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City of Longmont
Policy Exploration Survey

Report of Results
September 2007

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Survey Background

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 2004, City leaders determined 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 second policy exploration survey that is anticipated to occur every other year into the future. The central topics of this report included: quality of life; Downtown redevelopment; Internet shopping; economic development; traffic and transportation; snow and ice removal; railroad; environmental issues; economy; and education.

Survey Administration

The 2007 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 Pirnack.

Of the 2,876 surveys mailed to eligible households in July 2007, a total of 1,178 responded to the mailed questionnaire giving a response rate of 41%. The margin of error is no greater than plus or minus three percentage points around any given percent based on community-wide estimates.

Survey Results

Quality of Life in Longmont

- Almost four in five respondents rated their overall quality of life in Longmont as “good” or “excellent,” though one in five felt it was “fair.” The average rating for overall quality of life in 2007 was 64, or about “good” on a 100-point scale, similar to recent survey years and similar to ratings given by other US jurisdictions.
- Average ratings for Longmont as a place to live and “your neighborhood” as a place to live were 67 and 66, respectively, and received ratings that were similar to those in other jurisdictions across the nation. Generally, the 2007 quality of life ratings were similar to those in 2006 and 2004 as well. The only two instances where Longmont was below the national norm were “a place to raise children” and “a place to retire”; otherwise ratings were similar to the national benchmark.

Internet Shopping

- Approximately 7 in 10 respondents reported that they would be “somewhat” or “definitely” likely to consider purchasing books, music and movies on the Internet in the next 12 months, with about two in five reporting being “definitely” likely to consider doing so. At least four in five respondents said they would not be likely to consider purchasing furniture, large household appliances or groceries via the Internet.
- Less than a third of residents said they tend to shop online because of convenience or that they do not shop online.

Downtown Redevelopment

- About two-thirds of respondents reported that they would at least be “a little bit more likely” to visit the Downtown area if certain changes were made, and at least half said they would be "much more likely" to visit Downtown Longmont if there was a better variety of shopping opportunities, if there were more entertainment opportunities (e.g., a playhouse or a movie theater), and if there was a variety of sit-down restaurants and sidewalk cafés.

Performance Arts Complex

- About two in five respondents were in favor of the idea of the City of Longmont financially supporting a performing arts complex. Another quarter thought "maybe" the City should support an Arts Complex, while about one in five were not in favor.
- When asked where they thought the complex should be located if it were built, about three in five respondents said they did not have a preference. The top preference stated was "Downtown."

Traffic and Transportation

- About three-quarters of survey respondents felt that it was at least "very" important for the city to be pedestrian-friendly, with nearly two in five rating it as "essential." People were split, however, on the extent to which they supported or opposed investing public funds to reduce vehicle travel lanes Downtown.

Snow and Ice Removal

- Asked to rank how Longmont should prioritize snow removal and plowing efforts in the event of future major snowfall, a strong majority felt that plowing snow on major arterials and collector streets should be the City's top priority, with plowing and removing snow from Downtown streets the second-most important priority.
- In addition, almost all respondents agreed that during a declared snow emergency, the City should implement and enforce a no parking policy along the approved snow plow routes.

Railroad

- Residents rated how much of a problem they thought the issue of train horn soundings at crossings was in Longmont. Almost half did not think this was a problem in the City, and a majority opposed the idea of increasing the current Street Sales Tax to raise money to eliminate the sounding of train horns at City crossings.
- Of those who considered train horn sounding a minor to major problem, they were split over supporting or opposing an increase in the Street Sales Tax.

Environmental Issues

- Respondents were asked the extent to which they supported or opposed the City of Longmont relying on user fees to implement various environmental projects. Generally, there was strong support for each item. At the top of the list were: providing hard to recycle collection sites; providing yard and wood waste recycling sites; encouraging efforts to reduce pollutants entering the stream from the storm water systems; and offering rebates on solar power; each received "support" by about nine in 10 respondents.
- About two in five opposed these ideas: continuing the purchase of renewable energy at a higher cost and charging energy customers more for high energy usage.

Resident Educational Activities

- Just over half of respondents mentioned that they had independently read about a new subject in the last 12 months, and about two in five said they had learned a new skill. Fewer reported participation in more formal educational activities such as taking a class or seminar, attending a workshop, pursuing a formal degree or taking an online class. When asked if they or another household member wanted to participate in the latter types of educational activities, almost three quarters reported interest.

- In order to participate in educational activities provided in Longmont, about half of all respondents reported that they would need a description and schedule for classes offered; a similar proportion said they would need free or low-cost opportunities. About a quarter said that they would need degree programs available that were close by.

City Involvement in Educational Activities

- Residents were asked the importance of having the City involved in educational initiatives. At least two in five respondents said it was "essential" for the City to be involved in educational initiatives for preschool through 12th grade, and about three in 10 said it was "essential" for the City to get involved in initiatives for higher education/career training and adult education/continuous education/re-inventing retirement.
- In general, the majority of respondents said they would be unlikely to volunteer time or assistance in each of the educational areas presented on the survey, though about half said they would be "somewhat" or "very" likely to read to kids or help in a classroom. Scenarios with the highest proportion of respondents reporting "somewhat" or "very" unlikely were: starting a new educational initiative or program; teaching a language; and participating in a Speakers' Bureau. About four in five said they would be unlikely to participate in each of these activities.

Economic Development

- When asked how important it was to market Longmont as a destination city to visitors, about a third felt it was at least "very important," but few felt it was "essential." The majority rated it as only "somewhat" important or "not at all" important. Of those who considered it "essential" or "very important" to market Longmont as a destination city, a strong majority supported the Lodgers' Tax.

Economy

- About two in five respondents said their household's financial situation was about the same as a year ago and thought it would be about the same in a year.

Overall Conclusions

The 2007 survey demonstrated consistency with past surveys for the types of ratings you would not expect to see change drastically, such as quality of life, and it yielded useful insight into issues of particular interest to the City this year. These results can help in developing ballot initiatives, planning services and encouraging, and predicting community involvement.

Longmont residents' opinions about quality of life in Longmont have remained fairly positive and relatively constant in the years the survey has been conducted. Longmont residents are interested in using the Internet for shopping for certain items, and indeed, have done so in the last 12 months. Still, certain large-item purchases remain offline. And according to the 2005 survey, most residents shopped for these items, such as groceries, furniture and large appliances, in Longmont most of the time.

Downtown Longmont might see more visitors if shopping, entertainment, and restaurants and café options were enhanced. Residents expressed some support for a Performing Arts Complex, but the results were not very definitive.

The majority of survey respondents believe the city should be pedestrian-friendly, however, support for investing public funds to reduce vehicle travel lanes Downtown was mixed.

Feelings about snow and ice removal after major snowfalls, on the other hand, offered a clear directive: First priority should be major arterials and collector streets. Second priority was less clearly defined, but Downtown streets rose to the top. During a snow emergency, the City should implement and enforce a no parking policy along plow routes.

The issue of train horn soundings at City crossings was only an issue for about half the respondents, and the idea of increasing the current Street Sales Tax to raise money to eliminate train horns was not highly supported, even among those who considered the horns a problem.

Longmont residents generally supported the City relying on user fees to implement various environmental projects, especially for recycling and pollution reduction.

In the 12 months prior to the survey, respondents had partaken in several types of educational activities, mostly independent and unstructured. A majority expressed interest in formal education but lacked an idea of what was available, and lacked resources to take advantage of them.

The survey results indicate that residents believe it is important for the City to be involved in educational initiatives for preschool through 12th grade. There is less support for City involvement in adult education.

City residents did not report much interest in volunteering time or resources in their community, with one exception. Working with kids on reading or helping the classroom generated some enthusiasm.

Marketing Longmont as a destination city to visitors was considered important by a minority. Among these people, there was strong support for the Lodgers' Tax. Even with improved clarity of language on the ballot issue, it is difficult to know from these results if the measure would pass.

Residents generally felt their financial situation last year and next year would be about the same, with some believing their situation used to be better or would be better in the future.

Survey Background

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Of the 2,876 surveys mailed to eligible households in July 2007, a total of 1,178 responded to the mailed questionnaire giving a response rate of 41%.

Survey results were weighted so that the respondent gender, age, housing unit type and ethnicity were represented in the proportions reflective of the entire city. (For more information see Appendix II: Survey Methodology.)

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 (1,178 completed surveys). For each Ward (1, 2 or 3), the margin of error rises to approximately plus or minus five percentage points, since sample sizes were 385 for Ward 1, 405 for Ward 2 and 388 for Ward 3.

Putting Evaluations onto a 100-Point Scale

Responses to some of the evaluative or frequency questions were made on four- or five-point scales with 1 representing the best rating. Some of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "Excellent," then the result would be 100 on the 0-100 scale and if everyone reported "Good," then the average rating for quality of life would be 67 points. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The 95 percent confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus two points on the 100-point scale; at the Ward level it rises to no greater than plus or minus three points on the 100-point scale.

Comparing Survey Results

The 2007 report includes comparisons to questions in previous survey years. The report also includes crosstabulations of certain questions to better understand responses. In Appendix III, survey responses are compared by Ward. Where statistically significant differences occurred between responses, they are marked with grey shading.

Comparisons to the nation were provided when similar questions were included in our database and there were at least five other jurisdictions in which the same question was asked. Where comparisons were available, three numbers were provided in the table in addition to the mean rating. The first was the rank assigned to Longmont's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank was expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that Longmont's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above" the norm, "below" the norm or "similar to" the norm. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Longmont's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of more than two points on the 100-point scale between Longmont's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm.

"Don't Know" Response 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 V: Survey Instrument and Complete Set of Frequencies. 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. When a large percentage of residents (20% or more) chose "don't know," those questions are marked in the table or chart.

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

Responses to Open-ended questions appear as they were written in Appendix IV.

Survey Results

Longmont Quality of Life

Overall Quality of Life

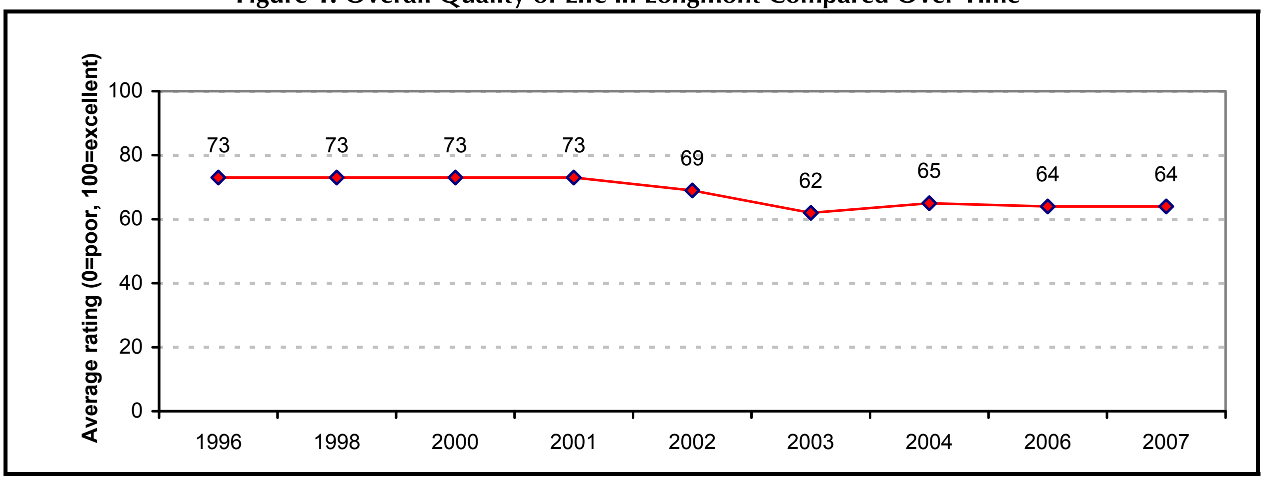
Longmont residents responding to the 2007 Policy Exploration Survey were asked to rate their overall quality of life. Almost four in five respondents rated their overall quality of life in Longmont as "good" or "excellent," though one in five felt it was "fair."

Ratings for overall quality of life where converted to a 100-point scale where 0 is equal to "poor" and 100 is equal to "excellent" for comparison to past Longmont results and evaluations of residents in the nation as a whole. The 2007 average rating for overall quality of life in the city was 64, or about "good" on a 100-point scale; it was similar to recent survey years and similar to ratings given by other jurisdictions in the country.

Table 1: Overall Quality of Life in Longmont

	Excellent	Good	Fair	Poor	Total	Average rating on 100-point scale (0 = poor, 100 = excellent)	Comparison of Longmont Rating to Norm
How would you rate your overall quality of life in Longmont?	18%	60%	21%	2%	100%	64	Similar to the norm

Figure 1: Overall Quality of Life in Longmont Compared Over Time



Quality of Life and the Community

Responding residents also were asked about other aspects of quality of life in the community. A majority of respondents gave positive ratings for each question item, though a smaller proportion of respondents rated Longmont as a place to retire as "good" or better and nearly 3 in 10 reported it as "fair."

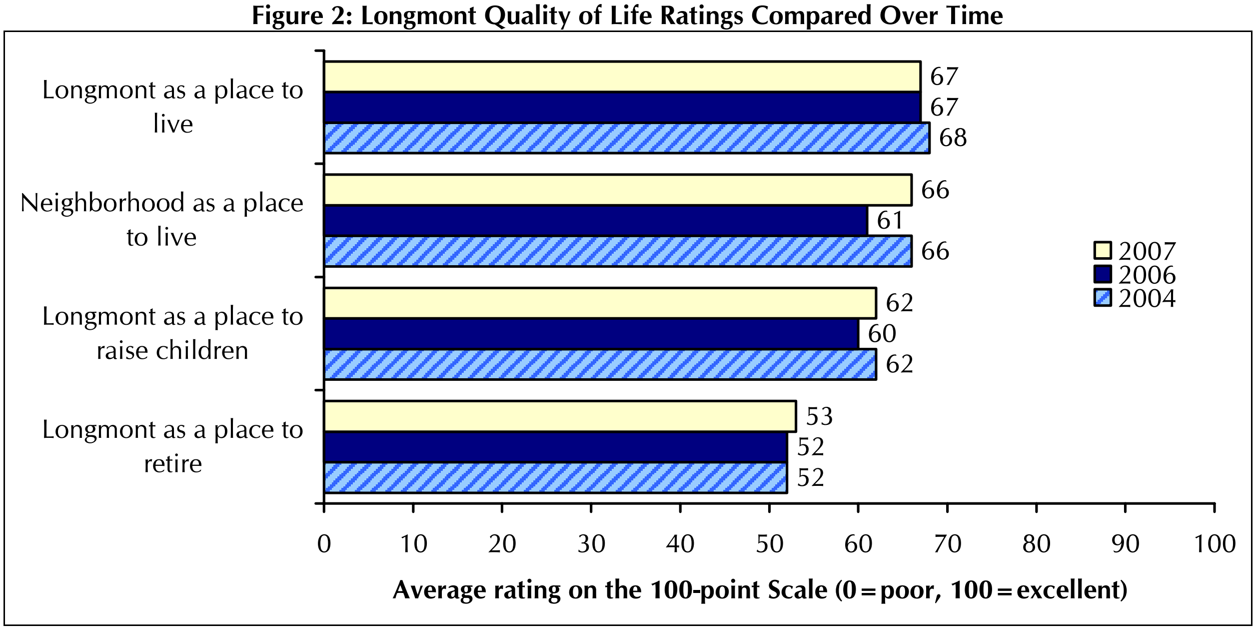
Average ratings for Longmont as a place to live and "your neighborhood" as a place to live were 67 and 66, respectively, and received ratings that were similar to quality of life ratings received by other jurisdictions across the nation.

In general, the 2007 quality of life ratings were similar to ratings given in 2006 and 2004. The average rating for "your neighborhood" as a place to live increased from a slight dip in 2006.

Table 2: Longmont Quality of Life Ratings

Please rate the following aspects of life in Longmont:	Excellent	Good	Fair	Poor	Total	Average rating on 100-point scale (0=poor, 100=excellent)	Comparison of Longmont Rating to Norm
How would you rate Longmont as a place to live?	21%	61%	16%	2%	100%	67	Similar to the norm
How would you rate your neighborhood as a place to live?	28%	48%	20%	5%	100%	66	Similar to the norm
How would you rate Longmont as a place to raise children?	18%	54%	23%	5%	100%	62	Below the norm
How would you rate Longmont as a place to retire?	16%	41%	28%	14%	100%	53	Below the norm

Figure 2: Longmont Quality of Life Ratings Compared Over Time



Quality of Life Ratings Compared to Other Jurisdictions

In the preceding tables, we listed how Longmont ratings compare to the norm; below we show the percentile and rank for each quality of life average rating when compared to ratings in other jurisdictions for quality of life.

