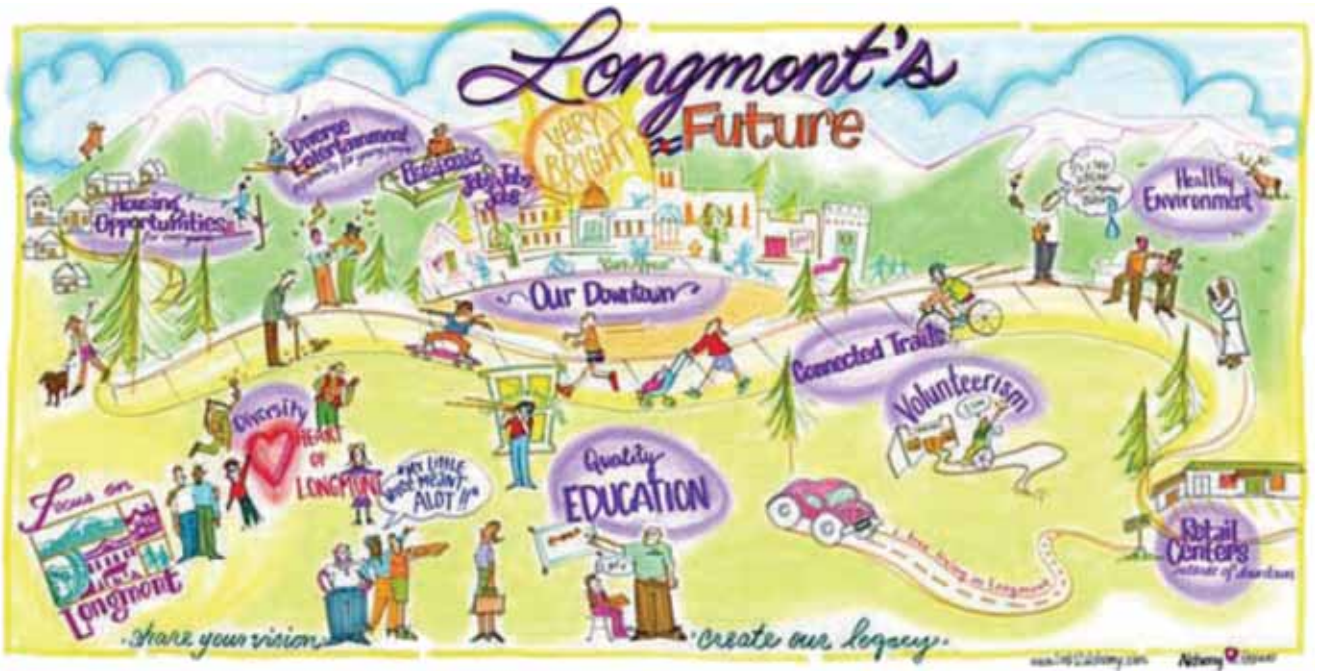


FOCUS ON LONGMONT

REPORT CARD TO THE COMMUNITY

FIVE YEARS LATER
2005 - 2010



August 2011



www.ci.longmont.co.us/focus



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SHARE YOUR VISION, CREATE OUR LEGACY

In January 2005, the City launched the Citywide strategic plan designed to help Longmont City Council develop policies and make key decisions that shape our future.



The plan, called “Focus on Longmont: Share your vision, create our legacy”, involved many of the people who live and work in the community in planning how Longmont can continue to be a great place to live both now and into the future. The purpose of this planning process was to develop community-supported strategic policies that, if followed, would result in a balance between resources and expenditures that sustain Longmont’s capacity to provide desired municipal services as the City approaches build out of the Longmont Planning Area.

Over the past five years of the plan, the national economic climate has changed dramatically and Longmont has not escaped the impacts of the recession. The original assumptions used during Focus on Longmont included looking at build out of the City, but much sooner than predicted, the housing market halted, building permits declined rapidly and sales and use tax also declined accordingly. Throughout this challenging time, the City of Longmont continued to provide excellent services to the residents and businesses of our community, with a focus on the strategic goals laid out in the community-driven, Focus on Longmont plan.

As with any strategic plan, it is important to report to the community the progress that has been made in the five strategic goals from Focus on Longmont:

- Promote a Healthy Business Climate
- Support Education as a Community-wide Value
- Enhance the Natural Environment
- Focus on Downtown
- Promote a Sense of Community Identity and Cultural Inclusion

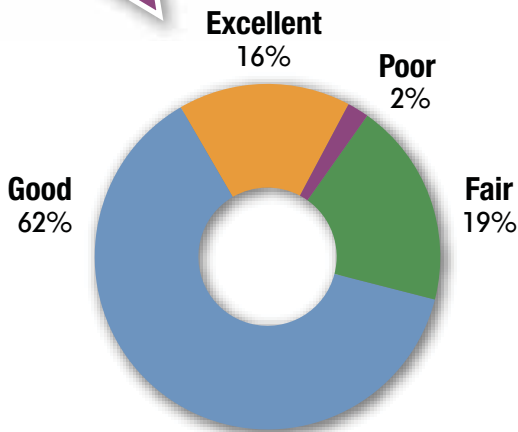
These five areas do not cover every service that the City provides but highlight the strategic directions that have been followed over the last five years. The following report card is respectfully submitted to the residents and businesses of Longmont, a vibrant and free-standing community, and is organized by the original direction and rationale, the original policies and information about what the City has accomplished in each area. For more information on the entire Focus on Longmont process, please see the final report, which can be found at www.ci.longmont.co.us/focus.

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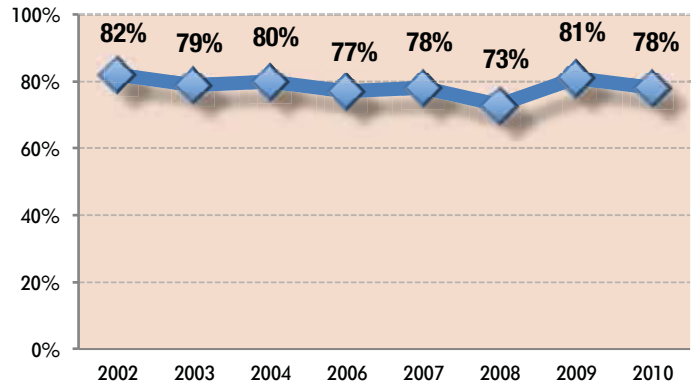
SHARE YOUR VISION, CREATE OUR LEGACY

Overall, a major measure of the success for any company, nonprofit or government entity is customer satisfaction. Before taking a look at the five strategic goals of the Focus on Longmont plan, it is necessary to ensure that overall quality of life and satisfaction of our residents remained strong throughout the five-year period. With a municipality, measuring both overall quality of life of residents but also satisfaction with City services is important. As mentioned previously, the last five years met with a difficult economic time, and yet the City continued to provide excellent services. The charts below not only show customer satisfaction in 2010, but also trends over several years. City of Longmont residents generally find their quality of life excellent or good and are pleased with the City services provided.

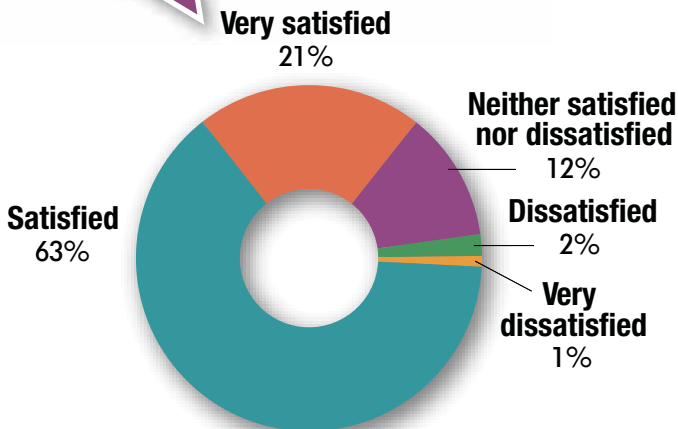
How would you rate your overall quality of life in Longmont?



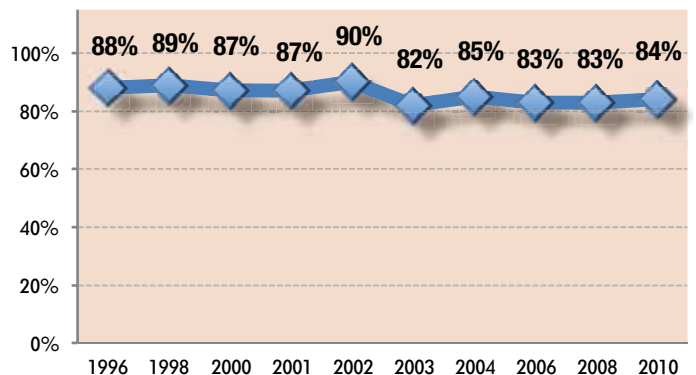
Percent Reporting "Good" or "Excellent"



Please rate your overall satisfaction with the City services you receive.



