%	26%	100%	56%
Renewable Energy Program (voluntary customer purchase program)	17%	32%	16%	12%	23%	100%	48%
Residential solar rebate program	14%	25%	20%	20%	22%	100%	44%
Commercial solar rebate program	8%	14%	13%	37%	28%	100%	49%
CFL lightbulb discount program	30%	30%	10%	11%	19%	100%	45%
Holiday LED light incentive program	22%	26%	12%	16%	24%	100%	51%
Residential Energy Audit program	16%	27%	17%	13%	27%	100%	52%
PACE EnergySmart for Business program	6%	10%	12%	33%	39%	100%	71%
Commercial Electric Efficiency program	7%	12%	11%	33%	37%	100%	67%
Commercial Matching Grant program	6%	10%	11%	34%	39%	100%	71%
Lighten UP program (commercial lighting incentives)	6%	9%	12%	34%	40%	100%	73%
Neighborhood Efficiency Sweep program	9%	20%	15%	16%	41%	100%	79%
Energy Star New Homes program	10%	20%	14%	23%	32%	100%	58%
Commercial retro-commissioning pilot program	3%	7%	12%	31%	47%	100%	84%
Energy efficiency workshops and educational programs	16%	29%	14%	16%	25%	100%	52%

Note: Due to the high percent of respondents skipping this question, this table includes the percent "skipped."

*Percents may total more than 100% as respondents were allowed to select more than one response.

Question 9

How would you most prefer to receive information about conservation programs offered by the City of Longmont?	Percent of respondents
City Line monthly newsletter (newsletter that is included with monthly utility bills)	48%
Longmont Life bi-monthly newsletter (new newsletter sent by regular mail)	13%
Times Call article/advertisements	10%
Longmont Power and Communications brochure/flyer sent in the mail	6%
City/Longmont Power and Communications web site (www.ci.longmont.co.us/lpc)	5%
Email	5%
Community events (e.g., booths at Artwalk, Rhythm on the River)	1%
Other	2%
I don't want to receive information about conservation programs offered by the City of Longmont	6%
Don't know	4%
Total	100%

Question 10

Please rate each of the following as they relate to the City of Longmont as a whole.	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	13%	49%	26%	8%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	42%	30%	10%	7%	100%
Opportunities to attend cultural activities	11%	42%	28%	10%	9%	100%

Question 11

Please indicate if you have heard of each of the following programs or events and if you or any family members have participated in any of them in the past 12 months.	Heard a lot	Heard a little	Not heard of it	Total	Participated in the last 12 months	
					Yes	No
World Beat Music at Rhythm on the River	44%	37%	19%	100%	30%	70%
Inclusive Communities Celebration	5%	17%	78%	100%	5%	95%
Longmont Lights (during the holiday season)	45%	41%	14%	100%	39%	61%
Martin Luther King Celebration	11%	34%	55%	100%	2%	98%
Peruvian Festival	5%	15%	80%	100%	4%	96%
Cinco de Mayo	44%	45%	11%	100%	12%	88%
Summer Concert Series	40%	43%	16%	100%	29%	71%
Longmont sister Cities events	12%	40%	48%	100%	3%	97%
Cultural education events at the Library, Museum or Senior Center	14%	47%	39%	100%	19%	81%
Diez y seis de Septiembre (September 16 – Mexican Independence Day)	5%	19%	76%	100%	3%	97%
Dia de los Muertos (Day of the Dead)	12%	29%	59%	100%	7%	93%

Question 12

If you have not attended a program or event listed in question 11, please select reasons for not attending the event(s) from the following list. (Please check all that apply.).	Percent of respondents*
No interest	45%
I wanted to, but I had other obligations	39%
No time	29%
No information/didn't know about the event	7%
Age/medical reasons	3%
Not applicable - felt it was geared only to certain ethnic group or age group	2%
Recently moved to Longmont	2%
Other	21%

*Percents may total more than 100% as respondents were allowed to select more than one response.

Question 13

How important, if at all, do you think it is for the City to implement each of the following strategies?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Provide opportunities for cultural celebrations, exchanges and understanding	13%	29%	40%	13%	5%	100%
Assist all community members in obtaining equal access to information, resources and services	24%	41%	24%	7%	4%	100%
Create opportunities for all people to feel included, welcomed and involved in their neighborhoods	26%	38%	26%	7%	3%	100%
Provide opportunities for all people to participate in government decisions, processes and activities	35%	37%	22%	3%	3%	100%
Create opportunities for people from different cultures to work together and build relationships with one another	21%	37%	28%	11%	4%	100%

Question 14

To what extent do you support or oppose the City building a homeless shelter in Longmont?	Percent of respondents
Strongly support	27%
Somewhat support	39%
Somewhat oppose	14%
Strongly oppose	13%
Don't know	7%
Total	100%

Question 15

Overall, do you think that City Council communication has changed for the better, stayed about the same or changed for the worse in the past 12 months?	Percent of respondents
Changed for the better	11%
Stayed about the same	44%
Changed for the worse	12%
Don't know	33%
Total	100%

Question 16

Please indicate if you have heard of each of the following communication options and if you or any family members have used any of them in the past 12 months to get information about happenings in Longmont.	Heard a lot	Heard a little	Not heard of it	Total	Utilized in the past 12 months?	
					Yes	No
Coffee with Council	16%	35%	49%	100%	2%	98%
Town Meetings	21%	55%	24%	100%	4%	96%
Council booths at city events	8%	35%	56%	100%	7%	93%
Pre-recorded staff presentations	3%	15%	81%	100%	3%	97%

Question 17

How likely or unlikely would you or another household member be to participate in each of the following types of meetings with City Council in the next 12 months?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Budget prioritization	4%	17%	24%	47%	9%	100%
Comprehensive Plan meetings	3%	19%	23%	46%	9%	100%

Question 18

Please indicate how often, if ever, you use each of the following sources to gain information about the City of Longmont, then check the box for each source that you had not heard of before taking this survey.	Very frequently	Somewhat frequently	Somewhat infrequently	Very infrequently	Never	Respondent skipped question	Total	Have not heard of it*
Longmont Life bi-monthly newsletter (new newsletter sent by regular mail)	10%	22%	16%	10%	21%	21%	100%	45%
City Line monthly newsletter (a newsletter that is included with monthly utility bills)	36%	28%	11%	6%	8%	11%	100%	14%
Utility billing statements ("fridge" cards, back of statements)	18%	25%	15%	11%	16%	15%	100%	24%
City Talk newspaper ad in Times-Call	10%	15%	15%	12%	32%	16%	100%	38%
Longmont e-News	3%	5%	9%	13%	47%	22%	100%	63%
Longmont e-Alert	4%	4%	8%	12%	47%	24%	100%	67%
City online event calendar	4%	9%	12%	16%	37%	22%	100%	47%
City Source	3%	7%	11%	14%	39%	26%	100%	60%
Utility billing on-hold message	1%	3%	7%	10%	48%	29%	100%	69%
Information displays in Civic Center, library, and other city facilities	3%	12%	18%	19%	29%	18%	100%	33%
Other newsletters from City Departments ("GO" – Senior Center; Recreation Brochure, Police Department Community Report)	6%	12%	15%	12%	35%	21%	100%	45%
Channel 3 community access channel	3%	10%	17%	16%	39%	15%	100%	24%
Channel 16 government information channel	0%	5%	10%	14%	51%	20%	100%	42%
Neighborhood Group Leader Association meetings	1%	4%	7%	11%	53%	25%	100%	58%
Main Street banners	9%	23%	23%	17%	16%	13%	100%	17%
City entrance signs	7%	21%	19%	16%	25%	12%	100%	19%
Outreach events (Council/City booths at special events or neighborhood beat meetings)	1%	7%	15%	19%	39%	19%	100%	40%

Note: Due to the high percent of respondents skipping this question, this table includes the percent "skipped."
 *Percents may total more than 100% as respondents were allowed to select more than one response.

Question 19

The City of Longmont has a number of options for how to use the open space budget. One option is to spend more money on existing open space (e.g., completing trails). The other option is to spend funds on the purchase of additional land to be used as a "buffer" between developments or for preservation of existing farms and agricultural land. Which of the following options do you most prefer?	Percent of respondents
Improvement and maintenance of existing land	36%
Purchase additional land	20%
No preference, both are important	34%
Neither option	4%
Don't know	7%
Total	100%

Question 20

Longmont's current three-quarter sales tax dedicated for street improvements and maintenance, first approved by Longmont voters in 1986 and most recently in 2006, is scheduled to terminate in December 2011. Please indicate the extent to which you would support or oppose each of the following options for the tax.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Extending the dedicated tax permanently	22%	21%	14%	28%	15%	100%
Extending the dedicated tax for another 10 years ending in 2021	15%	33%	14%	21%	16%	100%
Extending the dedicated tax for another 5 years ending in 2016	20%	37%	11%	16%	16%	100%
Allowing the tax to terminate as scheduled	16%	13%	22%	30%	18%	100%

Question 21

The City is exploring alternative revenue sources to help fund maintenance costs for parks. Without additional funding, city services and repairs to facilities and parks may need to be cut or operational hours reduced. Please indicate the extent to which you support or oppose each of the following options.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Making service cuts and maintenance cuts, but offsetting some cuts by adding up to \$1.00 per month parks maintenance fee on the utility bill	16%	37%	15%	24%	9%	100%
Making fewer services cuts, by offsetting with a \$1.01 to \$2.00 per month parks maintenance fee on the utility bill	18%	28%	17%	27%	9%	100%
Allowing service cuts, with no additional fee per month on the utility bill	17%	23%	20%	29%	11%	100%

Question 22

Please indicate the extent to which you support or oppose each of the following.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
The City creating a library district that would establish a tax to provide library services including a branch library	12%	25%	22%	27%	14%	100%
Shifting resources from a single library building to other locations if it means that the central library would reduce hours in order to staff another facility	4%	19%	26%	38%	14%	100%

Question 23

If Longmont had another library branch, what type of services should be offered at that branch? (Please check all that apply.)	Percent of respondents*
Full services at a smaller scale	44%
Services and materials for children and teens	34%
A collection with the focus on entertainment (fiction, best sellers, CDs, DVDs)	25%
A collection that would support research (reference books, nonfiction books, online databases)	31%
Technology services (access to the Internet, email and online databases)	39%
Meeting room spaces	25%
Other	11%
Don't know	22%
Don't want another branch	8%

*Percents may total more than 100% as respondents were allowed to select more than one response.

Question 24

Please circle the number that best represents your answer. Would you say that you (and your household)...	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Don't know	Total
Are better off or worse off financially than you were a year ago	6%	16%	28%	31%	18%	2%	100%
Will be better off or worse off financially in a year from now	6%	24%	33%	10%	6%	22%	100%

Question D1

About how many years have you lived in Longmont?	Percent of respondents
0-2 years	15%
3-5 years	18%
6-10years	21%
11 or more years	46%
Total	100%

Question D2

What kind of housing unit do you live in?	Percent of respondents
Single family house	66%
Apartment	19%
Condo	5%
Townhouse	8%
Mobile home	0%
Other	3%
Total	100%

Question D3

Do you rent or own your home?	Percent of respondents
Rent	32%
Own	68%
Total	100%

Question D4

About how much was your household's total income before taxes for all of 2008?	Percent of respondents
Less than \$10,000	5%
\$10,000 to under \$25,000	14%
\$25,000 to under \$50,000	25%
\$50,000 to under \$75,000	20%
\$75,000 to under \$100,000	14%
\$100,000 to under \$150,000	15%
\$150,000 to under \$200,000	5%
\$200,000 or more	2%
Total	100%

Question D5

What is the highest degree or level of school you have completed?	Percent of respondents
12th Grade or less, no diploma	6%
High school diploma	22%
Some college, no degree	18%
Associate's degree (e.g., AA, AS)	8%
Bachelor's degree (e.g., BA, AB, BS)	27%
Graduate degree or professional degree	19%
Total	100%

Question D6	
Are you Spanish, Hispanic or Latino?	Percent of respondents
Yes	16%
No	84%
Total	100%

Question D7	
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents*
American Indian or Alaskan native	5%
Asian or Pacific Islander	5%
Black, African American	1%
White/Caucasian	80%
Other	15%

*Percents may total more than 100% as respondents were allowed to select more than one response.

Question D8	
In which category is your age?	Percent of respondents
18-24 years	4%
25-34 years	25%
35-44 years	17%
45-54 years	25%
55-64 years	13%
65-74 years	8%
75-84 years	6%
82 years or older	2%
Total	100%

Question D9	
What is your gender?	Percent of respondents
Female	52%
Male	48%
Total	100%

Respondent Ward of Residency	
	Percent of respondents
Ward 1	37%
Ward 2	32%
Ward 3	29%
Unknown	2%
Total	100%

Appendix III: Verbatim Responses to Open-ended Survey Questions

Following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

QUESTION 2: WHAT ARE YOUR FAVORITE ASPECTS ABOUT LIVING IN LONGMONT?

