



City of Louisville, CO

2020 Community Survey

Report of Results

June 2020

Prepared by:



NRC

POWERED BY POLCO

2955 Valmont Road, Suite 300
Boulder, CO 80531
n-r-c.com | 303-444-7863

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Executive Summary

Survey Background and Methods

The Louisville Community Survey gives residents the opportunity to rate their satisfaction with the quality of life in the city, the community's amenities and satisfaction with local government. The survey gathers community-wide feedback on what is working well and what is not and helps map out residents' priorities for community planning and resource allocation. It serves as a consumer report card for Louisville; providing a check-in with residents to make sure City policies and services are on course. This is the fifth time National Research Center, Inc. (NRC) has conducted the Louisville Community Survey and the eighth iteration in a series of citizen survey projects completed by the City of Louisville since 1990.

The Louisville Community Survey was administered by mail to 2,500 randomly selected households within the city. Of those households receiving the survey, 928 residents responded to the mailed questionnaire, giving a high response rate of 38%. The margin of error is plus or minus three percentage points around any given percentage for all survey respondents. Survey results were weighted so that the characteristics of gender, age, tenure (rent versus own), housing unit type (attached versus detached) and Council Ward are represented in proportions reflective of the entire city.

Comparisons are made between 2020 responses and those from prior years, when possible. Louisville's results also are compared to those of other jurisdictions around the nation as well as to those of other Front Range jurisdictions. These comparisons were made possible through NRC's national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 700 jurisdictions.

Key Findings

Quality of life in Louisville continues to be exceptional.

- Virtually all respondents felt that the overall quality of life in Louisville was excellent or good (98%), a rating that was similar to previous years. Compared to other jurisdictions across the nation and communities in the Front Range, Louisville's overall quality of life ratings were much higher than both sets of benchmarks.
- Nearly all participants gave high marks to Louisville as a place to live (99% excellent or good) and as a place to raise children (97%). At least three-quarters of respondents rated the community as a place to retire and to work as excellent or good. Ratings for all general aspects of quality of life remained stable from 2016 to 2020.
- Ratings for general aspects of quality of life were much higher in Louisville than in national and Front Range comparison communities.
- Regarding community characteristics of Louisville, at least 9 in 10 respondents rated recreational opportunities, quality of overall natural environment, overall appearance of the city, and opportunities to participate in special events and community activities as excellent or good. Additionally, about 8 in 10 respondents favorably rated opportunities to participate in community matters, the overall economic health of Louisville, preservation of the historic character of old town, and openness and acceptance of the community towards diverse people.
- Out of the 13 community characteristics listed, ratings for three items increased from 2016 to 2020 (recreational opportunities, openness and acceptance of the community towards people of diverse backgrounds, and employment opportunities). Ratings for the remaining items were stable.

- Most ratings for community characteristics were much higher when compared to the national and Front Range benchmarks. Only ratings for the availability of affordable quality housing were much lower than jurisdictions elsewhere in the country and the Front Range.

Safety is a priority and perceptions of safety remain high.

- When asked to rate how much of a priority if any, they felt the City should place on 11 different aspects of Louisville, about 9 in 10 residents indicated that Public Safety should be a high or medium priority.
- Almost all Louisville residents indicated they felt safe from violent crime and felt safe in Louisville's downtown area, in their neighborhood, and in City parks. Nearly 9 in 10 also reported they felt safe from property crimes. All perceptions of safety in 2020 were similar to those observed in 2016, where trends were available.
- Almost all safety ratings for which benchmark comparisons were available were much higher than those given by residents in other communities across the nation and in the Front Range, except for feeling safe in their neighborhood, which was similar.
- Most public safety services were given favorable assessments, with the highest ratings given to the visibility of patrol cars and the overall performance of the Louisville Police Department. When comparisons could be made, all ratings of police services were higher or much higher than the national and Front Range benchmarks.

Residents are pleased with City of Louisville government performance, with some ratings improving since 2016.

- At least 8 in 10 survey participants rated the overall customer service of City Administration, overall performance of Louisville City government, information about official City meetings, and the Louisville website as excellent or good. About three-quarters rated the City's response to citizen complaints or concerns, and information about City's strategic plan and budget highly.
- Ratings in 2020 for government performance were similar to or higher than those given in previous years. Evaluations of the overall performance of City government and City response to citizen complaints or concerns increased since 2016, returning to levels similar to those observed in 2012.
- Of the three items that could be compared to the national benchmarks (programming on Louisville cable TV, the Louisville website and overall customer service), ratings were similar to or higher than the averages. Only one item, overall customer service, could be compared to the Front Range benchmarks and this rating was higher.

Ratings for City services continue to shine, with the new Senior and Recreation Center a particularly bright spot.

- More than 9 in 10 Louisville residents rated the overall quality of City services as excellent or good, which was similar to ratings awarded in previous years and much higher than both benchmarks.
- Almost all residents were pleased with various aspects of and services provided by the new Louisville Recreation and Senior Center. At least 95% of respondents awarded excellent or good ratings to the overall performance of, overall quality of, and overall customer service at the Louisville Recreation Center; overall quality of and overall customer service at the Louisville Senior Center; current recreation programs for youth; and current programs and services for seniors.
- Residents' approval of the new recreation facility is apparent in the ratings changes observed from 2016 to 2020: increases in ratings were seen for the overall quality of the Louisville Recreation Center

(a noteworthy 29% increase), overall quality of the Louisville Senior Center, current recreation programs for youth, current programs and services for seniors, current recreation programs for adults, and Recreation Center fees in Louisville. It is especially noteworthy that Louisville's score for the Recreation Center was #1 out of 283 municipalities in the national benchmark database that asked a similar question and #1 out of 19 Front Range communities.

- Virtually all Louisville residents gave favorable ratings to Louisville Public Library programs, the Louisville Public Library building, services at the Library, Library services online, overall customer service at the Library, and the overall performance of the Library. All of these ratings remained stable over time except for Louisville Public Library materials and collections, which increased in 2020. The overall performance of the Louisville Public Library was evaluated much higher than the national and Front Range benchmarks.
- For the Public Works Department, about 9 in 10 residents rated waste water, quality of City water, and storm drainage as excellent or good. At least 8 in 10 respondents also awarded positive marks for overall performance of the Louisville Public Works Department, overall customer service, solid waste/trash service, and street lighting, signage and street markings. Most ratings for public works services remained stable from 2016 to 2020 and most of the services for which benchmark comparisons could be made received ratings that were higher or much higher.

Environmental sustainability and maintaining pristine outdoor spaces are priorities for Louisville residents.

- To help the City prioritize potential projects in 2020, residents were asked to rate how much of a priority, if any, they felt the City should place on 11 different aspects of Louisville. About 9 in 10 residents or more rated Open Space and Trails, Parks, and Environmental Sustainability as high or medium priorities. At least 5 in 10 respondents felt each of the listed items were high priorities.
- When asked to select their top three priorities from the list of 11, Open Space and Trails and Environmental Sustainability were near the top of the list, with about 4 in 10 residents selecting these as one of their top three priorities.
- Survey respondents rated the quality of 10 services provided by the Parks and Open Space Divisions and more than 8 in 10 gave positive reviews to all aspects (ranging from 86% excellent or good for maintenance of medians and street landscaping to 95% for maintenance of parks, e.g., landscaping, turf areas, playgrounds, and picnic areas). Ratings in 2020 improved for maintenance of parks and maintenance of open space; other scores remained stable since 2016.
- Residents evaluated a list of aspects related to Louisville's vision for sustainability and indicated whether they thought each was a high, medium or low/not a priority. Virtually all residents rated encouraging water efficiency and water quality efforts as a high or medium priority, and about 9 in 10 felt that reducing energy consumption and increasing use of clean energy should be priorities, with about two-thirds identifying these as high priorities.
- When asked to indicate their level of support for a charge on single-use carryout bags in Louisville in an effort to achieve the City's Sustainability Action Plan goal of zero waste, residents indicated a high degree of support for this measure: more than half of residents strongly supported a charge on single-use carryout bags and another one-quarter somewhat supported this.
- About three-quarters of Louisville residents supported a tax initiative that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources, with about 4 in 10 in strong support. Only about one-quarter opposed it.

While Louisville residents give exceptionally high ratings to the City's transportation system, they are also in support of funding improvements.

- About 9 in 10 residents gave excellent or good scores to ease of walking, car travel, and bicycle travel in Louisville, while more than 8 in 10 were pleased with the overall safety and quality of Louisville's Transportation System. About 8 in 10 survey respondents gave excellent or good ratings to traffic flow on major streets and two-thirds gave favorable marks to the ease of bus travel in the City. Compared to other jurisdictions across the nation and in the Front Range, Louisville's scores were much higher.
- Street maintenance in Louisville was one of the lower-rated services, with about 6 in 10 giving excellent or good reviews. Additionally, compared to 2016, ratings in 2020 decreased and have been declining since 2012. However, evaluations of street maintenance in Louisville tended to be much higher compared to national and Front Range peers.
- When prioritizing aspects of the community for the City to focus on, about 9 in 10 residents rated Transportation (e.g., safe/well-maintained multi-modal transportation system) as a high or medium priority, with about 5 in 10 saying it was a high priority.
- Residents of Louisville were asked to indicate their level of support for a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement a number of transportation projects in the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). About three-quarters of residents supported a property tax increase for this purpose, with about one-third in strong support; only about one-quarter of residents opposed this tax increase.

Survey Background

Survey Purpose

The Louisville Community Survey gives residents the opportunity to rate their satisfaction with the quality of life in the city, the community's amenities and satisfaction with local government. The survey gathers community-wide feedback on what is working well and what is not and helps map out residents priorities for community planning and resource allocation. It serves as a consumer report card for Louisville; providing a check-in with residents to make sure the City policies and services are on course.

This is the fifth time National Research Center, Inc. (NRC) conducted the Louisville Community Survey and the eighth iteration in a series of citizen survey projects completed by the City of Louisville since 1990.

Survey Methods

The Louisville Community Survey was administered by mail beginning in March 2020 to 2,500 randomly selected households within the City of Louisville. Each household received three mailings. Completed surveys were collected over the following five weeks. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, two survey mailings were sent to residents; each contained a letter from the Mayor inviting the household to participate in the 2020 Louisville Community Survey, a five-page questionnaire and a pre-addressed, postage-paid return envelope. The survey instrument itself appears in *Appendix F: Survey Materials*.

Of those households receiving the survey, 928 residents responded to the questionnaire either by mail or web, giving a response rate of 38%. Survey results were weighted so that the characteristics of gender, age, tenure (rent versus own), housing unit type (attached versus detached) and Ward were represented in the proportions reflective of the entire city. (For more information see *Appendix E: 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% confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for all respondents (928 completed surveys).

"Don't Know" Responses 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 A: Complete Set of Frequencies* and is discussed in the body of this report if it is 30% or greater. 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 table for a question that permitted only a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

Comparing to Past Years

Because this survey was the eighth in a series of citizen surveys, the 2020 results are presented along with past ratings when available. Differences between 2020 and 2016 can be considered "statistically significant" if they are five percentage points or more. Trend data for Louisville represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially

represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

In 2004, substantial changes were made to the survey instrument and implementation methodology. The surveys conducted in 2004 and thereafter used similar survey instruments and survey methodologies. Comparisons across these more recent years are more robust than comparisons to results from the surveys conducted in 1990, 1994 and 1999. In those first three survey iterations, the question wording and the response scales were often different than question wording and response scales used starting in 2004.

The report body notes any differences between the 2016 and 2020 survey instruments. Generally, these are minor changes in wording to clarify a question or note a change in a department name. Previous reports contain detailed notes on the more substantial differences between the 2008 and 2004 survey instruments compared to the 1990, 1994 and 1999 survey instruments. Most of the trend lines did not change markedly with the 2004 change in methods and question wording (about 60% of the ratings were similar, 10% went up and 30% went down). However, caution should be used in comparing the newer trend line (2004 to 2016) to the 1990, 1994 and 1999 results. The differences in ratings may be due to real change in practice or policy but also may be affected by the changes in how they were measured (the methods and question wording).

Comparing by Respondent Subgroups

Selected survey results were compared to certain demographic characteristics of survey respondents as well as by Ward. These crosstabulations are presented in *Appendix B: Comparison of Responses by Respondent Demographics*.

Comparing to Other Jurisdictions

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from approximately 700 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

National and Front Range benchmark comparisons have been provided when similar questions on the Louisville survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range. Additional information on NRC's benchmarking database as well as jurisdictions to which Louisville is compared can be found in *Appendix D: Benchmark Comparisons*.