Table 3: Quality of Life Ratings Compared to the Nation

	City of Longmont Rating	Rank	Number of Jurisdictions for Comparison	City of Longmont Percentile	Comparison of Longmont Rating to Norm
How do you rate Longmont as a place to live?	67	119	228	48%	Similar to the norm
How do you rate your neighborhood as a place to live?	66	88	156	44%	Similar to the norm
How do you rate Longmont as a place to raise children?	62	125	195	36%	Below the norm
How do you rate Longmont as a place to retire?	53	115	178	36%	Below the norm
How do you rate the overall quality of life in Longmont?	64	129	232	45%	Similar to the norm

Internet Shopping

In 2005, survey respondents were asked how often they shop for various items in Longmont. While a majority of respondents reported shopping for groceries, meals and entertainment and clothes or personal items at least "most of the time" in Longmont, fewer respondents reported shopping for larger household appliances, computers, electronics and furniture as often. When asked to give reasons for shopping outside of Longmont, about a quarter of respondents to the 2005 survey said that they "shop the Internet."

To further understand Internet shopping habits of Longmont residents, respondents to the 2007 survey were asked to indicate how likely they or another household member would be to consider using the Internet to purchase various items in the next 12 months. Approximately 7 in 10 respondents reported that they would be "somewhat" or "definitely" likely to consider purchasing books, music and movies on the Internet in the next 12 months, with about two in five reporting "definitely" likely to consider doing so. At least four in five respondents said they would not be likely to consider purchasing furniture, large household appliances or groceries via the Internet.

Figure 3: Likelihood of Internet Shopping

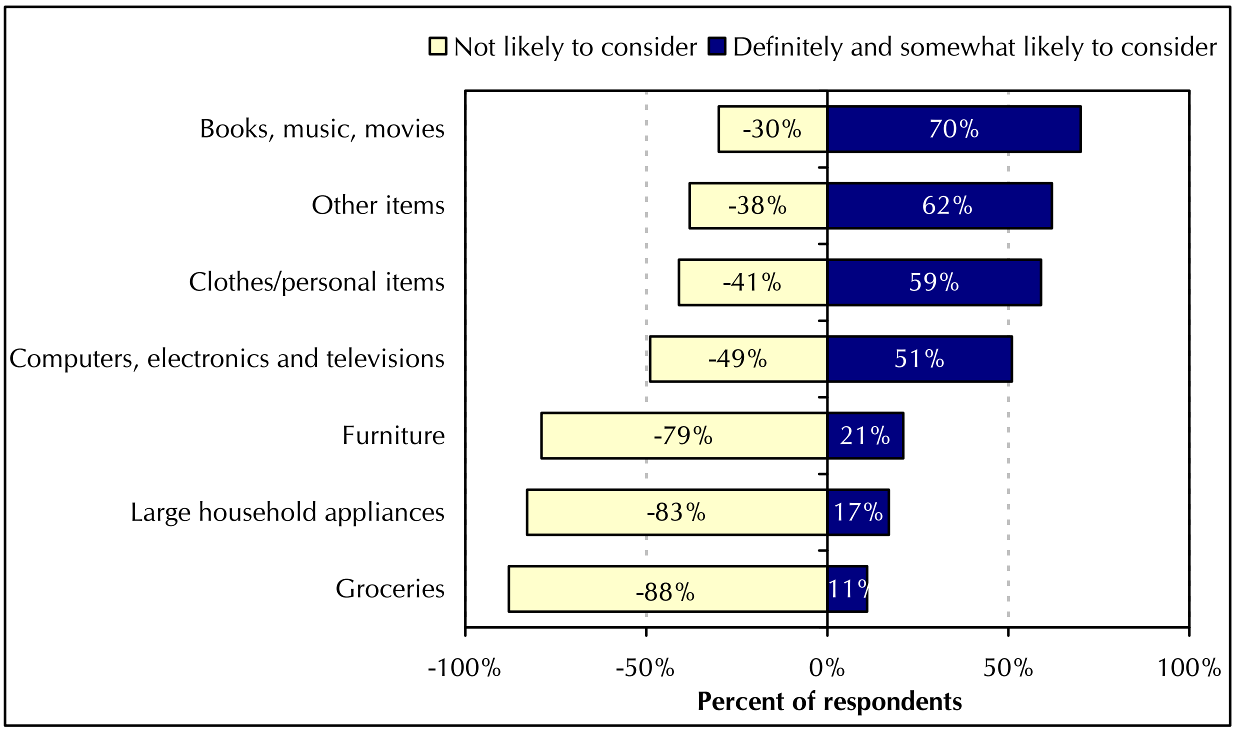


Table 4: Likelihood of Internet Shopping

Please indicate how likely you or your other members of your household would be to consider using the Internet to make purchases for the following items in the next 12 months?	Definitely likely to consider	Somewhat likely to consider	Not likely to consider	Total
Books, music, movies	39%	31%	30%	100%
Other items	24%	38%	38%	100%
Clothes/personal items	24%	35%	41%	100%
Computers, electronics and televisions	21%	30%	49%	100%
Furniture	6%	15%	79%	100%
Large household appliances	4%	13%	83%	100%
Groceries	4%	7%	88%	100%

One of the main reasons Longmont residents said they shop online was because of the convenience, 16% reported that the desired item is not available in Longmont, 13% said it was more affordable, and about 10% said they like the range of goods and services. About 3 in 10 reported that they don't use the Internet to shop. Though the question was asked in a slightly different way in 2007 than in 2005, convenience and desired items not available in Longmont were the top reasons for Internet shopping by Longmont residents in both survey iterations.

Figure 4: Main Reason for Internet Shopping

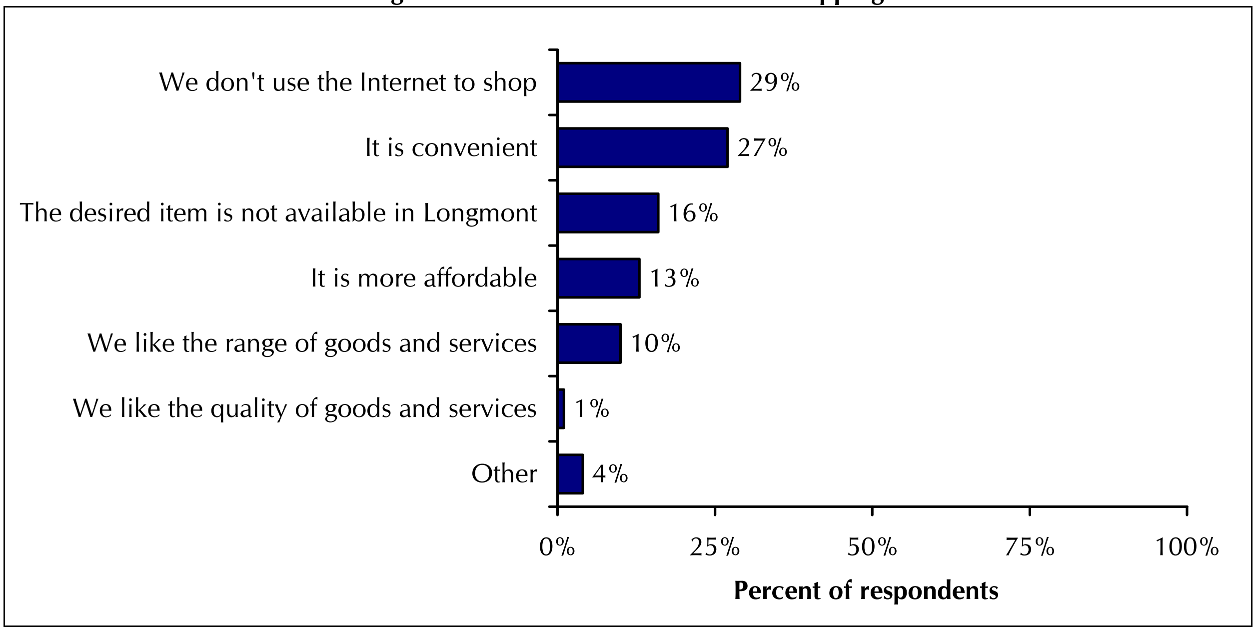
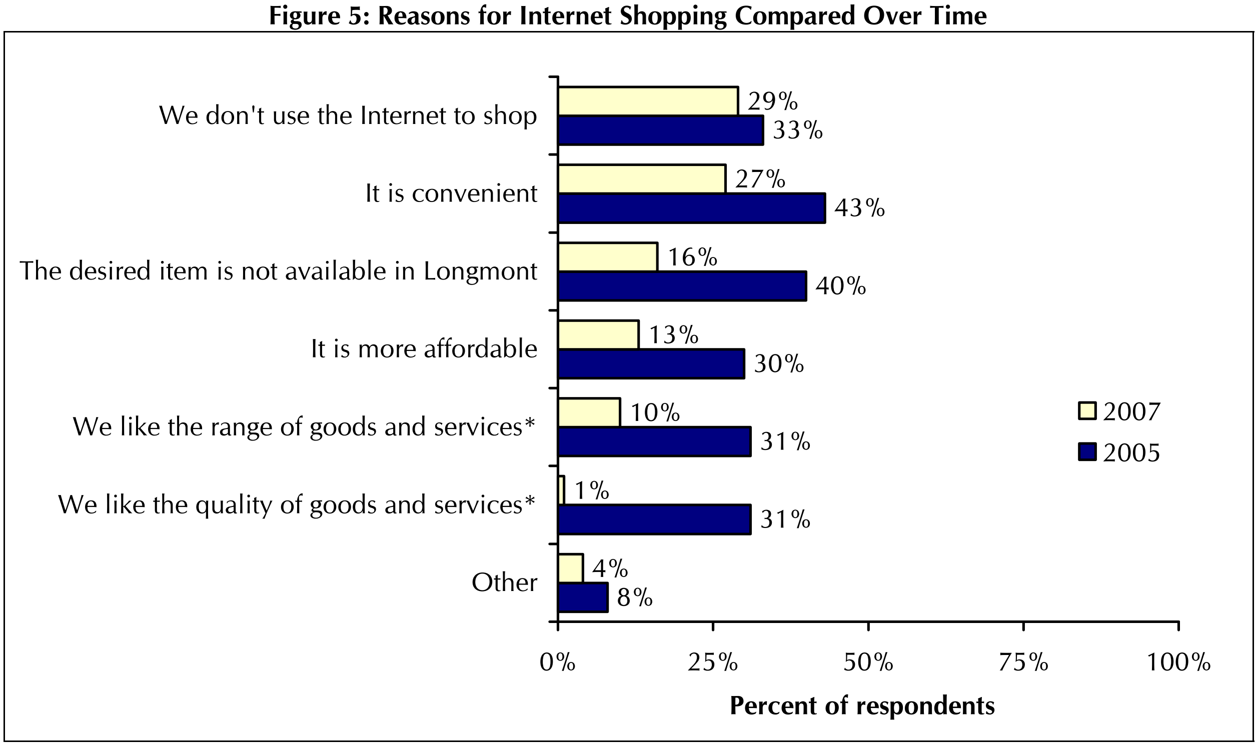


Figure 5: Reasons for Internet Shopping Compared Over Time



**These categories were combined on the 2005 survey.*

Note: The 2007 survey asked respondents to indicate the main reason for using the Internet to shop; the 2005 survey asked respondents to indicate all reasons they use the Internet to shop.

Downtown Redevelopment

Visiting Downtown Longmont

Questions asking for resident opinions about Downtown redevelopment between First Avenue and Longs Peak Avenue were included in the 2005 Policy Exploration Survey. When asked to rate the importance of specific criteria for Downtown redevelopment, about four in five respondents mentioned that parking availability was "essential" or "very important" and that free parking was at least "very important." At least three in five respondents reported that the variety of shopping opportunities and maintaining the unique historic character of the area were at least "very important" to the redevelopment of Downtown Longmont, while nearly 3 in 10 felt that maintaining a "small town" atmosphere was "essential" or "very important." Just over half thought that more entertainment opportunities were at least "very important" criteria for the redevelopment of the Downtown area. While fewer respondents thought that specialty shops, a public square (i.e., community gathering place) or availability of a mixed-use parking structure (e.g., parking and retail) were as important as the other items mentioned, nearly half thought these items to be at least "very important."

In 2007, respondents were presented with various scenarios (many of which were listed as "essential" or "very important" criteria for Downtown redevelopment by a majority of residents in 2005) regarding potential changes to Downtown Longmont and were asked how likely, if at all, they or their family would be to visit the Downtown area if each were true. About two-thirds of respondents reported that they would at least be "a little bit more likely" to visit the Downtown area if each scenario were true, and at least half said they would be "much more likely" to visit Downtown Longmont if there was a better variety of shopping opportunities, if there were more entertainment opportunities (e.g., a playhouse or a movie theater), and if there was a variety of sit-down restaurants and sidewalk cafés.

Figure 6: Likelihood of Visiting Downtown Longmont

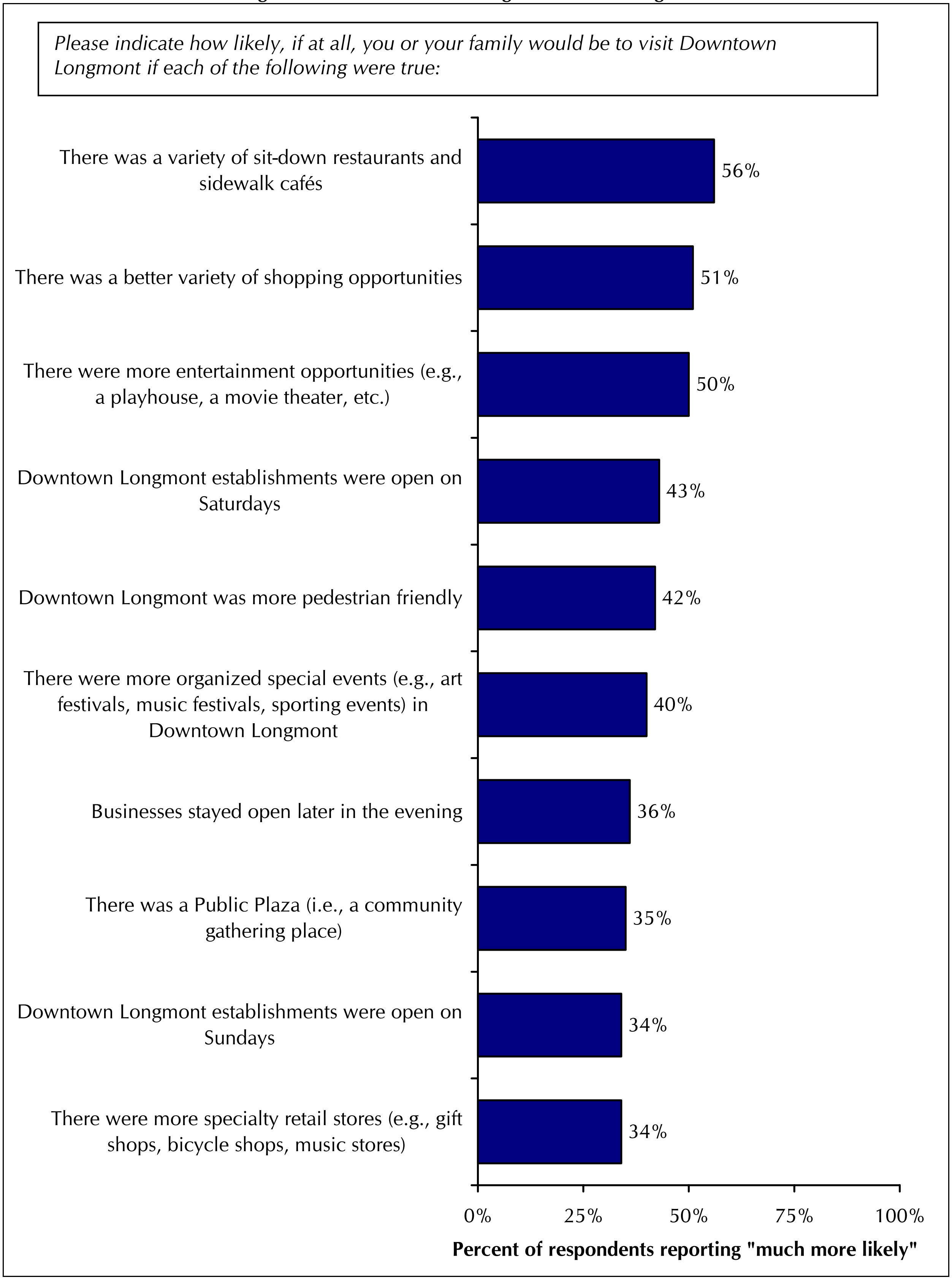


Table 5: Likelihood of Visiting Downtown Longmont

Please indicate how likely, if at all, you or your family would be to visit Downtown Longmont if each of the following were true:	Much more likely	A little bit more likely	No more likely	Total
There was a variety of sit-down restaurants and sidewalk cafés	56%	31%	12%	100%
There was a better variety of shopping opportunities	51%	35%	14%	100%
There were more entertainment opportunities (e.g., a playhouse, a movie theater, etc.)	50%	32%	18%	100%
Downtown Longmont establishments were open on Saturdays	43%	35%	22%	100%
Downtown Longmont was more pedestrian-friendly	42%	31%	27%	100%
There were more organized special events (e.g., art festivals, music festivals, sporting events) in Downtown Longmont	40%	34%	26%	100%
Businesses stayed open later in the evening	36%	35%	30%	100%
There was a Public Plaza (i.e., a community gathering place)	35%	32%	33%	100%
There were more specialty retail stores (e.g., gift shops, bicycle shops, music stores)	34%	40%	26%	100%
Downtown Longmont establishments were open on Sundays	34%	32%	34%	100%

Performing Arts Complex

Survey respondents were asked their opinions about the City financially supporting a performing arts complex. Only about two in five were in favor of this idea. Another quarter thought "maybe" the City should give financial support to a Performing Arts Complex, and another 22% were not in favor of it. Thirteen percent were "not sure" if the City of Longmont should financially support a performing arts complex.