Other

- A little too expensive to live.
- Airport
- Animal friendly
- Bike lanes
- Bike paths
- Bike paths
- Blocks of Neon Forest will have an 8090 foreclosure rate by fall!!! Seriously? W/ all the foreclosures and failure of prospect? You want more? Idiots
- Born and raised here like rural areas not good for singles
- Born here
- Breweries
- Breweries
- Church
- Church
- Churches
- Churches
- City govt
- Clean
- Close to dean but not too close.
- Close to Kaiser Permanente
- Dog friendly bike friendly
- Dog parks
- Ease of getting around low traffic
- Employment stable w/ school system
- Free parking
- Get grid of the gang & drugs
- Good medical complex
- Great GA Airport
- Great library!
- Greenway
- Grew up here
- History
- Hospital excellent Longmont United
- Lease low shelters for our cit people & meals offered volunteers that help in all aspects.
- Left hand beer room
- Less snow than Denver usually
- Less traffic
- Library!
- Lived here 60+ yrs
- Living in a county with a university and a progressive mindset
- Low traffic good access to govt services.
- Medical facilities
- Medical facilities
- Medical facilities (LUH)
- Native
- Native of Calo
- No good
- None
- None. There is nothing good about living here.
- Not big cap
- Note: Longmont is full of insensitive people, 4 gangs and loud mufflers on trucks, cars & motorcycles.
- Nothing
- Police/sheriff fire depts
- Public transportation hospital/clinic our center
- Senior center library
- Service clubs church
- Size of city
- Small town with history
- Think diversity
- Too much Mexican influence too much graffiti. No parking-Never will be Down town is dead.
- Walk ability
- Walking paths
- Weather
- Weather - storms miss us usually!

Felt is geared towards only ethnic people or a certain age group

- As a non-Hispanic - Why would I attend those events??
- City is too focused on Hispanic events.
- Do not celebrate Hispanic events!
- Half this stuff is Hispanic - We live in America.
- I don't celebrate Mexican holidays
- I'm not Mexican and an illegal, so no value for me
- Limited adult activities
- Longmont events we find don't have a great turnout of various age groups, classes of (more than just working lower class) people, and aren't that well put together. Longmont desperately needs culture & quality good & retail & community!
- Most are geared toward Hispanic
- Most are too one side for one race only
- Not inclusive-environment
- Not old or Mexican
- Too much support of illegal aliens

No information/didn't know

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Did not hear about it ▪ Did not know about events ▪ Did not know about them ▪ Didn't hear about it. ▪ Didn't hear of it ▪ Didn't know ▪ Didn't know about ▪ Didn't know about it! ▪ Didn't know about it. ▪ Didn't know about some ▪ Didn't know what was going on ▪ Don't know about it ▪ Don't know enough about them ▪ Don't know they were happening ▪ Falta de comunicacion ▪ Hadn't heard of them ▪ Hadn't heard of them ▪ Haven't heard about them ▪ I was not aware of them | <ul style="list-style-type: none"> ▪ Never heard of it ▪ Never heard of it ▪ Never heard of it. ▪ Never heard of most of them ▪ No info ▪ No notice ▪ No notice of event ▪ No publicity ▪ Not enough knowledge ▪ Not heard of ▪ Not heard of it ▪ Not heard of most ▪ Not heard of them ▪ Not publized ▪ Only heard about some more recently ▪ Transportation and info ▪ Unaware ▪ Was not aware redesign your website! |
|---|---|

Recently moved to Longmont

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ I've only moved her in Feb. ▪ Just moved here ▪ Just moved here ▪ Just moved here ▪ Just moved here ▪ Just moved here ▪ Just moved here 2/09 ▪ Just moved here 8 mo ago not familiar with these events | <ul style="list-style-type: none"> ▪ Just moved here from western slope ▪ Just moved to Longmont ▪ Move to Longmont 12/15/08 ▪ Moved here in 2/09 ▪ New to Longmont ▪ New to the area ▪ Recent move here-heard about afterwards |
|---|--|

Other

- Always the case
- American 4th of July (ours)
- Bad economy
- Bad weather
- Biased presentation
- City spends too much time & money to try & keep everyone happy
- Cut of town often
- Depended as event?
- Don't feel safe
- Don't get out at night
- Don't get out much-It's a gop-owner state i.e work or die!
- Don't like to go to social events alone
- Exception Longmont lights want to next time
- Fixed income
- Forget to plan for
- Forgot
- Forgot to go
- Have in other years
- Hoping to this summer
- How about an Italian Fest.
- I'm very disappointed in the, new museum where is all the things from the old one?
- Laziness on our part!
- No money
- No one to attend with
- No one to go, with.
- No transportation
- Out of state visiting family
- Parking
- Parking?
- Participated most
- People smoking & loud vehicles
- Procrastination
- Shut in
- To crowded/parking problems
- Too crowded
- Too difficult to park-down town & fair grounds
- Too many kids, no parking available
- Too much cost to city-too little reward
- Trouble
- Unable
- Various reasons
- Weather
- Weather too hot or too cold
- Will not support illegals.

QUESTION 23. IF LONGMONT HAD ANOTHER LIBRARY BRANCH, WHAT TYPE OF SERVICES SHOULD BE OFFERED AT THAT BRANCH?**Does not want another branch**

- 1 library is fine. Libraries are a dying breed. Haven't people heard of the internet?
- 1 library should suffice
- Add to old library
- Another library is not necessary
- Branch Brick & Mostar-No!: online branch-yes!
- Branch not necessary
- Do not add a branch
- Do not need another library
- Don't feel Longmont needs a branch library.
- Don't need a branch library
- Don't need a branch library!
- Don't need a branch!
- Don't need another branch
- Don't need another branch
- Don't need another one
- Don't need more, take care of one we have
- Don't need one
- Don't need one.
- Don't support branch
- Don't think this is the time, nor do we need a branch library.
- Don't want a branch
- Don't want a branch!
- Don't want another branch
- Focus in what we have, don't build new
- I do not support a branch library
- I don't see the need to have an additional branch unless it was a mobile truck for home-bound residents.
- I think Longmont is small enough that one central good library is enough. Don't dilute!
- I thought we can't afford the library we have?
- Keep main library
- Keep only the main
- Leave as it
- Live within your budget which the city does not do.
- Longmont does not need another library
- Maintain/improve existing branch
- No branch
- No branch
- No branch!
- No changes at this time try again in 2020

- No more-focus on existing library
- No need
- No need for another branch
- No need to expand, keep all in one central location so it can stay as an excellent resource!
- No other branch is needed at this time
- No other branch needed
- No other library
- No second building-its just fine as it is.
- None, I do not support a branch library
- None, we don't need another library!
- Not for/pro smaller branches Keep the one library.
- Not needed
- Not needed
- Not required-one library is enough!
- One library is enough
- Only need 1 efficient library
- Oppose-current library is sufficient
- Prefer to only have one library!

Other

- Add more parking to present location
- Art gallery
- Book mobile idea?
- Colorado history/tourism
- Do not use library
- Don't use-we buy our own books, CD's and DVD's
- Focus available resources on main branch
- Free meeting room spaces for? Tai Chi classes meditation
- Full services @ same scale w/ added library staff in Northwest Longmont
- Full services at full scale
- High quality collected works of science, fiction and history, that's all.
- I don't go to library-I use my laptop
- It's so expensive
- Literature

- Put resource on only one library
- Should not have another branch
- The City is too small for 2 branches.
- The current library is fabulous, fine, just right
- The library we have is adequate.
- The main library is centrally located So why spend \$'s we don't have and dilute the service?
- The present library is great & accessible.
- Too much junk in the library we all ready here.
- We do not need a branch
- We don't need another branch
- We don't need another branch
- We don't need another library
- We don't need another library!
- We don't need another library-upgrade what we have! More books-it takes forever to get new books from the hold list.
- We don't need another wakeup we don't use the one we have
- Would only use main branch

- Longer hours/more days
- More accommodating to teachers checking out books
- More books on CD
- More computers for the public to use
- More educational, cultural, and trade resources
- More efficient, less expensive/location?
- Not very strongly in favor of expansion but what about having the expansion be about the arts (instead of building a big art center right off?)
- One kick butt fabulous library
- One that won't cost me, \$
- Parking space
- Resume help job listings.
- Room to donate and self used books
- The proposed branch library should co-louck with FRCC

Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward

The responses by Ward of residence are compared in this appendix. Responses that are significantly different ($p < .05$) are shaded gray.

Question 1 by Ward				
Please rate the following aspects of life in Longmont.	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
How would you rate Longmont as a place to live?	77%	88%	86%	83%
How would you rate your neighborhood as a place to live?	62%	86%	83%	76%
How would you rate Longmont as a place to raise children?	68%	84%	78%	76%
How would you rate Longmont as a place to retire?	55%	65%	68%	62%
How would you rate Longmont as a place to shop?	35%	38%	37%	36%
How would you rate Longmont as a place to work?	54%	54%	52%	53%
How would you rate your overall quality of life in Longmont?	76%	87%	80%	81%

Percent of respondents reporting "good" or "excellent."

Question 5 by Ward				
The City of Longmont has developed a "Shop Local Program" to encourage residents to spend money in Longmont rather than in other communities or on the Internet to keep sales tax dollars local. If the City Council were to adopt a policy for the city government to give a preference to local businesses for city purchases, how much more, if any, do you think the City should pay for locally purchased goods/services?	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
20% more	7%	6%	5%	6%
15% more	3%	10%	1%	5%
10% more	16%	14%	21%	17%
5% more	22%	25%	22%	23%
None, the City should take the lowest bid	36%	33%	36%	35%
No preference	17%	13%	15%	15%
Total	100%	100%	100%	100%

Question 8 by Ward

Please first indicate how likely or unlikely you or any family members would be to participate in each of the following conservation programs.	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
Toilet replacement rebate program	55%	52%	58%	55%
Clothes washer rebate program	67%	68%	58%	64%
Dishwasher replacement program	64%	64%	56%	62%
Free lawn irrigation system audit program	50%	58%	52%	53%
Free xeriscape seminars	40%	49%	43%	44%
Garden-in-a-box xeriscape plantings program	44%	57%	48%	50%
Renewable Energy Program (voluntary customer purchase program)	68%	65%	54%	63%
Residential solar rebate program	52%	54%	42%	49%
Commercial solar rebate program	37%	33%	20%	30%
CFL lightbulb discount program	71%	77%	74%	74%
Holiday LED light incentive program	57%	72%	59%	62%
Residential Energy Audit program	53%	66%	56%	58%
PACE EnergySmart for Business program	30%	31%	18%	27%
Commercial Electric Efficiency program	31%	32%	24%	29%
Commercial Matching Grant program	29%	29%	15%	25%
Lighten UP program (commercial lighting incentives)	27%	28%	18%	25%
Neighborhood Efficiency Sweep program	47%	52%	47%	48%
Energy Star New Homes program	51%	49%	28%	43%
Commercial retro-commissioning pilot program	23%	21%	14%	20%
Energy efficiency workshops and educational programs	57%	62%	56%	58%

Percent of respondents reporting "somewhat" or "very" likely.

Question 10 by Ward

Please rate each of the following as they relate to the City of Longmont as a whole.	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
Sense of community	58%	67%	69%	64%
Openness and acceptance of the community towards people of diverse backgrounds	58%	53%	59%	57%
Opportunities to attend cultural activities	52%	61%	63%	58%

Percent of respondents reporting "good" or "excellent."