Where comparisons for quality ratings were available, the City of Louisville's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark and are discussed throughout the body of the report, when applicable. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Louisville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error (less than four points on the 100-point scale); "above" or "below" if the difference between Louisville's rating and the benchmark is greater than the margin of error (greater than four points but less than eight points); and "much above" or "much below" if the difference between Louisville's rating and the benchmark is more than twice the margin of error (more than eight points). Comparison data for a number of items on the survey is not available in the benchmark database (e.g., some of the city services or aspects of government performance). These items are excluded from the benchmark tables.

Survey Results

Quality of Life and Community

The 2020 City of Louisville Community Survey included a number of questions that can be used to create a portrait of how residents view their community. Answers to questions about the overall quality of life, specific community characteristics, and feelings of safety are the brushstrokes that contribute to a picture of a vibrant community.

Quality of Life

Residents of Louisville continue to enjoy a high quality of life. Virtually all respondents felt that the overall quality of life in Louisville was excellent or good (98%), a rating that was similar to previous years. Compared to other jurisdictions across the nation and communities in the Front Range, Louisville's overall quality of life ratings were much higher than both sets of benchmarks (please see *Appendix D: Benchmark Comparisons* for a complete list of comparisons).

Figure 1: Overall Quality of Life in Louisville, 2020

Please rate the overall quality of life in Louisville:

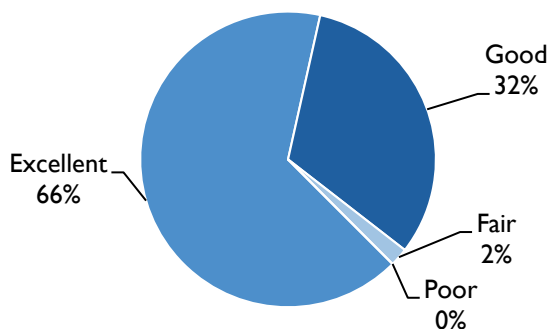
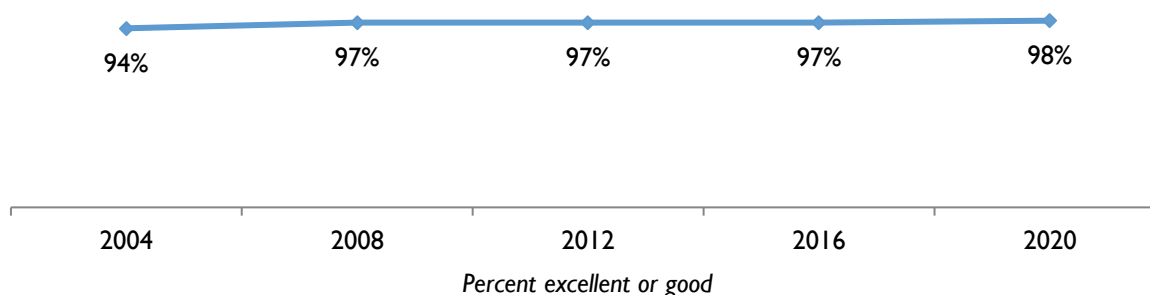


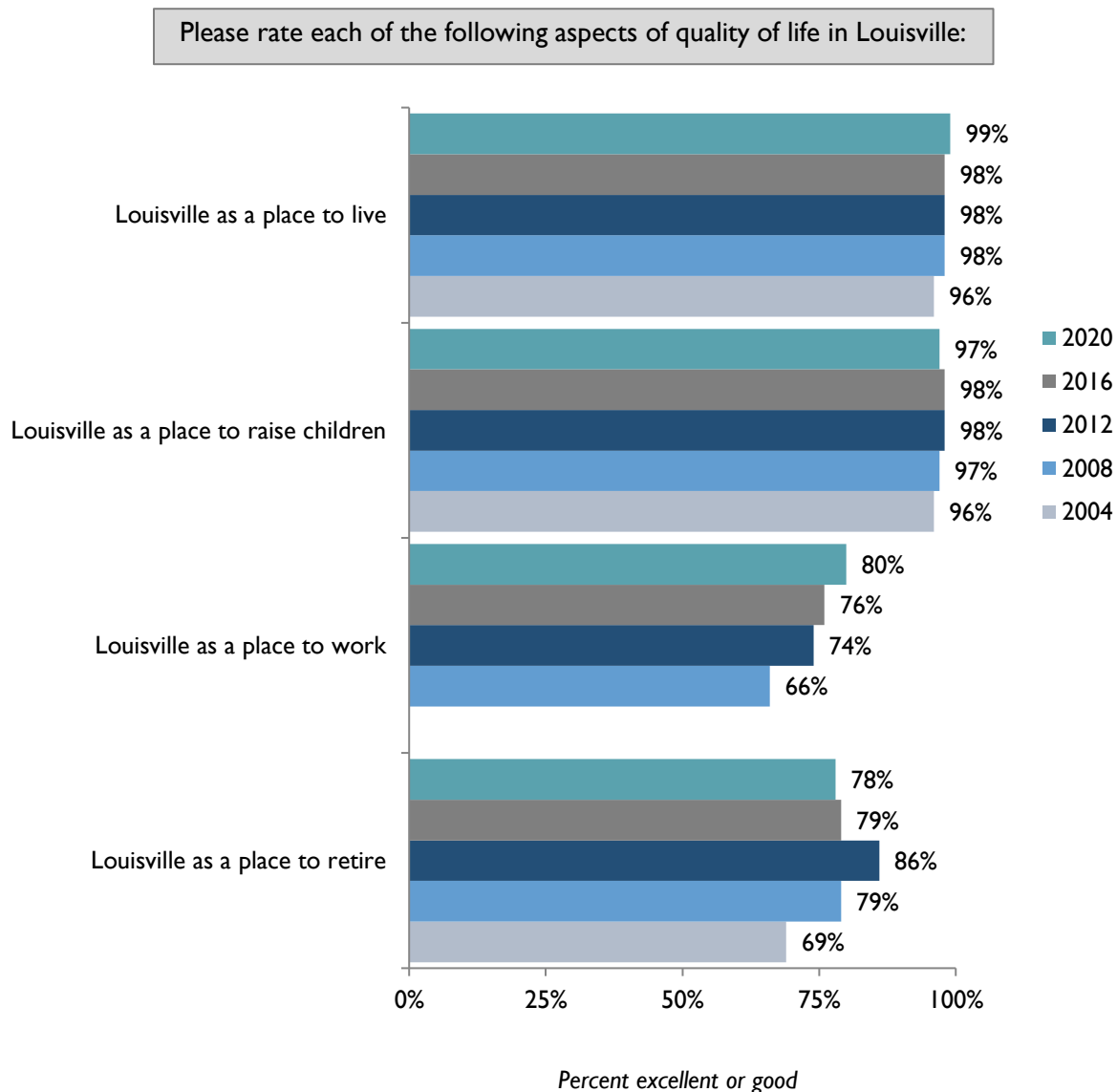
Figure 2: Overall Quality of Life in Louisville by Year



Regarding other aspects that contribute to a high quality of life, nearly all participants gave high marks to Louisville as a place to live (99% excellent or good) and as a place to raise children (97%). At least three-quarters of respondents rated the community as a place to retire and to work as excellent or good. Ratings for all general aspects of quality of life remained stable from 2016 to 2020.

Ratings for these measures were much higher in Louisville than in national and Front Range comparison communities. Notably, the rating for Louisville as a place to raise children was #2 out of 381 comparison communities nationwide (see *Appendix D: Benchmark Comparisons*).

Figure 3: Aspects of Quality of Life by Year



Prior to 2020, aspects of quality of life were worded as individual questions within the larger grid and included the wording "How do you rate..." at the beginning of each item listed.

About 3 in 10 respondents selected "don't know" when rating Louisville as a place to work and Louisville as a place to retire. Ratings shown in the body of the report are for those who had an opinion. (For a full set of responses, including "don't know," see Appendix A: Complete Set of Frequencies.)

Community Characteristics

A wide variety of characteristics contribute to how residents view and experience their community. In the Louisville survey, respondents were asked to evaluate the quality of 13 specific characteristics of their city.

Overall, residents gave high marks to many of the 13 characteristics of Louisville. At least 9 in 10 respondents rated recreational opportunities (95%), quality of overall natural environment (93%), overall appearance of the city (91%), and opportunities to participate in special events and community activities (90%) as excellent or good (see the figure on the following page). Additionally, about 8 in 10 respondents favorably rated opportunities to participate in community matters, the overall economic health of Louisville, preservation of the historic character of old town, and openness and acceptance of the community towards diverse people. About 7 in 10 felt opportunities to attend cultural activities were excellent or good, and less than 6 in 10 awarded high marks to shopping opportunities (55%), employment opportunities (47%), variety of housing options (44%), and availability of affordable quality housing (16%).

Out of the 13 community characteristics listed, ratings for three items increased from 2016 to 2020 (recreational opportunities, openness and acceptance of the community towards people of diverse backgrounds, and employment opportunities). Ratings for several community characteristics have been trending upward since 2008, including opportunities to participate in special events and community activities, opportunities to participate in community matters, opportunities to attend cultural activities, and employment opportunities. Where comparisons were available, ratings for the remaining items remained stable since the previous survey administration; no ratings decreases over time were observed.

Most ratings for community characteristics were much higher when compared to the national and Front Range benchmarks. Evaluations of shopping opportunities and variety of housing options were similar to communities across the nation as well as the Front Range, and ratings for the availability of affordable quality housing were lower or much lower than jurisdictions elsewhere in the country and the Front Range (see *Appendix D: Benchmark Comparisons*).

Figure 4: Community Characteristics by Year

Please rate Louisville as a community on each of the items listed below: (Percent excellent or good)	2020	2016	2012	2008	2004	1999	1994	1990
Recreational opportunities	95%	84%	90%	85%	80%	NA	NA	NA
Quality of overall natural environment in Louisville	93%	90%	92%	87%	NA	NA	NA	NA
Overall appearance of Louisville	91%	90%	89%	89%	85%	NA	NA	NA
Opportunities to participate in special events and community activities	90%	87%	87%	73%	NA	NA	79%	NA
Opportunities to participate in community matters	86%	84%	78%	75%	NA	NA	40%	NA
Overall economic health of Louisville	84%	NA	NA	NA	NA	NA	NA	NA
Preservation of the historic character of old town	79%	NA	NA	NA	NA	NA	NA	NA
Openness and acceptance of the community towards people of diverse backgrounds	79%	70%	81%	67%	68%	NA	NA	NA
Opportunities to attend cultural activities	72%	68%	69%	60%	49%	NA	41%	NA
Shopping opportunities	55%	58%	53%	46%	60%	NA	NA	NA
Employment opportunities	47%	41%	39%	33%	25%	NA	NA	NA
Variety of housing options	44%	42%	68%	61%	NA	NA	NA	NA
Availability of affordable quality housing	16%	17%	42%	39%	30%	NA	32%	NA

About one-third of respondents selected “don’t know” when rating the quality of employment opportunities (see Appendix A: Complete Set of Frequencies for a full set of responses, including “don’t know”).