Percent Reporting "Satisfied" or "Very Satisfied"



Rationale

A healthy business climate produces a strong economy across multiple sectors; is flexible and adaptable for the future; and encourages expansion and retention of existing business but also promotes the creation of new, local business and the relocation of business into the area. A well-balanced, diversified, and strong economy is critical to providing high quality jobs to residents, generating wealth within the community, and establishing a dependable tax base to support needed services and infrastructure improvements. A strong economy implies that wages are high enough to keep a stable, skilled workforce intact and that the costs associated with maintaining a household, relative to wages, are affordable to the majority of those working in the community. A diverse economy also is one that has balance between primary and service sector businesses and employment. Locally owned businesses help provide economic stability and a positive business environment by reducing the flow of capital from the area. Local industries tend to have a stake in the community, leading to more involved corporate citizenship. City residents who participated in the Focus on Longmont process identified that a healthy business climate and a strong and diverse economy can serve as the foundation for a successful community. Their sense was that if we “get business right,” everything else will fall into place.

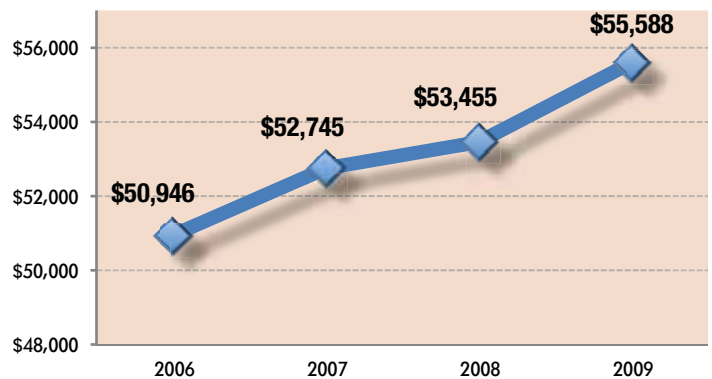
POLICY 1.1 INCREASED JOB OPPORTUNITIES

The City shall work proactively with the private sector to create opportunities for a continuum of appropriate jobs for all residents.

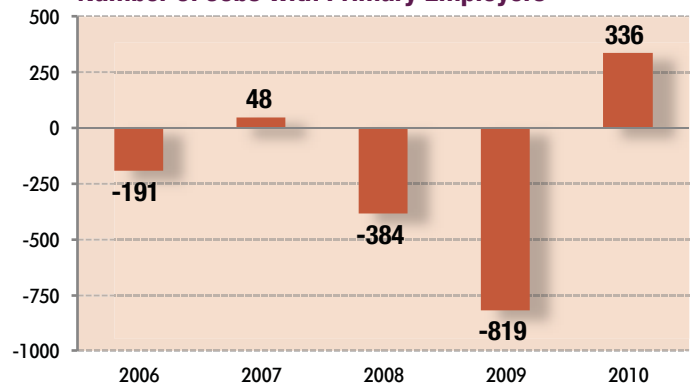
Two measures of the community’s job opportunities are the average annual wage and the number of primary employer jobs created each year. A primary employer is one that derives most of its revenue from outside of the community.

The City works closely with the Longmont Area Economic Council to recruit, retain and support primary employers.

Average Annual Wage – Boulder County MSA



Annual Net Change in the Number of Jobs with Primary Employers

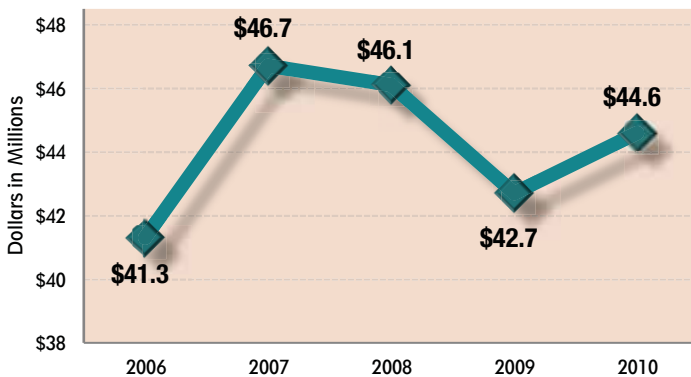


POLICY 1.2 DEVELOPMENT ALIGNED WITH THE COMMUNITY'S VISION

Ensure that both private and public development and redevelopment activities are in alignment with the community's vision.

Overall sales and use tax is one indirect indicator of the community's alignment with development, i.e., the community's support of local business. However, the national economic climate of the past several years has resulted in diminishing local sales and use tax revenue.

Total Sales and Use Tax Revenues



POLICY 1.3 BUSINESS-FRIENDLY ENVIRONMENT

Create a “business-friendly” and receptive environment for Longmont in the community, both locally and beyond.

A significant accomplishment since the Focus on Longmont planning process is the restructure of the City organization, including the creation of a new Economic Development Department. This department focuses on creating a business friendly environment through a one-stop permitting function for building projects, and offering business training programs and monetary incentives to businesses that are locating or expanding within the community.

Long-term economic and community development opportunities are identified and facilitated by the department's redevelopment and planning divisions. The programs that focus on business assistance, access to capital and grant funding for local businesses that are offered by the City of Longmont are:

1. The **Longmont Economic Gardening Initiative (LEGI)** offers training, marketing and research data, and strategic planning resources to Longmont companies. Most LEGI services are free; a few have minimal costs.
2. The **Small Business Lending Program** is a collaboration between the City and the Colorado Enterprise Fund that provides access to capital. Applicants can obtain loans of up to \$50,000 for inventory, real estate acquisition, operating costs, and other uses.
3. The **Business Start-up Grant** program is for new storefront businesses that generate sales tax. Up to \$2,000 is available as reimbursement for costs associated with opening a new retail business. Applicants must complete a business training program, submit an acceptable business plan, and be in compliance with City codes and regulations.
4. The **Business Improvement Grant** provides a grant up to 25% of eligible project costs (not to exceed \$7,500), for improvements to qualified existing storefront retail businesses. There are other requirements regarding location and qualifying improvements.

In addition to these programs, in which 111 businesses participated in 2010, staff from Economic Development have sponsored workshops and have started a Business Outreach Team in conjunction with the division of Community and Neighborhood Resources. In 2010, there were 119 participants in the workshops and 14 on-site meetings.

POLICY 1.4 BALANCE OF BUSINESSES

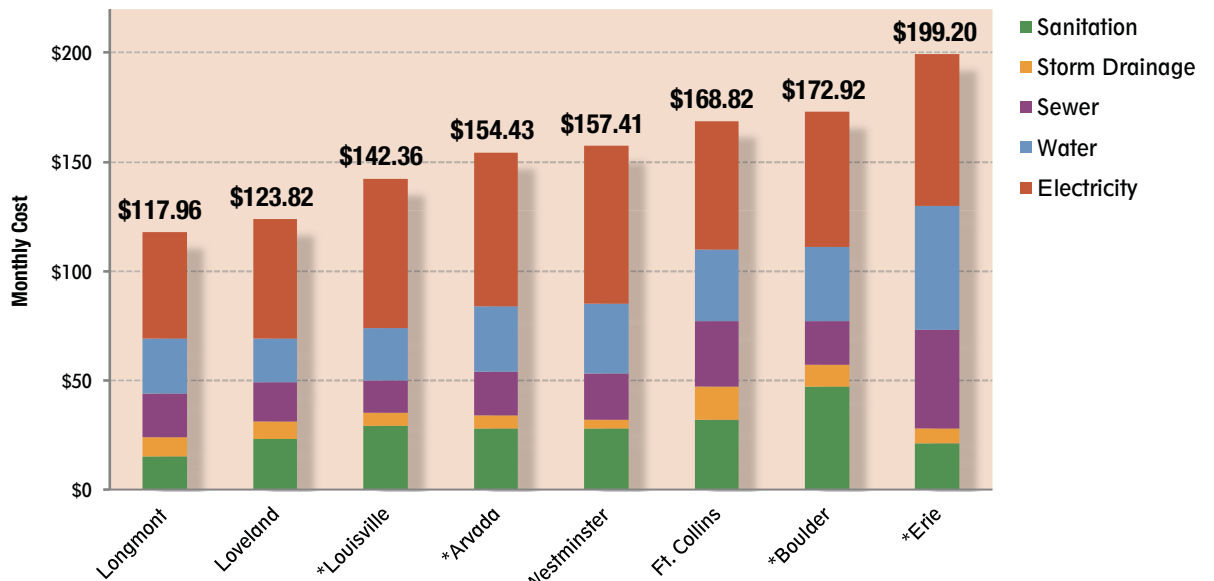
Emphasize a balance between locally owned and nonlocal businesses at a range of sizes and scales.

