

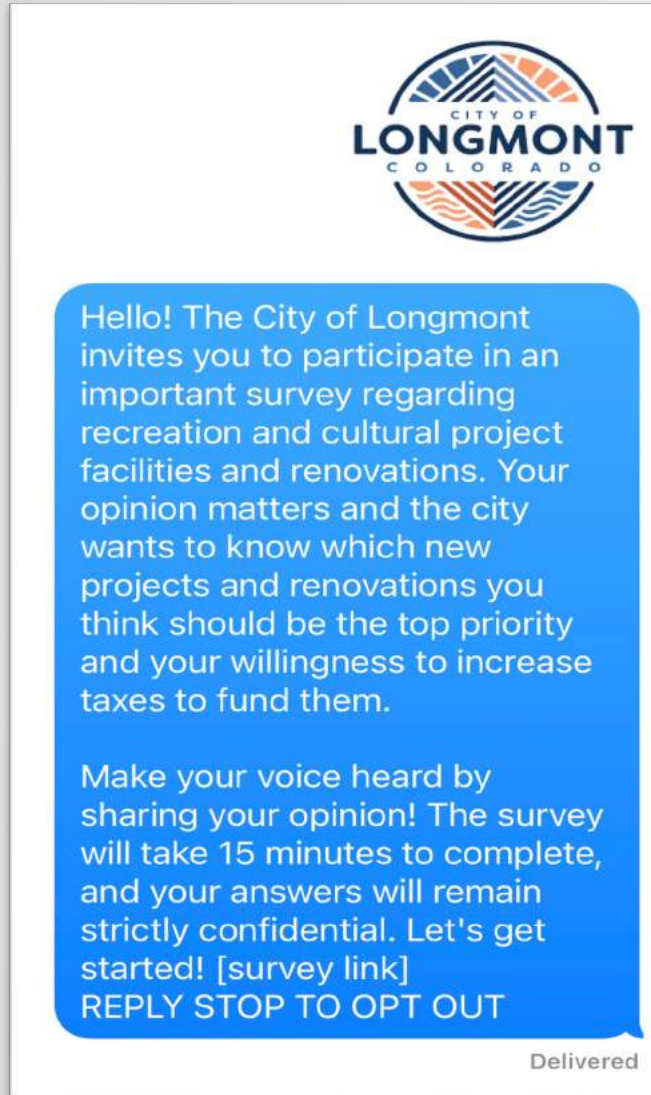


City of Longmont Library, Recreation and Culture Survey

February 22nd to March 8th, 2023



Methodology

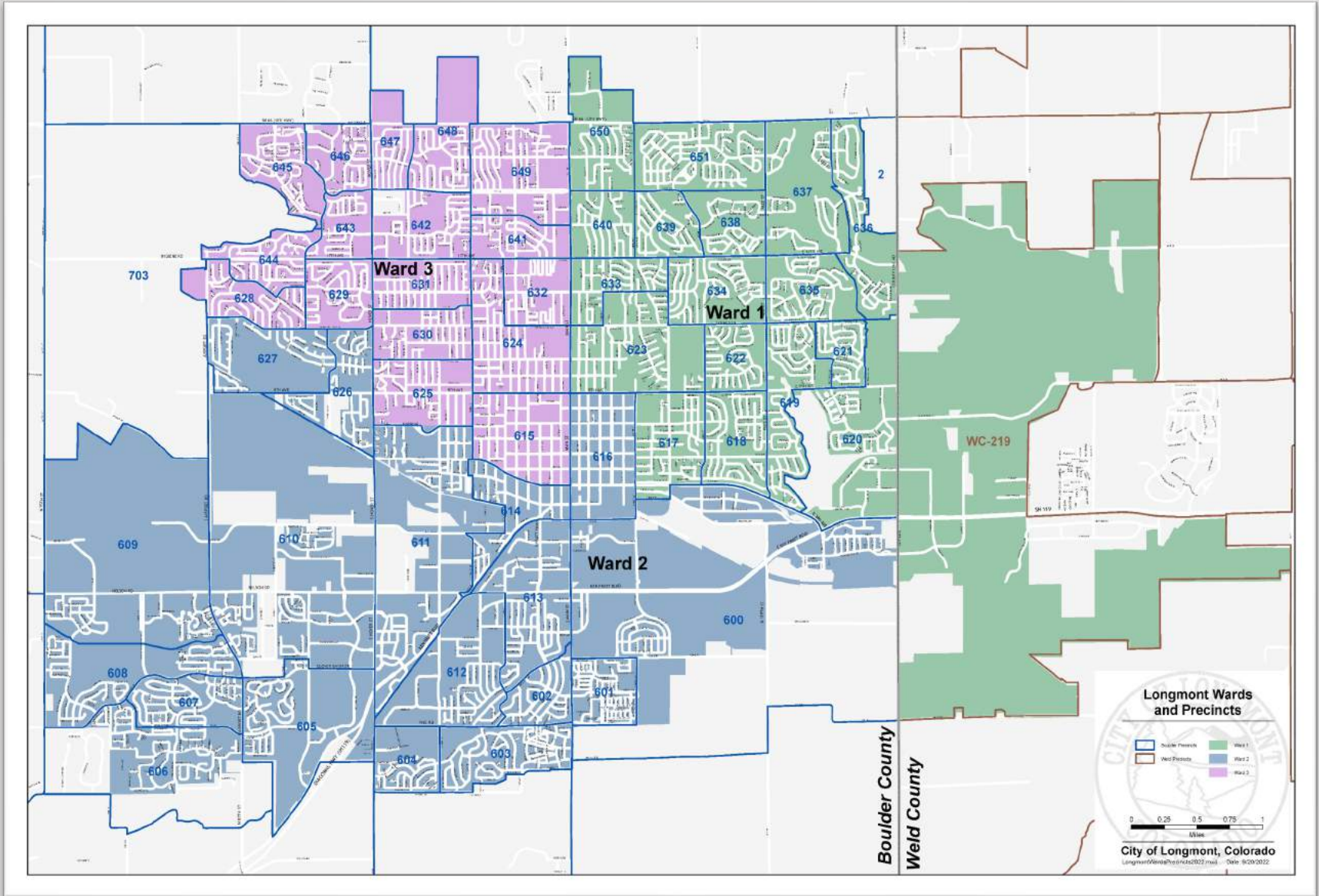


Magellan Strategies is pleased to present the results of an online survey of 2,842 residents of Longmont, Colorado. The interviews were conducted from February 22 – March 8, 2023.

The overall survey responses have a margin of error of +/- 1.8% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results were weighted to be representative of odd-year voting demographics in the City of Longmont.

City of Longmont Wards



City of Longmont Registration and Past Turnout Demographics

**City of Longmont
Magellan Strategies Voter Registration and Past Election Turnout Report**

Sex	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	37,888	51.6%	24,222	52.9%	15,456	53.0%	30,547	53.0%	16,757	53.4%
Male	35,582	48.4%	21,601	47.1%	13,685	47.0%	27,051	47.0%	14,643	46.6%
Total	73,470		45,823		29,141		57,598		31,400	

Age Group	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
18-34	22,036	30.0%	8,765	19.1%	4,037	13.9%	14,862	25.8%	4,596	14.6%
35-44	12,374	16.8%	7,256	15.8%	4,021	13.8%	9,308	16.2%	4,406	14.0%
45-54	11,004	15.0%	7,481	16.3%	4,546	15.6%	9,361	16.3%	5,209	16.6%
55-64	11,002	15.0%	8,206	17.9%	5,681	19.5%	9,970	17.3%	6,571	20.9%
65+	17,054	23.2%	14,115	30.8%	10,856	37.3%	14,097	24.5%	10,618	33.8%
Total	73,470		45,823		29,141		57,598		31,400	

Party	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Unaffiliated	35,460	48.3%	19,824	43.3%	11,446	39.3%	24,121	41.9%	11,402	36.3%
Democrat	24,532	33.4%	17,288	37.7%	11,571	39.7%	21,293	37.0%	12,207	38.9%
Republican	12,150	16.5%	8,155	17.8%	5,863	20.1%	11,333	19.7%	7,392	23.5%
Libertarian	769	1.0%	341	0.7%	160	0.5%	565	1.0%	258	0.8%
Other	559	0.8%	215	0.5%	101	0.3%	286	0.5%	141	0.4%
Total	73,470		45,823		29,141		57,598		31,400	

Use of Existing Recreation and Cultural Facilities

Following are eleven city recreation and cultural facilities. Please indicate how often you or someone in your family visit or use each facility. If the facility is only used during cold or warmer months, please indicate how often you or a family member visit during that time.