When asked where they thought the complex should be located if it were to be built, about three in five respondents reported that they did not have a preference, and 14% preferred it to be located in the Downtown area of Longmont. Several other locations were mentioned, each by fewer than 10% of respondents. (The full set of responses to this question are listed verbatim in Appendix IV.

Figure 7: Level of Support for Performing Arts Complex

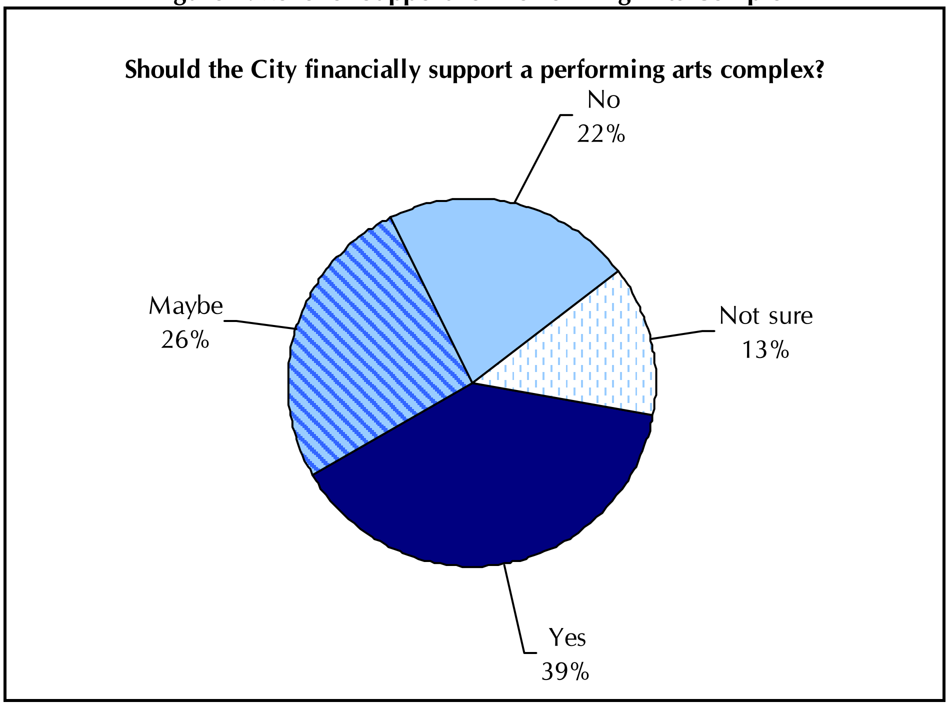


Figure 8: Location Preference for Performing Arts Complex

If a performing arts complex were to be built in Longmont, where do you think it should be located?	Percent of respondents
Downtown	14%
Near the museum and recreation center/Quail Road	5%
Main Street (north of 9th Avenue to Highway 66)	4%
Hover Road	4%
East on Highway 119	3%
Sugar Mill	2%
Do not want/Nowhere/Not in the City	2%
Highway 66/Near Lifebridge	1%
Near Airport/Airport Road	1%
An already-developed property	1%
Other	5%
No preference	59%
Total	100%

Traffic and Transportation

Pedestrian-friendly

City officials wanted to know if residents thought it was important for the City of Longmont to be pedestrian-friendly. About three-quarters felt that it was at least "very" important for the City to be pedestrian-friendly, with nearly two in five rating it as "essential." When asked to indicate the extent to which they supported or opposed the City investing public funds to reduce vehicle travel lanes in Downtown Longmont to make it a more pedestrian-friendly environment, the split was evenly divided, with 49% reporting support and 51% in opposition of the idea. A slightly higher proportion "strongly" opposed this idea than did those who "strongly" supported it. Of those who considered it "essential" or "very important" that Longmont be pedestrian-friendly (N=836), 59% supported the idea of investing public funds to do so and 41% opposed doing so (see Table 1).

Figure 9: Importance of a Pedestrian-Friendly Longmont

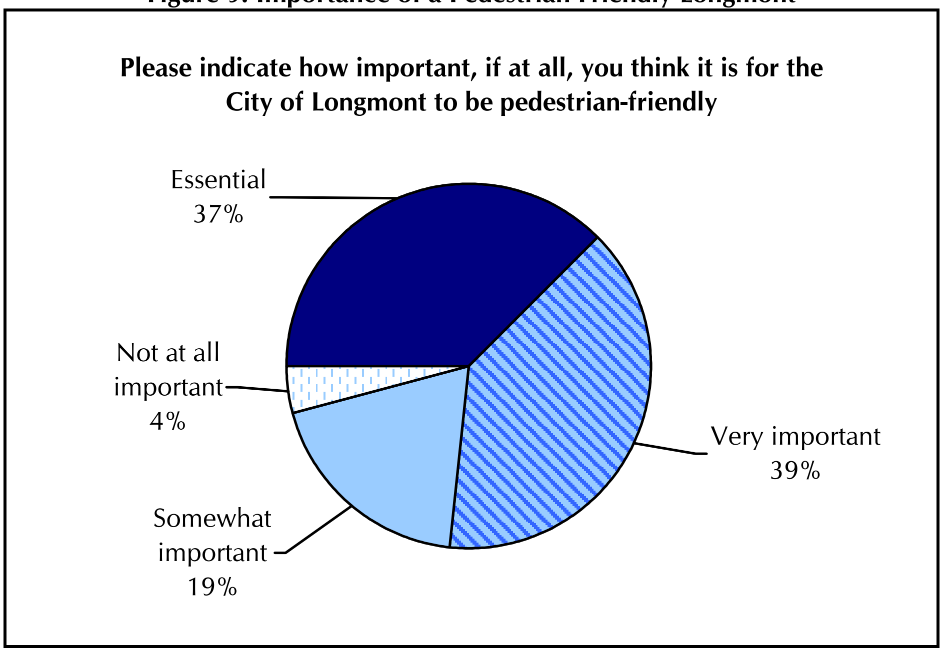


Figure 10: Level of Support for Investing Public Funds to Make Longmont More Pedestrian-friendly

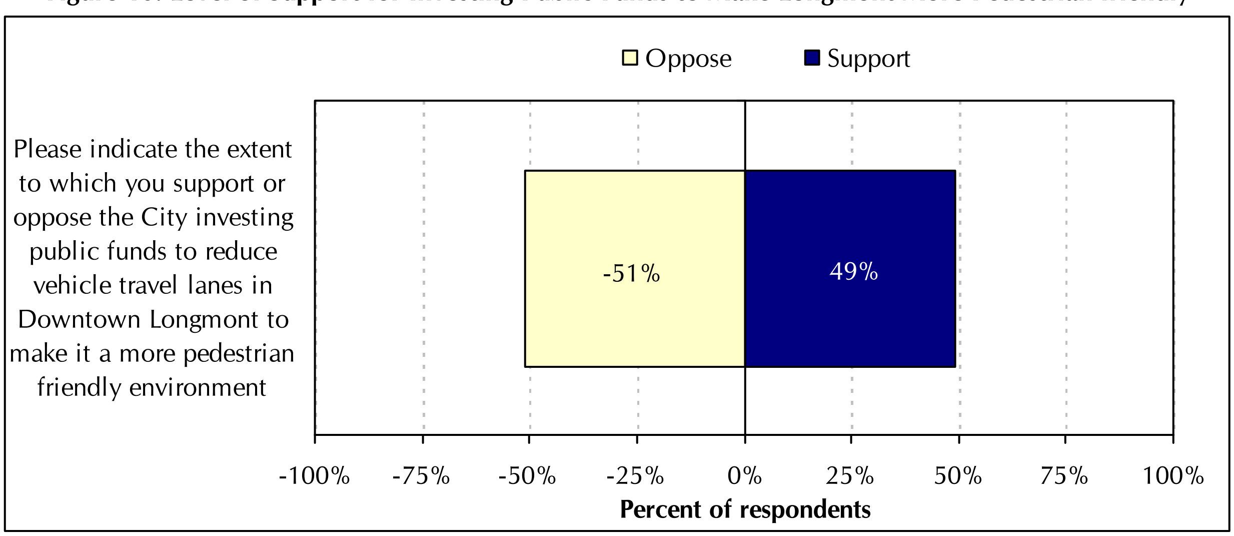


Table 6: Level of Support for Investing Public Funds to Make Longmont More Pedestrian-friendly

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Please indicate the extent to which you support or oppose the City investing public funds to reduce vehicle travel lanes in Downtown Longmont to make it a more pedestrian-friendly environment.	23%	26%	20%	31%	100%

Table 7: Position on Investing Public Funds by Importance of Longmont as Pedestrian-friendly City

		Please indicate how important, if at all, you think it is for the City of Longmont to be pedestrian-friendly
		Essential or very important
Please indicate the extent to which you support or oppose the City investing public funds to reduce vehicle travel lanes in Downtown Longmont to make it a more pedestrian-friendly environment.	Strongly or somewhat support	59%
	Somewhat or strongly oppose	41%
	Total	100%

Note: Grey shading indicates statistically significant differences in responses (p<.05).

Snow and Ice Removal

Due to the record snowfalls in the winter of 2006 and 2007, Longmont officials asked respondents to rank how the City of Longmont should prioritize snow removal and plowing efforts in the event of future major snowfalls (more than 15 inches). A strong majority (83%) felt that plowing snow on major arterials and collector streets should be the City's top priority for snow removal in the event of a major snowfall, with plowing and removing snow from Downtown streets as the second-most important priority.

Figure 11: Snow and Ice Removal Prioritization

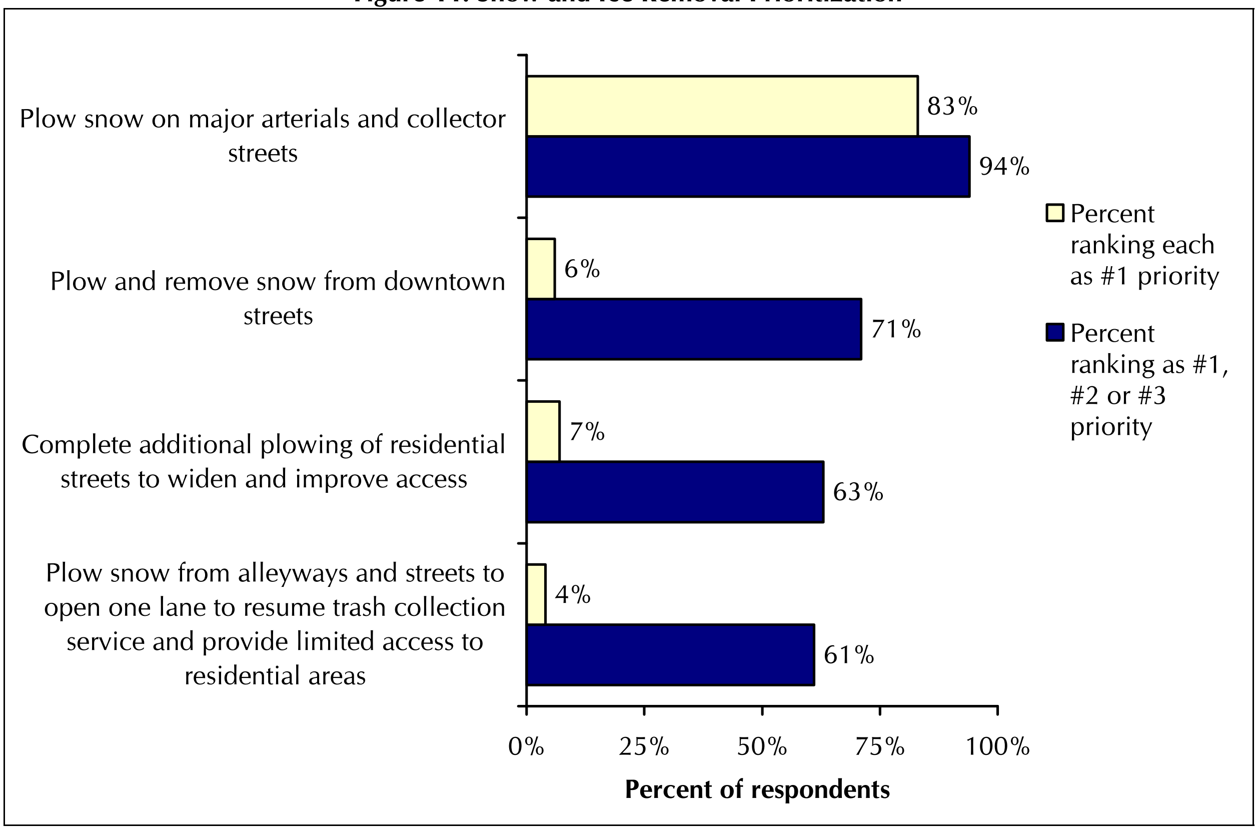


Table 8: Question 11: Snow and Ice Removal Prioritization

For future major snowfalls (more than 15 inches), please rank how you would like the City of Longmont to prioritize snow removal and plowing efforts. Please rank each of the following using 1, 2, 3 and 4 where 1 represents your top priority and 4 represents your lowest priority. Do not give the same number to more than one item.	Percent ranking each as #1 priority	Percent ranking as #1, #2 or #3 priority
Plow snow on major arterials and collector streets (e.g., Hover, 9th Avenue)	83%	94%
Plow and remove snow from Downtown streets	6%	71%
Complete additional plowing of residential streets to widen and improve access	7%	63%
Plow snow from alleyways and streets to open one lane to resume trash collection service and provide limited access to residential areas	4%	61%

Longmont residents also were asked to indicate the extent to which they agreed or disagreed that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to plow the streets more efficiently. Almost all (93%) agreed with this statement, with about two-thirds in strong agreement.

Figure 12: Agreement or Disagreement with No Parking Policy

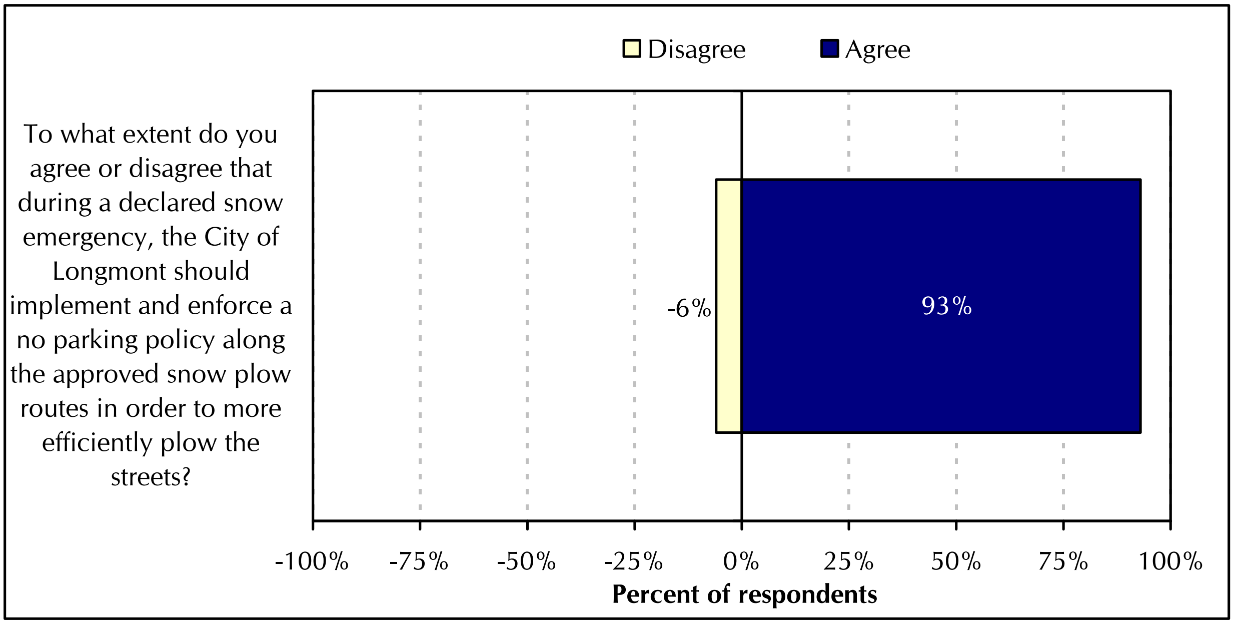


Table 9: Agreement or Disagreement with No Parking Policy

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
To what extent do you agree or disagree that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to more efficiently plow the streets?	65%	28%	4%	2%	100%

Railroad

A pair of questions related to trains sounding horns at crossings within the City was asked on the 2007 Policy Exploration Survey. First, residents rated how much of a problem the issue was in Longmont. Respondents then rated their support for or opposition to the City increasing the current Street Sales Tax to raise approximately $6 million to eliminate the sounding of train horns at crossings throughout the City. Almost half (46%) did not think this was a problem in the City, and a majority (74%) opposed the idea of increasing the current Street Sales Tax to raise money to eliminate the sounding of train horns at City crossings; nearly three in five "strongly" opposed the idea. Of those who considered train horn sounding a "minor" to "major" problem (N=584), 46% supported increasing the Street Sales Tax, and 54% opposed an increase (see Table 11).