A balance of types, sizes and scales of businesses is crucial to the success of a municipality's economy. Although there are lots of factors for businesses locating in Longmont, one of the most important is the cost of the utilities in the community. Longmont boasts some of the lowest cost utilities in the region.

	2006	2007	2008	2009	2010
Residential Electric Rates*	2nd Lowest	Lowest	Lowest	Lowest	Lowest
Small Commercial Electric Rates*	2nd Lowest	Lowest	Lowest	Lowest	Lowest
Large Commercial Electric Rates*	3rd Lowest	2nd Lowest	Lowest	Lowest	Lowest
Industrial Electric Rates*	3rd Lowest	4th Lowest	Lowest	2nd Lowest	Lowest
Residential Water Rates	3rd Lowest	3rd Lowest	3rd Lowest	3rd Lowest	3rd Lowest

*State ranking

2011 Average Residential Utility Bill in Detail by City
(Includes sanitation, storm drainage, sewer, water, and electricity)



*Cities who receive electricity from Xcel Energy
The 2011 average utility bill for comparable cities is \$154.62

Economic Partners

A community thrives economically when there are partners throughout the City working together to provide the best possible environment for businesses to succeed. The City of Longmont partners with the following agencies in this endeavor:

- The **Boulder Small Business Development Center (SBDC)** promotes new small business and helps existing ones grow with training workshops and one-on-one consulting. Contact: www.bouldersbdc.com, 303-442-1475 extension 3
- The **Latino Chamber of Commerce of Boulder County** advocates, promotes and facilitates the success of Latino businesses in Boulder County. Contact www.latinochamberbc.org, 303-328-5280
- The **Longmont Area Chamber of Commerce** offers a number of services to its members, including networking events, directory listings, and other publicity. Contact: www.longmontchamber.org, 303-776-5295
- The **Longmont Area Economic Council (LAEC)** exists for the sole purpose of keeping the Longmont area economy strong, specifically by actively supporting the creation and preservation of quality primary jobs. Contact: www.longmont.org, 303-651-0128



JC Penney opened his first business on Longmont's historic Downtown Main Street

- The **Longmont Area Visitors Association (LAVA)** works to build the impact of tourism in Longmont. Contact: www.visitlongmont.org, 303-776-9011
- The **Longmont Downtown Development Authority (LDDA)** is focused on building Downtown Longmont into a destination. Contact: www.downtownlongmont.com, 303-651-8484
- The **Longmont Entrepreneurial Network (LEN)** provides programs and services for entrepreneurs through its center in Longmont. Contact: www.leninc.co, 303-678-8000
- **Workforce Boulder County** provides a variety of free services to assist employers and job seekers. Contact: www.wfbc.org, 303-651-1510

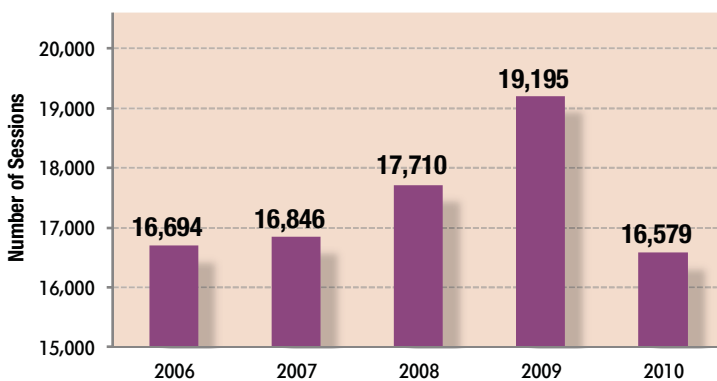
Rationale

While recognizing that education is not a service provided by the City, we should nevertheless make full use of its considerable capacity for responding to the wide range of educational needs of all residents. Education serves a number of important roles in achieving the City’s goals for a sustainable future. First, educational opportunities will help residents achieve their employment and economic goals. In today’s marketplace, this also includes retraining opportunities for workers whose career needs are changing. An educated workforce will help the city attract employers with quality job opportunities. Finally, a range of educational opportunities will continue to make Longmont an attractive and desirable place to live, attracting new residents over time as the city’s population matures.

Residents participating in the forums expressed a higher level of concern about education than about any other topic. They believed that the community must value education, support it, complement it, and reinforce it through a variety of activities. The City—along with business, nonprofit organizations, and individual residents—needs to find an appropriate way to be involved in the education of Longmont’s young people. Forum participants said, in effect, that as a city and community, Longmont is not contributing as much to the education of its young people as it could, or should. For this reason, the policy directions for education emphasize a stronger partnership between the City and educational providers as the beginning of an answer. Equally important is the emphasis on learning opportunities as a lifelong pursuit – the policies place emphasis on education for adults of all ages.

POLICY 2.1 COMMUNITY SUPPORT FOR EDUCATION

Children/Teen Internet Usage in the PC Lab



The Library implemented a new automated PC reservation system in 2010 which affected how the usage was tracked.

Education is a critical factor to the success of a community, both economically and socially. The City of Longmont, although not a provider of direct K-12 education as this is the role of the St. Vrain Valley School District, does provide numerous activities and facilities that support education. From core education programs such as the Digital Divide Program, Mayor’s Book Club, SeniorNet and the Museum’s Discovery Days, to safety presentations for school children by Longmont Power & Communications and the Fire Department and Natural Resources programs on forestry, wildlife and environmental preservation, the City is a strong partner in lifelong learning for our residents.

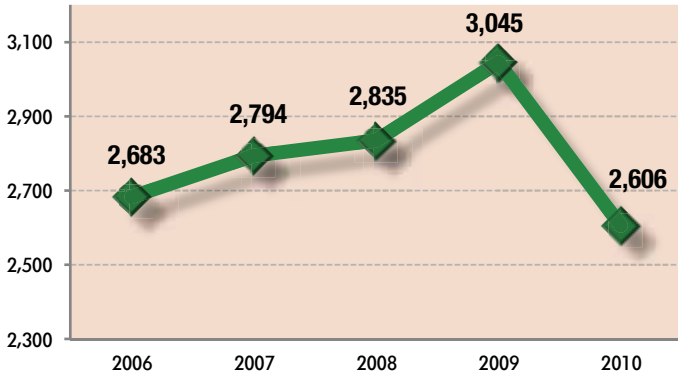
The Longmont Library has been a center for learning in the community for over 100 years. As technology changes, the Library has also changed, offering computers and Internet access, business workshops, books on CD and via e-readers and tablets like the iPad, all while continuing the popular children/teen summer reading program, which gains participants each year. In 2010, there were over half a million visits (531,139) to the Library with over a million items checked out (1,125,345). Over 7,500 children are estimated to participate in the reading program this year and

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SUPPORT EDUCATION AS A COMMUNITY-WIDE VALUE

below is a chart of how many times children and teens used the Internet at the PC lab. The Library implemented a new automated PC reservation system in 2010 which affected how the usage was tracked.

Library Patron Internet Usage per Terminal



The Library implemented a new automated PC reservation system in 2010 which affected how the usage was tracked.

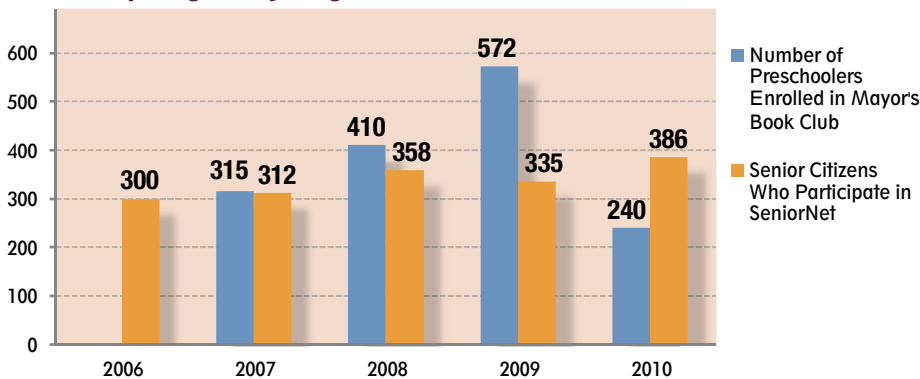
Since the library is the main place that residents can access the Internet for free, and so much of our information and business is done on the Internet, this resource is a tremendous source of learning. Below is a chart of the number of times each terminal was used access the Internet in the adult lab.

The City's digital divide program provides refurbished City computers and Internet service to free or reduced-lunch qualified students in Longmont. As the Internet and a computer are essential to success in today's education system, this program provides a leg-up for those without funds to purchase this needed technology, as well as support

to help them get cyber-active. Starting with 82 participants in 2008, the program now has 225 participants. Some of these children, doing their work on these computers, are even now helping their parents with job searches and computer skills.