Facility	Daily	Few Times a Week	Few Times a Month	Once 3 Months	Once a Year	Never
The Longmont Library	2%	10%	30%	22%	16%	20%
The Longmont Recreation Center – Quail Campus	2%	12%	18%	17%	13%	38%
Sunset Pool	1%	7%	14%	10%	15%	53%
Union Reservoir	1%	4%	12%	14%	27%	42%
City Golf Courses: Ute Creek, Twin Peaks, and Sunset	1%	4%	10%	7%	9%	69%
The Longmont Senior Center	1%	4%	8%	9%	11%	67%
The Centennial Pool Facility	1%	4%	6%	7%	10%	72%
Roosevelt Park outdoor ice rink	1%	2%	7%	7%	23%	60%
The St. Vrain Memorial Building	0%	3%	5%	9%	17%	66%
The Longmont Museum	0%	1%	7%	24%	36%	32%
The Longmont Youth Center	0%	1%	1%	2%	2%	94%

Use of Existing Recreation and Cultural Facilities – Text Survey Only

Following are eleven city recreation and cultural facilities. Please indicate how often you or someone in your family visit or use each facility. If the facility is only used during cold or warmer months, please indicate how often you or a family member visit during that time.

Facility	Daily	Few Times a Week	Few Times a Month	Once 3 Months	Once a Year	Never
The Longmont Library	1%	8%	25%	24%	16%	26%
The Longmont Recreation Center – Quail Campus	2%	12%	17%	16%	13%	40%
Sunset Pool	1%	6%	14%	10%	16%	53%
Union Reservoir	0%	4%	14%	16%	28%	38%
City Golf Courses: Ute Creek, Twin Peaks, and Sunset	1%	4%	10%	8%	10%	67%
The Centennial Pool Facility	1%	3%	6%	6%	10%	74%
Roosevelt Park outdoor ice rink	0%	3%	7%	7%	25%	58%
The Longmont Senior Center	0%	3%	6%	7%	10%	74%
The St. Vrain Memorial Building	1%	2%	4%	7%	15%	71%
The Longmont Museum	0%	1%	4%	19%	37%	39%
The Longmont Youth Center	0%	1%	1%	2%	2%	94%

Value of Existing Recreation and Cultural Facilities

Please rank the city's eleven recreation and cultural facilities based on their value and importance to all Longmont residents and the wider community. Ranking a facility #1 indicates it provides the most value and importance to the community. Ranking a facility #11 indicates it provides the least value and importance.

Facility	#1	#1-3	#4-6	#7-9	#10-11
The Longmont Library	42%	70%	17%	9%	4%
The Longmont Recreation Center – Quail Campus	23%	56%	26%	13%	5%
The Longmont Senior Center	6%	33%	31%	23%	13%
The Longmont Museum	4%	29%	33%	25%	13%
Union Reservoir	6%	25%	29%	30%	16%
Sunset Pool	4%	23%	38%	31%	8%
City Golf Courses: Ute Creek, Twin Peaks, and Sunset	8%	20%	20%	21%	39%
The Longmont Youth Center	2%	16%	32%	34%	18%
The Centennial Pool Facility	2%	11%	29%	43%	17%
The St. Vrain Memorial Building	1%	9%	23%	36%	32%
Roosevelt Park outdoor ice rink	1%	9%	23%	34%	34%

Value of Existing Recreation and Cultural Facilities – Text Survey Only

Please rank the city’s eleven recreation and cultural facilities based on their value and importance to all Longmont residents and the wider community. Ranking a facility #1 indicates it provides the most value and importance to the community. Ranking a facility #11 indicates it provides the least value and importance.

Facility	#1	#1-3	#4-6	#7-9	#10-11
The Longmont Library	35%	64%	21%	11%	4%
The Longmont Recreation Center – Quail Campus	24%	55%	25%	14%	6%
The Longmont Senior Center	7%	30%	29%	25%	16%
Union Reservoir	8%	29%	31%	27%	13%
The Longmont Museum	4%	26%	33%	26%	15%
Sunset Pool	5%	25%	36%	29%	10%
City Golf Courses: Ute Creek, Twin Peaks, and Sunset	10%	24%	19%	19%	38%
The Longmont Youth Center	2%	14%	29%	37%	20%
The Centennial Pool Facility	2%	11%	30%	41%	18%
Roosevelt Park outdoor ice rink	1%	10%	26%	34%	30%
The St. Vrain Memorial Building	1%	9%	22%	37%	32%

Respondent Message



Before we continue, it is important to understand that no decisions have been made to put a ballot measure before Longmont voters this November asking them to approve or reject funding for a project.

Your responses to the following questions will help the city make that decision. Let's continue the survey now.

Opinion of Potential New Recreation and Cultural Projects

Recently, the city reviewed its master plan and identified several recreation and cultural facilities that would meet the needs of a growing Longmont community. The review included project recommendations and the cost for each project. Following is a summary of each project. Please read each summary and indicate if you would vote yes and approve it or if you would vote no and reject funding the project this November.

Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
New Branch Library (\$22.7 million, \$38 annually for \$500,000 home, 0.11% sales tax increase). Amenities include meeting, programming and study space, reading areas, creative arts and technology labs, and books and other media.	60%	33%	29%	31%	16%	17%	7%
New Recreation Center (\$64 million, \$108 annually for \$500,000 home, 0.15% sales tax increase). Amenities include a new lap and leisure pool, fitness rooms, classrooms, a gymnasium, childcare, locker rooms, track, and a large community space.	56%	35%	27%	29%	17%	18%	9%



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Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
Center for Arts and Entertainment (City's contribution is \$45 million, \$76 annually for \$500,000 home, 0.06% sales tax increase). Amenities include a 1,000 to 1,500-seat auditorium, rehearsal rooms, classrooms, back-of-house support, and parking.	55%	36%	28%	27%	18%	18%	9%
Museum and Culture Center Expansion (\$19 million, \$22 annually for \$500,000 home, 0.13% sales tax increase). Amenities include renovation of the courtyard outdoor concert and event space, new gallery space, and the creation of a new children's wing with a dedicated family-focused gallery.	54%	38%	21%	33%	18%	20%	8%



Opinion of Potential New Recreation and Cultural Projects – Text Survey Only

Recently, the city reviewed its master plan and identified several recreation and cultural facilities that would meet the needs of a growing Longmont community. The review included project recommendations and the cost for each project. Following is a summary of each project. Please read each summary and indicate if you would vote yes and approve it or if you would vote no and reject funding the project this November.

Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
New Branch Library (\$22.7 million, \$38 annually for \$500,000 home, 0.11% sales tax increase). Amenities include meeting, programming and study space, reading areas, creative arts and technology labs, and books and other media.	56%	36%	27%	29%	19%	17%	8%
New Recreation Center (\$64 million, \$108 annually for \$500,000 home, 0.15% sales tax increase). Amenities include a new lap and leisure pool, fitness rooms, classrooms, a gymnasium, childcare, locker rooms, track, and a large community space.	55%	36%	26%	29%	18%	18%	9%

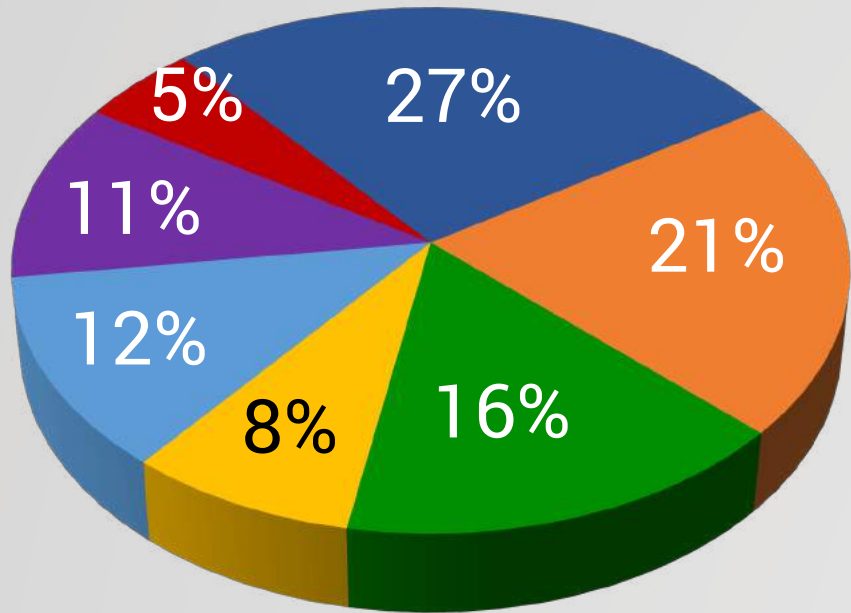
Opinion of Potential New Recreation and Cultural Projects – Text Survey Only