Figure 13: Perception of Train Horns as a Problem

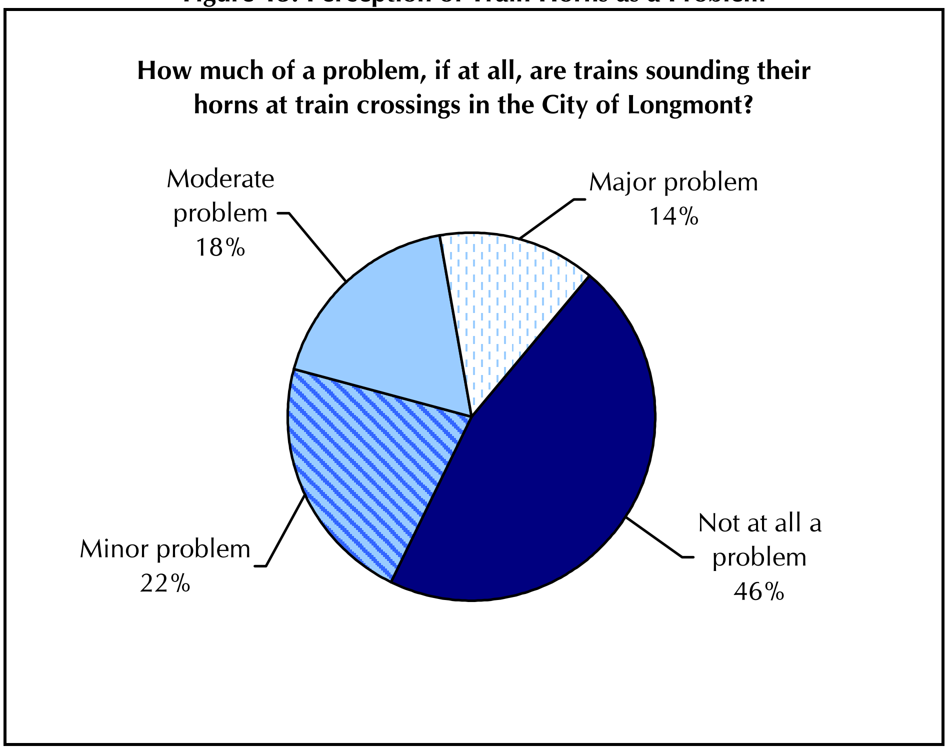


Figure 14: Level of Support for Increasing the Street Sales Tax to Eliminate Train Horns in Longmont

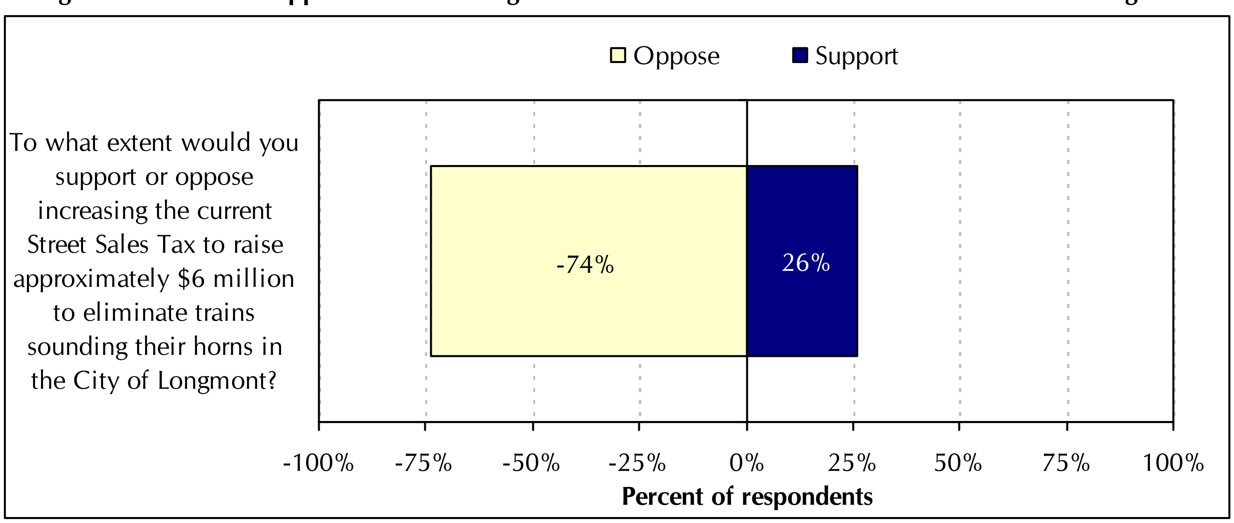


Table 10: Level of Support for Increasing the Street Sales Tax to Eliminate Train Horns in Longmont

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To what extent would you support or oppose increasing the current Street Sales Tax to raise approximately $6 million to eliminate trains sounding their horns in the City of Longmont?	11%	15%	15%	59%	100%

Table 11: Position on Increasing Street Sales Tax by Perception of Train Horns as a Problem

		How much of a problem, if at all, are trains sounding their horns at train crossings in the City of Longmont?
		A minor to major problem
To what extent would you support or oppose increasing the current Street Sales Tax to raise approximately $6 million to eliminate trains sounding their horns in the City of Longmont?	Strongly or somewhat support	46%
	Somewhat or strongly oppose	54%
	Total	100%

Note: Grey shading indicates statistically significant differences in responses (p<.05).

Environmental Issues

Respondents were asked the extent to which they supported or opposed the City of Longmont relying on user fees to implement various environmental projects. Generally, there was strong support for each item. At the top of the list were: providing hard to recycle (e.g., computers) collection sites in the City; providing yard and wood waste recycling service sites at the Tree Limb Diversion Center in the City; enforcing and encouraging efforts to reduce pollutants entering the stream from the City's storm water systems; and offering rebates on solar power from Longmont Power and Communications (LPC); each received "support" by about 9 in 10 respondents.

Items that received less support from survey respondents were: continuing the purchase of renewable energy at a higher cost and charging energy customers more for high energy usage to encourage conservation; about two in five opposed each of these ideas.

Figure 15: Level of Support for the City Relying on User Fees to Implement Environmental Projects

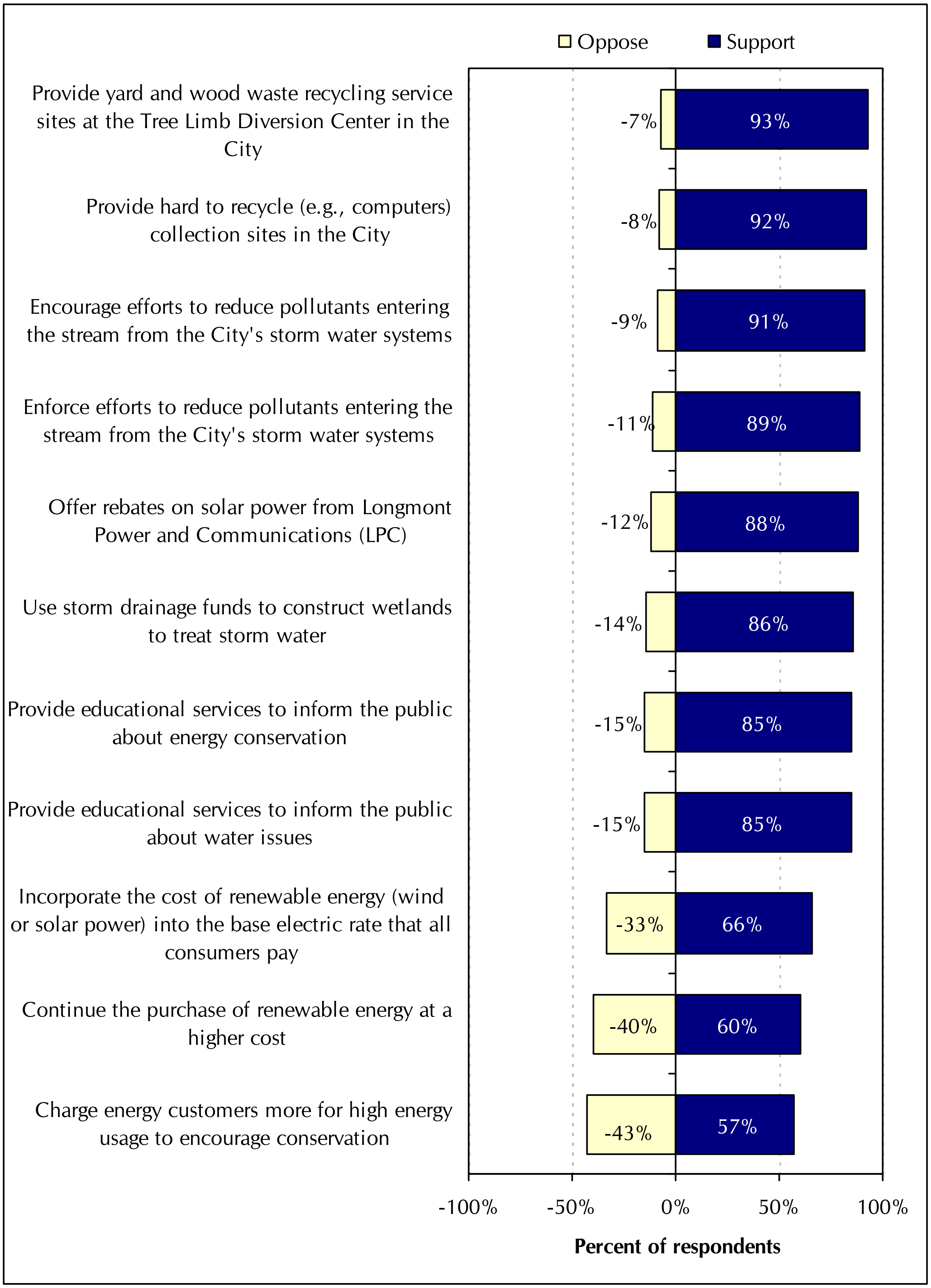


Table 12: Level of Support for the City Relying on User Fees to Implement Environmental Projects

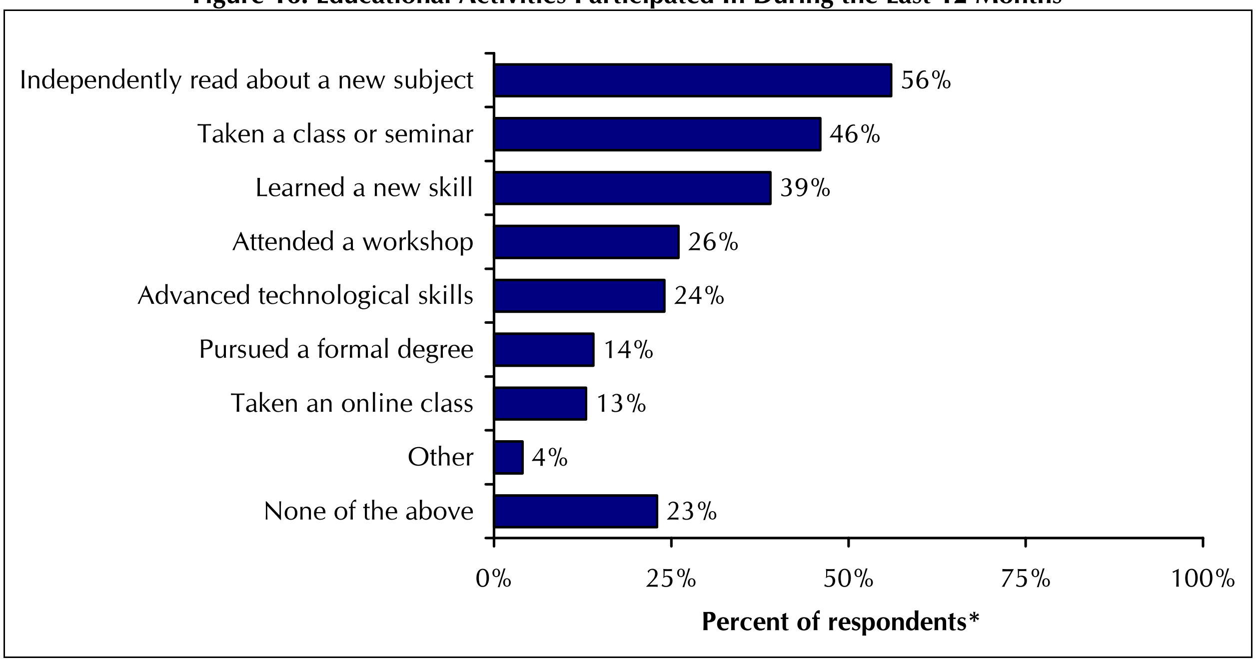
Please indicate the extent to which you support or oppose the City of Longmont relying on user fees to implement each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Provide yard and wood waste recycling service sites at the Tree Limb Diversion Center in the City	55%	38%	4%	3%	100%
Provide hard to recycle (e.g., computers) collection sites in the City	58%	34%	5%	3%	100%
Encourage efforts to reduce pollutants entering the stream from the City's storm water systems	52%	39%	5%	4%	100%
Enforce efforts to reduce pollutants entering the stream from the City's storm water systems	53%	36%	7%	4%	100%
Offer rebates on solar power from Longmont Power and Communications (LPC)	52%	36%	8%	4%	100%
Use storm drainage funds to construct wetlands to treat storm water	40%	46%	9%	5%	100%
Provide educational services to inform the public about energy conservation	39%	46%	9%	6%	100%
Provide educational services to inform the public about water issues	31%	54%	9%	6%	100%
Incorporate the cost of renewable energy (wind or solar power) into the base electric rate that all consumers pay	32%	34%	17%	16%	100%
Continue the purchase of renewable energy at a higher cost	21%	39%	24%	16%	100%
Charge energy customers more for high energy usage to encourage conservation	24%	33%	23%	20%	100%

Education

Resident Interest in Educational Activities

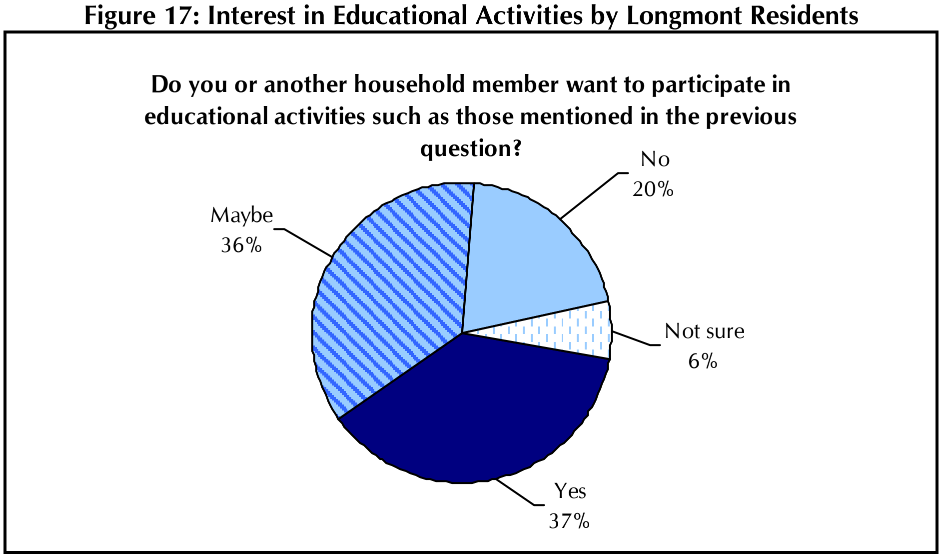
A series of questions regarding education were asked of 2007 survey respondents. The first set of questions asked respondents about their participation in a number of education-related activities. While just over half of respondents mentioned that they had independently read about a new subject in the last 12 months and about two in five said they had learned a new skill, fewer reported participation in more formal educational activities such as taking a class or seminar (46%), attending a workshop (26%), pursuing a formal degree (14%) or taking an online class (13%). When asked if they or another household member wanted to participate in these types of educational activities, about 73% reported interest (see Figure 17). (Verbatim responses to the "other, please specify" item for this question can be viewed in Appendix IV.