Three programs highlight how the City helps learners of all ages. In 2010, the Museum's Discovery Days, school tours and day camp programs provide close to 10,000 children an opportunity to explore, discover and develop skills through various activities. The Mayor's Book Club provides 3 and 4 year olds with books in both English and Spanish and an opportunity to read their book as the Mayor reads it every month on our local Channel 8. This program is part of the City's early education initiative, or Bright EYES. In 2010, due to staff turnover, the enrollment dropped slightly but in 2011 so far 550 preschoolers are enrolled. SeniorNet, has seniors teaching other seniors computer skills. Partnering with Front Range Community College, Longmont's SeniorNet has received national recognition.

Number of Learners of All Ages Participating in City Programs



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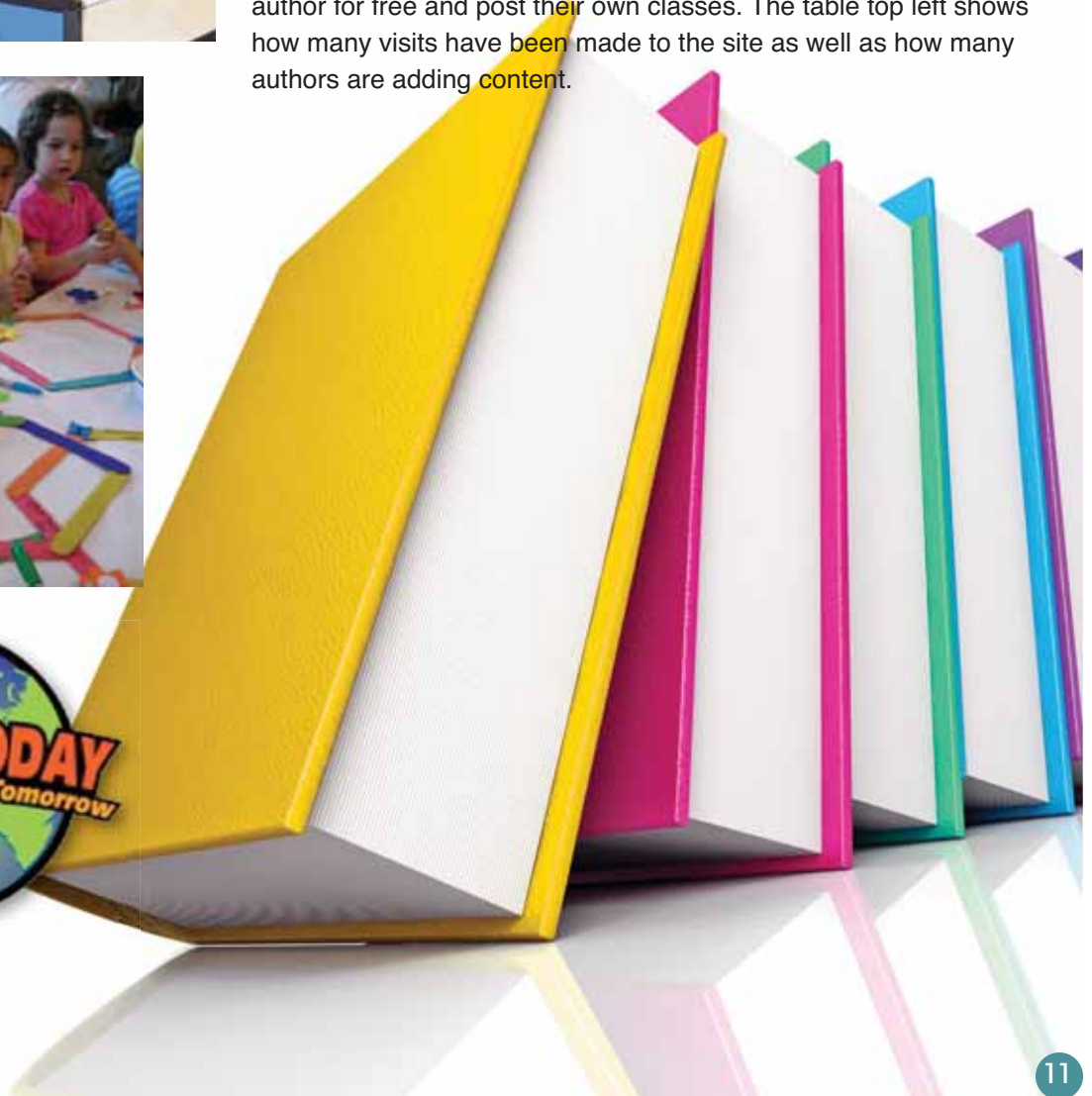
**SUPPORT
EDUCATION AS A
COMMUNITY-WIDE VALUE**

2008	2009	2010
3,755 Visits 43 Authors	1,666 Visits 45 Authors	1,773 Visits 99 Authors

POLICY 2.2 PUBLIC AND PRIVATE PARTNERSHIPS

Promote partnerships between public and private sectors that enhance educational opportunities, from preschool through college and life-long learning.

In 2007, the City of Longmont held an Education Summit to determine what actions the City could take to help make education a community-wide value. Experts from local educational institutions spoke to the more than 600 participants, who then brainstormed about what role the City could take in making Longmont education-focused. One of the main discoveries was that there were lots of educational opportunities and many people who would use them if they knew about them. From this concept, www.LifeLongmontLearning.com was born. This wiki-style website connects education providers with those looking for new opportunities to learn. People can visit the site or become a registered author for free and post their own classes. The table top left shows how many visits have been made to the site as well as how many authors are adding content.



Rationale

Improving and sustaining our natural environment is one of the key elements of a sustainable community. The opportunity to appreciate and enjoy the natural environment is an already key contributor to Longmont’s quality of life. The city’s trees, parks, mountain views, open space, and its trail system constitute a major community asset that residents value in their daily lives. The underlying theme of this policy direction is to consider ways that the City could do more to enhance the usability and accessibility of the natural environment in day-to-day city life. In particular, this might include enhancing the trail system to make it potentially more functional as a transportation option as well as for recreation, seeking opportunities to increase the “usability” of open space, and more strategic purchases of open space to serve specific purposes. Also important is the continuing need to conserve our scarce resources, including water and energy by pursuing a variety of strategies such as utility rate structures, education and incentive programs.

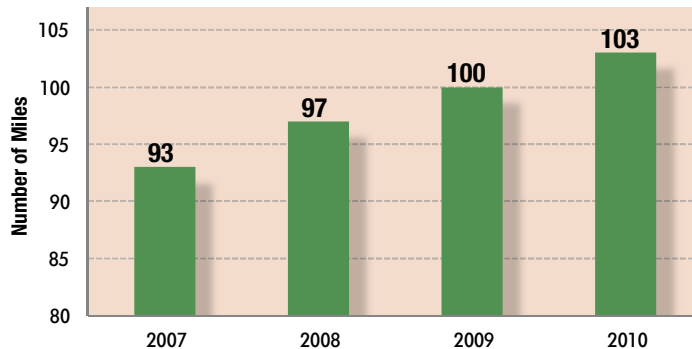


POLICY 3.1 CITYWIDE TRAIL SYSTEM

Improve the City’s trail system to achieve a citywide grid system that strengthens community connections for nonrecreational as well as recreational purposes.

The City of Longmont continues to connect bikeways throughout the city and regionally. Our bike paths are one of the crown jewels of Longmont. Residents and commuters alike use the bike paths. The City promotes the bike paths with “Bike to Work Day” activities. Additionally, there are several avid biking community groups that work with the City to promote the use of the bikeways. The bike map produced by the City is not only the most popular item at the Longmont Area Visitors Association Office, but also won an international award for design in 2011. The City continues to add greenways and bike paths to City system as outlined in the chart below. Additionally, the City is working with the county and adjacent communities to make connections to neighboring pathways and greenways.

Miles of Greenways and Bike Paths



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ENHANCE THE NATURAL ENVIRONMENT



POLICY 3.2 EXPANDED OPEN SPACE OPPORTUNITIES

Promote expanded open space opportunities through additional targeted acquisitions, including agricultural preservation areas and enhanced use opportunities for existing open space.

