



About the City of Loveland's 2024 Community Survey

Updated Aug. 9, 2024

Since 2006, the City of Loveland has conducted a community-wide survey at least every two years, and we are gearing up for the 2024 survey. In 2022, the City switched to the National Community Survey™ (The NCS) by the National Research Center/Polco, aligning with the [Focus 2020 Strategic Plan](#) and [Communication & Engagement Roadmap](#). This document provides some helpful FAQs to understand the process and some potential questions.

What and who is Polco?

Polco is an online civic engagement platform designed to receive ongoing feedback from members of a community. This survey tool gives City staff and officials data-rich reports and input to make more informed decisions. Polco was developed to quickly deploy and analyze surveys online, providing the agility to gather critical information from community stakeholders and the ability to benchmark data.

What is the estimated time that it takes people to complete the City of Loveland survey?

Typically, it takes respondents about 10-20 minutes to fill out the survey.

What is the difference between the random-sample survey and the open-participation survey?

The random-sample survey and the open-participation survey ask the same questions.

In late July, efforts to collect random data began as postcards and surveys were mailed to random households in the City of Loveland. This survey method uses sampling and every eligible person or household in a community has a chance of being selected to participate. Respondents are selected at random from a comprehensive list—usually residential addresses—as an effort to reduce bias.

The open participation portion began in early August. The Open Participation Survey is offered to all residents in the community. This method is important because it provides engagement opportunities to all, often providing a higher number of completed responses. It can be less resource-intensive than a random survey and requires less time from administration to actionable data. This part is available online and on paper. The City of Loveland has hard copies of the survey at several City facilities. The Open Participation Surveys can benefit from snowball sampling whereby existing survey respondents can recruit their friends and acquaintances so that response grows like a rolling snowball. This sampling method can be used to elevate general awareness of the research effort and increase overall response.

Why do I need to register for the Polco platform to take the survey?

When taking the online survey, Polco asks respondents to register as part of their survey verification process. Like our 2022 survey, respondents will be asked to provide their name, zip code, and email address. Polco uses the respondent's input (name and zip code) and a proprietary matching algorithm to verify the resident. This helps ensure that survey data is truly collected from members of the Loveland community and ensures respondents only respond to each survey once, avoiding fraud and skewed results. By comparing verified results to unverified results, admins can get a better idea of the accuracy of their survey outcome. Polco does not report individually identifying information to the City.



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What if I can't access the online survey through Polco?

Print survey stations are available at the following locations:

- City Clerk's Office and the Utility Billing Office at the Civic Center Municipal Building, 300 E. 3rd St.
- Loveland Public Library, 300 N. Adams Ave.
- Chilson Recreation Center, 700 E. Fourth St.

How is my information protected through this survey process?

The City uses the third-party provider Polco to ensure that residents' information remains private and confidential, even though an email address and zip code are required to complete the online survey. Polco's [privacy policy](#) is very strict and favors respondents. They never share email addresses, for any reason, ever. Email addresses are kept separate from the survey responses and are not tied to any data provided to the City. By requiring residents register when they submit the survey, they make sure to hear from a single resident only once. This helps Polco check for duplicate responses during analysis and removes those from the dataset when found. Residents that have registered with Polco may receive an email notification whenever the City posts additional content on Polco's platform in the future, allowing them the chance to respond/engage with the City if they wish, and they can opt-out at any time.

How will the City of Loveland share results with our community?

The City of Loveland posts current and past survey results on lovgov.org/CommunitySurvey. This helps build trust and engagement as residents see that their responses are valued. Results from the 2024 survey will be available this fall.

How have communities used survey results?

Jurisdictions often use their survey results to make policy decisions and assist with strategic planning and budgeting. Communities also use the results to compare the perceptions of their jurisdictions' leadership and staff with those of their residents to see if they align. Communities that have conducted the survey multiple times over the years can monitor trends over time, using trendlines to see which items have increased or decreased since the previous survey, identify which initiatives have been successful, and determine which areas may need more attention in coming years. Data could also be used to:

- To measure service performance
- To assess community needs
- To make strategic plans
- To demonstrate the openness of the government
- To evaluate potential policies or community characteristics
- To continue a trend line from periodic surveying
- To respond to a council mandate

Where should I direct residents if they have comments or questions about the survey?

For more information, residents can visit lovgov.org/CommunitySurvey, can email OCE@CityofLoveland.org or call 970-962-2302.