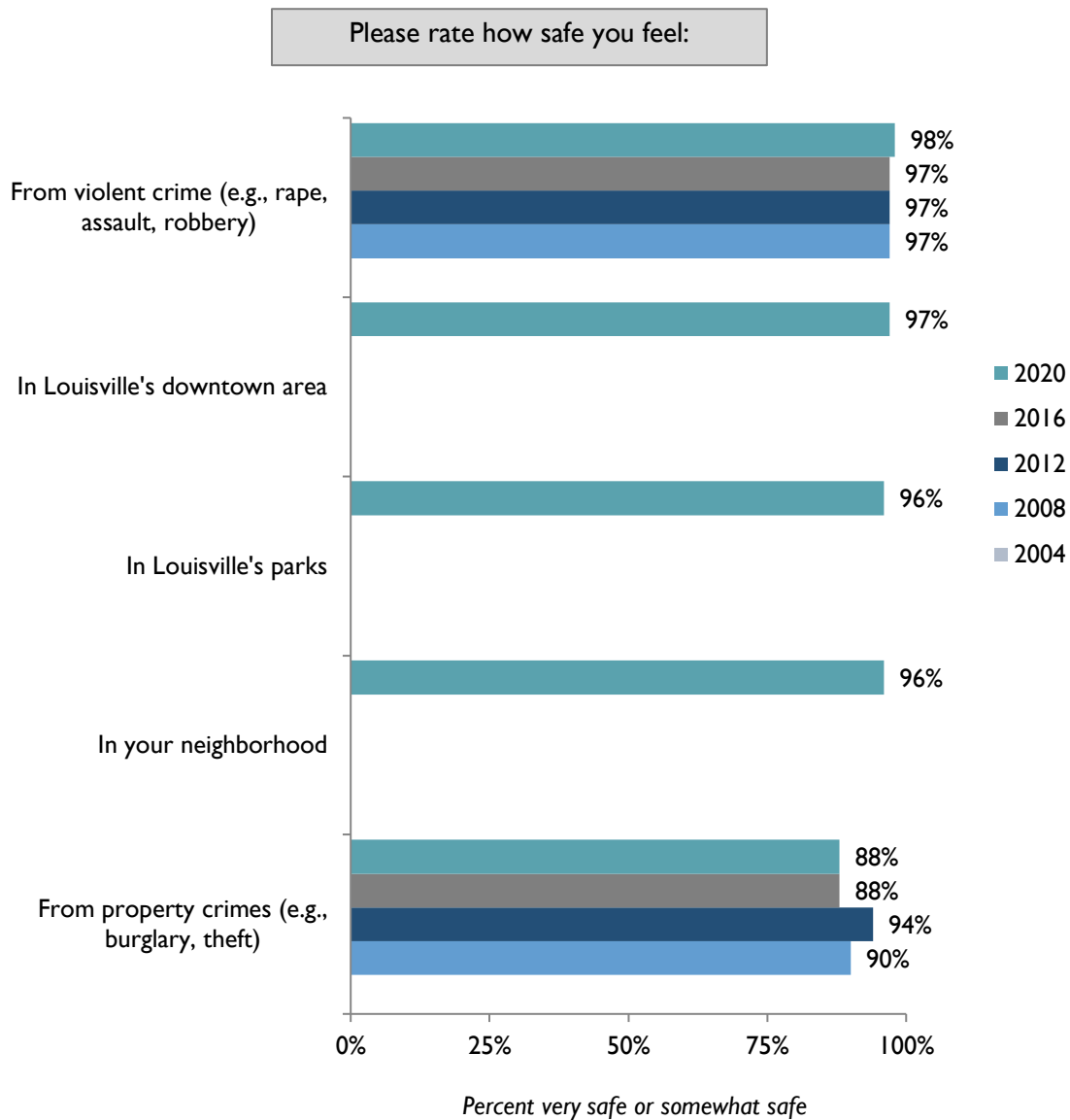
Safety in Louisville

Almost all Louisville residents indicated they felt safe from violent crime and felt safe in Louisville's downtown area, in their neighborhood, and in City parks. Nearly 9 in 10 also reported they felt safe from property crimes.

Compared to ratings in 2020, where trends over time were available, all perceptions of safety were similar to those observed in 2016.

Almost all safety ratings for which benchmark comparisons were available were much higher than those given by residents in other communities across the nation and in the Front Range, except for feeling safe in their neighborhood, which was similar (see *Appendix D: Benchmark Comparisons*).

Figure 5: Ratings of Safety from Crime and in Public Areas by Year



Prior to 2020, feelings of safety in neighborhoods, downtown and parks were distinguished by daytime or nighttime instead of feelings of safety overall, so comparisons over time are not provided.

City Services and Departments

Gauging residents' perceptions about the quality of City services and the job City departments are doing can be invaluable for local governments to set budget priorities and determine which, if any, specific services and departments offer opportunities for improvement.

Quality of Services

More than 9 in 10 Louisville residents rated the overall quality of City services as excellent or good, which was similar to ratings awarded in previous years.

Compared to other jurisdictions across the U.S. and those in Colorado's Front Range, Louisville's overall quality of services rating was much higher than both benchmarks (see *Appendix D: Benchmark Comparisons*).

Figure 6: Overall Quality of City Services, 2020

Overall, how do you rate the quality of services provided by the City of Louisville?

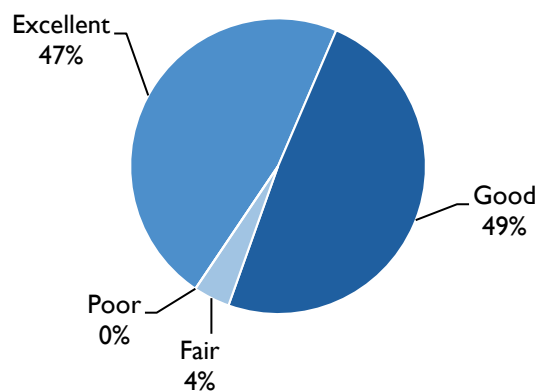
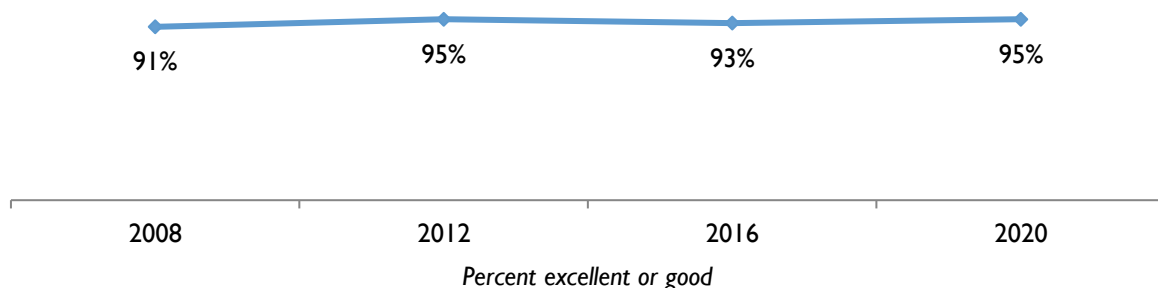


Figure 7: Overall Quality of City Services by Year



Government Performance

At least 8 in 10 survey participants rated the overall customer service of City Administration, overall performance of Louisville City government, information about City meetings (Council, Planning Commission and other official meetings), and the Louisville website as excellent or good. About three-quarters rated the City's response to citizen complaints or concerns and information about City's strategic plan and budget highly, while 6 in 10 awarded high marks to programming on Louisville cable TV.

Ratings in 2020 for government performance were similar to or higher than those given in previous years. Evaluations of the overall performance of City government and City response to citizen complaints or concerns increased since 2016, returning to levels similar to those observed in 2012.

Of the three items that could be compared to the national benchmarks (programming on Louisville cable TV, the Louisville website and overall customer service), ratings were similar to or higher than the averages. Only one item, overall customer service, could be compared to the Front Range benchmarks and this rating was higher (see *Appendix D: Benchmark Comparisons*).

Figure 8: Government Performance by Year

Please rate the following areas of the City of Louisville Administration: (Percent excellent or good)	2020	2016	2012	2008	2004
Overall customer service (knowledgeable, available, responsive, courteous)	85%	NA	NA	NA	NA
Overall performance of Louisville City government	83%	78%	84%	76%	75%
Information about City Council, Planning Commission and other official City meetings	81%	80%	78%	73%	74%
Louisville website (www.louisvilleco.gov)	80%	78%	78%	71%	75%
City response to citizen complaints or concerns	75%	67%	74%	66%	65%
Information about City's strategic plan and budget	74%	NA	NA	NA	NA
Programming on Louisville cable TV, municipal channel 8	61%	57%	66%	66%	60%

About 4 in 10 respondents or more said "don't know" when evaluating the city's response to citizen complaints or concerns and programming on Louisville cable TV, municipal channel 8 (see *Appendix A: Complete Set of Frequencies*).

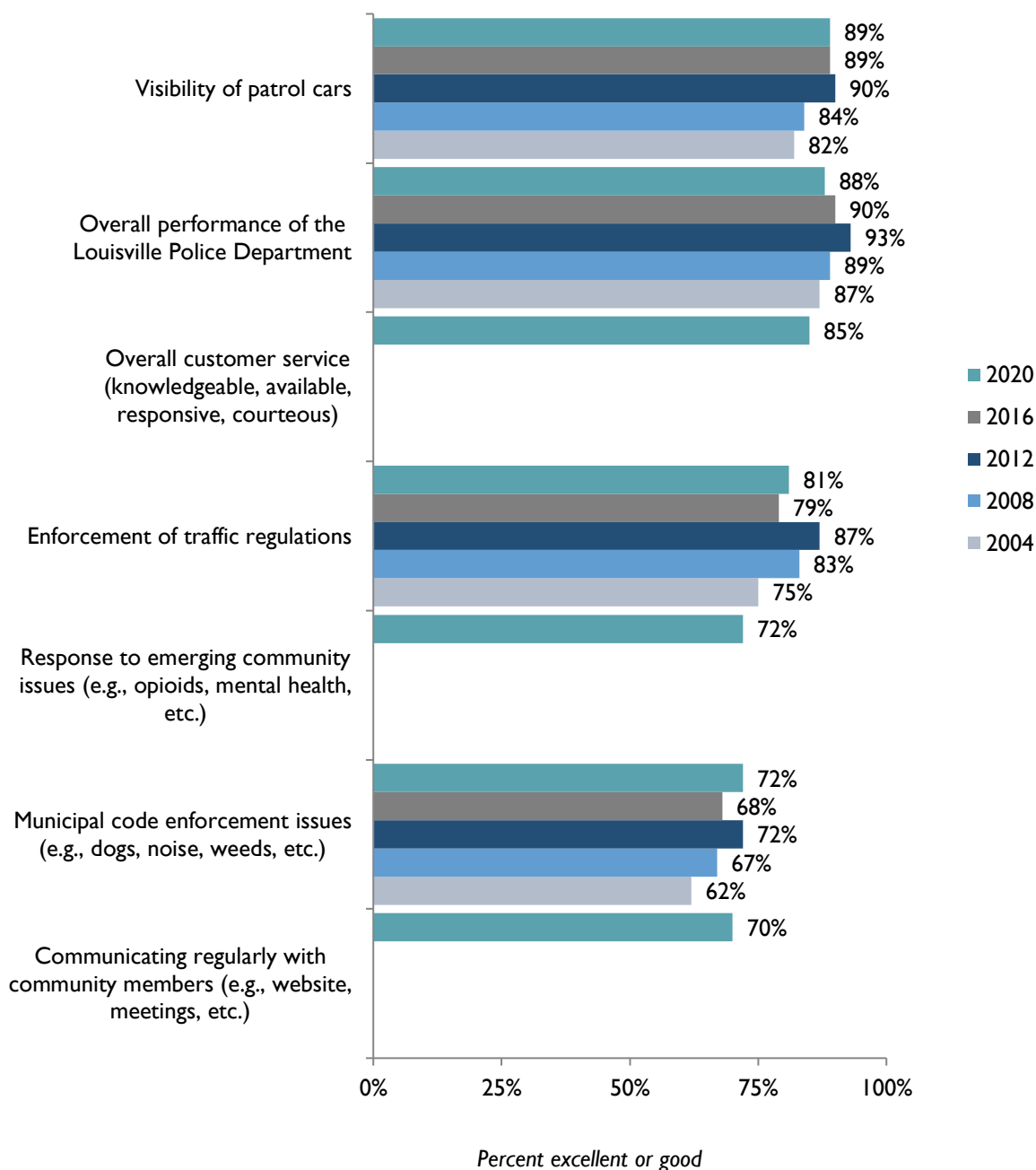
Public Safety Services

Survey participants were also asked to evaluate the Louisville Police Department (see the figure on the following page). About 9 in 10 rated the visibility of patrol cars and the overall performance of the Louisville Police Department highly, while at least 8 in 10 awarded excellent or good ratings for overall customer service and enforcement of traffic regulations. About 7 in 10 residents gave positive ratings to communicating regularly with community members, response to emerging community issues, and municipal code enforcement issues. Where comparisons to 2016 were available, ratings in 2020 remained stable over time.

When comparisons could be made, all ratings for police were higher or much higher than the national and Front Range benchmarks (see *Appendix D: Benchmark Comparisons* for all comparisons).

Figure 9: Louisville Police Department and Public Safety by Year

Please rate the following areas of the Louisville Police Department and public safety:



About 4 in 10 respondents or more said “don’t know” when rating communicating regularly with community members (e.g., website, meetings, etc.) and response to emerging community issues (e.g., opioids, mental health, etc.; see Appendix A: Complete Set of Frequencies).