Question 14 by Ward

	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
To what extent do you support or oppose the City building a homeless shelter in Longmont?	65%	73%	77%	71%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 15 by Ward

Overall, do you think that City Council communication has changed for the better, stayed about the same, or changed for the worse in the past 12 months?	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
Changed for the better	12%	19%	20%	17%
Stayed about the same	70%	66%	59%	65%
Changed for the worse	18%	15%	21%	18%
Total	100%	100%	100%	100%

Question 19 by Ward

The City of Longmont has a number of options for how to use the open space budget. One option is to spend more money on existing open space (e.g., completing trails). The other option is to spend funds on the purchase of additional land to be used as a "buffer" between developments or for preservation of existing farms and agricultural land. Which of the following options do you most prefer?	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
Improvement and maintenance of existing land	42%	34%	38%	38%
Purchase additional land	13%	29%	22%	21%
No preference, both are important	41%	33%	35%	36%
Neither option	4%	4%	5%	4%
Total	100%	100%	100%	100%

Question 20 by Ward

Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance, first approved by Longmont voters in 1986 and most recently in 2006, is scheduled to terminate in December 2011. Please indicate the extent to which you would support or oppose each of the following options for the tax.	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
Extending the dedicated tax permanently	51%	51%	51%	51%
Extending the dedicated tax for another 10 years ending in 2021	59%	57%	56%	58%
Extending the dedicated tax for another 5 years ending in 2016	69%	66%	67%	67%
Allowing the tax to terminate as scheduled	38%	40%	31%	37%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 21 by Ward

The City is exploring alternative revenue sources to help fund maintenance costs for parks. Without additional funding, city services and repairs to facilities and parks may need to be cut or operation hours reduced. Please indicate the extent to which you support or oppose each of the following options.	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
Making service cuts and maintenance cuts, but offsetting some cuts by adding up to \$1.00 per month parks maintenance fee on the utility bill	51%	63%	59%	57%
Making fewer services cuts, by offsetting with a \$1.01 to \$2.00 per month parks maintenance fee on the utility bill	47%	55%	51%	51%
Allowing service cuts, with no additional fee per month on the utility bill	47%	42%	42%	44%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 22 by Ward

Please indicate the extent to which you support or oppose each of the following:	Ward of Residency			
	Ward One	Ward Two	Ward Three	City as a Whole
The City creating a library district that would establish a tax to provide library services including a branch library	41%	46%	40%	42%
Shifting resources from a single library building to other locations if it means that the central library would reduce hours in order to staff another facility	30%	28%	21%	26%

Percent of respondents reporting "somewhat" or "strongly" support.

Appendix V: Responses to Selected Survey Questions by Respondent Characteristics

The responses by select respondent characteristics of residence are compared in this appendix. Responses that are significantly different ($p < .05$) are shaded gray.

Question 1 by Length of Residency, Housing Tenure and Annual Household Income

Please rate the following aspects of life in Longmont.	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
How would you rate Longmont as a place to live?	83%	83%	83%	82%	84%	83%	79%	85%	82%	83%
How would you rate your neighborhood as a place to live?	77%	75%	76%	65%	81%	75%	51%	80%	85%	76%
How would you rate Longmont as a place to raise children?	74%	78%	76%	71%	77%	75%	68%	78%	79%	76%
How would you rate Longmont as a place to retire?	62%	62%	62%	57%	64%	62%	53%	63%	66%	62%
How would you rate Longmont as a place to shop?	37%	37%	37%	47%	32%	36%	53%	38%	21%	37%
How would you rate Longmont as a place to work?	52%	56%	54%	42%	60%	54%	42%	55%	64%	54%
How would you rate your overall quality of life in Longmont?	80%	82%	81%	76%	83%	81%	77%	83%	81%	81%

Percent of respondents reporting "good" or "excellent."

Question 1 by Gender, Age and Race/Ethnicity										
Please rate the following aspects of life in Longmont.	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
How would you rate Longmont as a place to live?	85%	81%	83%	88%	80%	83%	83%	87%	77%	84%
How would you rate your neighborhood as a place to live?	77%	74%	76%	74%	75%	79%	76%	78%	71%	76%
How would you rate Longmont as a place to raise children?	76%	75%	76%	84%	73%	72%	76%	81%	67%	76%
How would you rate Longmont as a place to retire?	64%	59%	61%	61%	60%	67%	62%	65%	56%	63%
How would you rate Longmont as a place to shop?	37%	37%	37%	35%	32%	46%	37%	37%	37%	37%
How would you rate Longmont as a place to work?	53%	53%	53%	53%	56%	50%	54%	58%	46%	54%
How would you rate your overall quality of life in Longmont?	82%	79%	81%	88%	76%	81%	81%	85%	72%	82%

Percent of respondents reporting "good" or "excellent."

Question 5 by Length of Residency, Housing Tenure and Annual Household Income

The City of Longmont has developed a "Shop Local Program" to encourage residents to spend money in Longmont rather than in other communities or on the Internet to keep sales tax dollars local. If the City Council were to adopt a policy for the city government to give a preference to local businesses for city purchases, how much more, if any, do you think the City should pay for locally purchased goods/services?	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
20% more	5%	6%	5%	9%	4%	5%	7%	6%	2%	5%
15% more	5%	4%	5%	6%	4%	5%	6%	4%	6%	5%
10% more	18%	16%	17%	14%	19%	18%	13%	19%	18%	18%
5% more	25%	19%	23%	17%	24%	22%	10%	25%	27%	23%
None, the City should take the lowest bid	33%	39%	35%	36%	36%	36%	49%	29%	39%	35%
No preference	13%	17%	15%	17%	14%	15%	14%	17%	8%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 5 by Gender, Age and Race/Ethnicity

The City of Longmont has developed a "Shop Local Program" to encourage residents to spend money in Longmont rather than in other communities or on the Internet to keep sales tax dollars local. If the City Council were to adopt a policy for the city government to give a preference to local businesses for city purchases, how much more, if any, do you think the City should pay for locally purchased goods/services?	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
20% more	3%	8%	6%	5%	8%	2%	5%	5%	8%	6%
15% more	6%	3%	5%	10%	3%	3%	5%	5%	2%	4%
10% more	19%	16%	17%	21%	16%	16%	17%	20%	11%	17%
5% more	22%	23%	22%	28%	21%	20%	23%	26%	14%	23%
None, the City should take the lowest bid	34%	36%	35%	26%	36%	44%	35%	32%	43%	35%
No preference	16%	13%	15%	12%	17%	15%	15%	12%	23%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 8 by Length of Residency, Housing Tenure and Annual Household Income

Please first indicate how likely or unlikely you or any family members would be to participate in each of the following conservation programs.	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
Toilet replacement rebate program	56%	53%	55%	53%	56%	55%	44%	56%	59%	55%
Clothes washer rebate program	66%	64%	65%	68%	64%	65%	64%	65%	66%	65%
Dishwasher replacement program	67%	58%	62%	62%	63%	63%	62%	61%	67%	63%
Free lawn irrigation system audit program	56%	53%	55%	52%	56%	54%	56%	55%	58%	56%
Free xeriscape seminars	49%	38%	44%	43%	45%	44%	39%	45%	49%	45%
Garden-in-a-box xeriscape plantings program	56%	41%	49%	49%	49%	49%	47%	50%	52%	50%
Renewable Energy Program (voluntary customer purchase program)	69%	57%	63%	66%	62%	64%	67%	64%	64%	64%
Residential solar rebate program	58%	38%	49%	55%	47%	49%	50%	49%	51%	50%
Commercial solar rebate program	35%	25%	30%	42%	25%	30%	39%	31%	28%	31%
CFL lightbulb discount program	77%	70%	74%	75%	74%	74%	66%	78%	75%	75%
Holiday LED light incentive program	66%	58%	62%	69%	60%	63%	57%	63%	67%	63%
Residential Energy Audit program	64%	51%	58%	59%	58%	58%	47%	62%	59%	59%
PACE EnergySmart for Business program	26%	27%	27%	38%	22%	27%	32%	31%	19%	28%
Commercial Electric Efficiency program	29%	31%	30%	42%	25%	30%	40%	32%	21%	31%
Commercial Matching Grant program	24%	27%	25%	38%	20%	26%	40%	26%	20%	27%
Lighten UP program (commercial lighting incentives)	26%	22%	24%	32%	21%	24%	27%	26%	21%	25%
Neighborhood Efficiency Sweep program	54%	44%	49%	52%	49%	50%	49%	51%	54%	51%
Energy Star New Homes program	48%	41%	44%	54%	41%	45%	51%	43%	46%	45%
Commercial retro-commissioning pilot program	20%	21%	20%	25%	18%	20%	24%	22%	16%	21%
Energy efficiency workshops and educational programs	62%	56%	59%	63%	58%	59%	62%	61%	58%	60%

Percent of respondents reporting "somewhat" or "very" likely.

Question 8 by Gender, Age and Race/Ethnicity

Please first indicate how likely or unlikely you or any family members would be to participate in each of the following conservation programs.	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
Toilet replacement rebate program	63%	48%	55%	62%	55%	48%	55%	56%	55%	56%
Clothes washer rebate program	73%	59%	66%	78%	65%	51%	65%	66%	62%	65%
Dishwasher replacement program	68%	58%	63%	70%	67%	48%	63%	64%	61%	64%
Free lawn irrigation system audit program	62%	48%	55%	59%	53%	51%	54%	56%	53%	55%
Free xeriscape seminars	50%	40%	45%	41%	49%	40%	44%	44%	48%	45%
Garden-in-a-box xeriscape plantings program	56%	44%	50%	54%	52%	40%	49%	47%	59%	50%
Renewable Energy Program (voluntary customer purchase program)	69%	59%	64%	74%	66%	47%	63%	64%	66%	65%
Residential solar rebate program	51%	48%	50%	58%	52%	35%	49%	50%	51%	50%
Commercial solar rebate program	30%	32%	31%	35%	31%	24%	30%	29%	38%	31%
CFL lightbulb discount program	81%	69%	75%	76%	75%	69%	74%	73%	81%	75%
Holiday LED light incentive program	69%	58%	64%	70%	66%	50%	63%	64%	62%	64%
Residential Energy Audit program	64%	53%	59%	66%	59%	49%	58%	60%	58%	60%
PACE EnergySmart for Business program	29%	26%	27%	29%	30%	20%	27%	22%	41%	28%
Commercial Electric Efficiency program	30%	31%	31%	33%	30%	28%	30%	29%	36%	31%
Commercial Matching Grant program	25%	27%	26%	25%	29%	20%	26%	22%	36%	26%
Lighten UP program (commercial lighting incentives)	26%	22%	24%	24%	27%	20%	24%	23%	30%	25%
Neighborhood Efficiency Sweep program	52%	48%	50%	55%	53%	37%	49%	49%	54%	51%
Energy Star New Homes program	45%	45%	45%	52%	48%	30%	44%	40%	58%	45%
Commercial retro-commissioning pilot program	21%	20%	20%	19%	24%	16%	20%	18%	30%	21%
Energy efficiency workshops and educational programs	66%	54%	60%	65%	60%	53%	59%	57%	70%	60%

Percent of respondents reporting "somewhat" or "very" likely.

Question 10 by Length of Residency, Housing Tenure and Annual Household Income

Please rate each of the following as they relate to the City of Longmont as a whole.	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
Sense of community	61%	69%	65%	64%	65%	64%	62%	67%	62%	65%
Openness and acceptance of the community towards people of diverse backgrounds	56%	58%	57%	56%	57%	57%	62%	56%	54%	57%
Opportunities to attend cultural activities	55%	62%	58%	56%	59%	58%	55%	60%	56%	59%

Percent of respondents reporting "good" or "excellent."

Question 10 by Gender, Age and Race/Ethnicity

Please rate each of the following as they relate to the City of Longmont as a whole.	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
Sense of community	71%	58%	64%	63%	63%	69%	65%	67%	60%	65%
Openness and acceptance of the community towards people of diverse backgrounds	56%	58%	57%	57%	53%	62%	57%	61%	47%	57%
Opportunities to attend cultural activities	58%	58%	58%	52%	59%	63%	58%	63%	47%	59%

Percent of respondents reporting "good" or "excellent."