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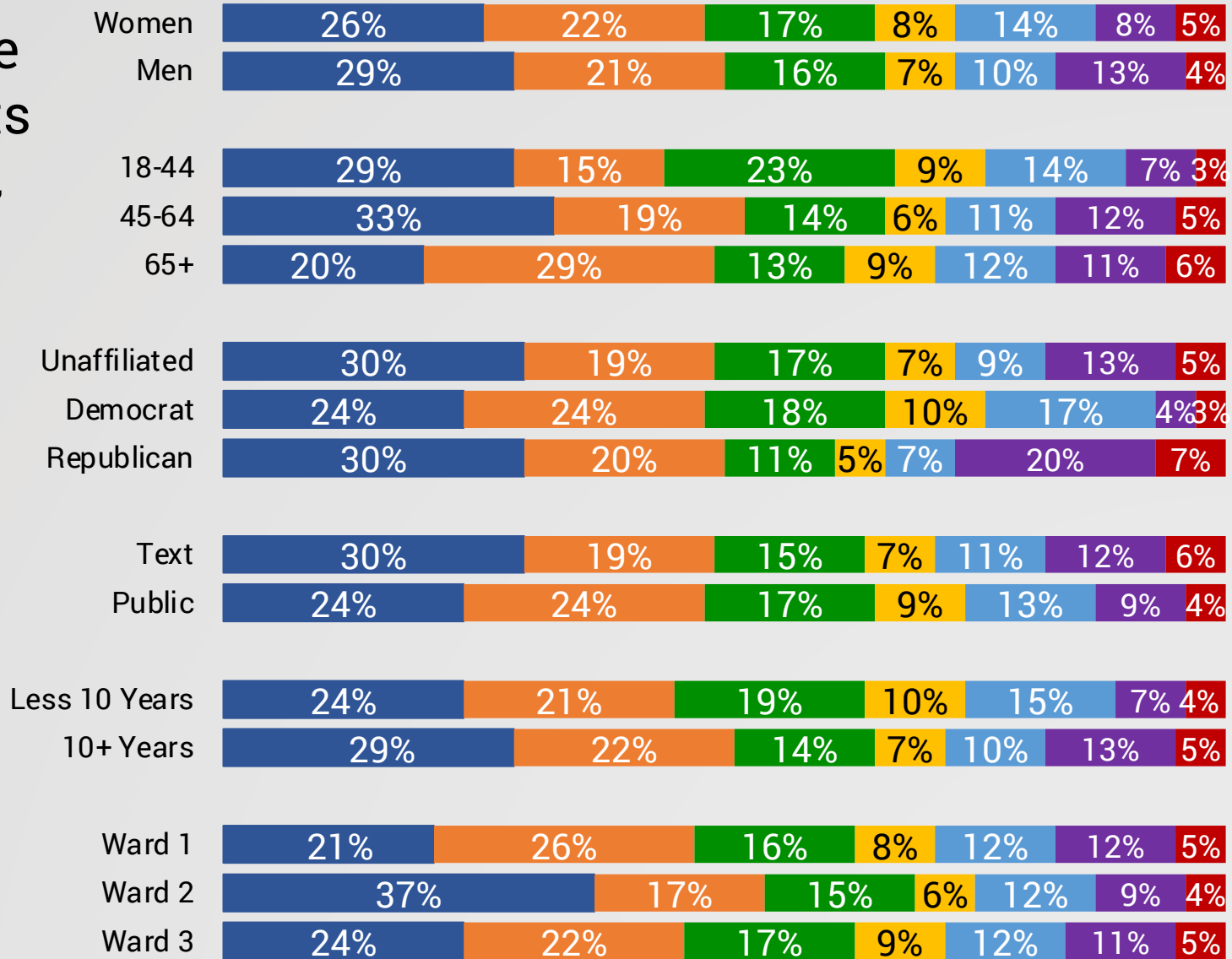
Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
Museum and Culture Center Expansion (\$19 million, \$22 annually for \$500,000 home, 0.13% sales tax increase). Amenities include renovation of the courtyard outdoor concert and event space, new gallery space, and the creation of a new children’s wing with a dedicated family-focused gallery.	53%	39%	21%	32%	20%	19%	8%
Center for Arts and Entertainment (City’s contribution is \$45 million, \$76 annually for \$500,000 home, 0.06% sales tax increase). Amenities include a 1,000 to 1,500-seat auditorium, rehearsal rooms, classrooms, back-of-house support, and parking.	52%	39%	24%	28%	20%	19%	9%



If you could only choose one of the four recreation and cultural projects to be on the ballot this November, which one would it be?



- New Recreation Center
- Center for Arts and Entertainment
- New Branch Library
- Museum and Culture Center Expansion
- Want to Vote on All Four
- Not Any
- Undecided



- New Rec Center
- Arts and Entertainment
- New Library
- Museum
- All 4
- Not Any
- Undecided

New Park Projects

Following is a summary of recommendations for new park projects. Please read the summary of each recommendation and indicate if you would vote yes and approve it or if you would vote no and reject it this November.

Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
Union Reservoir Enhancements (\$18 million, \$30 annually for \$500,000 home, 0.01% sales tax increase). Amenities include an improved ADA-compliant swim beach, boat house, boat docks and storage, campgrounds, restrooms, lockers and showers, additional picnic areas, and an enhanced trail system.	57%	33%	22%	35%	14%	19%	10%
Complete Dry Creek Park (\$33 million, \$56 annually for \$500,000 home, 0.05% sales tax increase). Amenities include multi-use fields, ballfields, tennis and pickle ball courts, shelters, playground, restrooms, interactive water feature, Frisbee golf course, soft surface trail, picnic grove and volleyball courts.	55%	33%	20%	35%	15%	18%	12%
Montgomery Farm (\$26 million, \$44 annually for \$500,000 home, 0.01% sales tax increase). Amenities include a playground, soft surface trail, shelter, restrooms, and picnic area.	39%	46%	12%	27%	19%	27%	15%

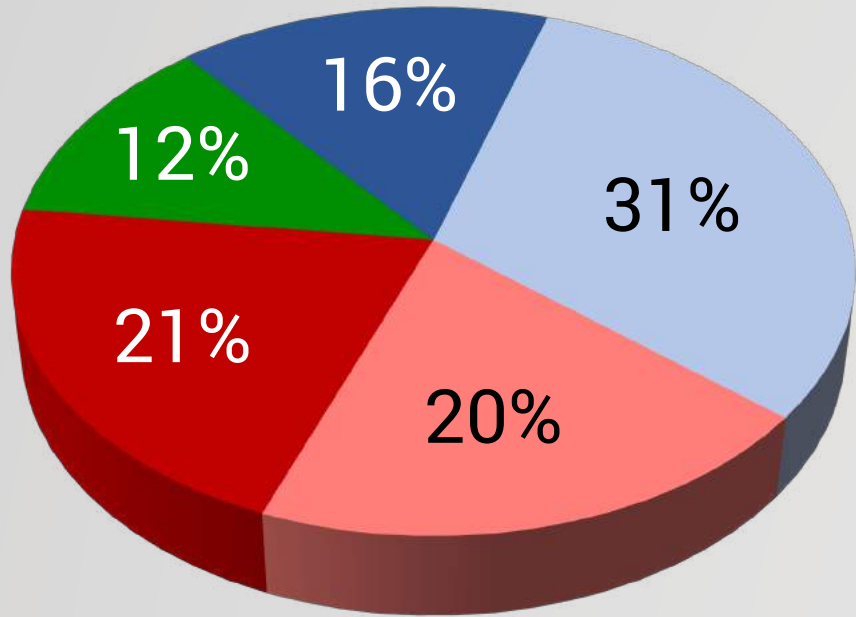
New Park Projects – Text Survey Only

Following is a summary of recommendations for new park projects. Please read the summary of each recommendation and indicate if you would vote yes and approve it or if you would vote no and reject it this November.

Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
Union Reservoir Enhancements (\$18 million, \$30 annually for \$500,000 home, 0.01% sales tax increase). Amenities include an improved ADA-compliant swim beach, boat house, boat docks and storage, campgrounds, restrooms, lockers and showers, additional picnic areas, and an enhanced trail system.	60%	31%	25%	35%	14%	17%	10%
Complete Dry Creek Park (\$33 million, \$56 annually for \$500,000 home, 0.05% sales tax increase). Amenities include multi-use fields, ballfields, tennis and pickle ball courts, shelters, playground, restrooms, interactive water feature, Frisbee golf course, soft surface trail, picnic grove and volleyball courts.	57%	32%	22%	35%	15%	17%	11%
Montgomery Farm (\$26 million, \$44 annually for \$500,000 home, 0.01% sales tax increase). Amenities include a playground, soft surface trail, shelter, restrooms, and picnic area.	40%	46%	13%	27%	20%	26%	14%

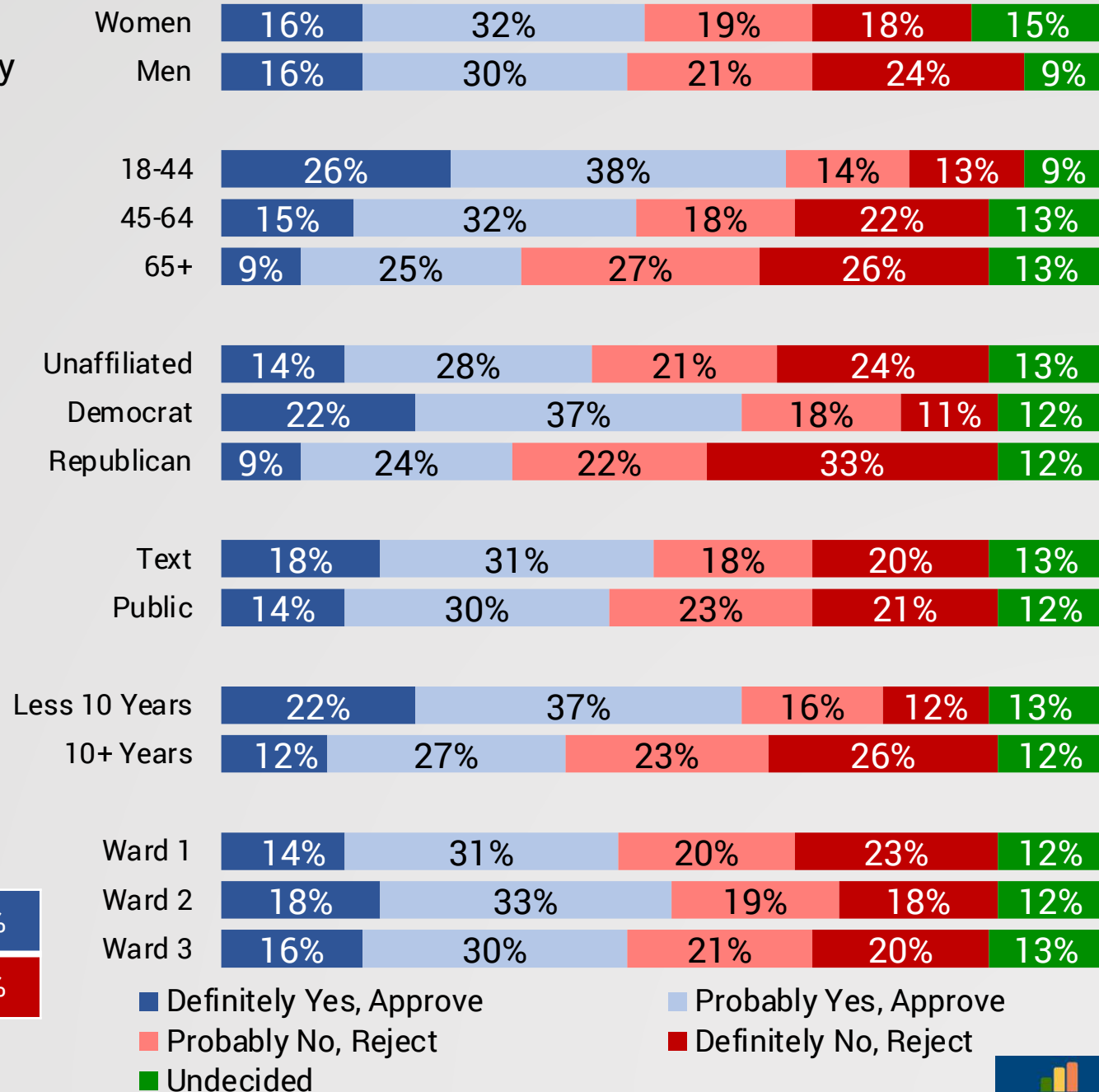
The total cost of grouping the three new park projects together would be \$77 million and would cost \$130 annually for a home valued at \$500,000 and a 0.07% increase in the sales tax, which is 7 cents on a \$100 taxable purchase.

Knowing this, if the three new park projects were grouped together in one ballot measure this November, would you vote yes and approve it or would you vote no and reject it?