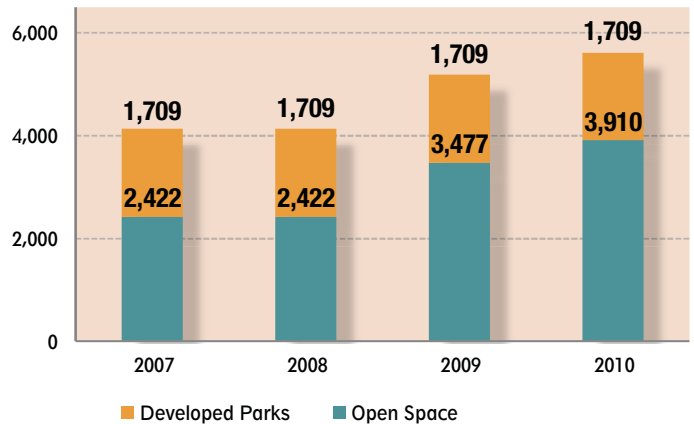
When asked about favorite things in Longmont, an overwhelming number of residents say that it is the beautiful parks and open space in Longmont that they love. In November of 2000, the residents of Longmont voted to approve an additional 0.2 cent (two-tenths of a cent) sales tax to be used specifically for the acquisition and development of open space in and around our community. In addition to the open space, Longmont residents enjoy 2.37 acres of neighborhood parks per 1000 residents.

POLICY 3.3 EMPHASIS ON THE BUILT ENVIRONMENT

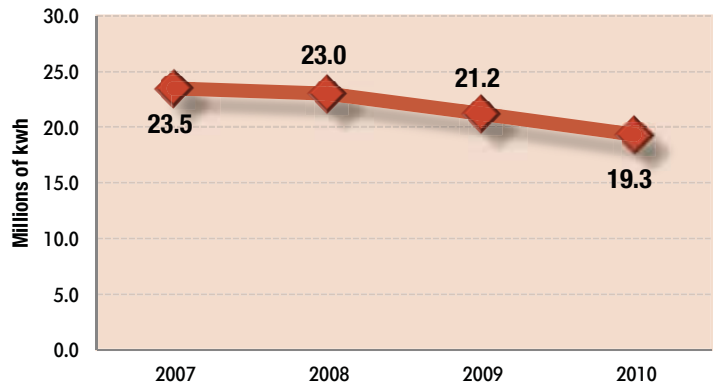
Continue to focus on standards for the built environment, with an emphasis on quality, energy-efficient materials, quality architecture, and appropriate landscaping that reinforces community and the environment.

In addition to requiring new building standards in Longmont, it is important for the City to walk the talk when it comes to energy efficiency, starting in our own public buildings. In 2009, the City signed an energy service performance contract. Improvements to existing equipment and lighting, small changes, such as vending machine misers, and large changes such as two new solar arrays at the Recreation Center and outside of Centennial Pool now provide a new level of energy efficiency as well as replacing traditional energy sources with renewable ones.

Acres of Parks and Open Space



Millions of kwh Used by City Facilities

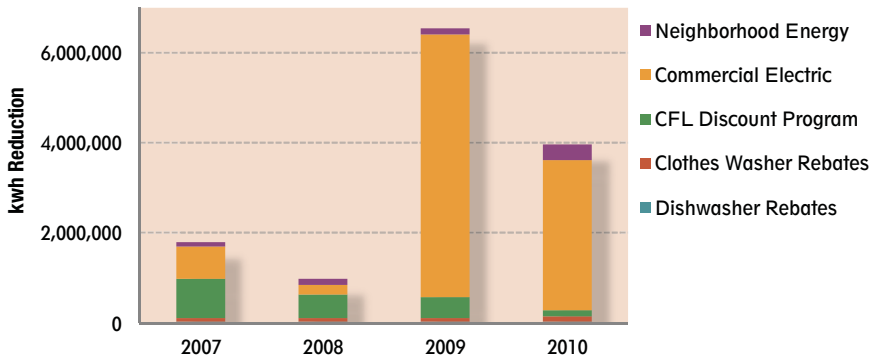


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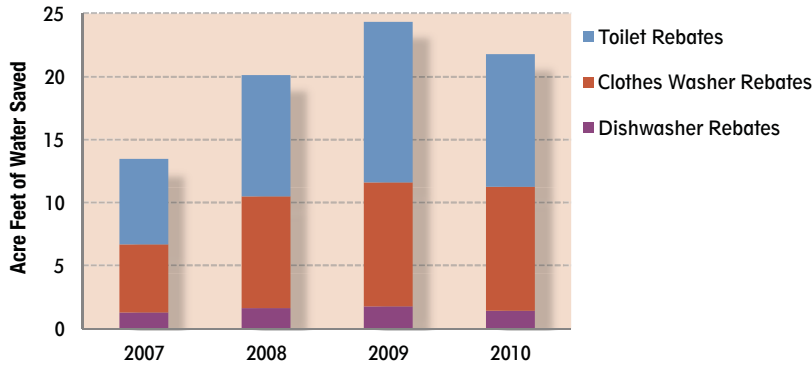
ENHANCE THE NATURAL ENVIRONMENT

Another step the City has taken is to provide various rebates and conservation programs, aimed at saving our residents and commercial customers energy and water and, therefore, money. The charts below show the energy and water savings from these programs.

Electricity Reductions from Rebate and Conservation Programs

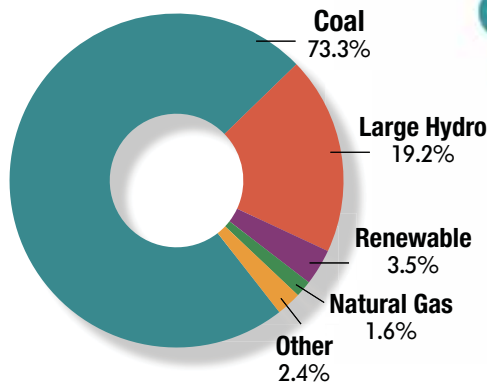


Water Saved from Rebate Programs

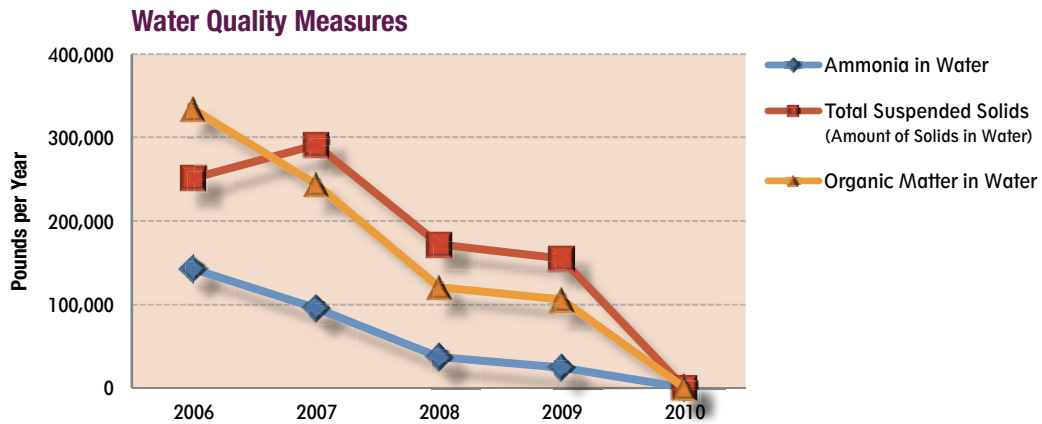


Another piece of enhancing the environment is a healthy mix of power supplies that include renewable energy such as hydropower and wind. To the right is a chart that shows the sources of power provided to Longmont.

2011 Power Sources



Enhancing the natural environment means protecting the City’s water supplies. The City opened the new Nelson-Flanders water treatment plant in 2005 and by using new technologies, the plant is not only operated with minimal staff but produces cleaner and cleaner water every year.



In 2008, the City held an environmental summit called the Sustainable Harvest Fair. This community-wide event focused on what residents and business owners could do to help with environmental sustainability, as well as what role the City could play. Out of this event, and with later help from many boards and commissions as well as an advisory team, the City created an Integrated Sustainability Plan (ISP). At the same time, the federal government awarded the City \$785,000 of Energy Efficiency and Conservation Block Grant (EECBG) stimulus funds. The City was well prepared to take advantage of those funds, as the community was a part of this planning effort from the beginning.

POLICY 3.4 ENHANCED PUBLIC TRANSIT OPPORTUNITIES

Encourage/enhance public transportation opportunities by working proactively to promote an increased level of transit service in Longmont that meets the needs of all members of our community.