Question 14 by Length of Residency, Housing Tenure and Annual Household Income

	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
To what extent do you support or oppose the City building a homeless shelter in Longmont?	69%	74%	71%	80%	69%	72%	80%	72%	72%	73%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 14 by Gender, Age and Race/Ethnicity

	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
To what extent do you support or oppose the City building a homeless shelter in Longmont?	74%	68%	71%	69%	75%	68%	71%	72%	73%	72%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 15 by Length of Residency, Housing Tenure and Annual Household Income

Overall, do you think that City Council communication has changed for the better, stayed about the same, or changed for the worse in the past 12 months?	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
Changed for the better	16%	18%	17%	25%	14%	17%	17%	20%	13%	17%
Stayed about the same	69%	62%	65%	64%	66%	65%	73%	64%	64%	65%
Changed for the worse	15%	20%	18%	12%	20%	18%	10%	17%	24%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 15 by Gender, Age and Race/Ethnicity

Overall, do you think that City Council communication has changed for the better, stayed about the same, or changed for the worse in the past 12 months?	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
Changed for the better	23%	11%	16%	19%	15%	18%	17%	16%	21%	17%
Stayed about the same	62%	69%	65%	72%	66%	60%	65%	67%	64%	66%
Changed for the worse	15%	21%	18%	8%	19%	22%	18%	17%	16%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 19 by Length of Residency, Housing Tenure and Annual Household Income

The City of Longmont has a number of options for how to use the open space budget. One option is to spend more money on existing open space (e.g., completing trails). The other option is to spend funds on the purchase of additional land to be used as a "buffer" between developments or for preservation of existing farms and agricultural land. Which of the following options do you most prefer?	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
Improvement and maintenance of existing land	39%	38%	39%	45%	36%	39%	40%	39%	33%	38%
Purchase additional land	22%	20%	21%	18%	22%	21%	20%	22%	22%	21%
No preference, both are important	36%	36%	36%	34%	37%	36%	33%	35%	42%	36%
Neither option	3%	5%	4%	2%	5%	4%	7%	4%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 19 by Gender, Age and Race/Ethnicity

The City of Longmont has a number of options for how to use the open space budget. One option is to spend more money on existing open space (e.g., completing trails). The other option is to spend funds on the purchase of additional land to be used as a "buffer" between developments or for preservation of existing farms and agricultural land. Which of the following options do you most prefer?	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
Improvement and maintenance of existing land	36%	41%	38%	38%	37%	44%	39%	38%	44%	39%
Purchase additional land	22%	20%	21%	20%	22%	20%	21%	22%	18%	21%
No preference, both are important	40%	33%	36%	43%	36%	29%	36%	37%	34%	36%
Neither option	3%	6%	4%	0%	6%	7%	4%	3%	5%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 20 by Length of Residency, Housing Tenure and Annual Household Income

Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance, first approved by Longmont voters in 1986 and most recently in 2006, is scheduled to terminate in December 2011. Please indicate the extent to which you would support or oppose each of the following options for the tax.	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
Extending the dedicated tax permanently	54%	49%	51%	60%	47%	51%	64%	51%	49%	53%
Extending the dedicated tax for another 10 years ending in 2021	62%	53%	58%	62%	56%	58%	65%	58%	56%	59%
Extending the dedicated tax for another 5 years ending in 2016	67%	69%	68%	66%	68%	68%	73%	68%	68%	69%
Allowing the tax to terminate as scheduled	32%	42%	36%	33%	38%	36%	43%	32%	42%	36%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 20 by Gender, Age and Race/Ethnicity

Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance, first approved by Longmont voters in 1986 and most recently in 2006, is scheduled to terminate in December 2011. Please indicate the extent to which you would support or oppose each of the following options for the tax.	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
Extending the dedicated tax permanently	56%	48%	52%	55%	52%	47%	52%	50%	56%	52%
Extending the dedicated tax for another 10 years ending in 2021	60%	57%	58%	66%	58%	50%	58%	59%	59%	59%
Extending the dedicated tax for another 5 years ending in 2016	70%	66%	68%	74%	67%	62%	68%	68%	67%	68%
Allowing the tax to terminate as scheduled	35%	37%	36%	31%	35%	45%	36%	35%	38%	36%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 21 by Length of Residency, Housing Tenure and Annual Household Income

The City is exploring alternative revenue sources to help fund maintenance costs for parks. Without additional funding, city services and repairs to facilities and parks may need to be cut or operation hours reduced. Please indicate the extent to which you support or oppose each of the following options.	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
Making service cuts and maintenance cuts, but offsetting some cuts by adding up to \$1.00 per month parks maintenance fee on the utility bill	61%	53%	58%	60%	56%	57%	60%	59%	56%	59%
Making fewer services cuts, by offsetting with a \$1.01 to \$2.00 per month parks maintenance fee on the utility bill	53%	49%	51%	54%	49%	51%	54%	49%	58%	52%
Allowing service cuts, with no additional fee per month on the utility bill	43%	47%	45%	46%	44%	45%	53%	43%	37%	44%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 21 by Gender, Age and Race/Ethnicity

The City is exploring alternative revenue sources to help fund maintenance costs for parks. Without additional funding, city services and repairs to facilities and parks may need to be cut or operation hours reduced. Please indicate the extent to which you support or oppose each of the following options.	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
Making service cuts and maintenance cuts, but offsetting some cuts by adding up to \$1.00 per month parks maintenance fee on the utility bill	62%	55%	58%	66%	55%	53%	58%	59%	56%	58%
Making fewer services cuts, by offsetting with a \$1.01 to \$2.00 per month parks maintenance fee on the utility bill	52%	50%	51%	65%	49%	39%	51%	53%	49%	52%
Allowing service cuts, with no additional fee per month on the utility bill	44%	45%	44%	37%	42%	55%	45%	43%	45%	43%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 22 by Length of Residency, Housing Tenure and Annual Household Income

Please indicate the extent to which you support or oppose each of the following:	Respondent Length of Residency			Housing Tenure			Income of Respondent			
	10 years or less	More than 10 years	Overall	Rent	Own	Overall	Less than \$25,000	\$25,000 - \$99,999	\$100,000 or more	Overall
The City creating a library district that would establish a tax to provide library services including a branch library	46%	40%	43%	53%	39%	43%	57%	45%	35%	44%
Shifting resources from a single library building to other locations if it means that the central library would reduce hours in order to staff another facility	24%	28%	26%	23%	28%	26%	33%	24%	24%	26%

Percent of respondents reporting "somewhat" or "strongly" support.

Question 22 by Gender, Age and Race/Ethnicity

Please indicate the extent to which you support or oppose each of the following:	Gender of Respondent			Respondent Age				Race and Ethnicity		
	Female	Male	Overall	18-34	35-54	55+	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall
The City creating a library district that would establish a tax to provide library services including a branch library	48%	39%	44%	47%	46%	34%	43%	41%	51%	44%
Shifting resources from a single library building to other locations if it means that the central library would reduce hours in order to staff another facility	28%	23%	25%	22%	26%	30%	26%	22%	37%	26%

Percent of respondents reporting "somewhat" or "strongly" support.

Appendix VI: Survey Methodology

SURVEY INSTRUMENT DEVELOPMENT

The Longmont Policy Exploration Survey was administered by mail in 2009 for the third time (the 2005 administration was the first policy exploration survey conducted by the City of Longmont). The policy survey instrument for Longmont was developed by starting with a list of topics prioritized by City staff and Council. Topics and questions were modified to find those that were the best fit for the 2009 questionnaire. In an iterative process between City staff, City Council and NRC staff, a final six-page questionnaire was created. The survey also was translated into Spanish and available upon request.

SAMPLE SELECTION

The 2009 survey used a stratified systematic sampling to select 1,000 residents in each of three Wards to receive the survey mailings. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.) To ensure households selected to participate in the survey were within the City of Longmont boundaries, the latitude and longitude of each address was plotted to determine its location within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected 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

Selected households received three mailings, one week apart beginning in May 2009. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor (in English and Spanish) inviting the household to participate, a questionnaire and a postage-paid envelope. Spanish-speaking residents were provided the opportunity to call the City to request the survey in their language. About 5% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,865 households that received the survey, 940 respondents completed the survey, providing a response rate of 33%. Five Spanish-speaking residents requested surveys and three returned a completed questionnaire (included in the overall total of 940 completes).

MARGIN OF ERROR

The 95% confidence interval (or "margin of error") quantifies the "sampling error" or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

SURVEY PROCESSING (DATA ENTRY)

Mailed surveys were returned via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Survey Analysis

WEIGHTING THE DATA

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, ethnicity, race and educational attainment. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms was used to calculate the appropriate weights. The process actually began at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversampled residents of multi-

family dwellings to ensure they were accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single-family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the figure on the following page.

Longmont 2009 Policy Exploration Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm ¹	Unweighted Data	Weighted Data
Sex and Age			
18-34 years of age	32%	13%	29%
35-54 years of age	43%	38%	42%
55+ years of age	25%	49%	29%
Female	52%	61%	52%
Male	48%	39%	48%
Females 18-34	16%	8%	15%
Females 35-54	22%	24%	22%
Females 55+	14%	29%	15%
Males 18-34	15%	6%	14%
Males 35-54	22%	15%	22%
Males 55+	11%	18%	12%
Race and Ethnicity			
White alone, not Hispanic	73%	89%	72%
Hispanic and/or other race	27%	11%	28%
Housing			
Rent home	34%	23%	32%
Own home	66%	77%	68%
Detached unit	71%	71%	66%
Attached unit	29%	29%	34%

¹ Source: 2006 U.S. Census American Community Estimates.

Note: Education is based on population 25 years and over.

ANALYZING THE DATA

The electronic dataset was analyzed by National Research Center, Inc. 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 II: Complete Set of Responses to Survey Questions*.

Also included are results by respondent geographic location (see *Appendix IV: Responses to Selected Survey Questions by Respondent Council Ward*) and by respondent characteristics (see *Appendix V: 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 the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Appendix VII: Jurisdictions Included In Benchmark Comparisons

Listed below are the jurisdictions included in the National Comparisons provided for the City of Longmont followed by its 2000 population according to the U.S. Census. At the end of this section, we also list the jurisdictions included in the Front Range comparison.

JURISDICTIONS INCLUDED IN NATIONAL COMPARISONS

The jurisdictions included in the National Comparisons are listed below along with their 2000 population according to the U.S. Census.

Agoura Hills, CA.....	20,537	Boulder, CO.....	94,673
Alamogordo, NM.....	35,582	Bowling Green, KY.....	49,296
Albany, GA.....	76,939	Bozeman, MT.....	27,509
Albemarle County, VA.....	79,236	Branson, MO.....	6,050
Alpharetta, GA.....	34,854	Brea, CA.....	35,410
Ames, IA.....	50,731	Breckenridge, CO.....	2,408
Andover, MA.....	31,247	Brevard County, FL.....	476,230
Ankeny, IA.....	27,117	Brisbane, CA.....	3,597
Ann Arbor, MI.....	114,024	Broken Arrow, OK.....	74,839
Arapahoe County, CO.....	487,967	Broomfield, CO.....	38,272
Archuleta County, CO.....	9,898	Bryan, TX.....	34,733
Arkansas City, KS.....	11,963	Burlingame, CA.....	28,158
Arlington County, VA.....	189,453	Burlington, MA.....	22,876
Arvada, CO.....	102,153	Calgary, Canada.....	878,866
Asheville, NC.....	68,889	Cambridge, MA.....	101,355
Aspen, CO.....	5,914	Canandaigua, NY.....	11,264
Auburn, AL.....	42,987	Cape Coral, FL.....	102,286
Auburn, WA.....	40,314	Carlsbad, CA.....	78,247
Aurora, CO.....	276,393	Carson City, NV.....	52,457
Austin, TX.....	656,562	Cartersville, GA.....	15,925
Avondale, AZ.....	35,883	Carver County, MN.....	70,205
Barnstable, MA.....	47,821	Cary, NC.....	94,536
Batavia, IL.....	23,866	Castle Rock, CO.....	20,224
Battle Creek, MI.....	53,364	Cedar Creek, NE.....	396
Bedford, MA.....	12,595	Cedar Falls, IA.....	36,145
Beekman, NY.....	11,452	Centralia, IL.....	14,136
Belleair Beach, FL.....	1,751	Chandler, AZ.....	176,581
Bellevue, WA.....	109,569	Chanhassen, MN.....	20,321
Bellflower, CA.....	72,878	Chanute, KS.....	9,411
Bellingham, WA.....	67,171	Charlotte County, FL.....	141,627
Benbrook, TX.....	20,208	Charlotte, NC.....	540,828
Bend, OR.....	52,029	Chesapeake, VA.....	199,184
Benicia, CA.....	26,865	Chesterfield County, VA.....	259,903
Bettendorf, IA.....	31,275	Cheyenne, WY.....	53,011
Billings, MT.....	89,847	Chittenden County, VT.....	146,571
Blacksburg, VA.....	39,357	Chula Vista, CA.....	173,556
Bloomfield, NM.....	6,417	Claremont, CA.....	33,998
Blue Ash, OH.....	12,513	Clark County, WA.....	345,238
Blue Earth, MN.....	3,621	Clay County, MO.....	184,006
Blue Springs, MO.....	48,080	Clearwater, FL.....	108,787
Boise, ID.....	185,787	Cococino County, AZ.....	116,320
Bonita Springs, FL.....	32,797	College Park, MD.....	24,657
Borough of Ebensburg, PA.....	3,091	Collier County, FL.....	251,377
Botetourt County, VA.....	30,496	Collinsville, IL.....	24,707
Boulder County, CO.....	291,288	Colorado Springs, CO.....	360,890