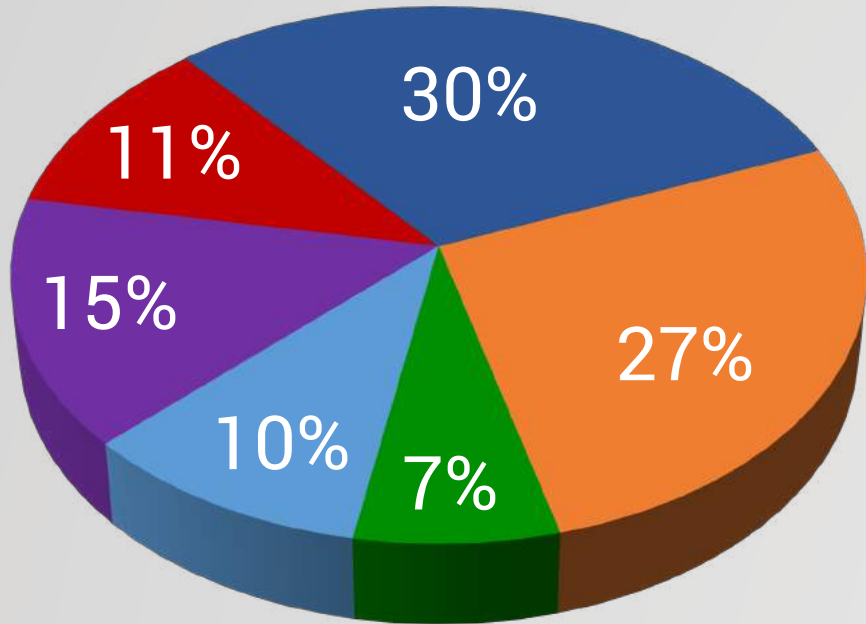


- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject

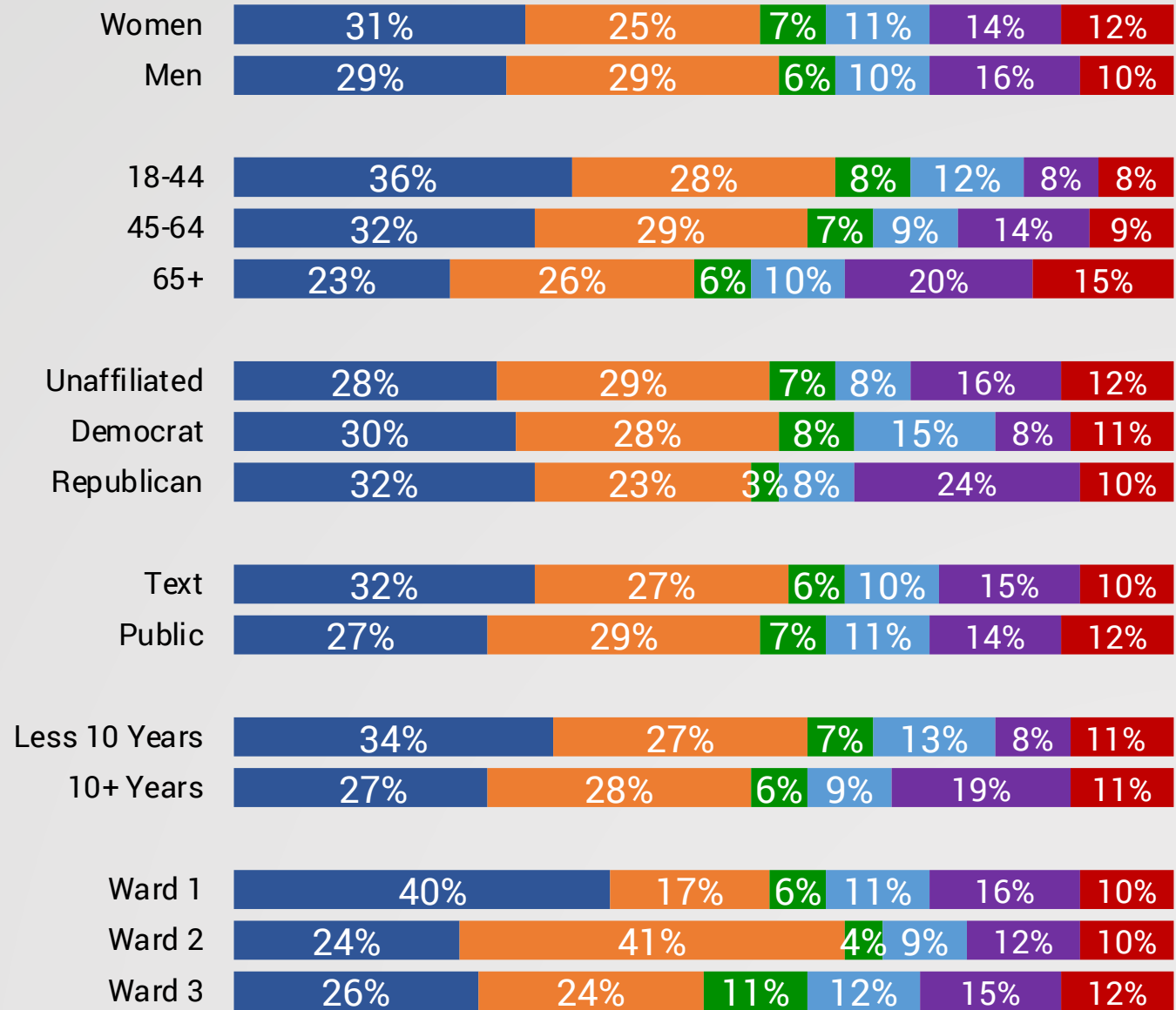
Total Yes, Approve	47%
Total No, Reject	41%



If you could only choose one of the three park projects to be on the ballot this November, which one would it be?



- Union Reservoir Enhancements
- Complete Dry Creek Park
- Montgomery Farm
- Want to Vote on All Three
- Not Any
- Undecided



- Union Reservoir
- Dry Creek Park
- Montgomery Farm
- All 3
- Not Any
- Undecided



Opinion of Potential Renovation Projects

Following is a summary of recommendations for new park projects. Please read the summary of each recommendation and indicate if you would vote yes and approve it or if you would vote no and reject it this November.

Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
<p>Longmont Recreation Center – 400 Quail Road (\$5 million, \$9 annually for \$500,000 home, 0.01% sales tax increase).</p> <p>Amenities include: increasing the efficiency of the front desk area, refreshing the fitness areas, redesigning the locker area, and adding stall showers.</p>	57%	33%	22%	35%	14%	19%	10%
<p>The Centennial Pool Facility (\$7 million, \$12 annually for \$500,000 home, 0.02% sales tax increase).</p> <p>Amenities include: the removal of the pool and replacing it with basketball courts and other fitness spaces.</p>	28%	55%	9%	19%	31%	24%	17%



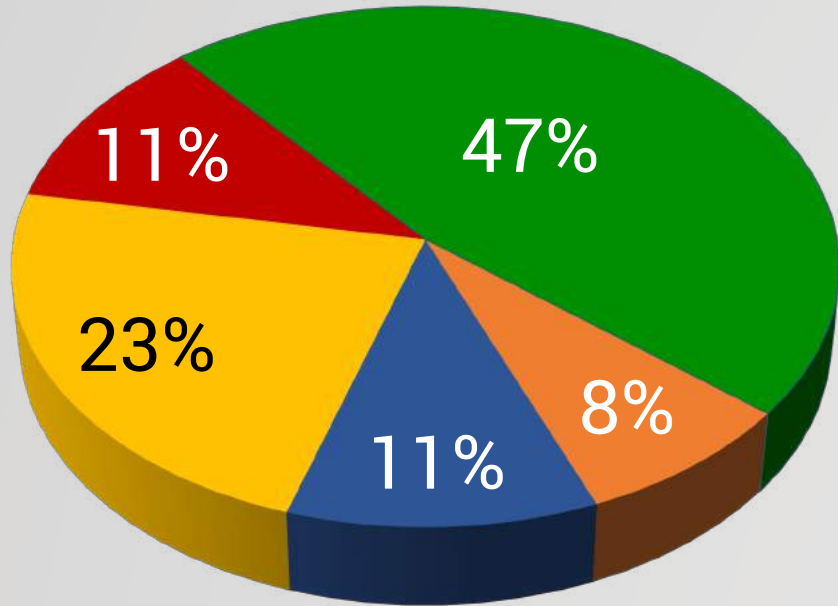
Opinion of Potential Renovation Projects – Text Survey Only

Following is a summary of recommendations for new park projects. Please read the summary of each recommendation and indicate if you would vote yes and approve it or if you would vote no and reject it this November.

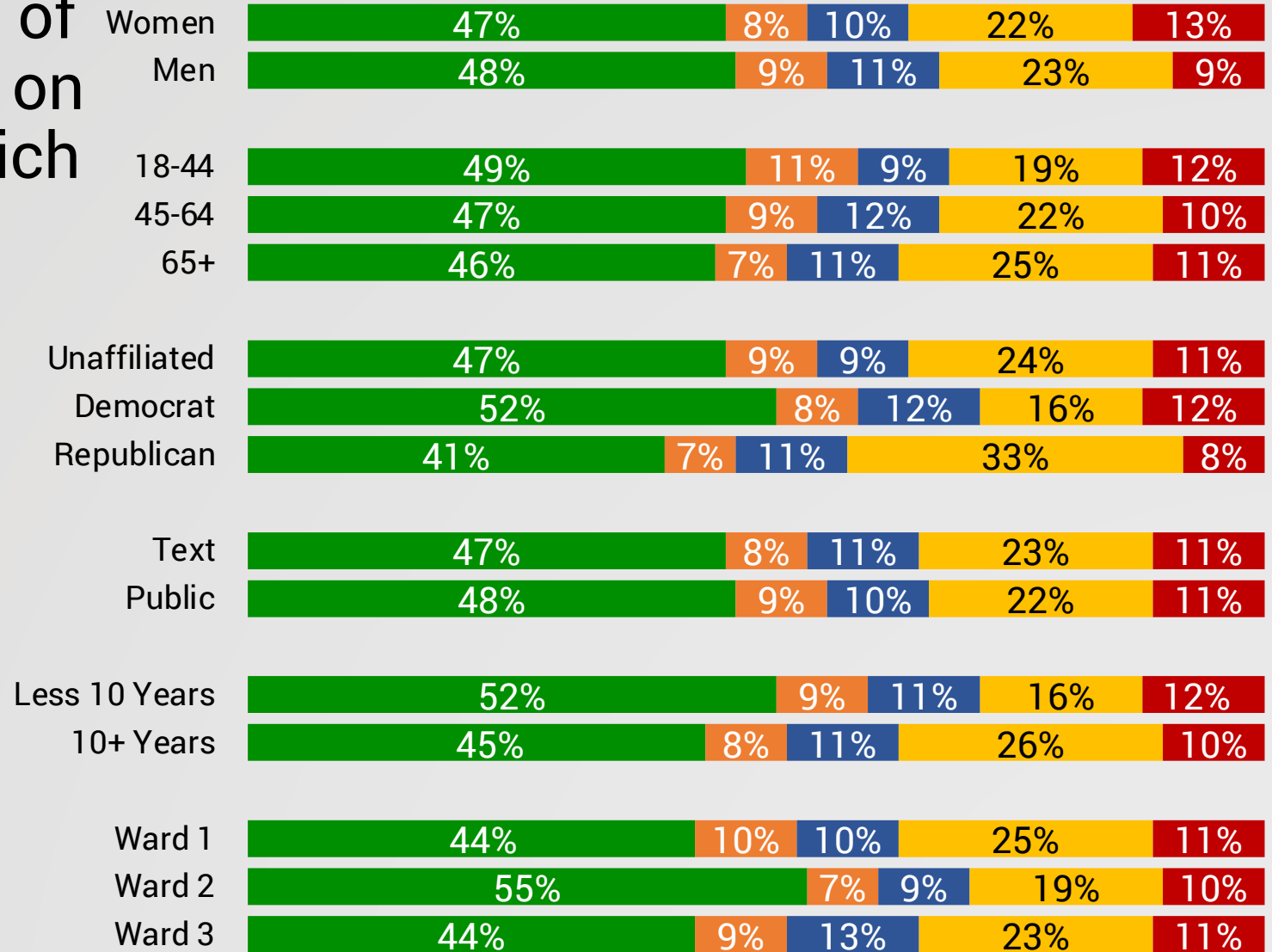
Facility	Total Vote Yes	Total Vote No	Definitely Vote Yes	Probably Vote Yes	Definitely Vote No	Probably Vote No	Undecided
<p>Longmont Recreation Center – 400 Quail Road (\$5 million, \$9 annually for \$500,000 home, 0.01% sales tax increase).</p> <p>Amenities include: increasing the efficiency of the front desk area, refreshing the fitness areas, redesigning the locker area, and adding stall showers.</p>	57%	32%	23%	34%	16%	16%	11%
<p>The Centennial Pool Facility (\$7 million, \$12 annually for \$500,000 home, 0.02% sales tax increase).</p> <p>Amenities include: the removal of the pool and replacing it with basketball courts and other fitness spaces.</p>	30%	53%	9%	21%	31%	22%	17%



If you could only choose one of the renovation projects to be on the ballot this November, which one would it be?