Figure 16: Educational Activities Participated In During the Last 12 Months



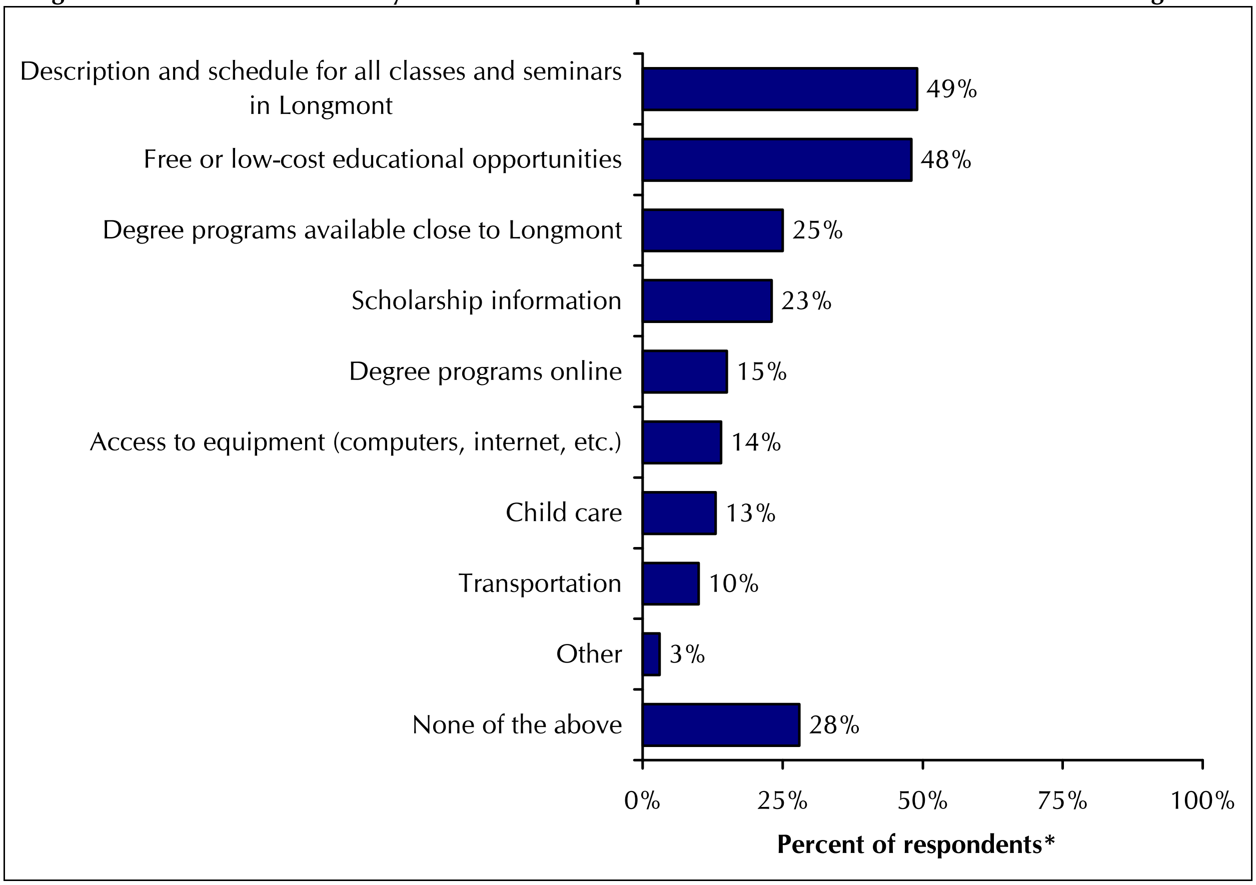
Total may exceed 100% as respondents could give more than one answer.

Figure 17: Interest in Educational Activities by Longmont Residents



When asked what resources they would need to participate in educational activities, about half of all respondents reported that they would need a description and schedule for all classes and seminars offered in Longmont; a similar proportion said they would need free or low-cost educational opportunities. About a quarter said that they would need degree programs available that were close to Longmont or scholarship information. Almost 3 in 10 respondents reported "none of the above" when asked what resources they would need to participate in educational activities. ("Other" responses are listed verbatim in Appendix IV.

Figure 18: Resources Needed by Residents to Participate in Educational Activities Offered in Longmont



**Total may exceed 100% as respondents could give more than one answer.*

City Involvement in Educational Activities

Residents were asked about the importance of the City being involved in educational initiatives in areas such as early education or adult education. At least two in five respondents said it was "essential" for the City to be involved in educational initiatives for 6th through 12th grade, kindergarten through 5th grade, and early education (Pre-K) and about 3 in 10 said it was "essential" for the City to get involved in initiatives for higher education/career raining and adult education/continuous education/re-inventing retirement.

Figure 19: Importance of City Involvement in Educational Activities

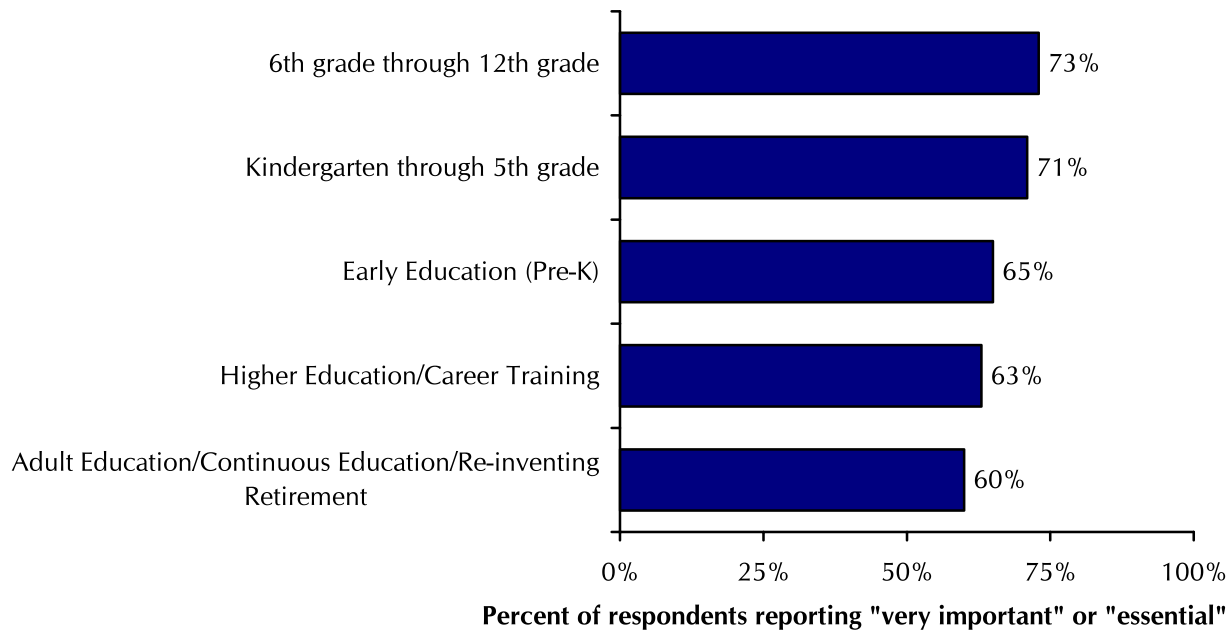


Table 13: Importance of City Involvement in Educational Activities

Please indicate how important, if at all, you think it is to have the City involved in educational initiatives in each of the following areas.	Essential	Very important	Somewhat important	Not at all important	Total
6th grade through 12th grade	46%	27%	15%	12%	100%
Kindergarten through 5th grade	44%	27%	16%	13%	100%
Early Education (Pre-K)	40%	25%	21%	14%	100%
Higher Education/Career Training	30%	33%	25%	13%	100%
Adult Education/Continuous Education/ Re-inventing Retirement	28%	32%	28%	12%	100%

The City wanted to know how likely or unlikely Longmont residents would be to volunteer time or provide assistance in various areas of education. In general, the majority of respondents said they would be unlikely to volunteer time or assistance in each of the areas, though about half said they would be "somewhat" or "very" likely to read to kids or help in a classroom. Scenarios with the highest proportion of respondents reporting "somewhat" or "very" unlikely were: starting a new educational initiative or program; teaching a language; and participating in a Speakers' Bureau. About four in five said they would be unlikely to participate in each of these activities.

Figure 20: Likelihood of Volunteering in Educational Activities

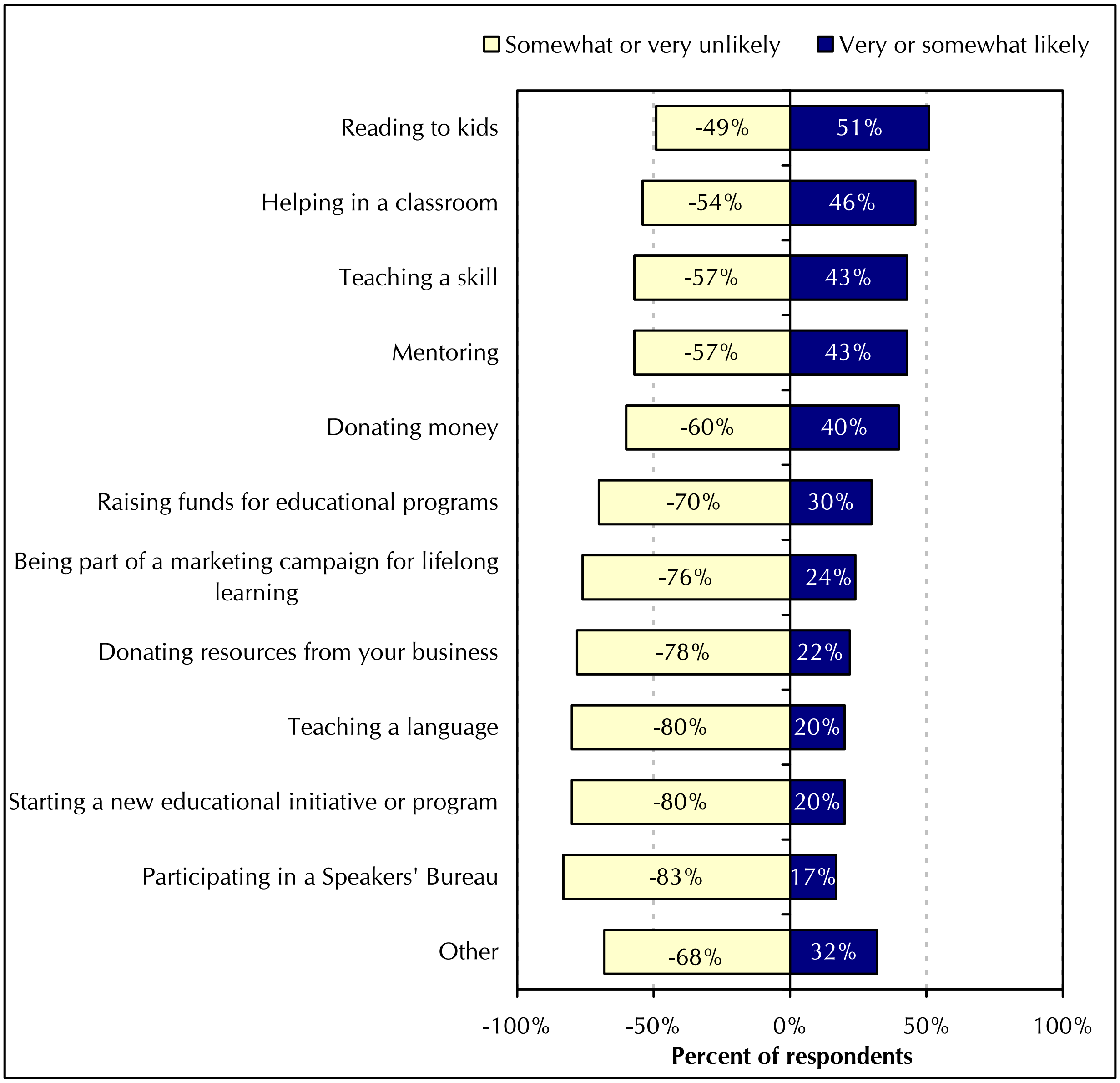


Table 14: Likelihood of Volunteering in Educational Activities

Please indicate how likely or unlikely you would be to volunteer your time or provide assistance in each of the following areas in Longmont.	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Reading to kids	16%	34%	18%	32%	100%
Helping in a classroom	16%	30%	23%	31%	100%
Teaching a skill	11%	32%	21%	36%	100%
Mentoring	11%	32%	25%	31%	100%
Donating money	9%	32%	24%	36%	100%
Raising funds for educational programs	8%	22%	26%	44%	100%
Being part of a marketing campaign for lifelong learning	4%	19%	27%	50%	100%
Donating resources from your business	5%	18%	24%	54%	100%
Teaching a language	6%	14%	18%	62%	100%
Starting a new educational initiative or program	6%	14%	30%	50%	100%
Participating in a Speakers' Bureau	4%	13%	25%	58%	100%
Other	14%	18%	18%	50%	100%

Economic Development

The 2006 Customer Satisfaction Survey respondents were asked the extent to which they supported or opposed a Lodgers' Tax to fund a convention and visitor's association and a tourist information center, marketing Longmont as a destination city to visitors. Similar support for the tax was reported by those responding to the 2005 and 2007 Policy Exploration Surveys. When asked how important it was to market Longmont as a destination city to visitors, few (11%) felt this was essential, though about a third felt it was at least "very important." A majority reported this as only "somewhat" important or "not at all" important. Of those who considered it "essential" or "very important" to market Longmont as a destination city (N=341), 83% supported the Lodgers' Tax and 17% opposed it (see Table 16).

Figure 21: Importance of Marketing Longmont as Destination City

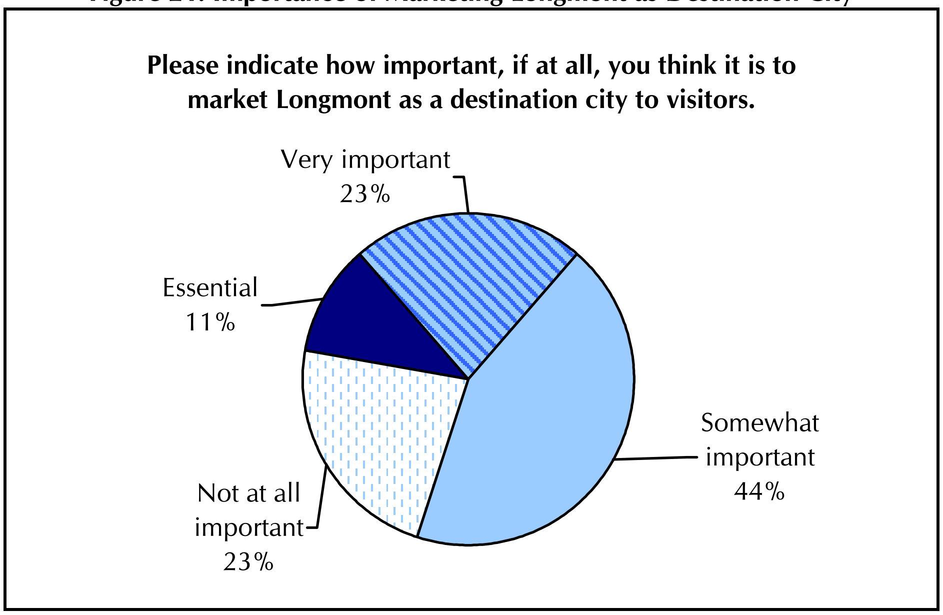


Figure 22: Level of Support for Lodging Tax Compared Over Time

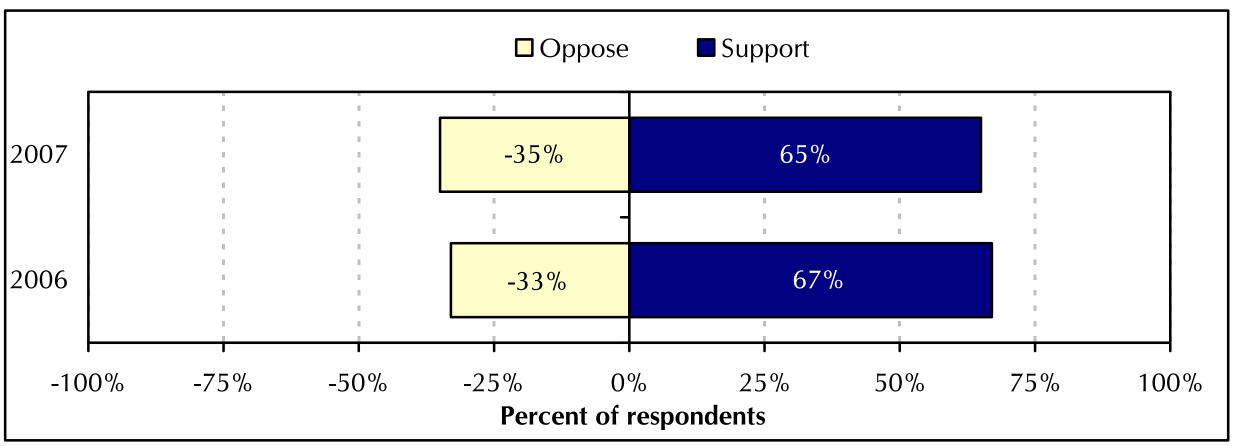


Table 15: Level of Support for a Lodgers' Tax to Market Longmont as a Destination City

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To what extent would you support or oppose a Lodgers' Tax to fund a convention and visitor's association and a tourist information center, marketing Longmont as a destination city to visitors?	26%	39%	19%	16%	100%

Table 16: Position on Lodgers' Tax by Importance of Longmont as Destination City

		Please indicate how important, if at all, you think it is to market Longmont as a destination city to visitors
		Essential or very important
To what extent would you support or oppose a Lodgers' Tax to fund a convention and visitor's association and a tourist information center, marketing Longmont as a destination city to visitors?	Strongly or somewhat support	83%
	Somewhat or strongly oppose	17%
	Total	100%

Note: Grey shading indicates statistically significant differences in responses (p<.05).