Concord, CA.....	121,780	Fairway, KS.....	3,952
Concord, NC.....	55,977	Farmington, NM.....	37,844
Cooper City, FL.....	27,939	Farmington, UT.....	12,081
Coral Springs, FL.....	117,549	Fayetteville, AR.....	58,047
Corpus Christi, TX.....	277,454	Federal Way, WA.....	83,259
Corvallis, OR.....	49,322	Fishers, IN.....	37,835
Coventry, CT.....	11,504	Flagstaff, AZ.....	52,894
Craig, CO.....	9,189	Florence, AZ.....	17,054
Cranberry Township, PA.....	23,625	Fort Collins, CO.....	118,652
Crested Butte, CO.....	1,529	Fort Worth, TX.....	534,694
Creve Coeur, MO.....	16,500	Freeport, IL.....	NA
Cumberland County, PA.....	213,674	Fridley, MN.....	27,449
Cupertino, CA.....	50,546	Fruita, CO.....	6,478
Dakota County, MN.....	355,904	Gainesville, FL.....	95,447
Dallas, TX.....	1,188,580	Gaithersburg, MD.....	52,613
Dania Beach, FL.....	20,061	Galt, CA.....	19,472
Davenport, IA.....	98,359	Georgetown, CO.....	1,088
Davidson, NC.....	7,139	Gig Harbor, WA.....	6,465
Daviess County, KY.....	91,545	Gillette, WY.....	19,646
Davis, CA.....	60,308	Gladstone, MI.....	5,032
Daytona Beach, FL.....	64,112	Golden, CO.....	17,159
De Pere, WI.....	20,559	Goodyear, AZ.....	18,911
Decatur, GA.....	18,147	Grand County, CO.....	12,442
DeKalb, IL.....	39,018	Grand Junction, CO.....	41,986
Del Mar, CA.....	4,389	Grand Prairie, TX.....	127,427
Delaware, OH.....	25,243	Grandview, MO.....	24,881
Delhi Township, MI.....	22,569	Greenville, SC.....	10,468
Delray Beach, FL.....	60,020	Greenwood Village, CO.....	11,035
Denver (City and County), CO.....	554,636	Gresham, OR.....	90,205
Des Moines, IA.....	198,682	Guelph, Ontario, Canada.....	114,943
Destin, FL.....	11,119	Gulf Shores, AL.....	5,044
Dewey-Humboldt, AZ.....	6,295	Gurnee, IL.....	28,834
District of Saanich, Victoria, Canada.....	103,654	Hanover County, VA.....	86,320
Douglas County, CO.....	175,766	Hartford, CT.....	121,578
Dover, DE.....	32,135	Henderson, NV.....	175,381
Dover, NH.....	26,884	Hermiston, OR.....	13,154
Dublin, CA.....	29,973	High Point, NC.....	85,839
Dublin, OH.....	31,392	Highland Park, IL.....	31,365
Duluth, MN.....	86,918	Highlands Ranch, CO.....	70,931
Duncanville, TX.....	36,081	Hillsborough County, FL.....	998,948
Durango, CO.....	13,922	Honolulu, HI.....	876,156
Durham, NC.....	187,038	Hopewell, VA.....	22,354
Duval County, FL.....	778,879	Hoquiam, WA.....	9,097
Eagle County, CO.....	41,659	Hot Sulphur Springs, CO.....	521
East Providence, RI.....	48,688	Howell, MI.....	9,232
Eau Claire, WI.....	61,704	Hudson, NC.....	3,078
Edmond, OK.....	68,315	Hudson, OH.....	22,439
Edmonton, Canada.....	666,104	Hurst, TX.....	36,273
El Cerrito, CA.....	23,171	Hutchinson, MN.....	13,080
El Paso, TX.....	563,662	Hutto, TX.....	1,250
Ellisville, MO.....	9,104	Independence, MO.....	113,288
Elmhurst, IL.....	42,762	Indianola, IA.....	12,998
Englewood, CO.....	31,727	Irving, TX.....	191,615
Ephrata Borough, PA.....	13,213	Jackson County, OR.....	181,269
Escambia County, FL.....	294,410	James City County, VA.....	48,102
Escanaba, MI.....	13,140	Jefferson County, CO.....	527,056
Eugene, OR.....	137,893	Jefferson Parish, LA.....	455,466
Eustis, FL.....	15,106	Joplin, MO.....	45,504
Evanston, IL.....	74,239	Kamloops, Canada.....	77,281

Kannapolis, NC.....	36,910	Mission Viejo, CA.....	93,102
Kearney, NE.....	27,431	Mission, KS.....	9,727
Keizer, OR.....	32,203	Missoula, MT.....	57,053
Kelowna, Canada.....	96,288	Montgomery County, MD.....	873,341
Kent, WA.....	79,524	Montrose, CO.....	12,344
Kettering, OH.....	57,502	Mooresville, NC.....	18,823
King County, WA.....	1,737,034	Morgan Hill, CA.....	33,556
Kirkland, WA.....	45,054	Morgantown, WV.....	26,809
Kissimmee, FL.....	47,814	Moscow, ID.....	21,291
Kitsap County, WA.....	231,969	Mountain View, CA.....	70,708
Kutztown Borough, PA.....	5,067	Mountlake Terrace, WA.....	20,362
La Mesa, CA.....	54,749	Multnomah County, OR.....	660,486
La Plata, MD.....	6,551	Munster, IN.....	21,511
La Vista, NE.....	11,699	Naperville, IL.....	128,358
Laguna Beach, CA.....	23,727	Nashville, TN.....	545,524
Lakewood, CO.....	144,126	Needham, MA.....	28,911
Lane County, OR.....	322,959	New Orleans, LA.....	484,674
Larimer County, CO.....	251,494	New York City, NY.....	8,008,278
Lawrence, KS.....	80,098	Newport Beach, CA.....	70,032
Lebanon, NH.....	12,568	Newport News, VA.....	180,150
Lebanon, OH.....	16,962	Newport, RI.....	26,475
Lee's Summit, MO.....	70,700	Normal, IL.....	45,386
Lenexa, KS.....	40,238	North Branch, MN.....	8,023
Lexington, VA.....	6,867	North Las Vegas, NV.....	115,488
Lincolnwood, IL.....	12,359	North Palm Beach, FL.....	12,064
Livermore, CA.....	73,345	North Port, FL.....	22,797
Lodi, CA.....	56,999	North Vancouver, Canada.....	44,303
Lone Tree, CO.....	4,873	Northampton County, VA.....	13,093
Long Beach, CA.....	461,522	Northglenn, CO.....	31,575
Louisville, CO.....	18,937	Novi, MI.....	47,386
Loveland, CO.....	50,608	O'Fallon, IL.....	21,910
Lower Providence Township, PA.....	22,390	O'Fallon, MO.....	46,169
Lyme, NH.....	1,679	Oak Park, IL.....	39,803
Lynchburg, VA.....	65,269	Oak Ridge, TN.....	27,387
Lynnwood, WA.....	33,847	Oakland Park, FL.....	30,966
Lynwood, CA.....	69,845	Oakland Township, MI.....	13,071
Manchester, CT.....	54,740	Oakville, Canada.....	144,738
Mankato, MN.....	32,427	Ocean City, MD.....	7,173
Maple Grove, MN.....	50,365	Ocean Shores, WA.....	3,836
Maplewood, MN.....	34,947	Oklahoma City, OK.....	506,132
Marana, AZ.....	13,556	Olathe, KS.....	92,962
Marion, IA.....	7,144	Oldsmar, FL.....	11,910
Marshfield, WI.....	18,800	Olmsted County, MN.....	124,277
Maryland Heights, MO.....	25,756	Olympia, WA.....	42,514
Maryville, MO.....	10,581	Orange Village, OH.....	3,236
Maui, HI.....	128,094	Orleans Parish, LA.....	484,674
Mauldin, SC.....	15,224	Ottawa County, MI.....	238,314
Mayer, MN.....	554	Overland Park, KS.....	149,080
McAllen, TX.....	106,414	Oviedo, FL.....	26,316
Medina, MN.....	4,005	Ozaukee County, WI.....	82,317
Melbourne, FL.....	71,382	Palatine, IL.....	65,479
Menlo Park, CA.....	30,785	Palm Bay, FL.....	79,413
Meridian Charter Township, MI.....	38,987	Palm Beach County, FL.....	1,131,184
Merriam, KS.....	11,008	Palm Beach Gardens, FL.....	35,058
Merrill, WI.....	10,146	Palm Beach, FL.....	10,468
Mesa County, CO.....	116,255	Palm Coast, FL.....	32,732
Miami Beach, FL.....	87,933	Palm Springs, CA.....	42,807
Milton, WI.....	5,132	Palo Alto, CA.....	58,598
Minneapolis, MN.....	382,618	Park Ridge, IL.....	37,775

Parker, CO	23,558	Shrewsbury, MA	31,640
Pasadena, TX	141,674	Silverthorne, CO.....	3,196
Pasco County, FL	344,765	Sioux Falls, SD	123,975
Pasco, WA	32,066	Skokie, IL.....	63,348
Peoria County, IL	183,433	Slater, IA.....	1,306
Peoria, AZ.....	108,364	Smyrna, GA.....	40,999
Peters Township, PA	17,556	Snoqualmie, WA	1,631
Philadelphia, PA	1,517,550	South Daytona, FL.....	13,177
Phoenix, AZ.....	1,321,045	South Haven, MI	5,021
Pinellas County, FL	921,482	South Lake Tahoe, CA	23,609
Pitkin County, CO.....	14,872	Sparks, NV	66,346
Plano, TX	222,030	Spotsylvania County, VA	90,395
Port Orange, FL.....	45,823	Springboro, OH.....	12,380
Portland, OR.....	529,121	Springville, UT	20,424
Poway, CA.....	48,044	St. Cloud, FL.....	20,074
Prescott Valley, AZ	25,535	St. Cloud, MN	59,107
Prince Albert, Canada	34,291	St. Louis County, MN	200,528
Prince William County, VA.....	280,813	Stafford County, VA.....	92,446
Prior Lake, MN	15,917	Starkville, MS	21,869
Queen Creek, AZ.....	4,316	State College, PA.....	38,420
Rancho Cordova, CA	55,060	Staunton, VA	23,853
Raymore, MO	11,146	Steamboat Springs, CO.....	9,815
Redding, CA	80,865	Sterling, CO.....	11,360
Renton, WA	50,052	Stillwater, OK	39,065
Richland, WA	38,708	Stockton, CA	243,771
Richmond Heights, MO.....	9,602	Suamico, WI.....	8,686
Richmond, CA	99,216	Sugar Grove, IL.....	3,909
Rio Rancho, NM	51,765	Sugar Land, TX	63,328
Riverdale, UT.....	7,656	Summit County, CO	23,548
Riverside, IL.....	8,895	Sunnyvale, CA.....	131,760
Roanoke, VA.....	94,911	Suwanee, GA	8,725
Rock Hill, SC	49,765	Tacoma, WA	193,556
Rockville, MD.....	47,388	Takoma Park, MD	17,299
Roswell, GA.....	79,334	Tallahassee, FL	150,624
Round Rock, TX.....	61,136	Tempe, AZ	158,625
Rowlett, TX	44,503	Teton County, WY.....	18,251
Saco, ME.....	16,822	The Colony, TX	26,531
Safford, AZ.....	9,232	Thornton, CO	82,384
Salina, KS.....	45,679	Thunder Bay, Canada	109,016
San Francisco, CA.....	776,733	Titusville, FL	40,670
San Juan County, NM	113,801	Tomball, TX.....	9,089
San Marcos, TX.....	34,733	Troy, MI	80,959
San Rafael, CA	56,063	Tuskegee, AL	11,846
San Ramon, CA.....	44,722	Upper Merion Township, PA.....	28,863
Sandusky, OH.....	27,844	Urbandale, IA.....	29,072
Sanford, FL.....	38,291	Vail, CO	4,531
Santa Barbara County, CA.....	399,347	Valdez, AK	4,036
Santa Monica, CA	84,084	Vancouver, WA.....	143,560
Sarasota, FL.....	52,715	Victoria, Canada.....	78,057
Sault Sainte Marie, MI.....	16,542	Village of Howard City, MI.....	1,585
Savannah, GA	131,510	Virginia Beach, VA	425,257
Scott County, MN	89,498	Visalia, CA.....	91,565
Scottsdale, AZ	202,705	Volusia County, FL	443,343
Sedona, AZ	10,192	Wahpeton, ND.....	8,586
Seminole, FL	10,890	Walnut Creek, CA	64,296
Sheldahl, IA	336	Walton County, FL	40,601
Shenandoah, TX.....	1,503	Washington City, UT.....	8,186
Sherman, IL.....	2,871	Washington County, MN.....	201,130
Shorewood, IL.....	7,686	Washoe County, NV.....	339,486

Waukee, IA.....	5,126	Wilmington, IL.....	5,134
Wausau, WI.....	38,426	Wilmington, NC.....	90,400
West Des Moines, IA.....	46,403	Windsor, CT.....	28,237
Westerville, OH.....	35,318	Winnipeg, Canada.....	619,544
Westminster, CO.....	100,940	Winston-Salem, NC.....	185,776
Wethersfield, CT.....	26,271	Winter Garden, FL.....	14,351
Wheat Ridge, CO.....	32,913	Winter Park, FL.....	24,090
White House, TN.....	7,220	Woodbury, MN.....	46,463
Whitehorse, Canada.....	19,058	Woodridge, IL.....	30,934
Whitewater, WI.....	13,437	Worcester, MA.....	172,648
Wichita, KS.....	344,284	Yellowknife, Canada.....	16,541
Williamsburg, VA.....	11,998	Yuma County, AZ.....	160,026
Willingboro Township, NJ.....	33,008	Yuma, AZ.....	77,515

JURISDICTIONS INCLUDED IN FRONT RANGE COMPARISONS

The jurisdictions included in the Front Range Comparisons are listed below along with their 2000 population according to the U.S. Census.