Planning and Building Safety Department

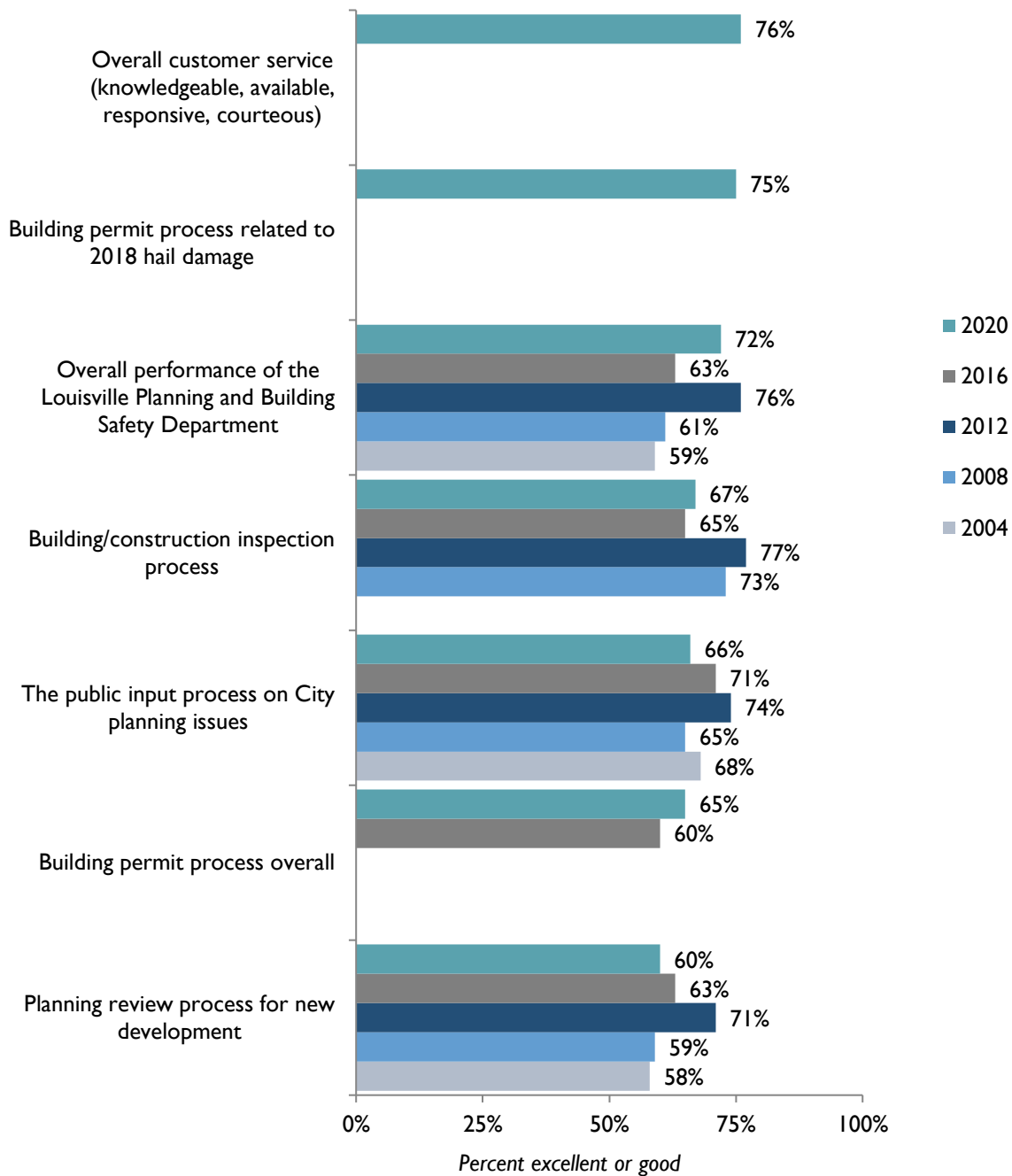
Between 60% and 76% of those with an opinion rated the services provided by the Louisville Planning and Building Safety Department as excellent or good. Overall customer service was rated most positively, while the planning review process received less favorable ratings (see the figure on the following page).

Ratings for the overall performance of the Planning and Building Safety Department increased since the last survey iteration, from 63% in 2016 to 72% in 2020, though it is worth noting that the difference in opinion could be at least partially attributable to a change in question wording. Evaluations for the building permit process overall also increased slightly since 2016, while scores for the public input process on City planning issues declined. Where comparisons were available, all other ratings remained stable from 2016 to 2020.

The only item that could be compared to the benchmark database was the overall performance of the Louisville Planning and Building Safety Department. This rating was much higher the national benchmark (see *Appendix D: Benchmark Comparisons*). A Front Range comparison was not available.

Figure 10: Louisville Planning and Building Safety Department and Community Design by Year

Please rate the following areas of community design and the Louisville Planning and Building Safety Department:



Prior to 2020, there was one item labelled “building permit process”; this was split into two items on the 2020 survey: “building permit process overall” and “building permit process related to 2018 hail damage”. For comparison to prior question wording, ratings for “building permit process overall” was used. Prior to 2020, “Louisville Planning and Building Safety Department” was “Louisville Planning Department”.

It should be noted that about 4 in 10 respondents or more selected “don’t know” when assessing the quality of each of the planning and building safety services (see Appendix A: Complete Set of Frequencies for a full set of responses, including “don’t know”).

Public Library and Historical Museum

Of those who had an opinion, virtually all Louisville residents gave favorable ratings to Louisville Public Library programs (98% excellent or good), the Louisville Public Library building (98%), services at the Louisville Public Library (97%), Louisville Public Library services online (97%), overall customer service at the Library (97%), and the overall performance of the Louisville Public Library (97%). At least 9 in 10 awarded high marks to the remaining services provided by the Library and the Historical Museum. All of these ratings remained stable over time except for Louisville Public Library materials and collections and the overall performance of the Louisville Historical Museum, both of which saw ratings increase in 2020.

Benchmark comparisons were available for just one of the 13 library and museum-related services. The overall performance of the Louisville Public Library was evaluated much higher than the national and Front Range benchmarks (see *Appendix D: Benchmark Comparisons*).

Figure 11: Louisville Public Library and Historical Museum by Year

Please rate the following areas of the Louisville Public Library and Historical Museum and their services: (Percent excellent or good)	2020	2016	2012	2008	2004
Louisville Public Library programs (e.g., story time, One Book program, etc.)	98%	98%	96%	93%	83%
Louisville Public Library building	98%	97%	97%	96%	NA
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	97%	98%	97%	92%	83%
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	97%	93%	93%	NA	NA
Overall customer service at the Library (knowledgeable, available, responsive, courteous)	97%	NA	NA	NA	NA
Overall performance of the Louisville Public Library	97%	96%	96%	94%	80%
Internet and computer services at the Louisville Public Library	95%	92%	93%	90%	76%
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	95%	NA	NA	NA	NA
Overall performance of the Louisville Historical Museum	95%	89%	NA	NA	NA
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	93%	90%	NA	NA	NA
Archival materials (e.g., historic photographs, newspapers, etc.)	92%	NA	NA	NA	NA
Louisville Public Library materials and collections	91%	85%	84%	77%	62%
Louisville Historical Museum campus	90%	88%	NA	NA	NA

Prior to 2020, "Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)" did not include expanded/new programming in the parenthetical.

Most aspects of the library or museum received "don't know" responses from at least 30% of respondents (see Appendix A: Complete Set of Frequencies for a full set of responses, including "don't know").

Recreation and Senior Center and the Coal Creek Golf Course

Almost all residents were pleased with various aspects of and services provided by the recently expanded Louisville Recreation and Senior Center. At least 95% of respondents awarded excellent or good ratings to the overall performance of, overall quality of, and overall customer service at the Louisville Recreation Center; overall quality of and overall customer service at the Louisville Senior Center; current recreation programs for youth; and current programs and services for seniors.

Residents' approval of the new Recreation and Senior Center is apparent in the ratings changes observed from 2016 to 2020: increases in ratings were seen for the overall quality of the Louisville Recreation Center (a noteworthy 29% increase), overall quality of the Louisville Senior Center, current recreation programs for youth, adults, and seniors, and Recreation Center fees in Louisville (a rating that has been trending up since 2004). Additionally, evaluations of the overall quality of the Coal Creek Golf Course improved from 2016 to 2020, and has been on the rise since 2004.

Benchmark comparisons were available for just one of the 13 services: overall quality of the Louisville Recreation Center. Louisville's score for the Recreation Center was #1 out of 283 municipalities in the national benchmark database that asked a similar question and #1 out of 19 Front Range communities (see *Appendix D: Benchmark Comparisons*).

Figure 12: Louisville Recreation and Senior Center, and the Coal Creek Golf Course by Year

Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course: (Percent excellent or good)	2020	2016	2012	2008	2004
Overall performance of the Louisville Recreation Center	97%	NA	NA	NA	NA
Overall quality of the Louisville Recreation Center	96%	67%	87%	82%	82%
Overall quality of the Louisville Senior Center	96%	81%	87%	89%	86%
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	96%	NA	NA	NA	NA
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	95%	85%	88%	88%	86%
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	95%	NA	NA	NA	NA
Current programs and services for seniors	95%	87%	91%	89%	86%
Overall performance of the Louisville Senior Center	95%	NA	NA	NA	NA
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	92%	77%	87%	79%	77%
Overall performance of the Coal Creek Golf Course	89%	NA	NA	NA	NA
Overall quality of the Coal Creek Golf Course	88%	80%	76%	75%	71%
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	88%	NA	NA	NA	NA
Recreation Center fees in Louisville	83%	75%	73%	64%	55%

Prior to 2020, "current recreation programs for youth" and "current recreation programs for adults" did not include any items in parentheses and "Recreation Center fees" was "recreation fees".

Most aspects of the recreation and senior center and the golf course received "don't know" responses from at least 30% of respondents (see *Appendix A: Complete Set of Frequencies for a full set of responses, including "don't know"*).

Parks and Open Space

The Louisville Parks and Open Space Divisions are responsible for a variety of programs and amenities that contribute to the overall health and wellbeing of the community. Their services provide opportunities for things such as exercise, alternatives to using automobiles for commuting, connections to nature and to other community members.

Survey respondents were asked to rate the quality of 10 services provided by the Parks and Open Space Divisions and more than 8 in 10 gave positive reviews to all aspects (ranging from 86% excellent or good for maintenance of medians and street landscaping to 95% for maintenance of parks, e.g., landscaping, turf areas, playgrounds, and picnic areas).

Ratings in 2020 could be compared to those given in 2016 for five of the 10 listed services. Ratings increased for maintenance of parks and maintenance of open space; other scores remained stable since the previous survey administration.

Only one Parks and Open Space Divisions service, maintenance of the trail system, could be compared to national and Front Range benchmarks. This rating was higher than the national comparison and similar to the Front Range comparison (see *Appendix D: Benchmark Comparisons*).

Figure 13: Louisville Parks and Open Space Divisions by Year

Please rate the following areas of the Louisville Parks and Open Space Divisions: (Percent rating as excellent or good)	2020	2016	2012	2008	2004
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas)	95%	90%	NA	NA	NA
Adequacy of parks, bike paths, playing fields and playgrounds	94%	91%	94%	91%	86%
Maintenance of the trail system	94%	90%	90%	92%	85%
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	93%	87%	87%	87%	85%
Overall performance of the Open Space Division	93%	NA	NA	NA	NA
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	92%	NA	NA	NA	NA
Overall performance of the Parks Division	92%	NA	NA	NA	NA
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	90%	NA	NA	NA	NA
Maintenance of the Louisville Cemetery	87%	NA	NA	NA	NA
Maintenance of medians and street landscaping	86%	84%	NA	NA	NA

Prior to 2020, “maintenance of open space” did not include any items in parenthesis and a single question was asked about the “overall performance of the Louisville Parks and Recreation Department” whereas the 2020 survey listed each division of the department separately, therefore a comparison over time is not available for those items.

About one-third of respondents or more said “don’t know” when rating maintenance of the Louisville cemetery, overall customer service of the Parks Division, and overall customer service of the Open Space Division (see *Appendix A: Complete Set of Frequencies*).

Public Works

Most services offered by the Louisville Public Works Department received favorable ratings from a majority of residents. About 9 in 10 residents rated waste water, quality of City water, and storm drainage as excellent or good. At least 8 in 10 respondents also awarded positive marks for overall performance of the Louisville Public Works Department, overall customer service, solid waste/trash service, and street lighting, signage and street markings. Seven in 10 gave favorable marks to street sweeping and to fees for water, sewer and trash, while 6 in 10 awarded high scores to street maintenance in Louisville and in their neighborhood. Half of participants evaluated snow removal/street sanding highly.

Most ratings for public works services remained stable from 2016 to 2020, except for street maintenance in Louisville, which decreased since the last survey in 2016 and has been declining since 2012.

Six of the 12 services could be compared to the national and Front Range benchmarks. Most of these services received ratings higher or much higher than both peer groups, except for snow removal/sanding, which was given a rating lower than the national benchmark but similar to the Front Range benchmark, and solid waste/trash service, which was similar to both sets of benchmarks (see *Appendix D: Benchmark Comparisons*).