Ballot Measure in 2006

In 2006, 58% of voters said "no" to a Lodgers' Tax, while 42% voted "yes." The formal wording on the ballot was as follows:

Shall the City of Longmont Taxes be increased $320,000 annually (first full fiscal year increase), and by whatever additional amounts are generated annually in each subsequent year, with proceeds used for promoting tourism, conventions and related activities and acquiring related facilities by imposing an excise tax on lodging services, to be paid by lodgers, at the rate of 2 percent, which is two cents on each dollar of purchase, beginning January 1, 2007, and shall ordinance O-2006-62, which imposes the excise tax, be approved?
YES ___
NO ___

Given the wording of the ballot measure, one could speculate that the measure did not pass in 2006 because voters may not have been clear that the tax would be paid only by overnight visitors to Longmont, as opposed to residents. The Chamber and the Longmont Area Visitor's Association (LAVA) have requested that this issue be included again on the 2007 ballot, with wording changes to clarify who the taxpayer is. It is important to note, however, that among survey respondent, only 34% considered it "essential" or "very important" to market Longmont as a destination city.

Economy

Survey respondents were asked if their household will be better or worse off financially than a year ago as well as what their financial situation will be in a year from now. About two in five respondents said their household's financial situation is about the same as a year ago and thought it would be about the same in a year. For both scenarios, a higher proportion of respondents felt that their financial situation was or will be better than did those who thought it was or will be worse.

Figure 23: Gauging Household Financial Situation

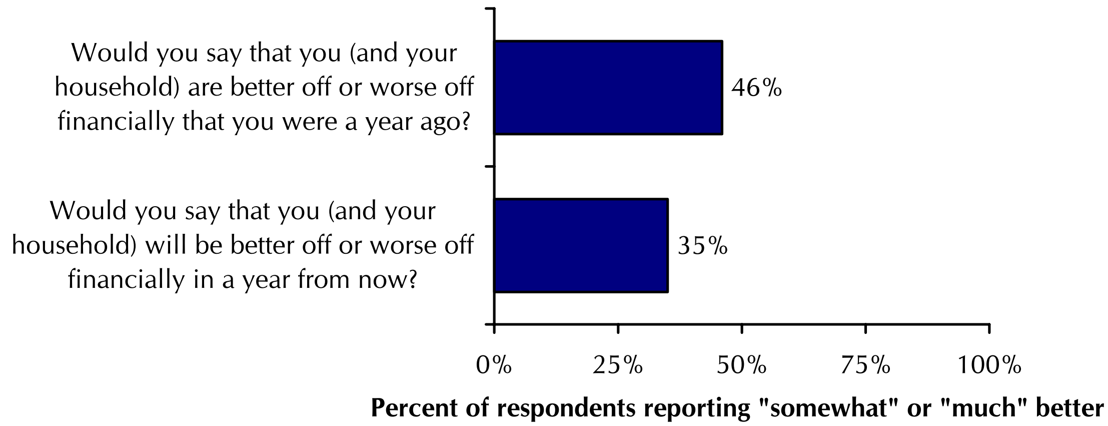


Table 17: Gauging Household Financial Situation

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	Total
Are better off or worse off financially than you were a year ago?	11%	35%	43%	8%	3%	100%`
Will be better off or worse off financially in a year from now?	8%	27%	42%	18%	5%	100%

Appendix I: Respondent Demographics

Respondent Length of Residency	
About how many years have you lived in Longmont? (If less than 6 months, please enter "0.")	Percent of respondents
1 year or less	13%
2-5 years	27%
6-10 years	20%
11-20 years	16%
More than 20 years	24%
Total	100%

Housing Unit Type	
What kind of housing unit do you live in?	Percent of respondents
Single family house	62%
Apartment	23%
Condo	5%
Townhouse	8%
Mobile home	0%
Other	2%
Total	100%

Housing Tenure	
Do you rent or own your home?	Percent of respondents
Rent	33%
Own	67%
Total	100%

Household Income	
About how much was your household's total income before taxes for all of 2006? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $10,000	4%
$10,000 - under $25,000	15%
$25,000 - under $50,000	26%
$50,000 - under $75,000	21%
$75,000 - under $100,000	16%
$100,000 - under $150,000	11%
$150,000 - under $200,000	4%
$200,000 or more	3%
Total	100%

Respondent Educational Attainment	
What is the highest degree or level of school you have completed?	**Percent of respondents**
12th grade or less, no diploma	7%
High school diploma	13%
Some college, no degree	22%
Associate's Degree	8%
Bachelor's Degree	29%
Graduate or Professional Degree	21%
Total	100%

Respondent Ethnicity	
Are you Spanish, Hispanic or Latino?	**Percent of respondents**
Yes	18%
No	82%
Total	100%

Respondent Race	
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	1%
Asian or Pacific Islander	3%
Black, African American	0%
White/Caucasian	87%
Other	12%

**Total may exceed 100% as respondents could give more than one answer.*

Respondent Age	
In which category is your age?	**Percent of respondents**
18 - 24	5%
25 - 34	29%
35 - 44	20%
45 - 54	22%
55 - 64	10%
65 - 74	7%
75 - 84	6%
85 or older	2%
Total	100%

Respondent Gender	
What is your gender?	**Percent of respondents**
Female	51%
Male	49%
Total	100%

Appendix II: Survey Methodology

Sample Selection

The 2007 survey used stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings using a systematic sampling method. Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households within each Ward are chosen. To ensure the randomization of the household selection, an individual within each household was selected using the birthday method. The birthday method selects a random person within the household by asking the adult in the household, age 18 years or older, who most recently had a birthday to complete the questionnaire.

Survey Administration

The 3,000 surveys were mailed in July 2007; households received three mailings. The questionnaire was six pages in length in addition to a cover letter signed by Mayor Pirnack. Completed surveys were collected over the following four weeks. The first mailing was a pre-notification postcard announcing the upcoming survey. The other two mailings contained a letter from the mayor explaining the purpose of the survey and inviting the household to participate, a questionnaire and a self-mailing envelope. Each cover letter was double-sided, one side written in English and the other written in Spanish. The Spanish version also explained to Spanish-speaking residents that a translated survey could be mailed to them if they called the City to request a copy. Four Spanish surveys were requested by residents, and two respondents completed the survey in Spanish.

About 124 of the surveys (4%) were returned because they had incorrect or vacant addresses. Typically, no more than 5% of household addresses in a given sample are incorrect or vacant. Of the 2,876 eligible households, 1,178 completed the survey, providing a response rate of 41%.

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,178 completed surveys) and plus or minus two points around any given average rating. Where estimates are given for sub groups, they are less precise. For example, for each Ward (1, 2 or 3), the margin of error rises to approximately plus or minus five percentage points since sample sizes were approximately 385 for Ward 1, 405 for Ward 2 and 388 for Ward 3.

Data Analysis and Weighting

The surveys were analyzed using a statistical software package. The demographic characteristics of the sample were compared to population norms for the City of Longmont and were statistically adjusted to reflect the larger population when necessary. Differences in opinion were found among Longmont residents of different genders, ages, housing unit types and ethnicities. Consequently, sample results were weighted using the population norms to reflect the appropriate percent of residents by gender, age, housing unit type and ethnicity. Other socio-demographic variables also were adjusted through the weighting as many of these characteristics are inter-correlated. The results of the weighting scheme are presented in the table on the following page.

Also included are select results by respondent Ward of residence (Appendix III. Survey Questions by Ward). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95%

probability that the differences observed in the selected categories of our sample represent "real" differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in the appendices.

Table 18: Longmont 2007 Policy Exploration Survey Weighting Table

Characteristic	Percent in Population		
	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	34%	22%	33%
Own home	66%	78%	67%
Detached unit	65%	75%	64%
Attached unit	35%	25%	36%
Race and Ethnicity			
Hispanic	19%	7%	18%
Not Hispanic	81%	93%	82%
White	87%	92%	85%
Non-white	13%	8%	15%
Sex and Age			
18-34 years of age	33%	16%	34%
35-54 years of age	44%	40%	42%
55+ years of age	23%	44%	24%
Female	51%	59%	51%
Male	49%	41%	49%

[1] *Source: 2000 U.S. Census.*

Appendix III. Survey Questions by Ward

The tables on the following pages show responses to select questions compared by respondent Ward. Shading indicates statistically significant differences in responses between respondents ($p \leq .05$).

Question 1 by Ward

Please rate the following aspects of life in Longmont.	Average rating (0=poor, 100=excellent)			
	Ward 1	Ward 2	Ward 3	Overall Results
How would you rate Longmont as a place to live?	66	70	67	67
How would you rate your neighborhood as a place to live?	62	72	64	66
How would you rate Longmont as a place to raise children?	58	66	60	62
How would you rate Longmont as a place to retire?	52	56	52	53
How would you rate your overall quality of life in Longmont?	62	67	63	64

Question 2 by Ward

	Percent reporting "yes" or "maybe"			
	Ward 1	Ward 2	Ward 3	Overall Results
Should the City financially support a performing arts complex?	70%	62%	62%	65%

Question 3 by Ward

If a performing arts complex were to be built in Longmont, where do you think it should be located? Please indicate an exact location (i.e., an intersection in Longmont.)	Percent of respondents			
	Ward 1	Ward 2	Ward 3	Overall Results
Downtown	12%	16%	13%	13%
Near the museum and recreation center/Quail Road	6%	5%	3%	5%
Main Street (north of 9th Avenue to Hwy 66)	6%	2%	3%	4%
Hover Road	2%	4%	5%	4%
East on Highway 119	7%	2%	1%	3%
Sugar Mill	4%	0%	0%	2%
Highway 66/Near Lifebridge	2%	1%	1%	1%
Near Airport/Airport Road	0%	1%	1%	1%
Ken Pratt Boulevard	1%	1%	1%	1%
An already-developed property	1%	0%	2%	1%
Do not want/Nowhere/Not in the City	1%	2%	2%	2%
Other	4%	6%	5%	5%
No preference	55%	58%	62%	58%

Question 4 by Ward				
Please indicate how much more likely, if at all, you or your family would be to visit Downtown Longmont if each of the following were true.	**Percent reporting "much more likely"**			
	Ward 1	**Ward 2**	**Ward 3**	**Overall Results**
There was a variety of sit-down restaurants and sidewalk cafes	54%	62%	53%	56%
There was a better variety of shopping opportunities	51%	55%	46%	51%
There were more entertainment opportunities (e.g., a playhouse, a movie theater, etc.)	51%	53%	46%	50%
Downtown Longmont establishments were open on Saturdays	44%	47%	36%	43%
Downtown Longmont was more pedestrian friendly	40%	47%	38%	42%
There were more organized special events (e.g., art festivals, music festivals, sporting events) in Downtown Longmont	40%	47%	34%	40%
Businesses stayed open later in the evening	32%	41%	33%	36%
There was a Public Plaza (i.e., a community gathering place)	33%	41%	29%	35%
There were more specialty retail stores (e.g., gift shops, bicycle shops, music stores)	34%	37%	30%	34%
Downtown Longmont establishments were open on Sundays	35%	38%	27%	34%

Question 5 by Ward				
Please indicate how much more likely you or other members of your household would be to consider using the Internet to make purchases for the following items in the next 12 months.	**Percent reporting "definitely likely to consider"**			
	Ward 1	**Ward 2**	**Ward 3**	**Overall Results**
Books, music, movies	41%	44%	31%	39%
Clothes/personal items	25%	26%	21%	24%
Computers, electronics and televisions	16%	26%	19%	21%
Furniture	6%	7%	4%	6%
Groceries	5%	4%	3%	4%
Large household appliances	4%	6%	2%	4%
Other items	19%	28%	26%	24%

Question 6 by Ward				
Please indicate the main reason you or other members of your household use the Internet for shopping purposes?. (Please check only one.)	**Percent of respondents**			
	Ward 1	**Ward 2**	**Ward 3**	**Overall Results**
We don't use the Internet to shop	32%	24%	32%	29%
It is convenient	23%	32%	25%	27%
We like the range of goods and services	12%	11%	8%	10%
We like the quality of goods and services	0%	1%	2%	1%
The desired item is not available in Longmont	17%	16%	17%	16%
It is more affordable	14%	14%	10%	13%
Other	3%	3%	5%	4%

Question 7 by Ward				
	Percent reporting "essential" or "very important"			
	Ward 1	Ward 2	Ward 3	Overall Results
Please indicate how important, if at all, you think it is to market Longmont as a destination city to visitors	33%	29%	39%	33%

Question 8 by Ward				
	Percent reporting "somewhat" or "strongly" support			
	Ward 1	Ward 2	Ward 3	Overall Results
To what extent would you support or oppose a Lodger's Tax to fund a convention and visitor's association and a tourist information center, marketing Longmont as a destination city to visitors?	64%	66%	67%	65%

Question 9 by Ward				
	Percent reporting "essential" or "very important"			
	Ward 1	Ward 2	Ward 3	Overall Results
Please indicate how important, if at all, you think it is for the City of Longmont to be pedestrian friendly	79%	78%	73%	77%

Question 10 by Ward				
	Percent reporting "somewhat" or "strongly" support			
	Ward 1	Ward 2	Ward 3	Overall Results
Please indicate the extent to which you support or oppose the City investing public funds to reduce vehicle travel lanes in Downtown Longmont to make it a more pedestrian friendly environment	48%	50%	49%	49%

Question 11 by Ward				
For future major snowfalls (more than 15 inches), please rank how you would like the City of Longmont to prioritize snow removal and plowing efforts.	Percent ranking as #1 priority			
	Ward 1	Ward 2	Ward 3	Overall Results
Plow snow on major arterials and collector streets	84%	83%	82%	83%
Complete additional plowing of residential streets to widen and improve access	5%	9%	9%	7%
Plow snow and remove snow from downtown streets	7%	5%	5%	6%
Plow snow from alleyways and streets to open one lane to resume trash collection service and provide limited access to residential areas	5%	3%	4%	4%

Question 11 by Ward				
For future major snowfalls (more than 15 inches), please rank how you would like the City of Longmont to prioritize snow removal and plowing efforts. Please rank each of the following using 1, 2, 3 and 4 where 1 represents your top priority and 4 represents your lowest priority. Do not give the same number to more than one item.	Percent ranking as #1, #2 or #3 priority			
	Ward 1	Ward 2	Ward 3	Overall Results
Complete additional plowing of residential streets to widen and improve access	62%	64%	62%	63%
Plow snow on major arterials and collector streets	93%	96%	94%	94%
Plow snow from alleyways and streets to open one lane to resume trash collection service and provide limited access to residential areas	59%	59%	66%	61%
Plow snow and remove snow from downtown streets	74%	73%	65%	71%

Question 12 by Ward				
	Percent reporting "somewhat" or "strongly" agree			
	Ward 1	Ward 2	Ward 3	Overall Results
To what extent do you agree or disagree that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to more efficiently plow the streets?	95%	92%	94%	94%

Question 13 by Ward				
	Percent reporting "moderate" or "major" problem			
	Ward 1	Ward 2	Ward 3	Overall Results
How much of a problem, if at all, are trains sounding their horns at train crossings in the City of Longmont?	36%	39%	18%	32%

Question 14 by Ward				
	Percent reporting "somewhat" or "strongly" support			
	Ward 1	Ward 2	Ward 3	Overall Results
To what extent would you support or oppose increasing the current Street Sales Tax to raise approximately $6 million to eliminate trains sounding their horns in the City of Longmont?	32%	30%	14%	26%

Question 15 by Ward				
Please indicate the extent to which you support or oppose the City of Longmont relying on user fees to implement each of the following:	Percent reporting "somewhat" or "strongly" support			
	Ward 1	Ward 2	Ward 3	Overall Results
Provide yard and wood waste recycling service sites at the Tree Limb Diversion Center in the City	94%	91%	95%	93%
Provide hard to recycle (e.g., computers) collection sites in the City	91%	89%	94%	92%
Encourage efforts to reduce pollutants entering the stream from the City's storm water systems	91%	89%	91%	90%
Enforce efforts to reduce pollutants entering the stream from the City's storm water systems	89%	90%	88%	89%
Offer rebates on solar power from Longmont Power and Communications (LPC)	87%	86%	90%	88%
Use storm drainage funds to construct wetlands to treat storm water	86%	86%	86%	86%
Provide educational services to inform the public about water issues	88%	83%	83%	85%
Provide educational services to inform the public about energy conservation	87%	84%	83%	85%
Incorporate the cost of renewable energy (wind or solar power) into the base electric rate that all consumers pay	65%	69%	64%	67%
Continue the purchase of renewable energy at a higher cost	59%	65%	54%	60%
Charge energy customers more for high energy usage to encourage conservation	56%	57%	59%	57%

Question 16 by Ward					
Please circle the number that best represents your answer. Would you say that you (and your household)...		Percent of respondents			
		Ward 1	Ward 2	Ward 3	Overall Results
Are better off or worse off financially than you were a year ago	Better	36%	38%	32%	35%
	Same	43%	40%	42%	42%
	Worse	22%	21%	26%	23%
Will be better off or worse off financially in a year from now	Better	50%	43%	46%	46%
	Same	38%	46%	45%	43%
	Worse	12%	10%	9%	10%

Question 17 by Ward				
Which of the following, if any, have you or another household member done in the last 12 months? (Check all that apply.)	Percent of respondents			
	Ward 1	Ward 2	Ward 3	Overall Results
Independently read about a new subject	53%	62%	51%	56%
Taken a class or seminar	42%	48%	48%	46%
Learned a new skill	37%	43%	39%	39%
Attended a workshop	27%	29%	23%	26%
Advanced technological skills	21%	31%	21%	24%
Pursued a formal degree	17%	14%	11%	14%
Taken an online class	16%	11%	11%	13%
Other	5%	4%	4%	4%
None of the above	24%	21%	23%	23%

Total may exceed 100% as respondents could give more than one answer.