Arapahoe County, CO.....	487,967	Golden, CO.....	17,159
Arvada, CO.....	102,153	Greenwood Village, CO.....	11,035
Aspen, CO.....	5,914	Highlands Ranch, CO.....	70,931
Aurora, CO.....	276,393	Jefferson County, CO.....	527,056
Boulder County, CO.....	291,288	Lakewood, CO.....	144,126
Boulder, CO.....	94,673	Larimer County, CO.....	251,494
Broomfield, CO.....	38,272	Lone Tree, CO.....	4,873
Castle Rock, CO.....	20,224	Louisville, CO.....	18,937
Colorado Springs, CO.....	360,890	Loveland, CO.....	50,608
Denver (City and County), CO.....	554,636	Northglenn, CO.....	31,575
Denver Public Library, CO.....	NA	Parker, CO.....	23,558
Douglas County, CO.....	175,766	Thornton, CO.....	82,384
Englewood, CO.....	31,727	Westminster, CO.....	100,940
Fort Collins, CO.....	118,652	Wheat Ridge, CO.....	32,913

Appendix VIII: Copy of Survey Questionnaire

The following pages contain a copy of the questionnaire that survey participants were asked to complete.

2009 City of Longmont Customer 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. Your responses are anonymous and will be reported in group form only.

Community Life

1. Please rate the following aspects of life in Longmont.

	Excellent	Good	Fair	Poor	Don't know
How would you rate Longmont as a place to live?.....	1	2	3	4	5
How would you rate your neighborhood as a place to live?	1	2	3	4	5
How would you rate Longmont as a place to raise children?.....	1	2	3	4	5
How would you rate Longmont as a place to retire?	1	2	3	4	5
How would you rate Longmont as a place to shop?.....	1	2	3	4	5
How would you rate Longmont as a place to work?	1	2	3	4	5
How would you rate your overall quality of life in Longmont?	1	2	3	4	5

2. What are your favorite aspects about living in Longmont? (Please check all that apply.)

- | | | |
|--|--|--|
| <input type="checkbox"/> Sense of community | <input type="checkbox"/> Location | <input type="checkbox"/> Quality of life in general |
| <input type="checkbox"/> Affordable cost of living | <input type="checkbox"/> Downtown Longmont | <input type="checkbox"/> Recreational opportunities |
| <input type="checkbox"/> Close to family/friends | <input type="checkbox"/> Close to work | <input type="checkbox"/> Dining opportunities |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Natural environment | <input type="checkbox"/> Other (please specify: _____) |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> My neighbors/neighborhood | |

Local Growth and Development

3. To what extent do you support or oppose adding each of the following possible Downtown Longmont revitalization efforts?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
More housing (e.g., apartments, lofts, townhouses)	1	2	3	4	5
A pedestrian plaza/gathering place	1	2	3	4	5
A parking garage	1	2	3	4	5
More entertainment opportunities (e.g., comedy club, music venues, theater).....	1	2	3	4	5
More arts and cultural opportunities (e.g., theater, art galleries)	1	2	3	4	5

4. To what extent do you support or oppose adding each of the following specific types of housing in Downtown Longmont.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Apartments or lofts above a retail store	1	2	3	4	5
Apartments or lofts not attached to a retail store.....	1	2	3	4	5
Townhomes or condominiums not attached to a retail store ...	1	2	3	4	5
Housing specified for 55+ market	1	2	3	4	5

5. The City of Longmont has developed a "Shop Local Program" to encourage residents to spend money in Longmont rather than in other communities or on the Internet to keep sales tax dollars local. If the City Council were to adopt a policy for the city government to give a preference to local businesses for city purchases, how much more, if any, do you think the City should pay for locally purchased goods/services?

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> 20% more | <input type="checkbox"/> None, the City should take the lowest bid |
| <input type="checkbox"/> 15% more | <input type="checkbox"/> No preference |
| <input type="checkbox"/> 10% more | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> 5% more | |

6. Please rate the speed of growth in the following categories in Longmont over the past 2 years.

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Industrial growth	1	2	3	4	5	6
The physical size of the City (in square miles).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

7. What type(s) of businesses would you patronize in Longmont? (Please check all that apply.)

- Warehouse stores (e.g., Costco, Sam’s Club, etc.)
- Big box stores (e.g., Barnes and Noble, Best Buy, etc)
- High quality restaurants (e.g., Tortuga’s, Sugarbeet, etc.)
- Fast food restaurants (e.g., Chipotle, Red Robin, etc.)
- High end clothing stores (e.g., Macy’s, Neiman Marcus, etc.)
- Discount clothing stores (e.g., Old Navy, TJ Maxx, etc.)
- Specialty retail stores (e.g., gift shops, bicycle shops, music stores)
- Entertainment opportunities (e.g., a playhouse, a movie theater, comedy clubs, music venues)
- Natural Food Grocery Stores (e.g., Whole Foods, Vitamin Cottage, etc.)
- Community Food Co-op
- Specialty retail grocery stores (e.g., Sunflower Farmer’s Market, Trader Joe’s, etc.)
- Don’t know

Environmental Conservation

8. Please first indicate how likely or unlikely you or any family members would be to participate in each of the following conservation programs. Then, check the box for each program you have not heard of before taking this survey.

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Have not heard of it
Toilet replacement rebate program	1	2	3	4	<input type="checkbox"/>
Clothes washer rebate program	1	2	3	4	<input type="checkbox"/>
Dishwasher replacement program	1	2	3	4	<input type="checkbox"/>
Free lawn irrigation system audit program	1	2	3	4	<input type="checkbox"/>
Free xeriscape seminars.....	1	2	3	4	<input type="checkbox"/>
Garden-in-a-box xeriscape plantings program	1	2	3	4	<input type="checkbox"/>
Renewable Energy Program (voluntary customer purchase program).....	1	2	3	4	<input type="checkbox"/>
Residential solar rebate program	1	2	3	4	<input type="checkbox"/>
Commercial solar rebate program	1	2	3	4	<input type="checkbox"/>
CFL lightbulb discount program.....	1	2	3	4	<input type="checkbox"/>
Holiday LED light incentive program	1	2	3	4	<input type="checkbox"/>
Residential Energy Audit program.....	1	2	3	4	<input type="checkbox"/>
PACE EnergySmart for Business program	1	2	3	4	<input type="checkbox"/>
Commercial Electric Efficiency program	1	2	3	4	<input type="checkbox"/>
Commercial Matching Grant program.....	1	2	3	4	<input type="checkbox"/>
Lighten UP program (commercial lighting incentives)	1	2	3	4	<input type="checkbox"/>
Neighborhood Efficiency Sweep program	1	2	3	4	<input type="checkbox"/>
Energy Star New Homes program	1	2	3	4	<input type="checkbox"/>
Commercial retro-commissioning pilot program	1	2	3	4	<input type="checkbox"/>
Energy efficiency workshops and educational programs	1	2	3	4	<input type="checkbox"/>

9. How would you most prefer to receive information about conservation programs offered by the City of Longmont? (Select the one method you would most prefer.)

- Longmont Life bi-monthly newsletter (new newsletter sent by regular mail)
- City Line monthly newsletter (newsletter that is included with monthly utility bills)
- Community events (e.g., booths at Artwalk, Rhythm on the River)
- Times Call article/advertisements
- City/Longmont Power and Communications web site (www.ci.longmont.co.us/lpc)
- Longmont Power and Communications brochure/flyer sent in the mail
- Other (please specify: _____)
- Don't know
- I don't want to receive information about conservation programs offered by the City of Longmont

Celebrating Diversity and Inclusiveness

10. Please rate each of the following as they relate to the City of Longmont as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5

11. Please indicate if you have heard of each of the following programs or events and if you or any family members have participated in any of them in the past 12 months.

	Heard of it?			Participated in the past 12 months?	
	Heard a lot	Heard a little	Not heard of it	Yes	No
World Beat Music at Rhythm on the River	1	2	3	1	2
Inclusive Communities Celebration	1	2	3	1	2
Longmont Lights (during the holiday season)	1	2	3	1	2
Martin Luther King Celebration	1	2	3	1	2
Peruvian Festival.....	1	2	3	1	2
Cinco de Mayo	1	2	3	1	2
Summer Concert Series	1	2	3	1	2
Longmont Sister Cities events	1	2	3	1	2
Cultural education events at the Library, Museum or Senior Center .	1	2	3	1	2
Diez y seis de Septiembre (September 16-Mexican Independence Day) .	1	2	3	1	2
Dia de los Muertos (Day of the Dead)	1	2	3	1	2

12. If you have not attended a program or event listed in 11, please select reasons for not attending the event(s) from the following list. (Please check all that apply.)

- No interest
- I wanted to, but I had other obligations
- No time
- Other (please specify: _____)

13. How important, if at all, do you think it is for the City to implement each of the following strategies?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Provide opportunities for cultural celebrations, exchanges and understanding.....	1	2	3	4	5
Assist all community members in obtaining equal access to information, resources and services.....	1	2	3	4	5
Create opportunities for all people to feel included, welcomed and involved in their neighborhoods.....	1	2	3	4	5
Provide opportunities for all people to participate in government decisions, processes, and activities	1	2	3	4	5
Create opportunities for people from different cultures to work together and build relationships with one another.....	1	2	3	4	5

Homeless Shelter

14. To what extent do you support or oppose the City building a homeless shelter in Longmont?

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

Communication

15. Overall, do you think that City Council communication has changed for the better, stayed about the same, or changed for the worse in the past 12 months?

- Changed for the better Stayed about the same Changed for the worse Don't know

16. Please indicate if you have heard of each of the following communication options and if you or any family members have used any of them in the past 12 months to get information about happenings in Longmont.

	Heard of it?			Utilized it in the past 12 months?	
	Heard a lot	Heard a little	Not heard of it	yes	no
Coffee with Council	1	2	3	1	2
Town Meetings.....	1	2	3	1	2
Council booths at city events	1	2	3	1	2
Pre-recorded staff presentations	1	2	3	1	2

17. How likely or unlikely would you or another household member be to participate in each of the following types of meetings with City Council in the next 12 months?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Budget prioritization meetings.....	1	2	3	4	5
Comprehensive Plan meetings	1	2	3	4	5

18. Please indicate how often, if ever, you use each of the following sources to gain information about the City of Longmont, then check the box for each source that you had not heard of before taking this survey.

	Very frequently	Somewhat frequently	Somewhat infrequently	Very infrequently	Never	Have not heard of it
Longmont Life bi-monthly newsletter (new newsletter sent by regular mail)	1	2	3	4	5	<input type="checkbox"/>
City Line monthly newsletter (a newsletter that is included with monthly utility bills).....	1	2	3	4	5	<input type="checkbox"/>
Utility billing statements ("fridge" cards, back of statements)	1	2	3	4	5	<input type="checkbox"/>
City Talk newspaper ad in Times-Call	1	2	3	4	5	<input type="checkbox"/>
Longmont e-News.....	1	2	3	4	5	<input type="checkbox"/>
Longmont e-Alert	1	2	3	4	5	<input type="checkbox"/>
City online event calendar	1	2	3	4	5	<input type="checkbox"/>
City Source.....	1	2	3	4	5	<input type="checkbox"/>
Utility billing on-hold message	1	2	3	4	5	<input type="checkbox"/>
Information displays in Civic Center, library, and other city facilities.....	1	2	3	4	5	<input type="checkbox"/>
Other newsletters from City Departments ("GO"--Senior Center; Recreation Brochure, Police Department Community Report)	1	2	3	4	5	<input type="checkbox"/>
Channel 3 community access channel	1	2	3	4	5	<input type="checkbox"/>
Channel 16 government information channel ...	1	2	3	4	5	<input type="checkbox"/>
Neighborhood Group Leader Association meetings	1	2	3	4	5	<input type="checkbox"/>
Main Street banners	1	2	3	4	5	<input type="checkbox"/>
City entrance signs	1	2	3	4	5	<input type="checkbox"/>
Outreach events (Council/City booths at special events or neighborhood beat meetings)	1	2	3	4	5	<input type="checkbox"/>

Open Space

19. The City of Longmont has a number of options for how to use the open space budget. One option is to spend more money on existing open space (e.g., completing trails). The other option is to spend funds on the purchase of additional land to be used as a "buffer" between developments or for preservation of existing farms and agricultural land. Which of the following options do you most prefer? (Please check only one.)