Figure 14: Louisville Public Works Department by Year

Please rate the following areas of the Louisville Public Works Department: (Percent rating as excellent or good)	2020	2016	2012	2008	2004
Waste water (e.g., sewage system)	91%	92%	90%	NA	NA
Storm drainage (e.g., flooding management)	88%	89%	88%	NA	NA
Quality of Louisville water	88%	91%	89%	89%	80%
Overall performance of the Louisville Public Works Department	85%	88%	89%	84%	83%
Overall customer service (knowledgeable, available, responsive, courteous)	83%	NA	NA	NA	NA
Street lighting, signage and street markings	81%	82%	86%	82%	82%
Solid waste/trash service (e.g., trash, recycle, compost)	81%	NA	NA	NA	NA
Street sweeping	72%	71%	78%	74%	82%
Fees for water, sewer and trash	70%	NA	NA	NA	NA
Street maintenance in Louisville (e.g., paving and concrete replacement)	64%	70%	80%	78%	81%
Street maintenance in your neighborhood	61%	64%	71%	69%	74%
Snow removal/street sanding	52%	50%	60%	55%	68%

Prior to 2020, “street maintenance in Louisville” did not include any items in parentheses.

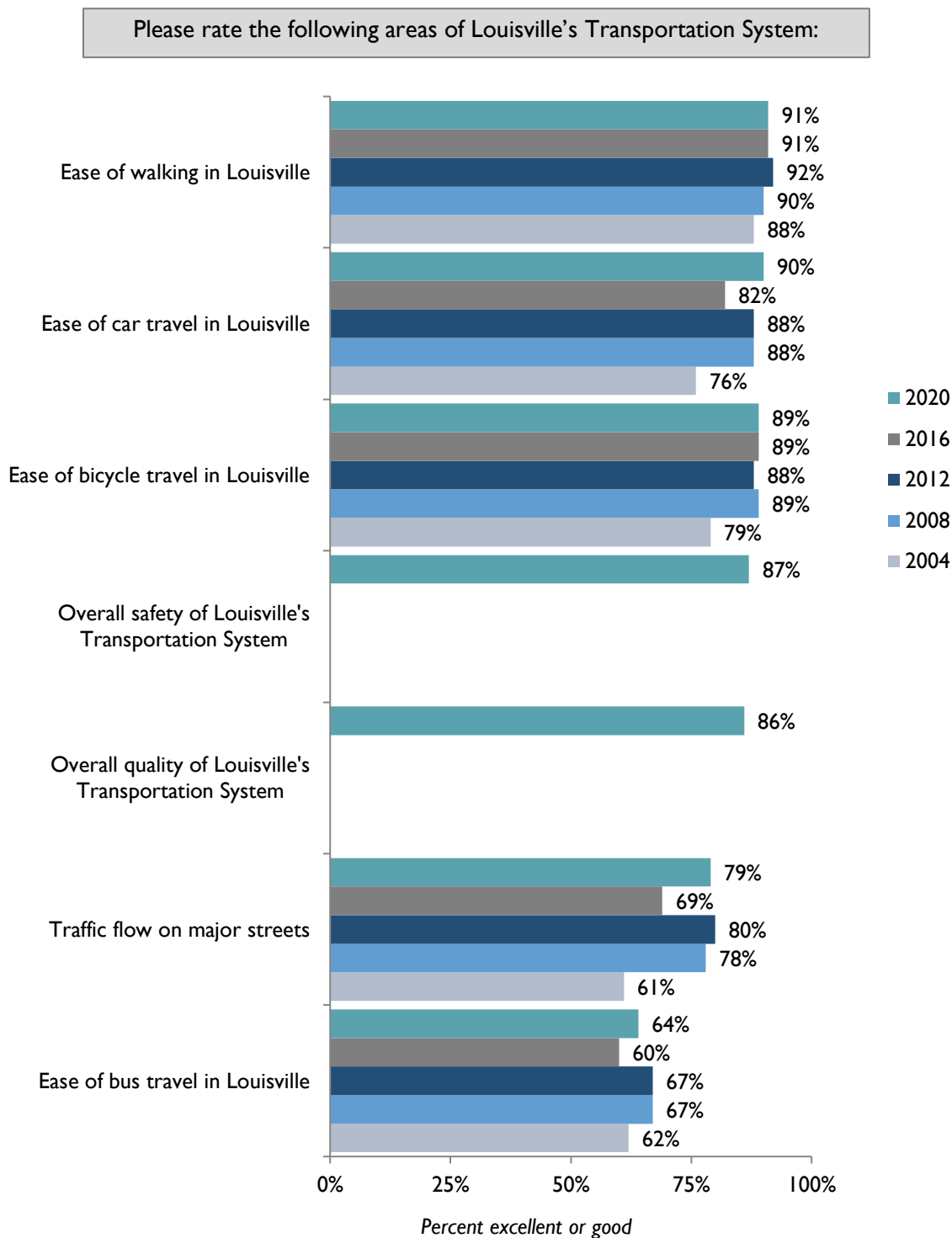
About 3 in 10 respondents selected “don’t know” when rating the quality of overall customer service (knowledgeable, available, responsive, courteous; see Appendix A: Complete Set of Frequencies for a full set of responses, including “don’t know”).

Transportation System

About 9 in 10 residents gave excellent or good scores to ease of walking, car travel, and bicycle travel in Louisville, while more than 8 in 10 were pleased with the overall safety and quality of Louisville's Transportation System (see the figure on the following page). About 8 in 10 survey respondents gave excellent or good ratings to traffic flow on major streets and two-thirds gave favorable marks to the ease of bus travel in the City.

Where trends over time were available, most ratings for Louisville's transportation system remained stable from 2016 to 2020. However, resident sentiment in 2020 improved for the ease of car travel in Louisville and traffic flow on major streets, closer to levels reported in 2012.

Compared to other jurisdictions across the nation and in the Front Range, Louisville's transportation scores were much higher than those observed in other communities (see *Appendix D: Benchmark Comparisons*).

Figure 15: Transportation System by Year

Prior to 2020, ease of various forms of travel and traffic flow were included with other characteristics of the community (i.e., shopping opportunities, overall appearance of Louisville, etc.) instead of grouped with transportation-only items.

About 4 in 10 respondents selected "don't know" when asked to evaluate the ease of bus travel in Louisville (see Appendix A: Complete Set of Frequencies for a full set of responses, including "don't know").

Information Sources

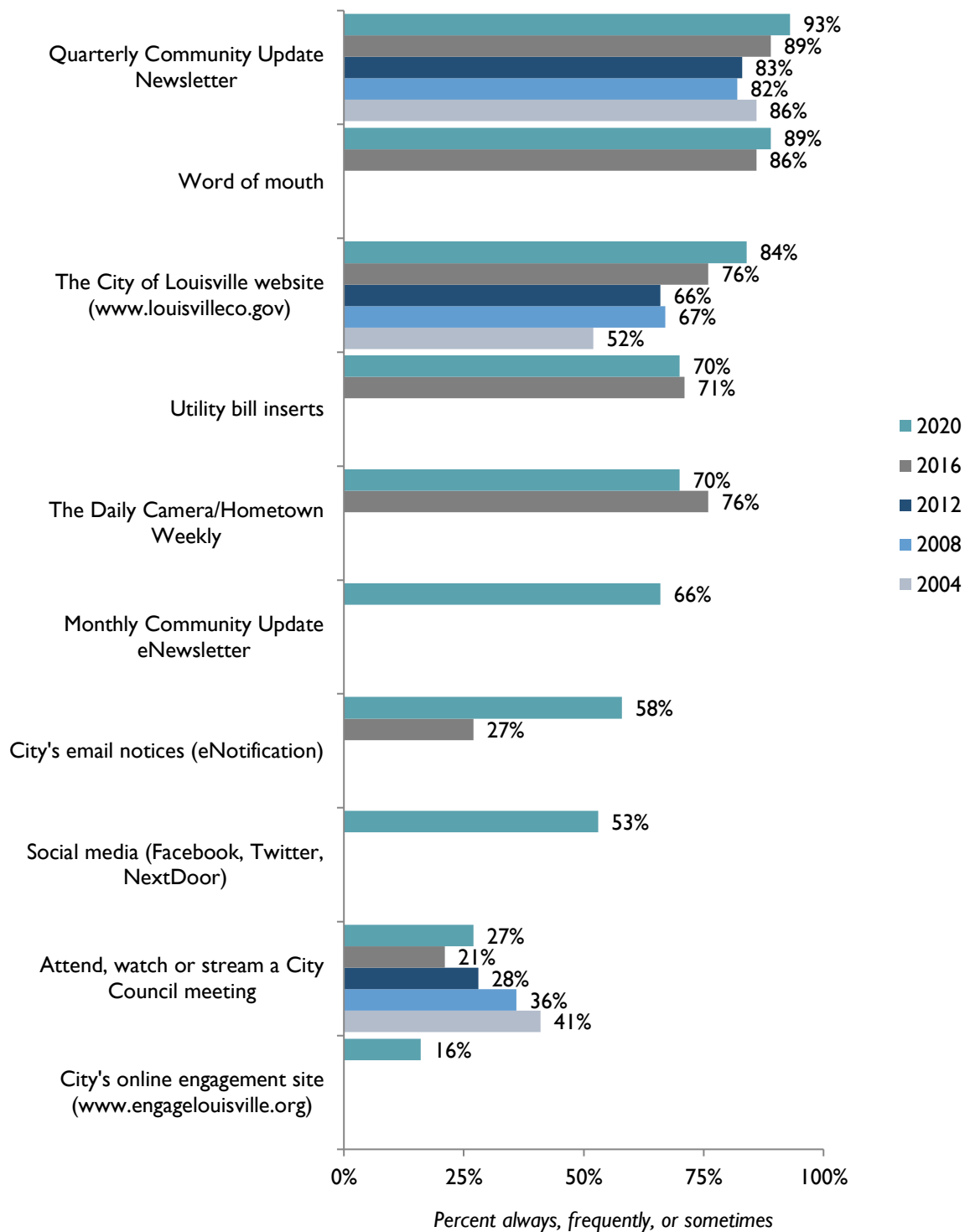
Frequency of Use

As in past years, survey respondents were asked how frequently they used a variety of sources to gain information about the City of Louisville, with three new digital information sources added to the list in 2020 (see Figure 16 on the following page). About 9 in 10 reported they used *Community Update*, the quarterly City newsletter, and a similar proportion relied on word of mouth. About 8 in 10 reported using the City of Louisville website and roughly 7 in 10 used utility bill inserts, the *Daily Camera*, and the monthly *Community Update* e-newsletter. Six in 10 utilized the City's email notices and half used social media as a source of City information. About one-quarter reporting attending, watching or streaming a City Council meeting and 16% had used the City's online engagement site, engagelouisvilleco.org.

Where comparisons to previous years were possible, residents were more likely in 2020 than in 2016 to have used the City website (a proportion that has been increasing substantially since 2004) or to have attended, watched or streamed a City Council meeting, but less likely to have read the *Daily Camera*. The uptick in website usage and attendance or viewership of City Council meetings may be related to the COVID-19 pandemic. Stay-at-home orders and government facility closures were congruent with the start of data collection for the 2020 survey, and many residents have been seeking out more information from their local governments.

Figure 16: Frequency of Use of Information Sources by Year

First, please select how often you use each of the following sources to gain information about the City of Louisville.