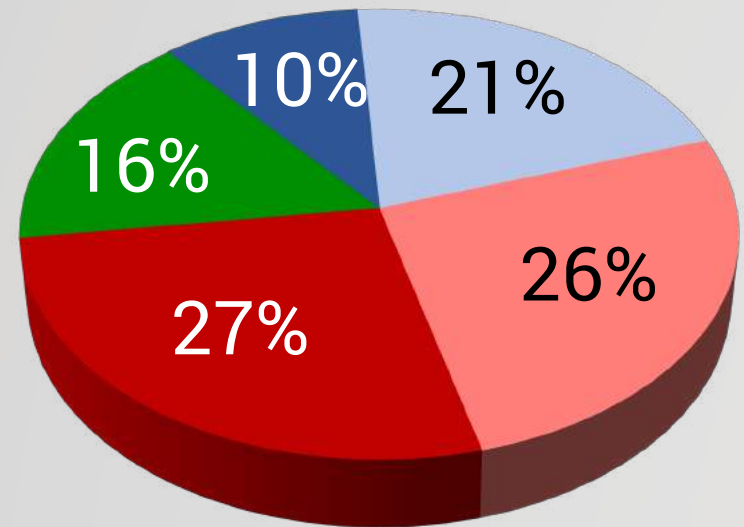
- Recreation Center
- Centennial Pool Facility
- Want to Vote on All Five
- Not Any
- Undecided



- Recreation Center
- Centennial Pool Facility
- All 5
- Not Any
- Undecided

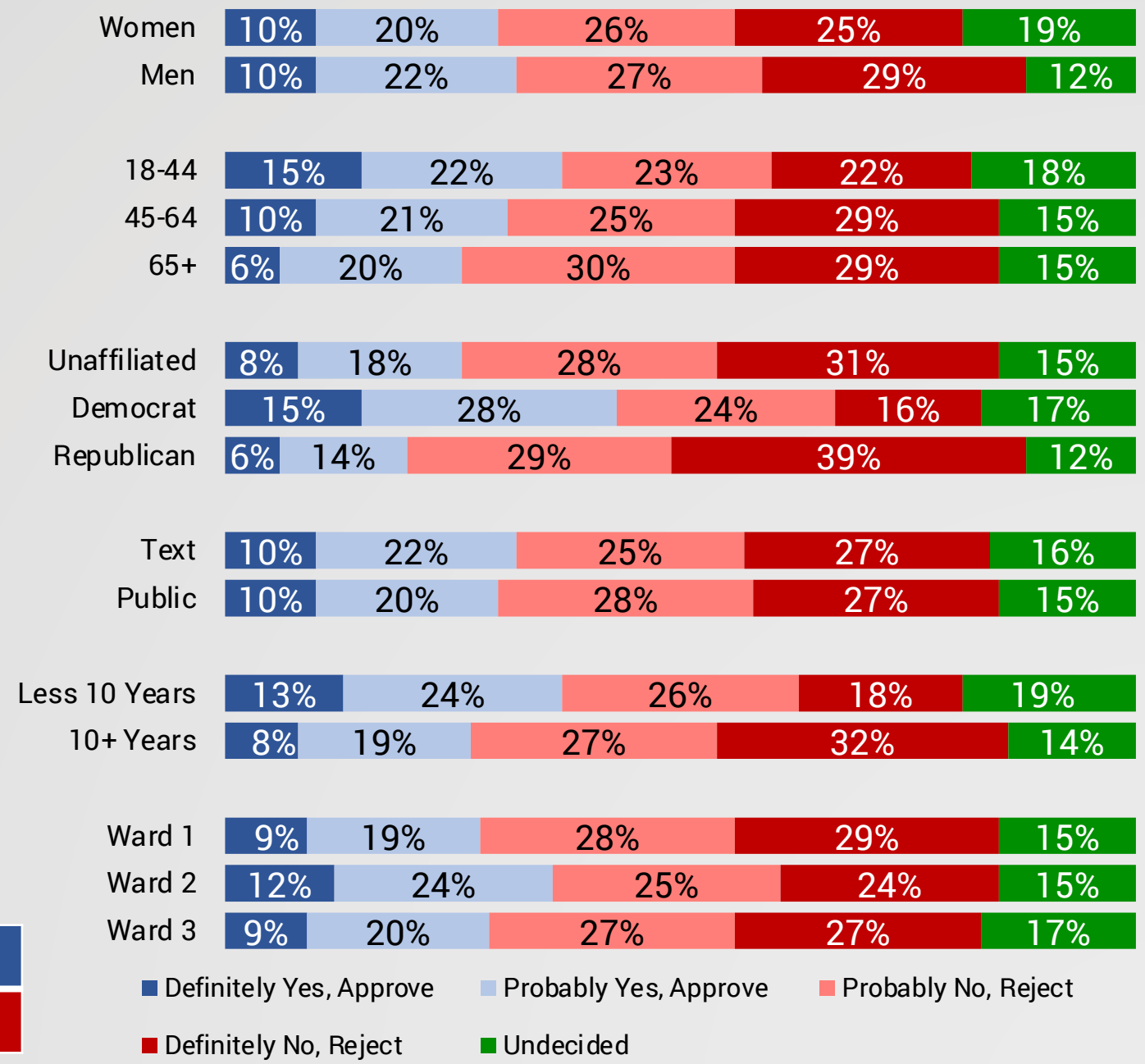
Grouping the new Recreation Center, renovations to the Longmont Recreation Center, and renovations to the Centennial Pool Facility would cost a total of \$76 million and would increase property taxes by 3.58 mills, which would equate to \$128 annually for a home valued at \$500,000, and a 0.18% increase in the sales tax, which is 18 cents on a \$100 taxable purchase.

If these projects and renovations were grouped together in one ballot measure this November, would you vote yes and approve it or would you vote no and reject it?



- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject
- Undecided

Total Yes, Approve	31%
Total No, Reject	53%

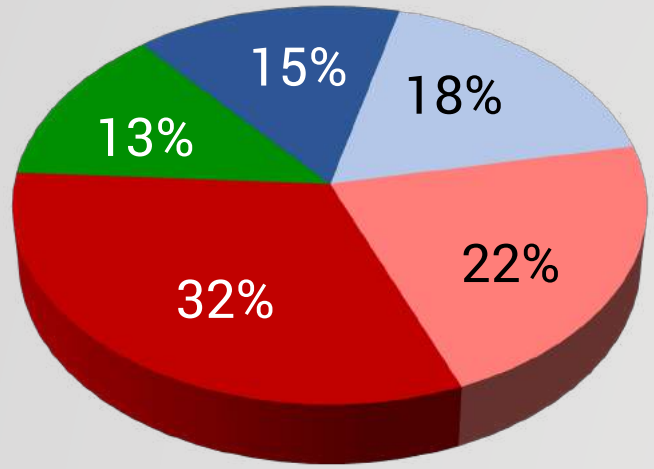


- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject
- Undecided



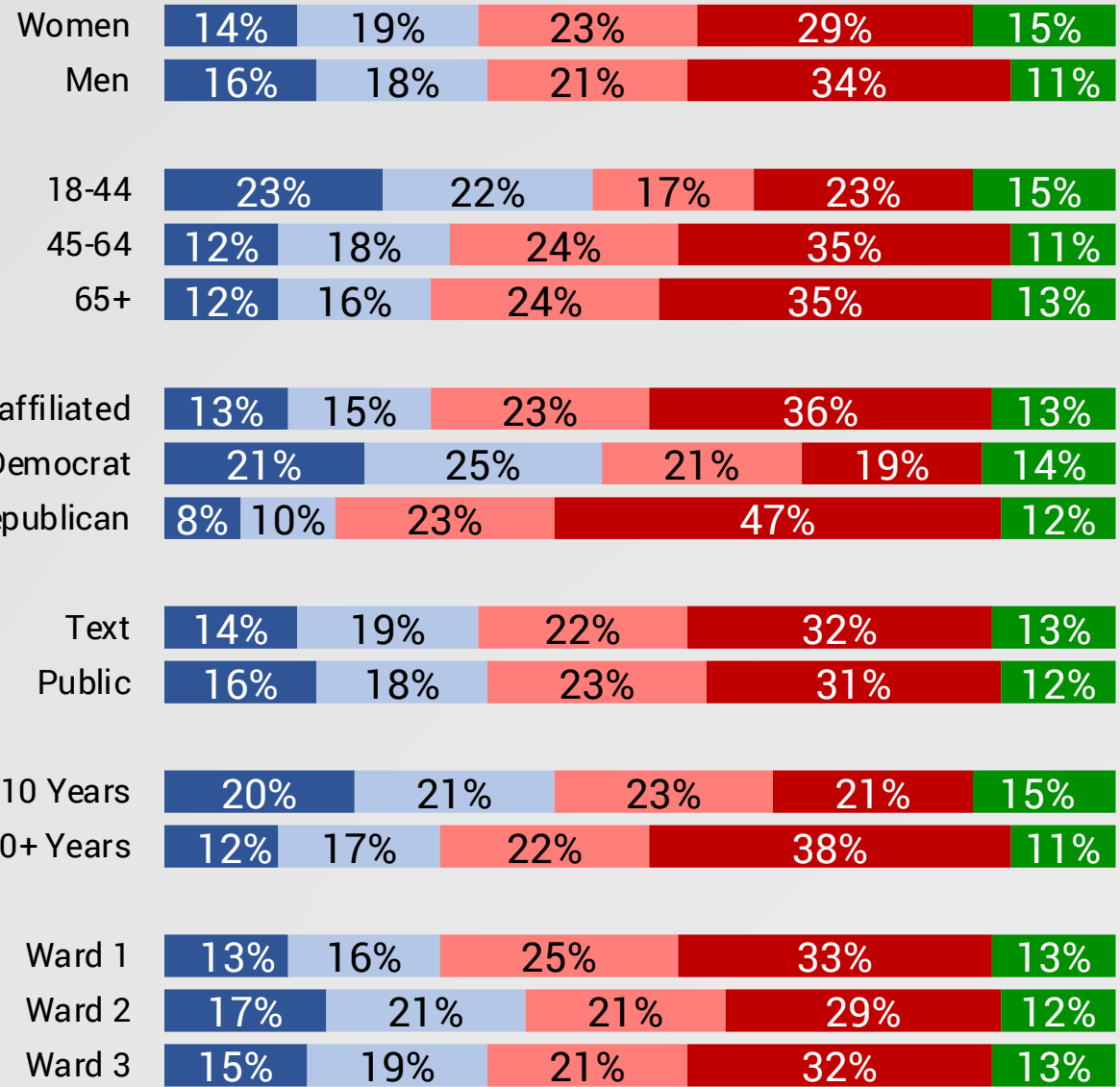
Grouping the new Recreation Center, new Branch Library, Museum Expansion, new Center for Arts and Entertainment, the three new park projects, and renovations to the Longmont Recreation Center and Centennial Pool Facility would cost a total of \$239.7 million and would increase property taxes by 11 mills, which would equate to \$395 annually for a home valued at \$500,000, and a 0.55% increase in the sales tax, which is 55 cents on a \$100 taxable purchase.

If these projects and renovations were grouped together in one ballot measure this November, would you vote yes and approve it or would you vote no and reject it?



- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject
- Undecided

Total Yes, Approve	33%
Total No, Reject	54%



- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject
- Undecided



Thoughts and Suggestions from Respondents

Do you want to share any thoughts or suggestions for the city regarding these potential recreation and cultural projects?

Prominent Themes

Do Not Raise Taxes (15%) – Taxes and the general cost of living are too high as is

“Taxes are already high enough, to add more taxes in this economy puts a strain on families who are already struggling to just meet their needs!”

Keep Centennial Pool (9%) – Do not support renovating the facility to remove the pool

“Centennial Pool is an important resource for the east side of Longmont and used regularly by people of all ages as a POOL. No renovations should include removing the pool.”

Support for Arts and Entertainment (6%) – See the value in adding a new kind of venue in Longmont

“A city the size of Longmont needs an Arts & Entertainment Center.”

“Have to travel to surrounding communities for entertainment.”

“Longmont needs a performing arts auditorium. We already have recreational facilities & a museum - but no performing arts center.”

More Focus on North Longmont (5%) – Perception that North Longmont is neglected

“Bring a rec center and other nice amenities to Northern Longmont. Southern Longmont already has all of these facilities.”

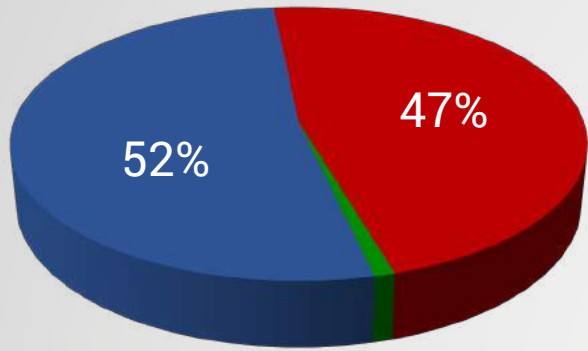
Separate the Projects (5%) – Desire to vote on individual projects rather than groups

“Putting them all on the ballot with that hefty price tag might scare voters.”

“I like projects individually presented on the ballot. I probably would vote no if they are combined.”

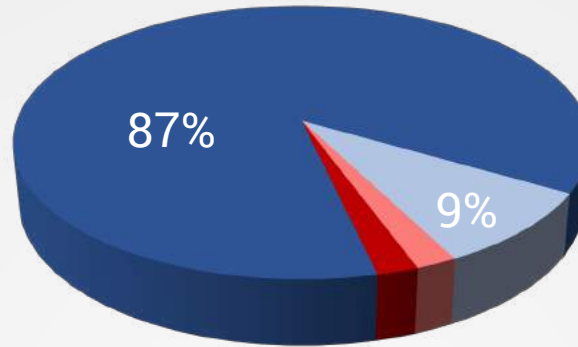
Survey Demographics

Gender



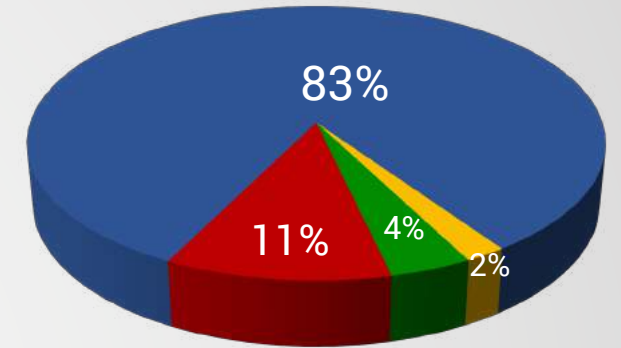
- Female
- Male
- Identify Differently

Likelihood to Vote



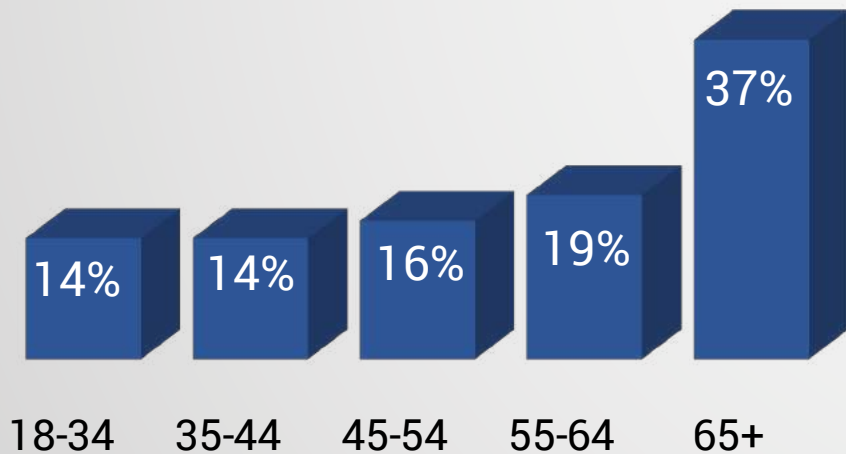
- Extremely Likely
- Very Likely
- Somewhat Likely
- Unlikely to Vote