- Improvement and maintenance of existing land
- Purchase additional land
- No preference, both are important
- Neither option
- Don't know

Tax and Revenue

20. Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance, first approved by Longmont voters in 1986 and most recently in 2006, is scheduled to terminate in December 2011. Please indicate the extent to which you would support or oppose each of the following options for the tax.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Extending the dedicated tax permanently	1	2	3	4	5
Extending the dedicated tax for another 10 years ending in 2021	1	2	3	4	5
Extending the dedicated tax for another 5 years ending in 2016	1	2	3	4	5
Allowing the tax to terminate as scheduled	1	2	3	4	5

21. The City is exploring alternative revenue sources to help fund maintenance costs for parks. Without additional funding, city services and repairs to facilities and parks may need to be cut or operation hours reduced. Please indicate the extent to which you support or oppose each of the following options.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Making service cuts and maintenance cuts, but offsetting some cuts by adding up to \$1.00 per month parks maintenance fee on the utility bill	1	2	3	4	5
Making fewer service cuts, by offsetting with a \$1.01 to \$2.00 per month parks maintenance fee on the utility bill	1	2	3	4	5
Allowing service cuts, with no additional fee per month on the utility bill	1	2	3	4	5

City Library

22. Please indicate the extent to which you support or oppose each of the following:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
The City creating a library district that would establish a tax to provide library services including a branch library	1	2	3	4	5
Shifting resources from a single library building to other locations if it means that the central library would reduce hours in order to staff another facility	1	2	3	4	5

23. If Longmont had another library branch, what type of services should be offered at that branch? (Please check all that apply.)

- Full services at a smaller scale
- Services and materials for children and teens
- A collection with the focus on entertainment (fiction, best sellers, CDs, DVDs)
- A collection that would support research (reference books, nonfiction books, online databases)
- Technology services (access to the Internet, email and online databases)
- Meeting room spaces
- Other (please specify: _____)
- Don't know

Economic Climate

24. Please circle the number that best represents your answer. Would you say that you (and your household)...

	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Don't know
Are better off or worse off financially than you were <u>a year ago</u>	1	2	3	4	5	6
Will be better off or worse off financially in <u>a year from now</u>	1	2	3	4	5	6

Demographics

Our last questions are about you and your household. Again, your responses are anonymous and will be reported in group form only.

D1. About how many years have you lived in Longmont? (If less than 6 months, please enter "0.")

D2. What kind of housing unit do you live in?

- Single family house
- Apartment
- Condo
- Townhouse
- Mobile home
- Other

D3. Do you rent or own your home?

- Rent
- Own

D4. About how much was your household's total income before taxes for all of 2008? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$10,000
- \$10,000 to under \$25,000
- \$25,000 to under \$50,000
- \$50,000 to under \$75,000
- \$75,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 to under \$200,000
- \$200,000 or more

D5. What is the highest degree or level of school you have completed? (Mark one.)

- 12th Grade or less, no diploma
- High school diploma
- Some college, no degree
- Associate's degree (e.g., AA, AS)
- Bachelor's degree (e.g., BA, AB, BS)
- Graduate degree or professional degree

D6. Are you Spanish, Hispanic or Latino?

- Yes
- No

D7. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan native
- Asian or Pacific Islander
- Black, African American
- White/Caucasian
- Other

D8. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75-84 years
- 85 years or older

D9. 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., P.O. Box 549, Belle Mead, NJ 08502-9922.

Encuesta Ciudadana de la Ciudad de Longmont 2009

Por favor complete este cuestionario si usted es el adulto (de edad 18 o más) en su hogar que tuvo un cumpleaños más recientemente. El año de nacimiento del adulto no importa. Sus respuestas son anónimas y serán reportadas únicamente en forma de grupo.

Vida en la Comunidad

1. Por favor clasifique los siguientes aspectos de la vida en Longmont.

	Excelente	Bueno	Pasable	Bajo	No sé
¿Cómo clasificaría a Longmont como lugar para vivir?	1	2	3	4	5
¿Cómo clasificaría su vecindario como lugar para vivir?	1	2	3	4	5
¿Cómo clasificaría a Longmont como lugar para criar niños?	1	2	3	4	5
¿Cómo clasificaría a Longmont como lugar para retirarse?	1	2	3	4	5
¿Cómo clasificaría a Longmont como lugar para hacer compras?	1	2	3	4	5
¿Cómo clasificaría a Longmont como lugar para trabajar?	1	2	3	4	5
¿Cómo clasificaría su calidad general de vida en Longmont?	1	2	3	4	5

2. ¿Cuáles son sus aspectos favoritos de vivir en Longmont? (Por favor marque todos los que correspondan.)

- | | | |
|--|---|--|
| <input type="checkbox"/> Sentido de comunidad | <input type="checkbox"/> Localización | <input type="checkbox"/> Calidad de vida en general |
| <input type="checkbox"/> Costo razonable de vida | <input type="checkbox"/> Centro de Longmont | <input type="checkbox"/> Oportunidades recreativas |
| <input type="checkbox"/> Cerca de familia/amigos | <input type="checkbox"/> Cerca del trabajo | <input type="checkbox"/> Oportunidades para cenar |
| <input type="checkbox"/> Escuelas | <input type="checkbox"/> Ambiente natural | <input type="checkbox"/> Otro (por favor especifique: _____) |
| <input type="checkbox"/> Compras | <input type="checkbox"/> Mis vecinos/vecindario | |

Crecimiento y Desarrollo Local

3. ¿Hasta qué punto apoya o se opone usted a agregar cada uno de los siguientes esfuerzos de revitalización al Centro de Longmont?

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
Más viviendas (Ej., apartamentos, apartamentos tipo loft, townhomes)	1	2	3	4	5
Una plaza peatonal/un lugar para reuniones	1	2	3	4	5
Un garaje para estacionamiento	1	2	3	4	5
Más oportunidades de entretenimiento (Ej., club de comedia, lugares para música, teatro)	1	2	3	4	5
Más oportunidades culturales y de artes (Ej., teatro, galerías de arte) ...	1	2	3	4	5

4. ¿Hasta qué punto apoya o se opone usted a agregar cada uno de los siguientes tipos de viviendas en el Centro de Longmont?

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
Apartamentos o apartamentos tipo loft sobre una tienda al por menor ..	1	2	3	4	5
Apartamentos o apartamentos tipo loft no adjuntos a tienda al por menor .	1	2	3	4	5
Townhomes o condominios no adjuntos a tienda al por menor	1	2	3	4	5
Viviendas exclusivas para personas de 55 o mas años	1	2	3	4	5

5. La Ciudad de Longmont ha desarrollado un "Programa de Compra Local" para alentar a los residentes a gastar dinero en Longmont en lugar de otras comunidades o en Internet, para de esta forma mantener locales los dólares de impuestos de venta. Si el Consejo de la Ciudad adoptara una política para que el gobierno de la ciudad le diera preferencia a negocios locales para compras de la ciudad, ¿cuánto más, si del todo, cree usted que debería pagar la Ciudad por bienes/servicios comprados localmente?

- | | | |
|----------------------------------|---|--|
| <input type="checkbox"/> 20% más | <input type="checkbox"/> 5% más | <input type="checkbox"/> Ninguna preferencia |
| <input type="checkbox"/> 15% más | <input type="checkbox"/> Nada, la Ciudad debería tomar la licitación más baja | <input type="checkbox"/> No sé |
| <input type="checkbox"/> 10% más | | |

6. Por favor evalúe la rapidez de crecimiento en Longmont durante los 2 últimos años en las siguientes categorías.

	Demasiado lenta	Algo lenta	Cantidad correcta	Algo muy rápida	Demasiado rápida	No sé
Crecimiento de la población.....	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Crecimiento industrial	1	2	3	4	5	6
El tamaño físico de la Ciudad (en millas cuadradas)	1	2	3	4	5	6
Crecimiento del numero de empleos	1	2	3	4	5	6

7. ¿Qué tipo(s) de negocio(s) patrocinaría usted en Longmont? (Por favor marque todos los que correspondan.)

- Tiendas de Almacenaje (Ej., Costco, Sam's Club, etc.)
- Cadena de tiendas (Ej., Barnes and Noble, Best Buy, etc.)
- Restaurantes de alta calidad (Ej., Tortuga's, Sugarbeet, etc.)
- Restaurantes de comidas rápidas (Ej., Chipotle, Red Robin, etc.)
- Tiendas de ropa de alto costo (Ej., Macy's, Neiman Marcus, etc.)
- Tiendas de ropa con descuento (Ej., Old Navy, TJ Maxx, etc.)
- Tiendas al por menor de especialidades (Ej., tiendas de regalos, tiendas de bicicleta, tiendas de música)
- Oportunidades de entretenimiento (Ej., un teatro, un cine de películas, clubes de comedia, lugares para música)
- Tiendas para Compra de Comida Natural (Ej., Whole Foods, Vitamin Cottage, etc.)
- Cooperativa para Comida Comunitaria
- Tiendas especializadas al por menor de comestibles (Ej., Sunflower Farmer's Market, Trader Joe's, etc.)
- No sé

Conservación Ambiental

8. Por favor indique primero qué tan probable o improbable sería usted o cualquier miembro de su familia de participar en cada uno de los siguientes programas de conservación. Luego, marque la casilla para cada programa del cual usted no ha oído hablar antes de tomar esta encuesta.

	Muy probable	Algo probable	Algo improbable	Muy improbable	No he oído hablar de él
Programa de reembolso para el reemplazo de inodoro	1	2	3	4	<input type="checkbox"/>
Programa de reembolso de lavadora de ropa.....	1	2	3	4	<input type="checkbox"/>
Programa para reemplazo de lavaplatos	1	2	3	4	<input type="checkbox"/>
Programa de auditoría gratis para el sistema de riego de césped ..	1	2	3	4	<input type="checkbox"/>
Seminarios gratis de ajardinado seco (xeriscape)	1	2	3	4	<input type="checkbox"/>
Programa Jardín-en-caja (Garden-in-a-box) de siembras en ajardinado seco	1	2	3	4	<input type="checkbox"/>
Programa Energía Renovable (Renewable Energy) (de compra voluntaria por el cliente)	1	2	3	4	<input type="checkbox"/>
Programa residencial de reembolso en energía solar.....	1	2	3	4	<input type="checkbox"/>
Programa comercial de reembolso en energía solar	1	2	3	4	<input type="checkbox"/>
Programa de descuento en bombillo CFL (compact fluorescent light).....	1	2	3	4	<input type="checkbox"/>
Programa incentivo de luces LED (Light-emitting Diode) para temporadas de fiesta	1	2	3	4	<input type="checkbox"/>
Programa de Auditoría de Energía Residencial	1	2	3	4	<input type="checkbox"/>
Programa PACE EnergySmart para Negocios	1	2	3	4	<input type="checkbox"/>
Programa de Eficiencia Eléctrica Comercial.....	1	2	3	4	<input type="checkbox"/>
Programa de Otorgamiento Duplicado (Matching Grant) para negocios	1	2	3	4	<input type="checkbox"/>
Programa Ilumínese (Lighten UP) (incentivos de ilumina do comercial)	1	2	3	4	<input type="checkbox"/>
Programa de Barrido Eficiente del Vecindario)	1	2	3	4	<input type="checkbox"/>
Programa Hogares Nuevos "Energy Star"	1	2	3	4	<input type="checkbox"/>
Programa piloto comercial de comisión retrospectiva	1	2	3	4	<input type="checkbox"/>
Programas de educación y talleres sobre la eficiencia de energía....	1	2	3	4	<input type="checkbox"/>

9. ¿De qué manera preferiría usted recibir información sobre programas de conservación ofrecidos por la Ciudad de Longmont? (Seleccione únicamente el método que usted mas preferiría.)