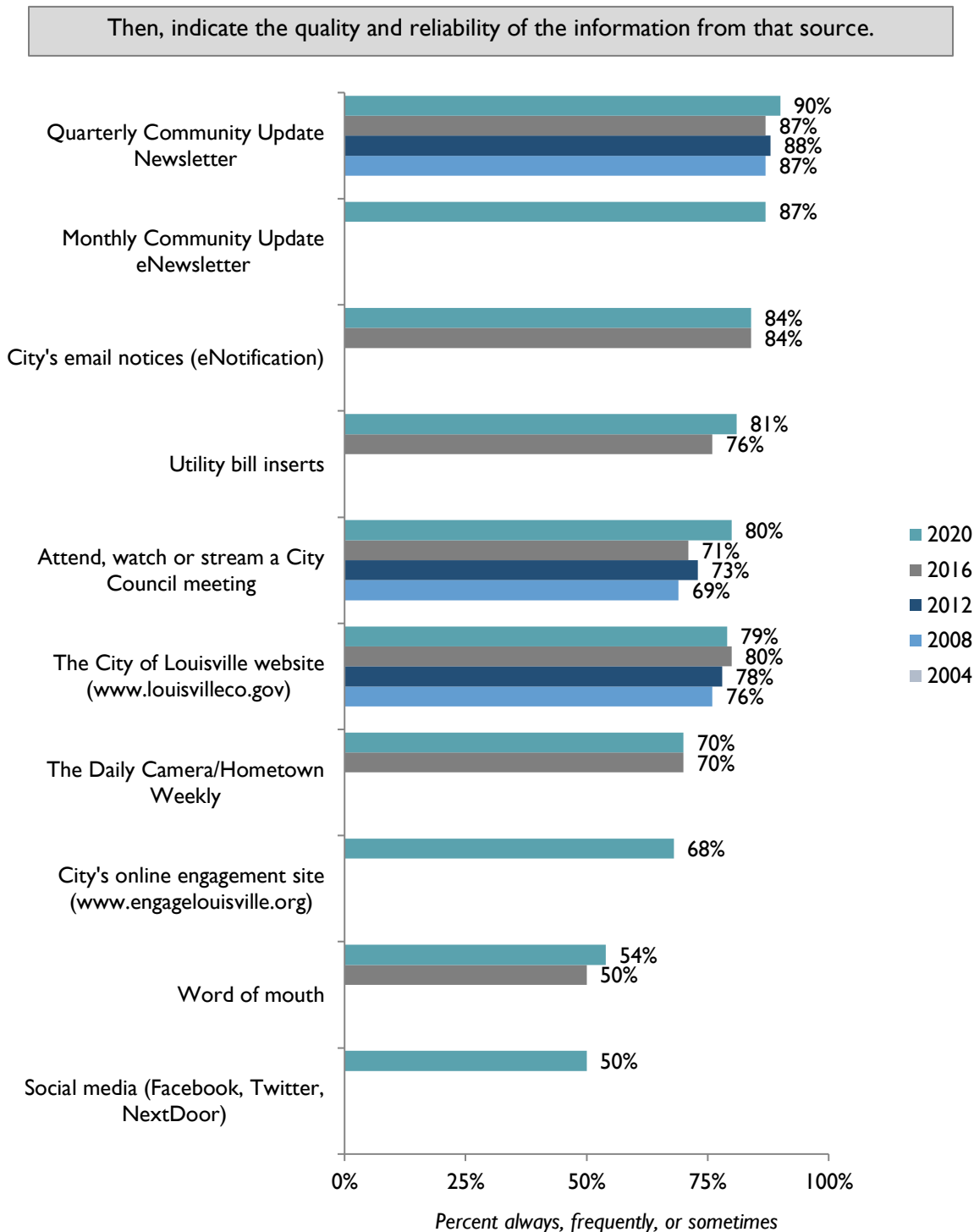


Prior to 2020, “attend, watch or stream a City Council meeting” also included “other programs on Comcast channel 8 (government access) or online” and “Quarterly Community Update eNewsletter” was “Community Update (City Newsletter)”.

Quality and Reliability

Respondents were also asked to rate the quality and reliability of the information from each source (see Figure 17 on the following page). The quarterly City newsletter, *Community Update*, as well as the monthly e-version of the City newsletter, were thought to be excellent or good sources of information about the City by about 9 in 10 residents. About 8 in 10 or more awarded favorable marks to the City's email notices, utility bill inserts, City Council meetings and the Louisville website. Of those who used the source, 7 in 10 respondents gave high scores to the *Daily Camera* and the City's online engagement site, engagelouisvilleco.org. Only about half of residents rated word of mouth or social media as good or better in terms of quality and reliability.

Where trends over time were available, most ratings in 2020 tended to be similar to those given in 2016 with the exception of utility bill inserts and City Council meetings, which increased.

Figure 17: Quality of Information Sources by Year

Prior to 2020, “attend, watch or stream a City Council meeting” also included “other programs on Comcast channel 8 (government access) or online” and “Quarterly Community Update eNewsletter” was “Community Update (City Newsletter)”.

At least 4 in 10 residents selected “don’t know” for attending, watching or streaming a City Council meeting, the City’s online engagement site, City email notices, and social media (see Appendix A: Complete Set of Frequencies for a full set of responses, including “don’t know”). However, it is likely that a large proportion of those selecting “don’t know” do not use the source to get information about the City.

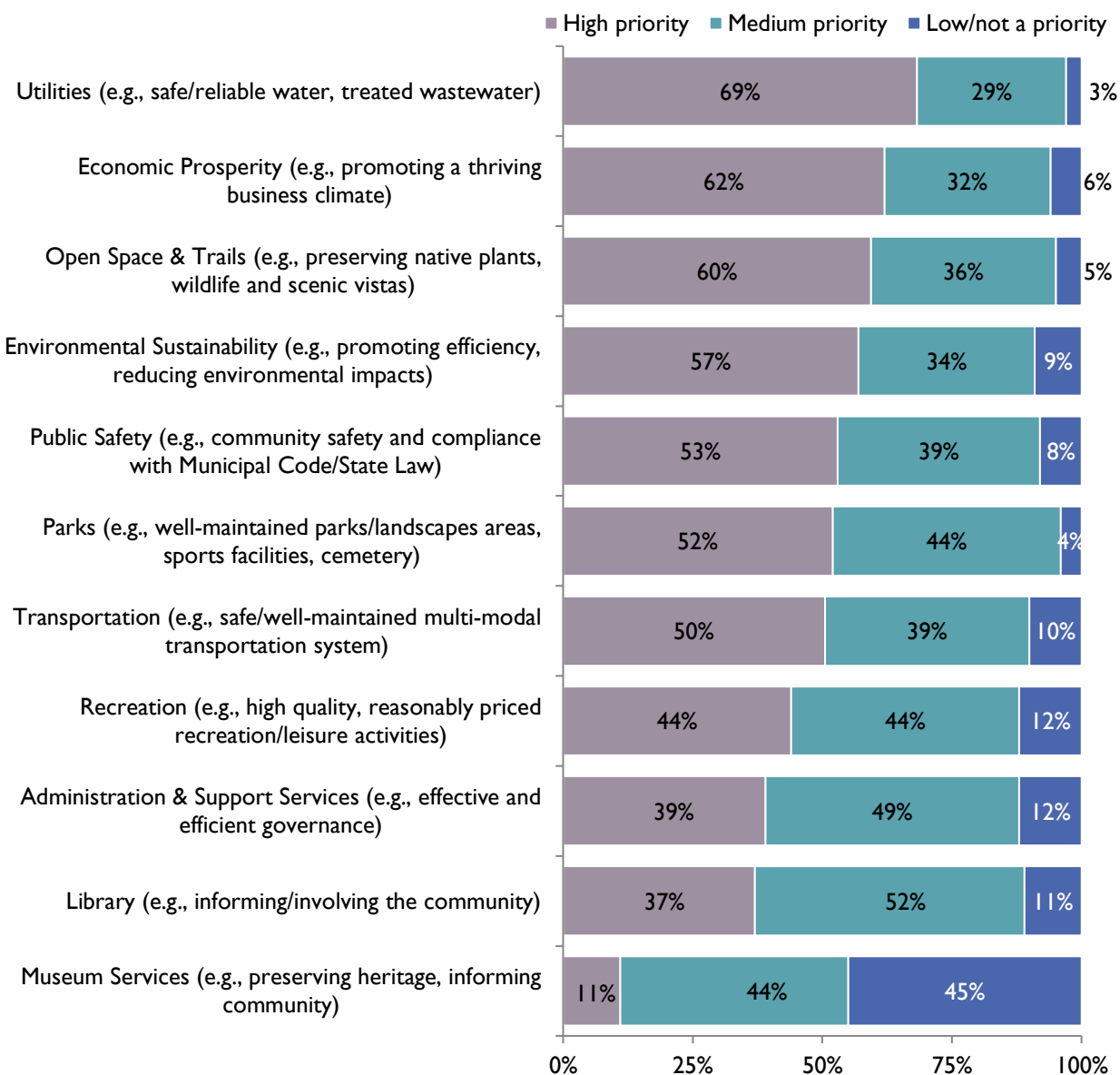
Planning and Policy Topics

City Priorities

To help the City prioritize potential projects/initiatives in 2020, residents were asked to rate how much of a priority, if any, they felt the City should place on 11 different aspects of Louisville. About 9 in 10 or more residents rated most service areas as a high or medium priority. Those deemed the highest priorities, by at 6 in 10 respondents, were Utilities, Economic Prosperity, and Open Space and Trails. Environmental Sustainability, Public Safety, Parks, and Transportation were a high priority for about 5 in 10 residents. Only about 1 in 10 residents rated Museum Services as a high priority.

Figure 18: City Priorities, 2020

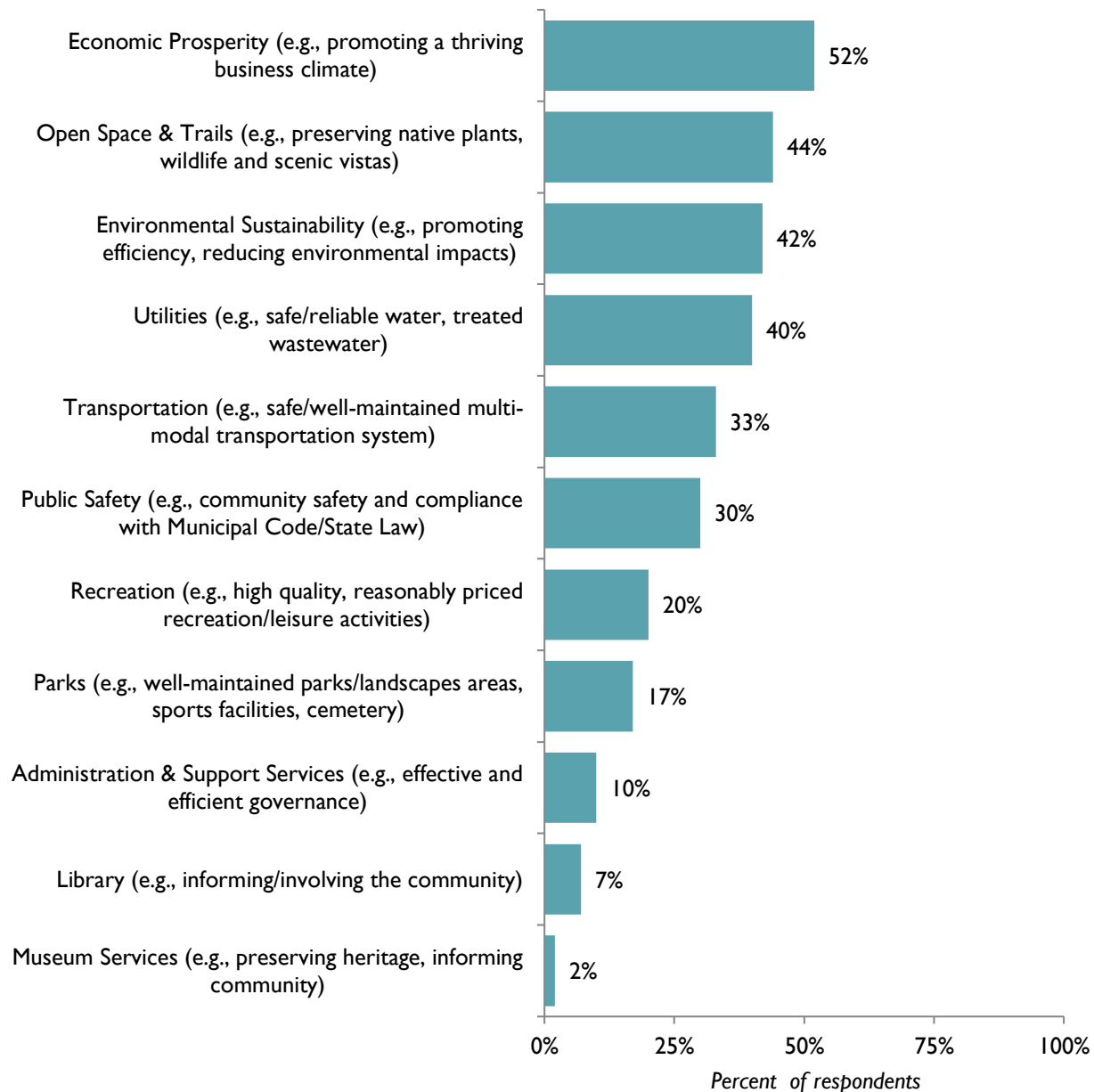
First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community.



In addition to rating the level of priority of each aspect, respondents were asked to select their top three from the same list of 11 community aspects. Of all of the potential aspects for the City of Louisville to focus on, about half of residents selected Economic Prosperity as one of their top three priorities, while about 4 in 10 chose Open Space and Trails, Environmental Sustainability, or Utilities as one of their top three priorities. Three in 10 respondents selected Transportation or Public Safety as a top-three priority, while about 2 in 10 selected Recreation and Parks. About 1 in 10 residents or less thought Administration & Support Services, Library, or Museum Services should be one of the top three aspects for the City to focus on.