Question 18 by Ward				
	Percent reporting "yes" or "maybe"			
	Ward 1	Ward 2	Ward 3	Overall Results
Do you or another household member want to participate in educational activities such as those mentioned in the previous question?	72%	76%	73%	74%

Question 19 by Ward				
Which of the following resources, if any, do you or another household member need to participate in the above educational activities? (Check all that apply.)	Percent of respondents			
	Ward 1	Ward 2	Ward 3	Overall Results
Description and schedule for all classes and seminars in Longmont	46%	54%	46%	49%
Free or low-cost educational opportunities	45%	50%	48%	48%
Degree programs available close to Longmont	27%	24%	23%	25%
Scholarship information	25%	21%	25%	23%
Degree programs online	16%	18%	12%	15%
Access to equipment (computers, internet, etc.)	16%	12%	14%	14%
Child care	10%	17%	13%	13%
Transportation	10%	10%	10%	10%
Other	2%	4%	2%	3%
None of the above	31%	25%	30%	28%

Total may exceed 100% as respondents could give more than one answer.

Question 20 by Ward				
Please indicate how important, if at all, you think it is to have the City involved in educational initiatives in each of the following areas.	Percent reporting "essential" or "very important"			
	Ward 1	Ward 2	Ward 3	Overall Results
6th grade through 12th grade	76%	71%	72%	73%
Kindergarten through 5th grade	73%	70%	70%	71%
Early Education (Pre-K)	64%	65%	66%	65%
Higher Education/Career Training	61%	61%	66%	63%
Adult Education/Continuous Education/Re-inventing Retirement	56%	61%	63%	60%

Question 21 by Ward				
Please indicate how likely or unlikely you would be to volunteer your time or provide assistance in each of the following areas in Longmont?	Percent reporting "somewhat" or "very" likely			
	Ward 1	Ward 2	Ward 3	Overall Results
Reading to kids	51%	52%	49%	51%
Helping in a classroom	42%	52%	43%	46%
Mentoring	42%	45%	43%	43%
Teaching a skill	45%	46%	38%	43%
Donating money	37%	46%	37%	40%
Raising funds for educational programs	31%	30%	30%	30%
Being part of a marketing campaign for lifelong learning	28%	21%	21%	24%
Donating resources from your business	25%	23%	18%	22%
Starting a new educational initiative or program	19%	20%	21%	20%
Teaching a language	18%	21%	19%	20%
Participating in a Speakers' Bureau	17%	19%	15%	17%
Other	33%	38%	26%	32%

Appendix IV: Verbatim Responses to Open-Ended Questions

Following are verbatim responses for questions which permitted respondents to list "other" categories than those printed on the survey. Because these responses were written by residents, they are presented here in verbatim form, including any typographical, grammar or other mistakes.

Question 3: If a performing arts complex were to be built in Longmont, where do you think it should be located? Please indicate an exact location (i.e., an intersection in Longmont).

Near the museum and rec center/Quail Rd.

- By the rec center - Quail and 287.
- Quail campus.
- Quail Road & 287.
- By the museum or east side.
- Near the museum.
- Near the rec center/museum.
- Main & Quail Road.
- At the rec center complex.
- Near rec center.
- Near the museum & rec center.
- By the museum & rec center - Hwy 287 & Quail Road.
- By museum.
- By museum/rec center.
- Museum & rec center complex.
- Near the rec center museum or near sandstone or let Lifebridge build it.
- Quail and Main.
- Roosevelt Park or museum/rec center area.
- Quail Road
- South Main & Quail - by the rec center & museum.
- Near the museum.
- 287 and Pike.
- Near rec center south Main.
- By the museum.
- South of museum.
- Main Street - near rec center.
- Near museum.
- By the museum and rec center.
- Near museum and rec center.
- Near the museum and rec center.
- In the museum/rec center area.
- Near museum/rec center or Downtown.
- Rec center.
- Nearby museum and rec center.
- Next to museum.
- Rec center museum area.
- By the museum.
- Main & Diagonal, near rec center.
- Quail and Main.
- Area of the rec center and the museum.
- Over by the rec center.
- Near the new rec center.
- In the rec. Center-museum off of S. Main.
- Quail & 287 (near rec center & museum) or Main & 23rd/Ute Hwy
- Near museum complex
- Near Quail & south Main.
- Next to museum on Quail.
- By the rec center on Quail.
- By the museum and rec center.
- Near the city of Longmont museum at Quail.

- By the museum or at the corner of Longs Peak & Coffman.
- By rec center.
- North of Quail Road, east of rec center.
- Quail and Main (287).
- Rec center???
- Quail Road and Main - near Longmont rec center.
- Main and Quail Road.
- Quail and Main on Quail campus.
- Highway 287 and Quail Road.
- Near the museum.
- Near the museum.
- By the rec center and museum.
- South Main at recreation center site.
- South Main and Quail.
- Near rec center/museum.
- 287 and Pike.
- South Main Street - by rec center.

Highway 66/Near Lifebridge

- 66 west.
- Highway 66.
- You have one "Life Bridge on Highway 66".
- Near 287 & 66th.
- On Highway 66.
- Co 66 & Main NW corner.
- Highway 66 & Gay Street.
- East side of Main (pace and Highway 66, or something similar).
- North of #66 at the Life Bridge church location.
- NW of intersection of Main at 66.
- County 66 and Main.
- City should buy Life Bridge.
- The Life Bridge Christian church building - when they move to the new facility, excellent access, parking, excellent acoustics, generous seating capacity, available space for art exhibits, housing for traveling performers and classroom instruction.
- Main and 66.
- Main Street & Highway 66.

Near the Airport and Airport Rd.

- Near Nelson and Airport.
- Longs Peak Avenue & Airport road.
- By the airport.
- Airport road and Nelson.
- Airport road and Nelson.
- West of Airport Rd.
- Clover Basin/Airport Rd.
- Airport road and Clover Basin. Also a Costco would be well received in this area - it is much needed.
- Northeast corner of Nelson and airport - Schlogel property.
- Airport and Mountain View area.

East on Highway 119

- On east side of Ken Pratt Blvd and Main (around/north or east of TGIF or nest to area where best buy is).
- Highway 119 and Pace.
- Highway 119 and County Line by McClane.
- County line road & 3rd (119th).
- East on 119
- Highway 119 east of Main.
- Some place that allowed for adequate parking perhaps on 119 going toward I-25.
- Off of Highway 119 or 66.
- Intersection 3rd and 119 NE corner.
- County road 3 1/2 and 119. It would catch many people that travel to and from Denver, Fort Collins, etc.
- County Line Road - 1 and 119.
- East between 287 and I-25.
- Martin & 119 (NE corner-just east of best buy).
- 3rd & 119 where that "art" thing sits.
- Highway 119 & county line road or near the ballfields on 119 (Sandstone).
- Highway 119 and I-25.
- 119 close to Sugar Mills.
- Hwy 119 & County Road 1.
- WCR 1 & Hwy 119
- 119 east of Main near new shopping centers.
- Hwy 119-east of County Line Rd.
- East side of town to welcome those coming off I-25.
- East Longmont - next to Sandstone Ranch ball park area.
- Near 3rd and 119 - perhaps on vacant land, after turn.
- County line road and 119.
- Out by Sandstone Park.
- 119 and 287 (harvest junction).
- East on highway 119 or north of Mountain View on Main Street.
- East of Main Street on Hwy 119 or near Boulder County fairgrounds (near Hover and Nelson).
- 119 and 3rd.
- Park just east of County Line Road and 119th.

Main Street (north of 9th Ave. to HWY 66)

- Mid Main Street anywhere.
- Where ever there is land perhaps to the north on highway 287.
- Somewhere on north Main - a nice redevelopment project.
- North Main - where Hayek used to be
- The old Haijek location.
- 10th & Main.
- 17th and Main.
- Main Street and Ken Pratt.
- Main & 11th.
- South of Quail Road and Main.
- Over by super Walmart.
- 10th and Main.
- 23rd and Main, Hover & 9th.
- Coffman or Main Street.
- Mtn View & Main (old Hajek Chev), if big enough.
- In the area around Kmart.
- South Main & Pike (se corner-need parking).
- Central Longmont at Main Street.

- 17th and Main Street.
- Main Street.
- Main and Ken Pratt ext (119).
- North Main.
- 10th and Main.
- The old Hejak Chevy location-central location.
- North Main.
- South Main St
- Somewhere off of Main to encourage shopping and dining there.
- North east of Mtn View and Main (old Hajeck auto lot). Need to replace old business (empty buildings) with new and attractive areas.
- 17th and Main.
- Main Street.
- Main Street.
- Old dealership Chevy - Main/Mountain View.
- Main Street.
- South Main Street.
- Main Street.
- Main and Quailish.
- Main Street.
- Main Street.
- Main Street and Pike Road.

Hover

- Maybe near Twin Peaks mall area.
- Hover/Nelsen.
- Hover & 3rd - SW corner.
- Hover and 119.
- Twin Peaks mall area.
- Intersection of Ken Pratt and Hover (silo building area).
- Near the fair grounds - share parking.
- Ken Pratt & Hover.
- Twin Peaks mall.
- 5th Hover
- By the mall - somewhere people know & see.
- Twin Peaks mall area.
- Hover & 119.
- 9th & Hover
- Fair grounds.
- Twin Peaks mall property.
- South Longmont - old Walmart.
- 16th/Hoover.
- West side of Hover between Nelson & Rogers (north of home depot).
- Across Hover and 14th Avenue.
- Fairgrounds.
- Near fairgrounds.
- Next to fairgrounds, mall location, or old mill location.
- Diagonal & Hover.
- Hover & 3rd.
- Pike & Hover/95th
- Sobre Hover y Nelson.
- Center of town 17th and Hover.
- West of Hover street.
- West of Hover.
- Near fairgrounds.
- SW corner 9th and Hover instead of letting some greedy developer turn it into his/her dream investment property.
- 17th and Hover.
- Westside - Hover and Clover Basin by mall.

- Hover & 9th (in the vacant lot).
- Hover and 9th.
- 3rd and Hover.

Sugar Mill

- Old Sugar Mill.
- 2nd and Terry (old Sugar Mill).
- Perhaps by the Sugar Mill side 3rd and 119.
- Sugar Mill site in conjunction with transportation hub.
- At the old Sugar Mill factory.
- Sugar Mill.
- Sugar Mill Road area.
- At the Sugar Mill.
- Sugar Mill.
- Sugar Mill site.
- When rail system at the Sugar Mill is put in. Otherwise I'd say west of airport road off of Nelson vicinity.
- The Sugar Mill area.

Ken Pratt

- By the new Petsmart on Ken Pratt.
- Somewhere along Ken Pratt Blvd.
- New development area along Ken Pratt.
- By Main on Ken Pratt.
- Ken Pratt & Ken Pratt parkway.
- Ken Pratt & Hover area
- Off Ken Pratt.
- Down the new parkway - Ken Pratt near Lowes, etc.
- Ken Pratt, Main on Ken Pratt, Hover.
- Ken Pratt east of Main.

An Already-Developed Property

- Some building that is already built.
- 95th and Pike land, or use some of the empty office buildings.
- Northwest corner of sunset and Nelson. Modern vacant high tech buildings with lots of parking.
- How about Vance Brand auditorium! Use what we already have! We don't have to be like other “yuppy cities”.
- Preferrably in an historic building.
- How about using Vance Brand auditorium!
- Redo the church building at Coffman and 6th. Redo existing bldg or bldgs.
- Senior center.

Downtown

- 2nd and Main - west side, mid block.
- Main Street & 5th street.
- Downtown - Coffman & 5th.
- Downtown (3rd and Kimbark).
- Downtown - 4th or 5th & Coffman.
- Somewhere Downtown/old town.
- Downtown Main between 1st and 10 - or near library or near Boulder county fairgrounds.
- Near library.
- 3rd and Main.
- 3rd and Main.
- Downtown.
- Downtown Main Street.
- Downtown - lots of vacant buildings.
- 700 block Main.
- Main & 8th area - keep revitalizing Downtown.
- Somewhere Downtown (between 3rd & 7th, Main and Kimbark).
- 6th & Main - NE corner.
- Close to Downtown.
- 1st and Main (get rid of turkey plant).
- Old town in area of library and restaurants.
- Close to Downtown.
- Downtown
- 5th and Main.
- 4th and Kimbark.
- Somewhere in old Downtown area with adequate parking.
- Any Downtown Main Street intersection between 3rd and 6th.
- Downtown on Main Street, Coffman, Kimbark, Terry, etc between Longs Peak and 3rd Avenue.
- Downtown Main Street.
- Main Street - 3rd and Main. The old Imperial Hotel currently the China Panda.
- Near Downtown business district to re-juvenate the Downtown businesses.
- North side of 119 anywhere between 227 (Main St) and 3rd Avenue.
- Near Downtown.
- City council chambers.
- Kimbark & 9th
- Downtown area - between 3rd-9th (within 3 blocks of Main Street-to the west or east).
- One block west of Main (between 6th to 11th Avenue).
- Anywhere between 3rd and Mount View on Main.
- Just off Main Street between 3rd & 7th.
- In a centrally located area - maybe Downtown/off Main Street.
- Midtown.
- 7th (Longs Peak & Coffman Street).
- Downtown - no specific location.
- Downtown or Roosevelt Park.
- 9th & Main Street.
- Coffman and Longs Peak - present Roosevelt Park.
- Near Downtown.
- Remove some of older buildings from 6th-9th streets. Looks dumpy.
- Downtown
- 5th and Main - close to the old theater.
- 9th and Main. Haven't been here more than one year - can't recall where the old school bldg is on Main.
- Main and Longs Peak.
- Main and 7th or 8th.