- Hoja informativa bimensual Longmont Life (nueva hoja informativa enviada por correo normal)
- Hoja informativa mensual City Line (incluido en recibos mensuales de servicios publicos)
- Eventos de comunidad (Ej., puestos en Artwalk, Rhythm on the River)
- Artículo/anuncios en el Times Call
- Pagina en Internet de la Ciudad/Longmont Power and Communications (Poder y Comunicaciones) (www.ci.longmont.co.us/lpc)
- Folleto/volante Longmont Power and Communications (Poder y Comunicaciones) enviado por correo
- Otro (por favor especifique: _____)
- No sé
- No quiero recibir información sobre programas de conservación ofrecidos por la Ciudad de Longmont

Celebrando la Diversidad e Integración

10. Por favor califique las siguientes categorías de acuerdo a la forma en que se relacionan a la Ciudad de Longmont en general:

	Excelente	Bueno	Pasable	Bajo	No sé
Sentido de comunidad	1	2	3	4	5
Apertura y aceptación de la comunidad hacia personas de diversos orígenes.....	1	2	3	4	5
Oportunidades de asistir a actividades culturales	1	2	3	4	5

11. Por favor indique si usted ha oído hablar de cada uno de los siguientes programas o eventos y si usted o cualquier miembro de su familia ha participado en cualquiera de ellos durante los últimos 12 meses.

	¿Oído hablar de él?			¿Participó en los últimos 12 meses ?	
	Oído mucho	Oído un poco	No ha oído de él	Sí	No
World Beat Music (Música de Compás Mundial) en Rhythm on the River	1	2	3	1	2
Inclusive Communities Celebration (Celebración de Comunidades Inclusivas)	1	2	3	1	2
Longmont Lights (Luces en Longmont) (durante la época de fiesta)	1	2	3	1	2
Celebración de Martin Luther King	1	2	3	1	2
Festival Peruano.....	1	2	3	1	2
Cinco de mayo.....	1	2	3	1	2
Summer Concert Series (Series de Conciertos de Verano)	1	2	3	1	2
Eventos Longmont Sister Cities (Ciudades Hermanas de Longmont).....	1	2	3	1	2
Eventos de educación cultural en la Biblioteca, el Museo o el Centro de Ancianos.....	1	2	3	1	2
Dieciséis de Septiembre (Día de la Independencia de México).....	1	2	3	1	2
Día de los Muertos	1	2	3	1	2

12. Si usted no ha asistido a un programa o evento en la lista de la pregunta #11, por favor seleccione las razones por las cuales no ha asistido a el(los) evento(s). (Por favor marque todos los que correspondan.)

- No me interesan
- Quería hacerlo, pero tenía otras obligaciones
- Sin tiempo
- Otro (por favor especifique: _____)

13. ¿Qué tan importante, si del todo, cree usted que es que la Ciudad implemente cada una de las siguientes estrategias?

	Esencial	Muy importante	Algo importante	Nada importante	No sé
Proporcionar oportunidades para celebraciones culturales, intercambios y comprensión.....	1	2	3	4	5
Asistir a todos los miembros, por igual, de la comunidad a obtener acceso a información, recursos y servicios	1	2	3	4	5
Crear oportunidades para que todas las personas se sientan incluidas, bienvenidas e involucradas en su vecindario	1	2	3	4	5
Proporcionar oportunidades para que todas las personas participen en decisiones, procesos, y actividades del gobierno	1	2	3	4	5
Crear oportunidades para que las personas de diferentes culturas puedan trabajar juntas y construir relaciones entre ellas	1	2	3	4	5

Refugio Para La Gente Sin Hogar

14. ¿Hasta qué punto apoya o se opone usted a que la Ciudad construya un refugio para la gente sin hogar en Longmont?

- Fuertemente apoyo Algo apoyo Algo me opongo Fuertemente me opongo No sé

Comunicación

15. En general, ¿usted cree que la comunicación del Consejo de Ciudad ha mejorado, se ha mantenido igual, o ha empeorado en los últimos 12 meses?

- Mejorado Mantenido igual Empeorado No sé

16. Por favor indique si usted ha oído hablar sobre cada una de las siguientes opciones de comunicación y si usted o cualquier miembro de su familia los ha usado en los últimos 12 meses para obtener información sobre acontecimientos en Longmont.

	¿Oído hablar de el?			Lo ha utilizado en los últimos 12 meses?	
	Oído mucho	Oído un poco	No ha oído	sí	no
Café con el Consejo de la Ciudad	1	2	3	1	2
Reuniones del Pueblo (town meetings)	1	2	3	1	2
Puestos del Consejo en eventos de la ciudad	1	2	3	1	2
Presentaciones pregrabadas del personal de la ciudad	1	2	3	1	2

17. ¿Qué tan probable o improbable sería usted u otro miembro del su hogar de participar en cada uno de los siguientes tipos de reuniones con el Consejo de la Ciudad en los próximos 12 meses?

	Muy probable	Algo probable	Algo improbable	Muy improbable	No sé
Reuniones para la priorización del presupuesto	1	2	3	4	5
Reuniones del Plan Comprensivo	1	2	3	4	5

18. Por favor indique qué tan a menudo, usted usa cada una de las siguientes fuentes para conseguir información sobre la Ciudad de Longmont, luego marque la casilla correspondiente para cada fuente de la que no había oído hablar antes de tomar esta encuesta.

	Muy frecuente	Algo frecuente	Algo infrecuente	Muy infrecuente	Nunca	No ha oído oído de ella
Hoja informativa bimensual Longmont Life (Nueva hoja informativa enviada por correo normal)	1	2	3	4	5	<input type="checkbox"/>
Hoja informativa mensual City Line (incluida en recibos mensuales de servicios públicos)	1	2	3	4	5	<input type="checkbox"/>
Informes en recibos de servicios públicos (tarjetas "para el refrigerador", al dorso de los informes)	1	2	3	4	5	<input type="checkbox"/>
Anuncio del periódico City Talk en Times-Call	1	2	3	4	5	<input type="checkbox"/>
E-News (Noticias electrónicas) de Longmont	1	2	3	4	5	<input type="checkbox"/>
E-Alert (Alerta electrónica) de Longmont	1	2	3	4	5	<input type="checkbox"/>
Calendario de eventos de la Ciudad en Internet	1	2	3	4	5	<input type="checkbox"/>
City Source (Fuente de la Ciudad)	1	2	3	4	5	<input type="checkbox"/>
Mensaje del departamento de cobro de la compañía de servicios públicos cuando uno espera en la línea de teléfono	1	2	3	4	5	<input type="checkbox"/>
Exhibiciones de información en el Centro Cívico, biblioteca, y otras instalaciones de la ciudad	1	2	3	4	5	<input type="checkbox"/>
Hojas informativas de otros Departamentos de la Ciudad ("GO"--Centro de Ancianos; Folleto de Recreación, Reporte de la Comunidad del Departamento de Policía).	1	2	3	4	5	<input type="checkbox"/>
Canal 3, el canal de acceso comunitario	1	2	3	4	5	<input type="checkbox"/>
Canal 16, el canal de información del gobierno	1	2	3	4	5	<input type="checkbox"/>
Reuniones Group Leader Association (Asociación de Líderes de Grupo) del vecindario	1	2	3	4	5	<input type="checkbox"/>
Estandartes en Main Street	1	2	3	4	5	<input type="checkbox"/>
Rótulos o carteles en la entrada a la Ciudad	1	2	3	4	5	<input type="checkbox"/>
Eventos de Alcance (puestos del Concejo o de la Ciudad en eventos especiales o reuniones del vecindario)	1	2	3	4	5	<input type="checkbox"/>

Espacio Libre

19. La Ciudad de Longmont tiene varias opciones sobre cómo usar el presupuesto del espacio libre. Una opción es gastar más dinero en espacio libre existente (e.g., completar caminos). La otra opción es gastar los fondos en la compra de tierra adicional para usarse como "protector" entre desarrollos o para la preservación de granjas y tierra agrícola existentes. ¿Cuál de estas dos opciones prefiere usted?

- Mejoría y mantenimiento de tierra existente
- Comprar tierra adicional
- Ninguna preferencia, ambas son importantes
- Ninguna de las opciones
- No sé

Impuestos y Rentas

20. El impuesto de ventas actual de Longmont de tres cuartos de centavo dedicado a mejorías y mantenimiento de calles, aprobado, primeramente, por votantes de Longmont en 1986 y más recientemente en 2006, está programado a terminar en diciembre del 2011. Por favor indique el punto al cual usted apoyaría o se opondría a cada una de las siguientes opciones para el impuesto.

	Fuertemente apoyaría	Algo apoyaría	Algo me opondría	Fuertemente me opondría	No sé
Extender permanentemente el impuesto dedicado	1	2	3	4	5
Extender el impuesto dedicado por otros 10 años terminando en 2021	1	2	3	4	5
Extender el impuesto dedicado por otros 5 años terminando en 2016	1	2	3	4	5
Permitir que el impuesto termine como está programado	1	2	3	4	5

21. La Ciudad está explorando fuentes alternativas de fondos para financiar los costos de mantenimiento para parques. Sin financiación adicional, los servicios de la ciudad y los reparos de instalaciones y parques podrían necesitar ser eliminadas, o las horas de operación reducidas. Por favor indique el punto al cual usted apoya o se opone a cada una de las siguientes opciones.

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
Hacer cortes de servicios y de mantenimiento, pero compensar algunos cortes agregando hasta \$1.00 por mes a la cuota de mantenimiento de parques en el recibo de servicios públicos	1	2	3	4	5
Hacer menos cortes de servicios, compensando con una cuota de \$1.01 a \$2.00 al mantenimiento de parques en el recibo de servicios públicos	1	2	3	4	5
Permitir cortes de servicios, sin cuota mensual adicional en el recibo de servicios públicos	1	2	3	4	5

Biblioteca de la Ciudad

22. Por favor indique el punto hasta el cual usted apoya o se opone a cada uno de los siguientes:

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo	No sé
La Ciudad creando un distrito de biblioteca que establecería un impuesto para proporcionar servicios de biblioteca, incluyendo una sucursal	1	2	3	4	5
Trasladar los recursos de un solo edificio de biblioteca a otras localizaciones, si significa que la biblioteca central reduciría las horas para poder proveer personal a otra instalación	1	2	3	4	5

23. Si Longmont tuviera otra sucursal de biblioteca, ¿qué tipos de servicios deberían ofrecerse en esa sucursal? (Por favor marque todos los que correspondan.)

- Servicios completos a una escala más baja
- Servicios y materiales para niños y adolescentes
- Una colección enfocada en el entretenimiento (ficción, libros de primera lista, CDs, DVDs)
- Una colección que apoyaría la investigación (libros de referencia, libros de no ficción, bases de datos en Internet)
- Servicios tecnológicos (acceso a Internet, correo electrónico y bases de datos en Internet)
- Espacios para salas de reunión
- Otro (por favor especifique: _____)
- No sé

Ambiente Económico

24. Por favor marque el número que representa mejor su respuesta. Usted diría que usted (y su hogar)...

	Mucho mejor	Algo mejor	Igual	Algo peor	Mucho peor	No sé
Está mejor o peor financieramente de lo que estuvo hace un año	1	2	3	4	5	6
Estará mejor o peor financieramente dentro de un año.....	1	2	3	4	5	6

Datos Demográficos

Nuestras últimas preguntas son sobre usted y su hogar. Recuerde, sus respuestas son anónimas y serán reportadas únicamente en forma de grupo.

D1. ¿Cuántos años hace que vive en Longmont? (Si menos de 6 meses, por favor apunte "0.")

D2. ¿En qué tipo de vivienda vive usted?

- Casa de una sola familia
- Casa unida a otra casa
- Apartamento
- Casa móvil
- Condominio
- Otra

D3. ¿Usted alquila o es dueño de su casa?

- Alquilo
- Soy dueño

D4. ¿Cual fue el ingreso total de su hogar antes de impuestos en todo el 2008? (Por favor incluya las ganancias de todas las personas que viven en su hogar.)

- Menos de \$10,000
- \$10,000 hasta por debajo de \$25,000
- \$25,000 hasta por debajo de \$50,000
- \$50,000 hasta por debajo de \$75,000
- \$75,000 hasta por debajo de \$100,000
- \$100,000 hasta por debajo de \$150,000
- \$150,000 hasta por debajo de \$200,000
- \$200,000 o más

D5. ¿Cuál es el grado o nivel más alto de educación que usted ha completado? (Marque uno.)

- 12° Grado o menos, ningún diploma
- Diploma de estudios secundarios
- Algo de universidad, ningún título
- Título de asociado (e.g., AA, AS)
- Licenciatura (Ej., BA, AB, BS)
- Título de graduado o título profesional

D6. ¿Es usted Español, hispano o latino?

- Sí
- No

D7. ¿Cuál es su raza? (Marque una o más razas, de acuerdo a como usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-Americano
- Blanco/Caucásico
- Otra

D8. ¿En cuál categoría está su edad?

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75-84 años
- 85 años o mayor

D9. ¿Cuál es su sexo?

- Femenino
- Masculino

Gracias por completar esta encuesta. Por favor devuelva la encuesta completada en el sobre de correo pagado a: National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922.