In 2008, the City of Longmont began the process of land use planning for the area around the proposed transit station at 1st Avenue and Terry Street. In the middle of the consultant selection process, the budget for the FasTracks project was in question and it was not clear to City staff that RTD would be able to construct a commuter rail station at the 1st/Terry site as originally planned. City staff consulted with City Council and it was

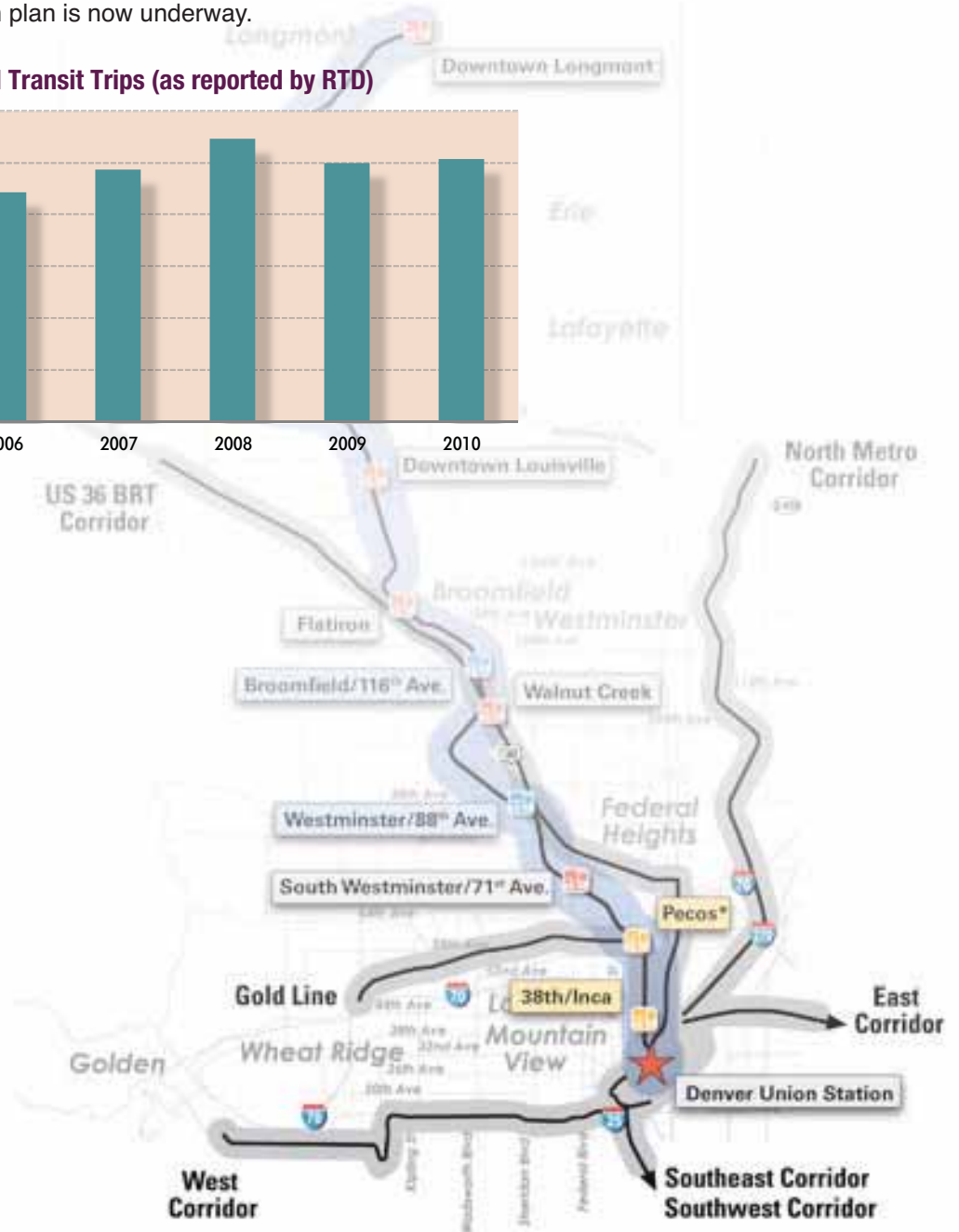
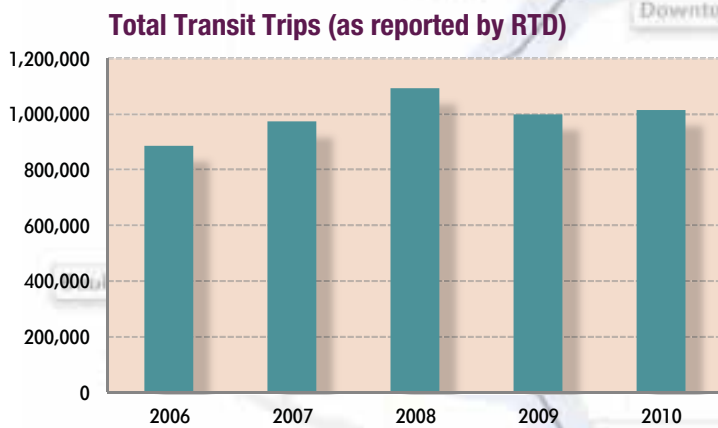


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**ENHANCE
THE NATURAL
ENVIRONMENT**

determined that the station area planning study should not move forward until there was a clear indication of when a station could be constructed in Longmont.

Since 2008 the proposed station area has moved to a revised location at 1st Avenue between Main and Coffman streets (now called 1st/Main). Additionally, the RTD Board has approved \$17 million in FasTracks money (savings from the East and Gold Lines public/private partnership) directed to the construction of the bus component of the 1st/Main station. The 1st and Main Transit and Revitalization plan is now underway.



Rationale

A downtown that is attractive, vibrant, and economically healthy will play an important role in the city’s future as a stable, sustainable community. Downtown will serve as an “anchor” for many of the activities that help build community – educational, civic, and celebratory. Downtown can



be the active heart of the community – the basis of its identity and historic roots, a community destination, and its government and cultural center. Forum participants envision downtown as a diverse, multicultural environment that is a welcome place for residents and visitors, particularly pedestrians. More attention is needed to the total environment that is created. Downtown must be, and more importantly must be perceived to be, safe, clean and active. Beyond these physical considerations, downtown must be marketed and public and private spaces programmed with activities that give people more reasons to come downtown and stay downtown. The downtown “experience” is as important as the bricks and mortar; a successful downtown is more than a collection of structures. Also important is the need to seek a balance between the interests of established neighborhoods and businesses, and new businesses and mixed-use development as it relates to historic preservation and the character of the downtown area. As the downtown continues to evolve, care must be given to retaining those elements that help define its character, while recognizing that the sustainability of downtown will bring about change.

POLICY 4.1 DOWNTOWN AS A DESTINATION AND GATHERING PLACE

Promote the downtown area as a community-wide destination and gathering place for civic activities, retail, arts and culture, and entertainment in a manner that enhances Longmont’s unique identity. Continue to strengthen downtown’s role as the civic center of the community so that everyone in Longmont feels welcomed and included in civic activities.

Longmont is fortunate to have an authentic downtown, full of opportunities to shop, eat and play. In partnership with the City, the Longmont Downtown Development Authority (LDDA) provides concerts downtown, ArtWalk festivals three times during the summer, a Festival on Main at the end of summer with an estimated attendance of over 18,000 people, and holiday festivities from a downtown tree lighting to the premier event—the holiday parade down Main Street. Other parades throughout the year include the Veterans’ Day Parade, Boulder County Fair Parade and the Halloween parade.

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FOCUS ON DOWNTOWN

In 2011, the LDDA completed both an Arts and Entertainment District Plan and a Downtown Strategic Plan. These documents will guide the activities of the downtown, creating additional focus in the community as well as additional “feet on Main Street.”

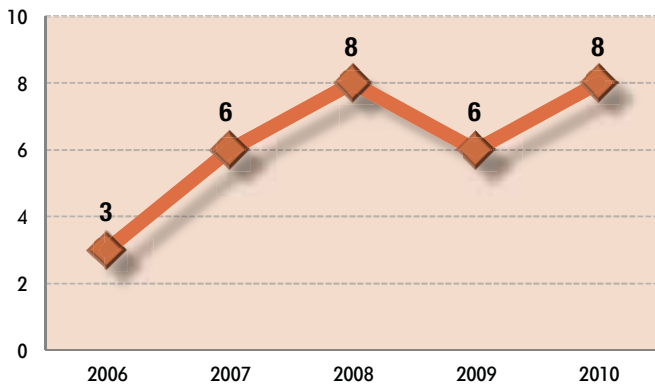
POLICY 4.2 BALANCED ECONOMIC DEVELOPMENT

Foster balanced economic development opportunities that encourage economically viable businesses to locate and prosper in the downtown area and the greater Central Business District (including the north and south Main Street corridors), and encourage a diverse mix of uses to strengthen its economic base.

One indicator of investment in a downtown is the amount of capital funds dedicated to projects in the area. A healthy infrastructure helps foster balanced economic opportunities for commercial customers, residents and visitors. In 2011, \$2,498,200 of public capital improvements are planned to be made to the downtown area.