Figure 19: Top Three City Funding Priorities, 2020

Then, select which three (3) should be the top priorities for the City to focus on in the next 4 years.



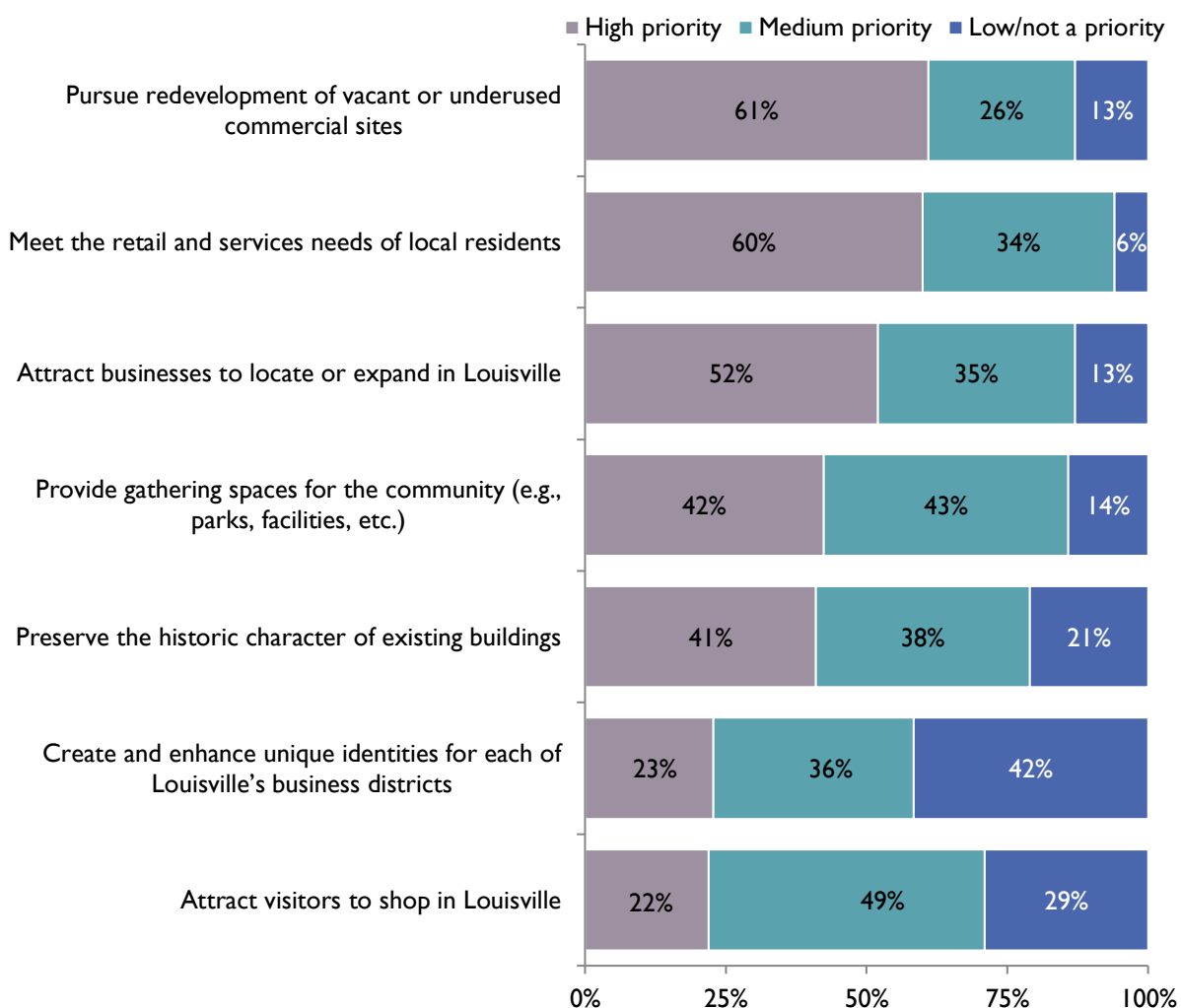
Total may exceed 100% as respondents could select more than one option.

Vibrant Economic Climate Priorities

Residents also prioritized different aspects of the City's strategy for a vibrant economic climate. Overall, about 8 in 10 or more felt each aspect was a high or medium priority. About 6 in 10 residents thought that pursuing redevelopment of vacant or underused commercial sites, as well as meeting the retail and services needs of local residents, were high priorities and about half said that attracting businesses to locate or expand in Louisville should be a high priority. About 4 in 10 respondents prioritized providing gathering spaces for the community or preserving the historic character of existing buildings. Only about one-quarter of residents rated creating and enhancing unique identities for each of Louisville's business districts or attracting visitors to shop in Louisville as a high priority.

Figure 20: Vibrant Economic Climate Priorities, 2020

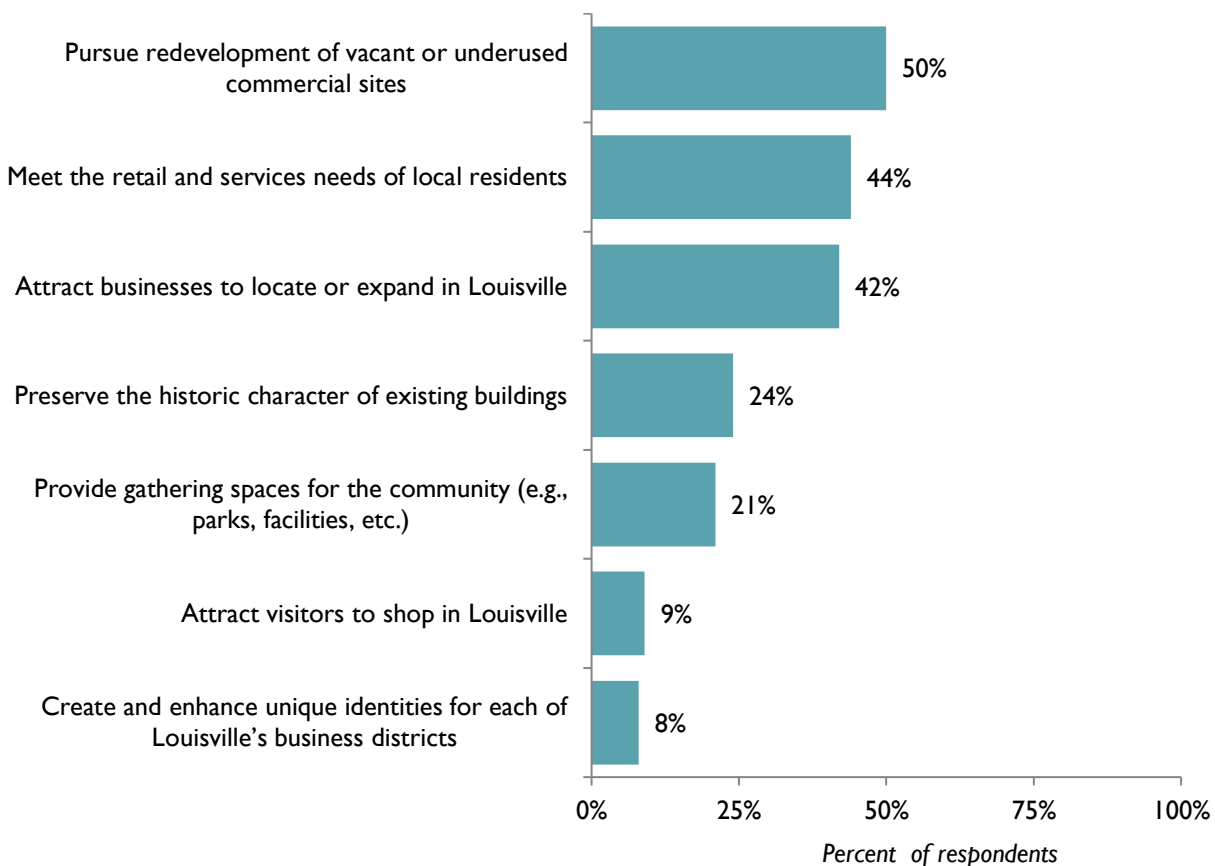
First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate.



Respondents also selected, from the same list of seven aspects of a vibrant economic climate, their top two priorities for the City to focus on in the next four years. Of all of the potential aspects for the City of Louisville to focus on, about half of residents selected pursuing redevelopment of vacant or underused commercial sites as one of their top two priorities. About 4 in 10 selected meeting the retail and services needs of local residents or attracting businesses to locate or expand in Louisville among their top two priorities for the City to focus on in the next four years. About 2 in 10 indicated that preserving the historic character of existing buildings and providing gathering spaces for the community (e.g., parks, facilities, etc.) should be one of two top priorities for the City, while about 1 in 10 selected attracting visitors to shop in Louisville or creating and enhancing unique identities for each of Louisville's business districts.

Figure 21: Top Two Vibrant Economic Climate Priorities, 2020

Then, select which two (2) should be the top priorities for the City to focus on in the next 4 years.



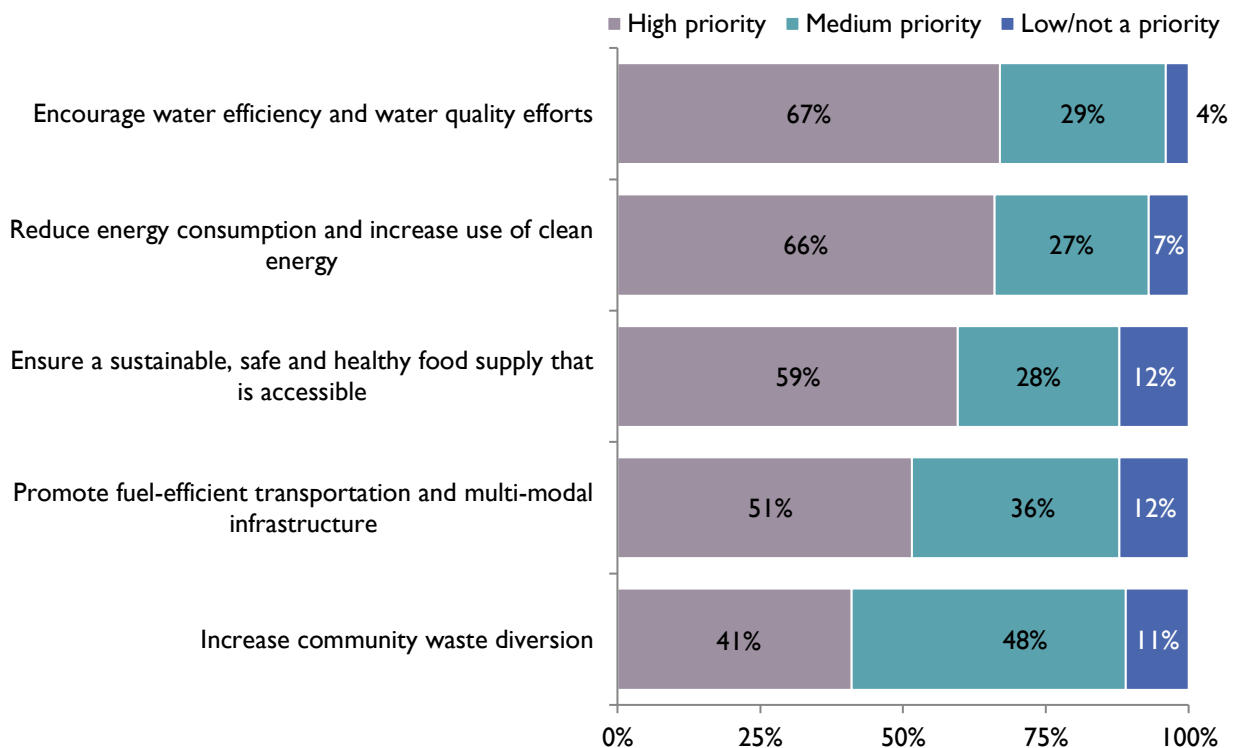
Total may exceed 100% as respondents could select more than one option.

Sustainability Vision Priorities

Residents evaluated a list of aspects related to Louisville's vision for sustainability and indicated whether they thought each was a high, medium or low/not a priority. Generally, about 9 in 10 felt that each of the five aspects of the City's sustainability vision were a high or medium priority. Two-thirds of residents placed high priority on encouraging water efficiency and water quality efforts, and reducing energy consumption and increasing use of clean energy. About 5 in 10 survey participants indicated that they thought ensuring a sustainable, safe and healthy food supply that is accessible and promoting fuel-efficient transportation and multi-modal infrastructure should be high priorities for the City to achieve its sustainability vision. Increasing community waste diversion was felt to be less of a priority for the City (41% selected it as a high priority).

