Dateline: LOVELAND

Paid for by the City of Loveland

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Results in for major 2007 survey

Thanks for your time and opinions, even more so this year.

This summer, 479 Loveland residents filled out and returned an extensive survey questionnaire. The community-wide 2007 Policy Survey provided residents the opportunity to rate the quality of life in the City, as well as service delivery and their satisfaction with local government. The survey also provides feedback from residents to government on what is working well or not, and the opportunity to share their priorities for community planning and resource allocation.

Every year, the City surveys the community to learn how residents feel about their City government. In most years, a brief Quality of Life questionnaire is sent to at least 1,000 households seeking responses about the quality of city services and how citizens feel about living in Loveland.

Every five years, the City hires a professional survey firm to administer a much more in-depth survey. This was the year for that "major-league" survey. A 5-page questionnaire was mailed to 1,200 households equally divided geographically within the city limits, with 479 completed surveys mailed back and the responses tabulated.

Turn the page for an overview of the results. For the complete 97-page survey report, look for the 2007 Policy Survey link on the City website home page *www.cityofloveland.org* or go to the News Desk link, then Other Publications to view the 2007 survey along with survey reports from prior years, *www.cityofloveland/news/otherpubsmain.htm*

Opinions about opinions

The 2007 Policy Survey totals thousands of responses from hundreds of citizens offering their opinions about numerous City services, issues, programs and policies. In reading this overview, you may agree or disagree with the opinions expressed by your fellow citizens. It's likely you'll react by thinking "You bet!" about some items and "No way!" about others. The fact that we can express our differences openly is one of the many things that makes our country and community such a great place to live.

Bottom line first: Top 3 concerns

Whether it's letters to the editor in newspapers, listener call-ins to a radio talk show or the results of a survey, concerns and complaints are always more interesting than praise and applause. A building on fire often leads the local news; not a report on all the buildings that didn't burn that day.

So let's cut to the chase. What are the greatest concerns of Loveland citizens according to the 2007 Policy Survey? Just like in many previous surveys, growth and traffic top the list, with growth concerns far ahead. This year, concern about jobs—quality more than quantity—makes the top-three-list of concerns.

The concern about higher paying, primary sector jobs is backed by the facts. According to state and county figures, many high paying jobs have been eliminated in Larimer County during the past several years.
Since 2001 more than 7,800 manufacturing jobs paying an average salary of $51,500 are gone. More recently, during 2005-2006, more than 800 jobs in the computer/electronics field averaging annual paychecks of $76,000 dried up.

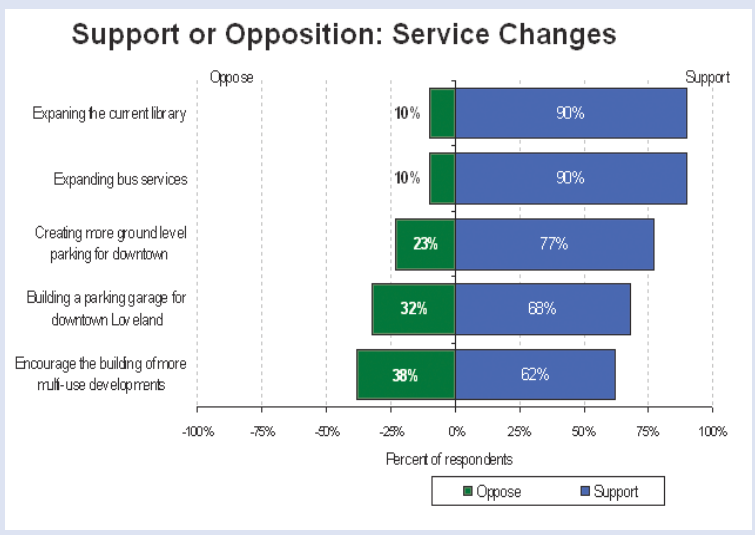
On the other hand, job quantity has risen substantially since 2001. In the north Front Range region according to state statistics, about 20,500 jobs have been added while about 9,500 have been lost.

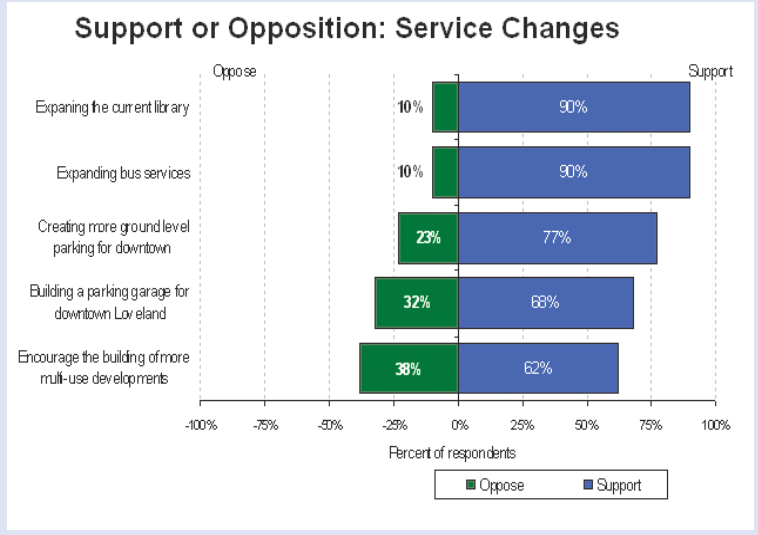
Top Issue Facing Loveland?