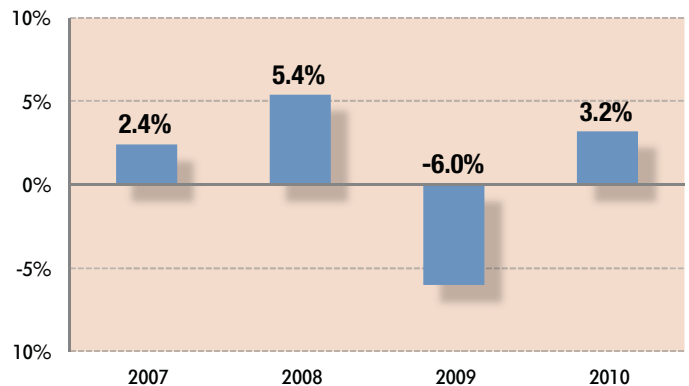
Number of DIP Grants Provided to Business Downtown



The LDDA offers many incentives to help strengthen downtown businesses. One of these is the developer incentive grant program. Left is a chart of the number of incentives given. These grants are used by downtown business owners to repair awnings and windows, façade improvements and in some cases, complete remodel projects.

The change in sales tax downtown is an indicator of the economic turbulence that has been felt in the community, yet the central business district did fare better than overall sales and use tax in Longmont.

Percent Change in Central Business District Sales Tax



**PROMOTE
A SENSE OF COMMUNITY
IDENTITY AND CULTURAL INCLUSION**

Rationale

This strategic direction builds upon Longmont’s history of volunteerism and community involvement. In a community, people are more than residents. They are neighbors; they show concern for each other and take responsibility for helping each other when help is needed. An actively engaged

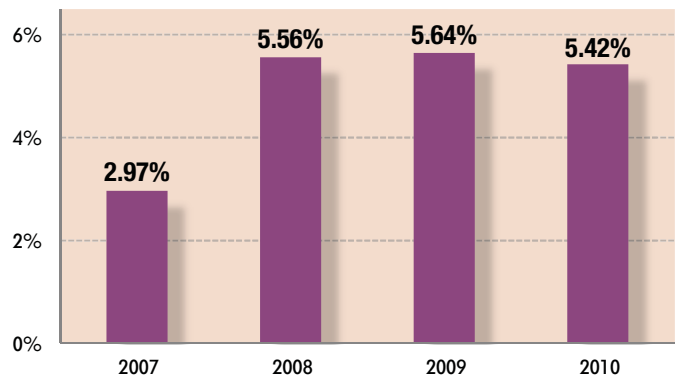


community helps stretch limited City resources by allowing the City government to serve as a facilitator for community action. When an engaged community communicates effectively, City decisions and resources reflect the priorities of the community; the City is accountable to its people. In the Focus on Longmont process, people talked about cultivating a civic norm of *volunteerism*; strengthening and connecting *neighborhoods*; and building *partnerships*. Community members identified an important role for the City as a catalyst for community events that bring the community together. Building a strong community will play an important role in achieving many of the other strategic directions through building support for education, community appearance, environmental stewardship, and public/private partnerships.

A significant factor that contributes to a sense of community identity is feeling safe in the place you live. Part of that safety is having access to safe and affordable housing options, while another is feeling that the neighborhood is safe from crime. Below is a chart showing the total percentage of

affordable housing units that are deed restricted in Longmont. The City’s affordable housing program has numerous components, including a down payment assistance program, making homes accessible so that elderly or disabled people can stay in their homes, and a low interest loan program for home repairs. Residents mention the affordable nature of housing as one of the top things that attracts people to Longmont. Affordable housing units are considered such if people are not paying more than 30% of their income on housing and utilities.

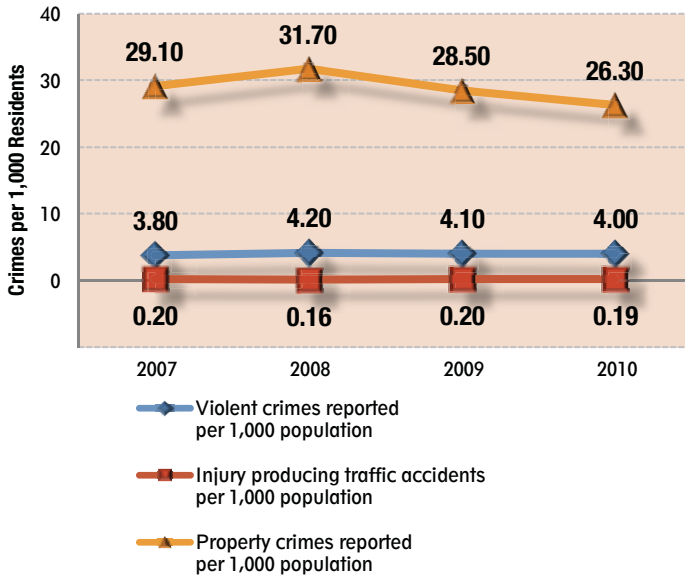
Percentage of Affordable Housing Units



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PROMOTE A SENSE OF COMMUNITY IDENTITY AND CULTURAL INCLUSION

Crime Rates in Longmont



In addition to being affordable, neighborhoods in Longmont must be safe for residents to feel as though they belong. The chart to the left shows different crime rates in Longmont, including violent crimes, injury producing accidents and property crimes per 1,000 residents. These rates are very low regionally and it is important to note a 17% decrease in property crimes from 2008 to 2010.

As important as the number of crimes committed is the percentage of people who feel safe in a community. In Longmont, the Police Department conducts an annual survey of the “sense of disorder”. In 2010, only 5.1% of residents believe that their personal level of safety is very unsafe or unsafe. In addition, 11.2% of residents believe their property is very unsafe or unsafe and 85.6% of residents believe disorder related to crime is not a major or moderate problem to them.

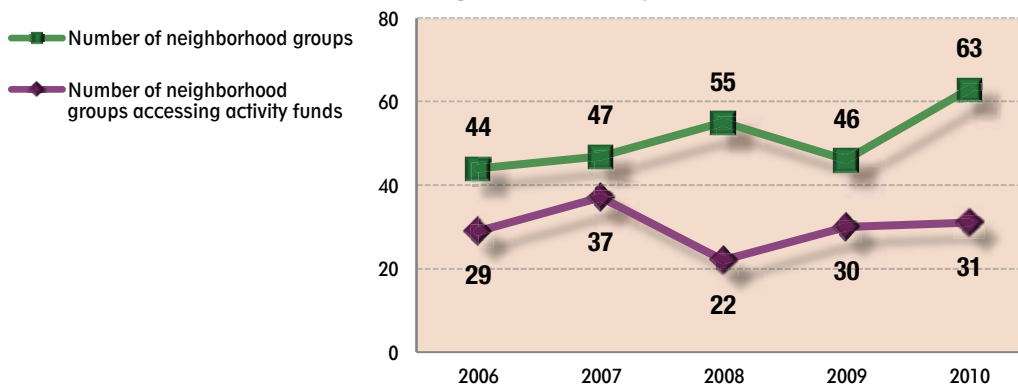


POLICY 5.1 ENGAGED NEIGHBORHOODS

Place a continued and enhanced emphasis on neighborhoods as the primary building block of the city.

The Community and Neighborhood Resources Division provides resources and facilitative leadership for neighborhood organizations. In 2010, over 33% of the City’s households were represented by a neighborhood group, and nearly every year the City focuses on one or two neighborhoods as part of the City’s revitalization planning efforts. In addition to this work, they assist with landlord/tenant issues, provide resources for residents in any neighborhood, and coordinate the volunteer mediation program to help neighbors work out their issues together, rather than rely on the City.

Neighborhood Groups

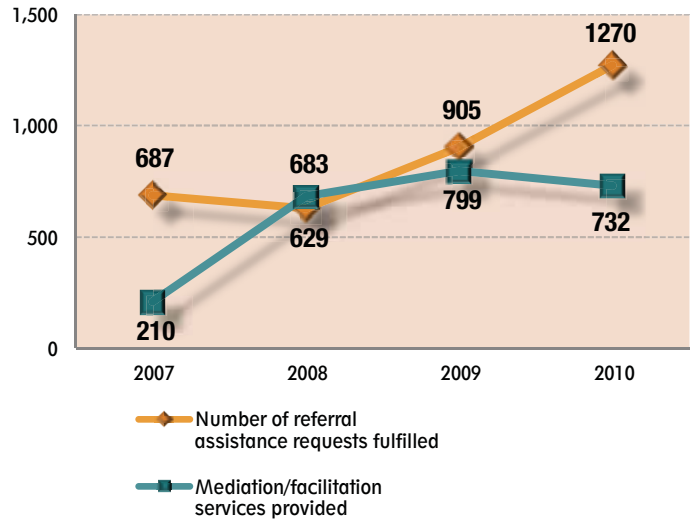


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Neighborhood Support Participants

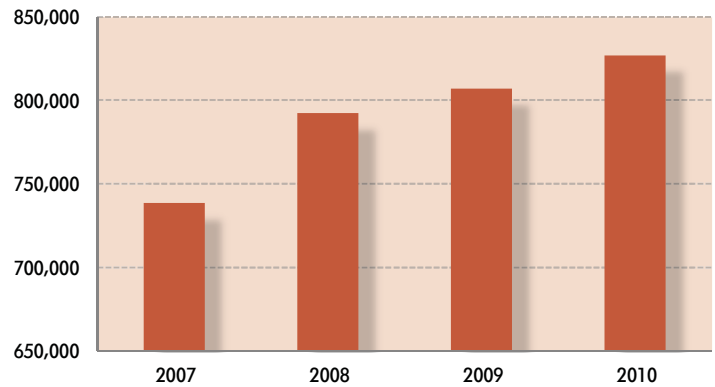


POLICY 5.2 RENEWED EMPHASIS ON YOUTH ACTIVITIES

Involve youth in planning and conducting new and revitalized programs and activities, and create an environment where youth feel valued in the community.