Rent or Own

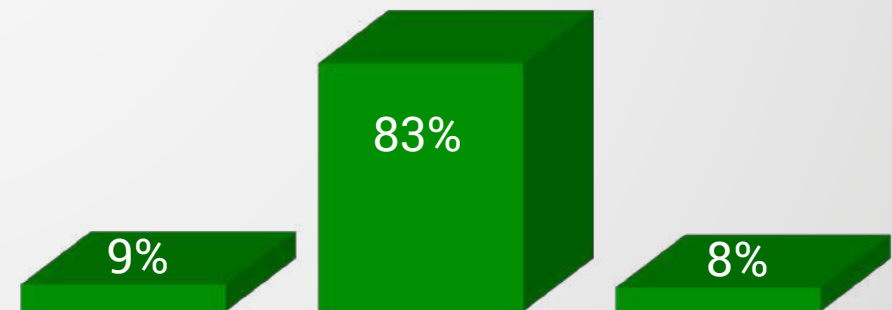


- Rent
- Own
- Other
- Prefer Not to Say

Age Range



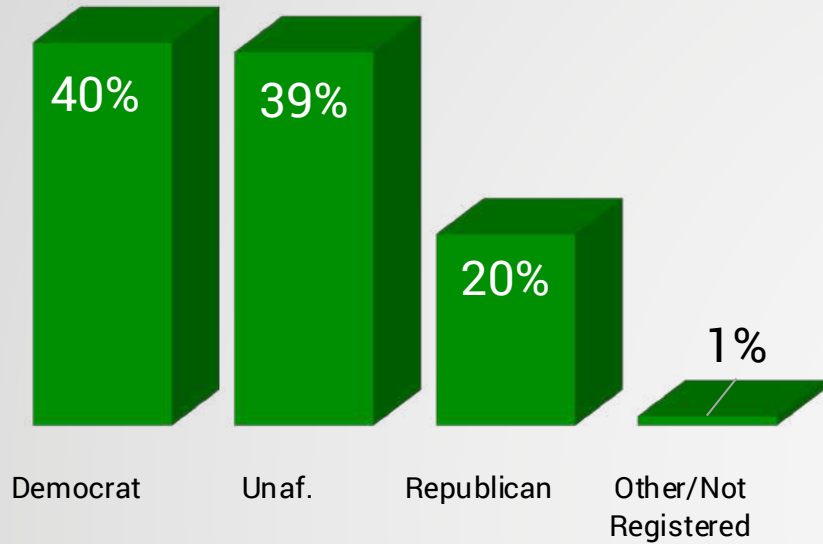
Hispanic, Latino or Spanish origin



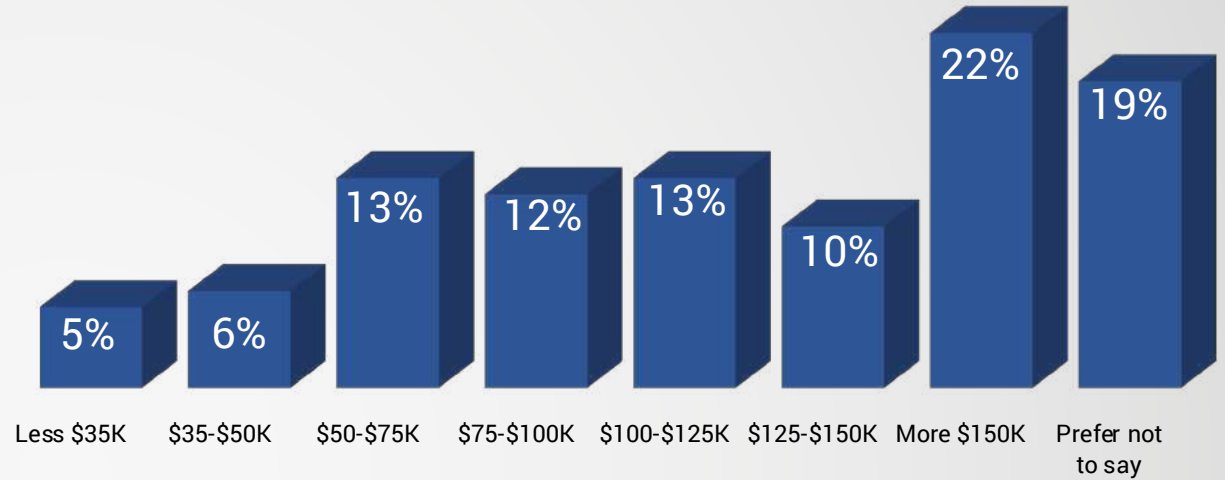
- Yes
- No
- Prefer Not to Say

Survey Demographics

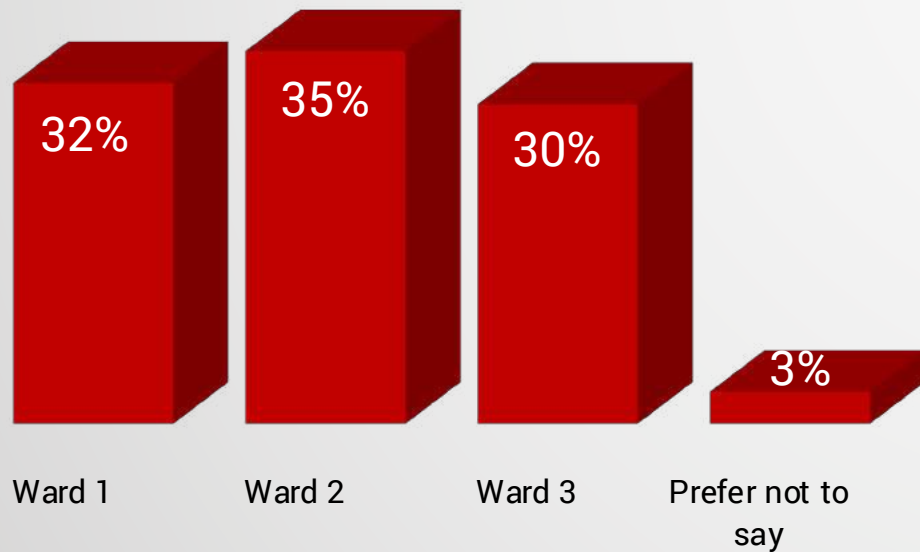
Party Affiliation



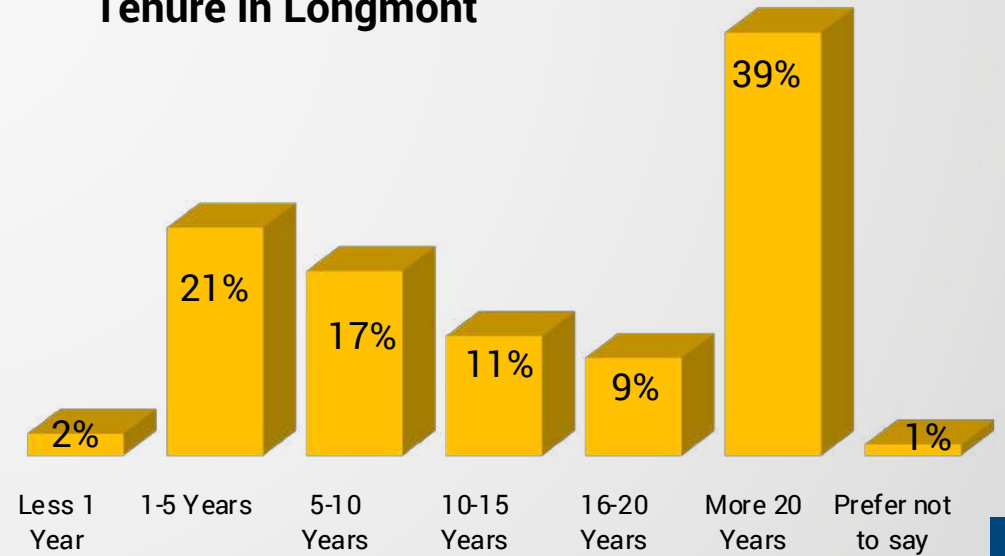
Income



Ward



Tenure in Longmont



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