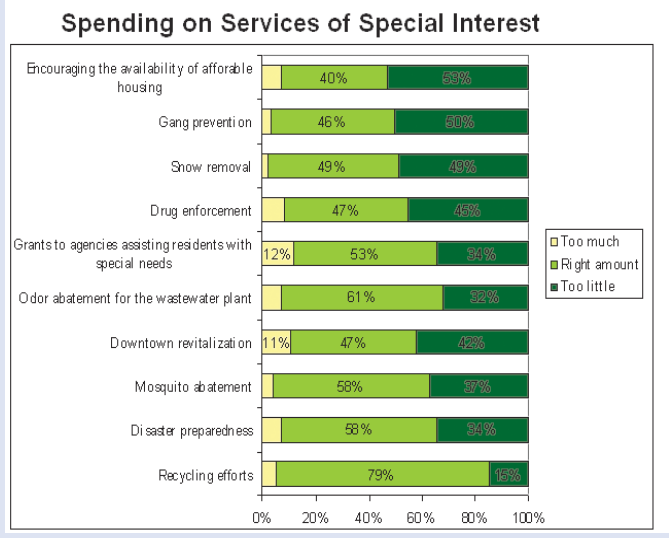
Survey Question: *"What do you feel is the number one issue facing the City of Loveland in the next 3 to 5 years?*	Percent of respondents
Control, limit, manage growth	45%
Traffic	13%
Jobs/competitive wages	11%
Crime, gangs, drugs, more police	6%
Road maintenance	5%
Affordable housing/senior housing	4%
Quality schools	3%
Economic development	1%
Improve/revitalize downtown	1%
Other	10%
Total	100%

Too much or too little?

Determining where and how much money should be spent on City services and programs makes for difficult decisions every year for City Council and City staff. Several survey questions asked citizens if City spending is on target.







Survey compared to Front Range communities

Tough comparison.

In designing the survey, the City along with the professional survey consulting firm, decided to compare Loveland's responses to those of residents in other Colorado Front Range cities and communities rather than a nationwide comparison.
A comparison to communities with similar geographical, environmental, business, industrial, and cultural traits was deemed to be of greatest value. (Heck, we already know things are far better here than beyond Colorado; areas in or near Philadelphia, Atlanta, New Orleans, Omaha, Columbus or L.A.—that's why we live here!)

The firm that administered the survey—National Research Service, Inc. (NRC) of Boulder—has conducted similar surveys for cities and counties throughout the state and nation. Loveland's results were compared with surveys from Arvada, Aurora, Boulder, Boulder County, Broomfield, Castle Rock, Colorado Springs, Denver (City And County), Douglas County, Englewood, Fort Collins, Golden, Greeley, Greenwood Village, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Longmont, Louisville, North Jeffco Park And Recreation District, Northglenn, Parker, Thornton, West Metro Fire Protection District, Westminster and Wheat Ridge.

In making the comparisons, NRC put all the results on a 100-point scale, then used a three-point plus or minus range to compare the ratings. If Loveland's results were within three points of the average for all the other communities, Loveland's results were considered "similar to the norm." If Loveland's results were more than 3 points higher, the results were "above the norm" and if more than 3 points lower, they were deemed "below the norm."

Aspects of Quality of Life

Question: *"Please rate each of the following aspects of the quality of life in Loveland."*	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Loveland as a place to live	38%	51%	10%	1%	100%	75	Above the norm
Loveland as a place to raise children	27%	56%	15%	1%	100%	70	Similar to the norm
Your neighborhood as a place to live	32%	49%	14%	5%	100%	69	Similar to the norm
Overall quality of life in Loveland	24%	60%	15%	2%	100%	68	Similar to the norm
Loveland as a place to retire	31%	40%	25%	5%	100%	66	Above the norm
Loveland as a place to work	12%	34%	37%	17%	100%	47	Below the norm

Overall Quality of City Services

Question: *"Please rate each of the following aspects of the quality of life in Loveland."*	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Overall quality of the services provided by the City of Loveland	12%	66%	19%	3%	100%	63	Above the norm

Ratings of Public Trust

"Please rate the following statements by circling the number that most clearly represents your opinion:"	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
The value of services for the taxes paid to the City of Loveland	7%	48%	37%	9%	100%	51	Below the norm
The overall direction that the City of Loveland is taking	4%	49%	36%	11%	100%	48	Below the norm
The job the City of Loveland does at welcoming citizen involvement	5%	47%	35%	12%	100%	48	Below the norm
The job the City of Loveland government does at listening to citizens	4%	30%	45%	22%	100%	39	Below the norm
The effectiveness of City Council	3%	29%	44%	23%	100%	37	NA