Youth activities are an important part of the quality of life for the entire community. From after-school programs to recreational opportunities, youth need a good mix and variety of things to do in their community. The City of Longmont has several recreational facilities, some open year-around and some for summer fun. The Recreation Division provides hundreds of programs and classes for youth, and also provides scholarships to increase access to those of lower incomes. In 2010, over 825,000 visits were made to all of the recreation facilities in the City and over \$50,000 was given in scholarship money to various programs for youth.

Recreation Divison Facility Attendance

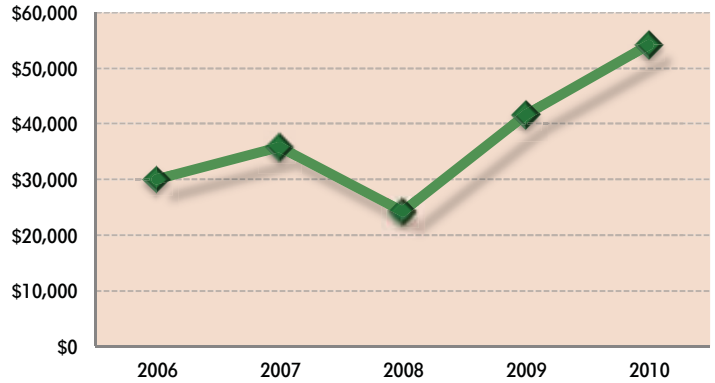


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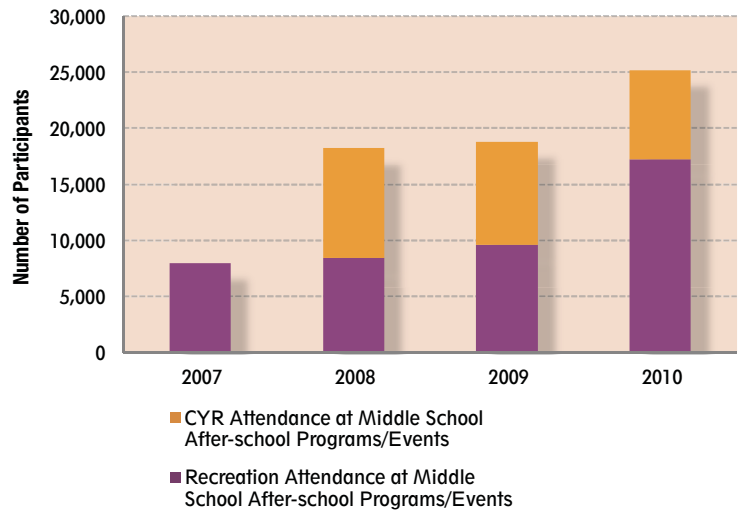
Recreation Division Scholarships



In addition to these recreation programs, the Children and Youth Resources and Recreation divisions are closely connected to provide a full continuum of services from prevention and intervention to recreation. An example of this is that both offer after school programs to middle school students. Not yet old enough to work or drive, yet too old for elementary-age programming, these middle school students benefit tremendously from having an activity that is age appropriate, supervised and fun!



**Middle School Participations
in After-school Programs**



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POLICY 5.3 MEANINGFUL CITIZEN INVOLVEMENT

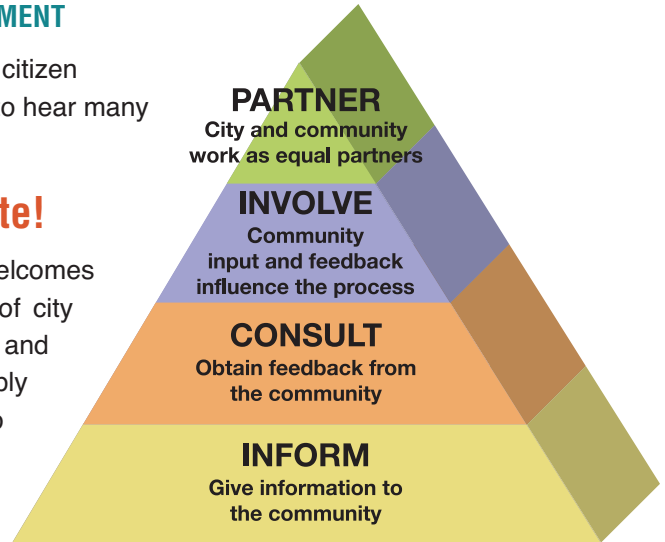
Continue to promote meaningful, purposeful citizen involvement and engagement opportunities to hear many voices in City programs and initiatives.

You are invited ... to participate!

The City of Longmont encourages and welcomes its residents to be involved in all aspects of city government. There are many ways residents and business owners can get involved, from simply staying informed to expressing opinions to volunteering to help the City deliver many of its excellent services. The City of Longmont has developed a framework of varying levels for involving the community as

shown at right. They range from simply distributing information to listening to residents' ideas for and opinions on specific projects to forming partnerships with individuals and organizations in order to deliver a needed service. The City's community involvement resource manual, *Engaging Citizens*, is a guide to how and when the City might use these different community involvement processes.

Over the past five years, the City has conducted hundreds of community involvement processes, from the *City Line* and the new *Longmont Life* newsletters residents receive in the mail, to the all-day summits on environment and education referenced earlier in the report, to community-based strategic planning for the Fire and Police services. These processes focus on involving the right people, at the right time with an efficient process that is also informative for the decision makers (generally City Council). The City has a steering team of 10 members and approximately 50 staff trained in various facilitation techniques.



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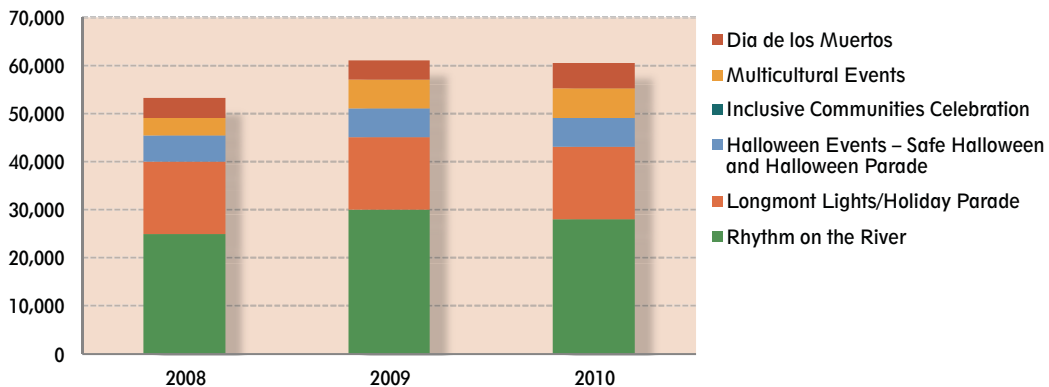
PROMOTE A SENSE OF COMMUNITY IDENTITY AND CULTURAL INCLUSION

POLICY 5.4 CULTURALLY INCLUSIVE GATHERINGS AND EVENTS

Support and encourage culturally inclusive community gatherings and events.

This policy of the Focus on Longmont strategic plan connects people with each other and with their community. The City hosts a myriad of culturally inclusive community gatherings and events to help people feel that they belong in Longmont and the world community. The chart below shows the attendance at many of the premier events in Longmont, including Dia de los Muertos at the Longmont Museum, various multicultural events sponsored by the Multicultural Action Committee (including the Inclusive Communities Celebration), safe Halloween events, Longmont Lights and the holiday parade events and Rhythm on the River, a festival of music and environmental stewardship that draws approximately 30,000 every year. Overall in 2010, over 60,000 participated in these City-hosted events.

Attendance at Various Community Events Sponsored by the City of Longmont



SUMMARY

The Focus on Longmont project started in 2005, but it lives on today in the actions and direction of City services provided. In 2011, an update to the Focus on Longmont strategic plan will be embarked upon with members of the community in order to keep Longmont a great place to live both now and into the future.





www.ci.longmont.co.us/focus