- On Main Street, between 2nd Avenue south and 2nd Avenue north.
- 3rd and Atwood.
- Roosevelt Park, Downtown.
- 6th and Main.
- Approximately 5th and Main.
- Downtown - Main Street area.
- Downtown (old town).
- 4th and Kimbark.
- 9th and Main.
- Downtown.
- Coffman and 8th.
- Downtown/Main Street 14th and Main.
- Main Street between 3rd and 9th.
- 9th and Main.
- 3rd and Main.
- Downtown area.
- Downtown but can't pinpoint an intersection.
- Downtown.
- 2nd and Coffman.
- NW corner of Main and Longs Peak.
- 8th and Coffman.
- Main and 3rd/4th/5th or surrounding blocks.
- Downtown (15th & Main) or by rec center.
- Downtown core - Main & 3rd-9th.
- Downtown.
- Coffman & Terry including horse property adjoining.
- 8th and Main.
- Downtown.
- 7th and Main.
- Downtown - 1st or 2nd and Main.
- Longs Peak and Coffman.
- Downtown.
- 9th and Main -somewhere near old town.
- Across east of Roosevelt Park where that old church is.
- Along Main St with ample parking. Downtown area preferred.
- Downtown (ie: 4th or 5th & Main).
- Downtown
- Near Roxevelt Park or Downtown (3rd & Coffman area).
- Longs Peak & Main.
- Turn the opera house into arts complex.
- Downtown.
- Downtown.
- Near Downtown (Main & 3rd area), near Roosevelt Park or east of 287 on 119.
- As close to Downtown as possible.
- Main and 9th area.
- 9th and Main.
- 2nd and Main - get rid of Conagra foods and put it there.
- SE corner 6th and Coffman.
- In old town.
- Roosevelt Park-NW corner.
- Main & 6th/NE corner.
- 2nd and Main, or by old mill Terry and 2nd. Knock down the mill.
- Main Street and 2nd.
- Downtown.
- Downtown.
- Downtown.
- Near Roosevelt Park in Downtown.
- Downtown.
- 3rd and Main.
- Near old Downtown.

- Downtown area - 6th and Main.
- Near 3rd and Main.
- Downtown area - I can't be specific.
- Downtown - don't know what is available.
- Town center or 3rd and Main.
- Downtown.
- Downtown.
- Northwest corner - Main and Longs Peak, demolish old gas station, acquire church/Rileys Bar, restore as part of arts complex.
- Coffman between 3rd and 6th.
- 3rd and Main.
- Downtown.
- Downtown Main/5th.
- Between 3rd and 6th on Main, or near Longmont museum.
- Downtown.
- Anywhere Downtown.
- Somewhere on Main Street around 4th to 6th Avenue.
- Downtown.
- 7th and Main.
- Downtown.
- Downtown Main area.
- Main Street between 3rd and 9th.
- Main and Longs Peak.
- Downtown on Main Street, south of 9th anywhere up to 15th. Maybe knock down some of those blighted, vacant buildings/shops. Bring culture to Downtown.
- If possible, Downtown Longmont.
- Downtown (with parking garage).
- Main and Longs Peak Avenue.

Do not want/Nowhere/Not in the city

- None
- I do not support this.
- Out in some desert. The one east of town did not go far enough.
- I don't support this.
- Weld County.
- Not willing to pay for this.
- There is no place in Longmont to put one.
- Nowhere.
- You need something for the youth and not a rec center. It costs too much for most kids. Stop thinking we are a high rolling city. Get real.
- Out of town.
- In Boulder.
- In Boulder.
- Boulder
- Nowhere.
- I don't want tax dollars to support this.
- Boulder.
- No where.
- None.
- In Lafayette - further away, the better!
- Nowhere.
- None. We need more important things.
- Boulder.
- None.

Other

- I don't know what spots are available.
- Somewhere with adequate parking.
- Outside Downtown Longmont (where we have more spaces).
- West Longs Peak & Kim bark.
- Southeast Longmont.
- Depends on the options.
- Just set up something nice - not like that awful statue in front of the apratment house.
- East side of Longmont.
- Nelson/Sunset.
- Mountain View and Pace.
- Not sure, but centrally located.
- Somewhere here central so all have easy access.
- By Union Reservoir or super Walmart.
- 21st and Alpine.
- Somewhere where people from other communities can attend easily.
- By Seagate.
- South of Longmont.
- North.
- Central location with adequate parking - not near the mall.
- Just so it does not cover more than one block or interfere with any intersection.
- 9th and Pace.
- 4th and California on vacant lot.
- Dumb question - what data do I have available to make a good recommendation - so the answers you will get are just "opinions" & swag.
- North end.
- Northern part of Longmont.
- 287 and Pike (SE corner).
- Southeast of southwest side of town.
- Easy location with plenty of parking space.
- Next to the indoor hockey rink.
- Not Downtown.
- West
- As centrally located as possible.
- Near the sewer plant - Longmont art stinks. I.e. 6th and Main "prairie muffin in brick", east entrance to town "pet cemetery".
- Down south.
- Anywhere the private sector wants it.
- On vacant land owned by a city council person.
- 18th and Spencer.
- Somewhere down in taco flats - get all of the gang members out of town.
- Somewhere on Boston Avenue.
- Close to pace & 17th.
- On current open space.
- Not on Main Street.
- Centrally located.
- By Sand Creek ballfields.
- Not Downtown.
- Near the hockey rink hope the city builds.
- Mountain View and Spine.
- Southwest.
- Pike and 95th by Front Range.
- South end of Longmont.

Question 17: Which of the following, if any, have you or another household member done in the last 12 months? ("Other" response)

- Written/published tech - book and articles.
- Work to support Mexicans.
- Volunteered in the community LUH human society.
- Volunteer
- Two kids in college, layed off from long time job.
- Traveled.
- Took exams to further my profession.
- Too busy getting health back.
- Taught
- More recycling & energy & water conservation.
- Member of Denver art museum.
- Loss of job.
- Looked for jobs in my degree area.
- Like what?
- Just moved in, in March.
- It would be great if I could do any of these.
- Instructional teaching.
- I'm 88 years old & so I can't do many of the things I would like.
- I teach at FRCC & private classes.
- I have given a number of seminars on environmental challenges.
- Had baby.
- Had a lesson in parenting - we had our first child.
- Education is a constantly ongoing process.
- Busy in quilt guild.
- Been to jail.
- Became a parent.

Question 19: Which of the following resources, if any, do you or another household member need to participate in the above educational activities? ("Other" response)

- Can't afford internet.
- Causes in areas of interest.
- CPR classes.
- Do not have computer - at 75 not sure I want one.
- Evening and weekend classes.
- Help fixing up my house.
- I already have plenty of information.
- I was surprised and annoyed to find that there was no attention directed to the problems associated with gangs and drugs in Longmont in the survey. Longmont has several great attributes that make living here enjoyable as adults. However, as our kids grow
- I'm 93 years old.
- Kid classes, sports, ballet, etc. Piano.
- Library.
- Meetings with council and mayor (coffee shop settings).
- More time to take classes at Longmont free university.
- More time, resources are available.
- More time.
- More time.
- None because of age.
- Opportunities for seniors.
- Senior center offerings.
- Time - working 2 jobs.
- Time and interest.
- Time, please send us all more time.
- Time.
- Time.
- Time.
- Times offered.
- Would love a tole painting class offered (oil).

Appendix V: Survey Instrument and Complete Set of Frequencies

The survey instrument and the complete set of frequencies appear on the following pages.

2007 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.

QUALITY OF 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?	21%	61%	16%	2%	<1%
How would you rate your neighborhood as a place to live?	28%	48%	20%	5%	<1%
How would you rate Longmont as a place to raise children?	16%	48%	21%	5%	10%
How would you rate Longmont as a place to retire?	14%	36%	25%	12%	13%
How would you rate your overall quality of life in Longmont?	18%	60%	20%	2%	<1%

DOWNTOWN REDEVELOPMENT

2. **Should the City financially support a performing arts complex?**

39% Yes 26% Maybe 22% No 13% Not sure

3. **If a performing arts complex were to be built in Longmont, where do you think it should be located? Please indicate an exact location (i.e., an intersection in Longmont).**

14% Downtown
5% Near the museum and recreation center/Quail Road
4% Main Street (north of 9th Avenue to Hwy 66)
4% Hover Road
3% East on Highway 119
2% Sugar Mill
2% Do not want/Nowhere/Not in the City
1% Highway 66/Near Lifebridge
1% Near Airport/Airport Road
1% An already-developed property
5% Other
59% No preference

4. **Please indicate how much more likely, if at all, you or your family would be to visit Downtown Longmont if each of the following were true.**

What if…	Much more likely	A little bit more likely	No more likely	Don't know
There was a better variety of shopping opportunities	50%	34%	14%	2%
There were more specialty retail stores (e.g., gift shops, bicycle shops, music stores)	33%	39%	25%	2%
There was a Public Plaza (i.e., a community gathering place)	34%	31%	33%	3%
There were more entertainment opportunities (e.g., a playhouse, a movie theater, etc.)	50%	31%	18%	1%
There was a variety of sit-down restaurants and sidewalk cafés	55%	31%	12%	2%
Downtown Longmont was more pedestrian friendly	41%	31%	26%	2%
Businesses stayed open later in the evening	34%	33%	29%	3%
Downtown Longmont establishments were open on Saturdays	42%	34%	22%	3%
Downtown Longmont establishments were open on Sundays	32%	31%	32%	4%
There were more organized special events (e.g., art festivals, music festivals, sporting events) in Downtown Longmont	39%	33%	25%	2%

INTERNET SHOPPING

5. Please indicate how likely you or other members of your household would be to consider using the Internet to <u>make purchases</u> for the following items in the next 12 months.

	Definitely likely to consider	Somewhat likely to consider	Not likely to consider	Don't know
Groceries	4%	7%	85%	4%
Clothes/personal items	23%	34%	40%	3%
Books, music, movies	38%	30%	29%	4%
Furniture	6%	15%	75%	4%
Large household appliances	4%	12%	78%	5%
Computers, electronics and televisions	20%	29%	47%	4%
Other items	20%	31%	32%	17%

6. Please indicate the <u>main</u> reason you or other members of your household use the Internet for shopping purposes? (Please check only <u>one</u>.)

29% We don't use the Internet to shop
27% It is convenient
10% We like the range of goods and services
1% We like the quality of goods and services
16% The desired item is not available in Longmont
13% It is more affordable
4% Other

ECONOMIC DEVELOPMENT

7. Please indicate how important, if at all, you think it is to market Longmont as a destination city to visitors?

10% Essential
22% Very important
41% Somewhat important
22% Not at all important
6% Don't know

8. To what extent would you support or oppose a Lodgers' Tax (a 2% tax on hotel rooms charged to hotel guests), to fund a convention and visitors association and a tourist information center, marketing Longmont as a destination city to visitors?

24% Strongly support
36% Somewhat support
17% Somewhat oppose
14% Strongly oppose
9% Don't know

TRAFFIC AND TRANSPORTATION

9. Please indicate how important, if at all, you think it is for the City of Longmont to be pedestrian friendly.

37% Essential
39% Very important
19% Somewhat important
4% Not at all important
1% Don't know

10. The City of Longmont is always thinking of ways to make the City more pedestrian friendly. One way would be to reduce vehicle travel lanes (e.g., cutting 4 lanes to 2 in Downtown Longmont and adding additional capacity on other streets). Please indicate the extent to which you support or oppose the City investing public funds to reduce vehicle travel lanes in Downtown Longmont to make it a more pedestrian-friendly environment.

22% Strongly support
24% Somewhat support
19% Somewhat oppose
30% Strongly oppose
5% Don't know

SNOW AND ICE

11. For future major snowfalls (more than 15 inches), please rank how you would like the City of Longmont to prioritize snow removal and plowing efforts. Please rank each of the following using 1, 2, 3 and 4 where 1 represents your top priority and 4 represents your lowest priority. Do not give the same number to more than one item.

Rank

1 Plow snow on major arterials and collector streets (e.g., Hover, 9th Avenue)
4 Plow snow from alleyways and streets to open one lane to resume trash collection service and provide limited access to residential areas
2 Plow and remove snow from Downtown streets
3 Complete additional plowing of residential streets to widen and improve access

12. To what extent do you agree or disagree that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to more efficiently plow the streets?

63% Strongly agree
27% Somewhat agree
4% Somewhat disagree
2% Strongly disagree
3% Don't know

RAILROAD

13. How much of a problem, if at all, are trains sounding their horns at train crossings in the City of Longmont?

45% Not at all a problem
22% Minor problem
17% Moderate problem
14% Major problem
2% Don't know

14. To what extent would you support or oppose increasing the current Street Sales Tax to raise approximately $6 million to eliminate trains sounding their horns in the City of Longmont?

10% Strongly support
14% Somewhat support
14% Somewhat oppose
55% Strongly oppose
6% Don't know

ENVIRONMENTAL ISSUES

15. Please indicate the extent to which you support or oppose the City of Longmont relying on user fees to implement each of the following:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Encourage efforts to reduce pollutants entering the stream from the City's storm water systems	49%	36%	5%	4%	6%
Enforce efforts to reduce pollutants entering the stream from the City's storm water systems	50%	34%	7%	3%	6%
Use storm drainage funds to construct wetlands to treat storm water	35%	40%	8%	4%	13%
Provide hard to recycle (e.g., computers) collection sites in the City	56%	33%	5%	3%	4%
Provide yard and wood waste recycling service sites at the Tree Limb Diversion Center in the City	52%	36%	4%	3%	4%
Provide educational services to inform the public about water issues	29%	51%	9%	5%	6%
Provide educational services to inform the public about energy conservation	37%	44%	9%	5%	5%
Offer rebates on solar power from Longmont Power and Communications (LPC)	48%	33%	8%	4%	7%
Charge energy customers more for high energy usage to encourage conservation	23%	32%	22%	19%	4%
Incorporate the cost of renewable energy (wind or solar power) into the base electric rate that all consumers pay	29%	31%	16%	15%	9%
Continue the purchase of renewable energy at a higher cost	19%	34%	21%	14%	12%

ECONOMY

16. 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 a year ago	8%	27%	41%	17%	5%	2%
Will be better off or worse off financially in a year from now	10%	31%	38%	7%	2%	12%

EDUCATION

17. Which of the following, if any, have you or another household member done in the last 12 months? (Check all that apply.)

56% Independently read about a new subject
46% Taken a class or seminar
39% Learned a new skill
26% Attended a workshop
24% Advanced technological skills
14% Pursued a formal degree
13% Taken an online class
4% Other, please specify ________________________
23% None of the above

18. Do you or another household member want to participate in educational activities such as those mentioned in the previous question?

37% Yes 36% Maybe 20% No 6% Not sure

19. Which of the following resources, if any, do you or another household member need to participate in the above educational activities? (Check all that apply.)

49% Description and schedule for all classes and seminars in Longmont
48% Free or low-cost educational opportunities
25% Degree programs available close to Longmont
23% Scholarship information
15% Degree programs online
14% Access to equipment (computers, internet, etc.)
13% Child care
10% Transportation
3% Other, please specify ________________________
28% None of the above

20. Please indicate how important, if at all, you think it is to have the City involved in educational initiatives in each of the following areas.

	Essential	Very important	Somewhat important	Not at all important	Don't know
Early Education (Pre-K)	37%	23%	19%	13%	7%
Kindergarten through 5th grade	41%	25%	15%	12%	7%
6th grade through 12th grade	42%	25%	14%	11%	7%
Higher Education/Career Training	27%	30%	23%	12%	8%
Adult Education/Continuous Education/Re-inventing Retirement	26%	30%	26%	11%	7%

21. **Please indicate how likely or unlikely you would be to volunteer your time or provide assistance in each of the following areas in Longmont?**

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Reading to kids	15%	32%	17%	29%	7%
Being part of a marketing campaign for lifelong learning	4%	17%	24%	46%	8%
Mentoring	10%	30%	23%	29%	8%
Helping in a classroom	15%	28%	21%	29%	7%
Raising funds for educational programs	7%	20%	24%	40%	9%
Starting a new educational initiative or program	5%	12%	26%	45%	10%
Donating resources from your business	4%	14%	20%	44%	18%
Donating money	8%	28%	21%	32%	11%
Participating in a Speakers' Bureau	4%	11%	22%	50%	12%
Teaching a skill	10%	29%	19%	33%	9%
Teaching a language	5%	12%	16%	55%	11%
Other	8%	11%	10%	29%	42%

DEMOGRAPHICS

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

22. **Do you live within the City of Longmont?**

99% Yes 1% No

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

13% 1 year or less 27% 2-5 years
20% 6-10 years 16% 11-20 years
24% More than 20 years

24. **What kind of housing unit do you live in?**

62% Single family house 8% Townhouse
23% Apartment <1% Mobile home
5% Condo 2% Other

25. **Do you rent or own your home?**

33% Rent 67% Own

26. **About how much was your household's total income before taxes for all of 2006? (Please include in your total income money from all sources for all persons living in your household.)**

4% Less than $10,000
15% $10,000 to under $25,000
26% $25,000 to under $50,000
21% $50,000 to under $75,000
16% $75,000 to under $100,000
11% $100,000 to under $150,000
4% $150,000 to under $200,000
2% $200,000 or more

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

7% 12th Grade or less, no diploma
13% High school diploma
22% Some college, no degree
8% Associate's degree (e.g., AA, AS)
29% Bachelor's degree (e.g., BA, AB, BS)
21% Graduate degree or professional degree

28. **Are you Spanish, Hispanic or Latino?**

18% Yes 82% No

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

1% American Indian or Alaskan native
3% Asian or Pacific Islander
0% Black, African American
87% White/Caucasian
12% Other

30. **In which category is your age?**

5% 18-24 years 10% 55-64 years
29% 25-34 years 7% 65-74 years
20% 35-44 years 6% 75-84 years
22% 45-54 years 2% 85 years or older

31. **What is your gender?**

51% Female 49% Male