Figure 22: Sustainability Vision Priorities, 2020

How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision?

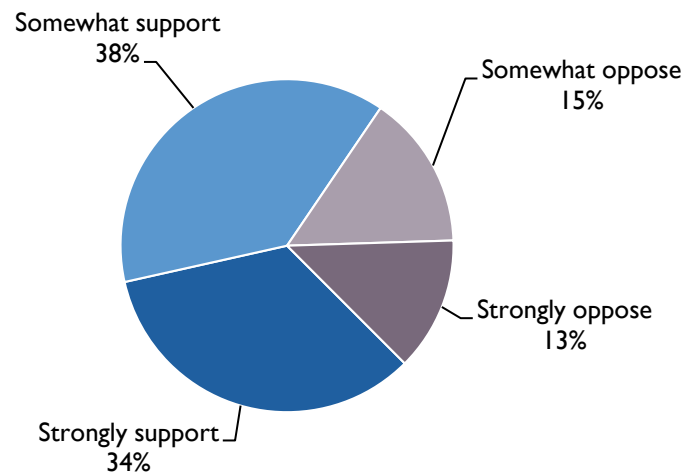


Transportation Master Plan Tax

Residents of Louisville rated their level of support for or opposition to a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement a number of transportation projects in the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). About three-quarters of residents supported a property tax increase for this purpose, with similar proportions strongly and somewhat supporting this initiative. Only about one-quarter of residents opposed this tax increase.

Figure 23: Level of Support for Transportation Master Plan Tax, 2020

In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?

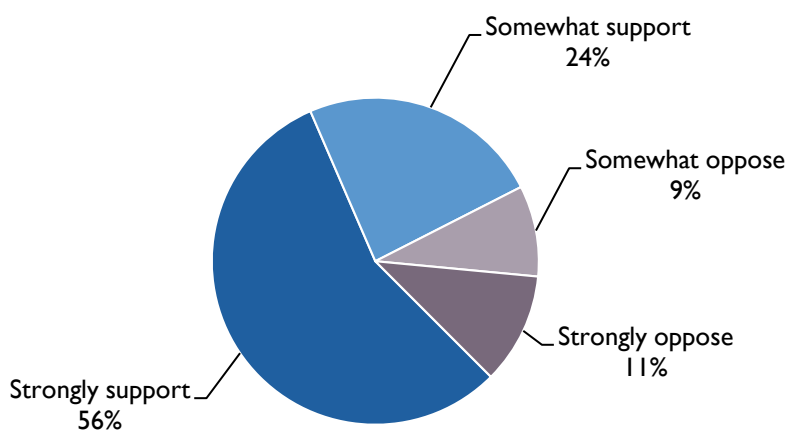


Single-use Carryout Bag Charge

Survey participants also indicated their level of support for a charge on single-use carryout bags in Louisville in an effort to achieve the City's Sustainability Action Plan goal of zero waste. Residents indicated a high degree of support for this measure: more than half of residents strongly supported a charge on single-use carryout bags and another one-quarter somewhat supported this. Only about 2 in 10 residents opposed a charge for carryout bags.

Figure 24: Level of Support for Single-use Carryout Bag Charge, 2020

The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?

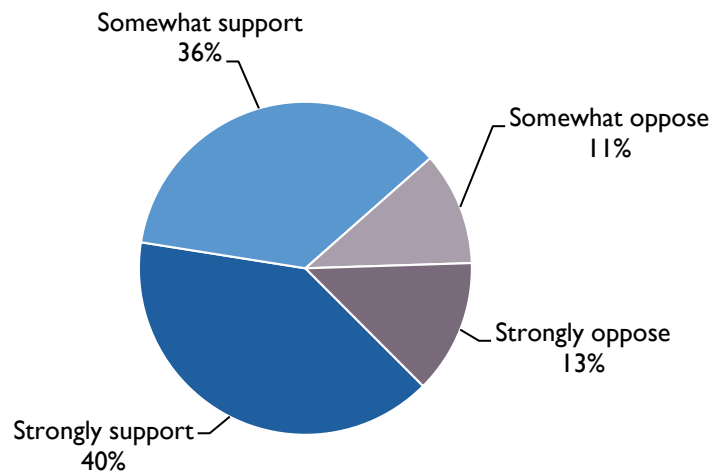


Renewable Energy Usage

The survey also measured community support for a tax initiative that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources. About three-quarters of Louisville residents supported a tax initiative in order to achieve this goal, with about 4 in 10 in strong support and a similar proportion somewhat supporting measure (36%). Only about one-quarter opposed it.

Figure 25: Level of Support for Tax to Increase Renewable Energy Usage, 2020

In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?

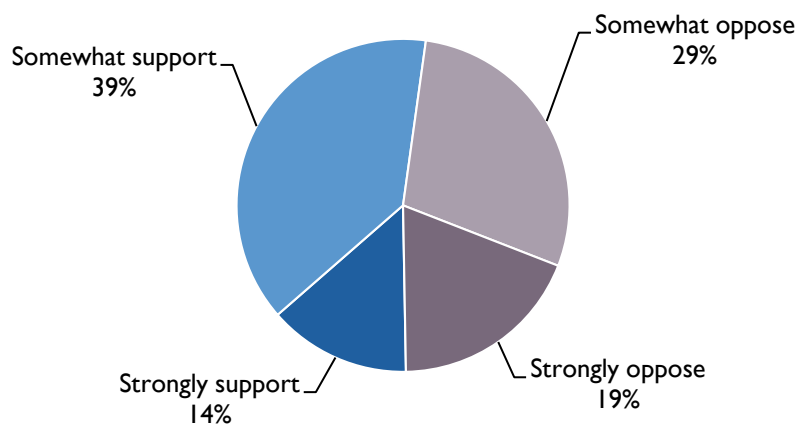


Historical Museum Master Plan Tax

In contrast to the other policy and taxation questions on the survey, Louisville residents were more evenly split in their support for and opposition to a potential tax initiative that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus. About half of respondents supported a tax initiative for this purpose, while half opposed it. A majority of residents either somewhat supported or somewhat opposed the measure, which indicates residents might need more information to be able to take a stronger stance.

Figure 26: Level of Support for Historical Museum Master Plan Tax, 2020

The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?



Appendix A: Complete Set of Frequencies

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1 (excluding don't know)

Please rate each of the following aspects of quality of life in Louisville:	Excellent		Good		Fair		Poor		Total	
Louisville as a place to live	76%	N=706	22%	N=206	1%	N=9	0%	N=3	100%	N=924
Louisville as a place to raise children	80%	N=618	17%	N=131	2%	N=18	0%	N=1	100%	N=769
Louisville as a place to retire	46%	N=299	33%	N=215	18%	N=119	4%	N=24	100%	N=657
Louisville as a place to work	42%	N=258	38%	N=231	17%	N=105	3%	N=19	100%	N=613
The overall quality of life in Louisville	66%	N=607	32%	N=290	2%	N=21	0%	N=1	100%	N=919

Table 2: Question 1 (including don't know)

Please rate each of the following aspects of quality of life in Louisville:	Excellent		Good		Fair		Poor		Don't know		Total	
Louisville as a place to live	76%	N=706	22%	N=206	1%	N=9	0%	N=3	0%	N=0	100%	N=924
Louisville as a place to raise children	67%	N=618	14%	N=131	2%	N=18	0%	N=1	16%	N=150	100%	N=920
Louisville as a place to retire	32%	N=299	23%	N=215	13%	N=119	3%	N=24	29%	N=265	100%	N=922
Louisville as a place to work	28%	N=258	25%	N=231	12%	N=105	2%	N=19	33%	N=297	100%	N=910
The overall quality of life in Louisville	66%	N=607	32%	N=290	2%	N=21	0%	N=1	0%	N=1	100%	N=920

Table 3: Question 2 (excluding don't know)

Please rate Louisville as a community on each of the items listed below:	Excellent		Good		Fair		Poor		Total	
Openness and acceptance of the community towards people of diverse backgrounds	29%	N=231	49%	N=385	17%	N=135	4%	N=31	100%	N=782
Overall appearance of Louisville	42%	N=383	49%	N=451	9%	N=81	0%	N=2	100%	N=917
Opportunities to attend cultural activities	27%	N=228	45%	N=390	24%	N=207	4%	N=34	100%	N=858
Shopping opportunities	13%	N=121	42%	N=381	37%	N=335	8%	N=77	100%	N=914
Opportunities to participate in special events and community activities	47%	N=413	43%	N=373	10%	N=86	1%	N=6	100%	N=877
Opportunities to participate in community matters	37%	N=306	49%	N=401	12%	N=102	1%	N=12	100%	N=821
Recreational opportunities	57%	N=516	38%	N=348	5%	N=45	0%	N=0	100%	N=909
Employment opportunities	11%	N=61	37%	N=209	44%	N=251	9%	N=50	100%	N=571
Variety of housing options	10%	N=81	34%	N=284	40%	N=336	16%	N=133	100%	N=834
Availability of affordable quality housing	4%	N=29	12%	N=93	37%	N=280	47%	N=360	100%	N=762
Preservation of the historic character of old town	29%	N=262	50%	N=449	16%	N=147	5%	N=45	100%	N=904
Quality of overall natural environment in Louisville	42%	N=388	50%	N=462	7%	N=61	1%	N=7	100%	N=918
Overall economic health of Louisville	27%	N=215	58%	N=459	14%	N=109	2%	N=15	100%	N=797

Table 4: Question 2 (including don't know)

Please rate Louisville as a community on each of the items listed below:	Excellent		Good		Fair		Poor		Don't know		Total	
Openness and acceptance of the community towards people of diverse backgrounds	25%	N=231	43%	N=385	15%	N=135	3%	N=31	14%	N=123	100%	N=905
Overall appearance of Louisville	42%	N=383	49%	N=451	9%	N=81	0%	N=2	0%	N=1	100%	N=918
Opportunities to attend cultural activities	25%	N=228	43%	N=390	23%	N=207	4%	N=34	6%	N=52	100%	N=910
Shopping opportunities	13%	N=121	42%	N=381	36%	N=335	8%	N=77	0%	N=4	100%	N=918
Opportunities to participate in special events and community activities	45%	N=413	41%	N=373	9%	N=86	1%	N=6	4%	N=40	100%	N=917
Opportunities to participate in community matters	33%	N=306	44%	N=401	11%	N=102	1%	N=12	11%	N=100	100%	N=921
Recreational opportunities	56%	N=516	38%	N=348	5%	N=45	0%	N=0	1%	N=9	100%	N=918
Employment opportunities	7%	N=61	23%	N=209	28%	N=251	6%	N=50	37%	N=340	100%	N=911
Variety of housing options	9%	N=81	31%	N=284	37%	N=336	15%	N=133	9%	N=83	100%	N=917
Availability of affordable quality housing	3%	N=29	10%	N=93	31%	N=280	39%	N=360	17%	N=152	100%	N=915
Preservation of the historic character of old town	29%	N=262	49%	N=449	16%	N=147	5%	N=45	2%	N=15	100%	N=919
Quality of overall natural environment in Louisville	42%	N=388	50%	N=462	7%	N=61	1%	N=7	0%	N=3	100%	N=921
Overall economic health of Louisville	23%	N=215	50%	N=459	12%	N=109	2%	N=15	13%	N=123	100%	N=920

Table 5: Question 3 (excluding don't know)

Please rate how safe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
From violent crime (e.g., rape, assault, robbery)	85%	N=776	13%	N=122	2%	N=15	0%	N=2	0%	N=2	100%	N=918
From property crimes (e.g., burglary, theft)	46%	N=420	42%	N=380	7%	N=63	5%	N=46	0%	N=4	100%	N=914
In your neighborhood	73%	N=670	23%	N=208	3%	N=25	2%	N=15	0%	N=1	100%	N=919
In Louisville's downtown area	73%	N=660	23%	N=209	3%	N=26	0%	N=3	0%	N=0	100%	N=898
In Louisville's parks	69%	N=623	27%	N=239	2%	N=22	1%	N=12	0%	N=0	100%	N=897

Table 6: Question 3 (including don't know)

Please rate how safe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
From violent crime (e.g., rape, assault, robbery)	84%	N=776	13%	N=122	2%	N=15	0%	N=2	0%	N=2	0%	N=3	100%	N=921
From property crimes (e.g., burglary, theft)	46%	N=420	41%	N=380	7%	N=63	5%	N=46	0%	N=4	0%	N=3	100%	N=917
In your neighborhood	73%	N=670	23%	N=208	3%	N=25	2%	N=15	0%	N=1	0%	N=0	100%	N=920
In Louisville's downtown area	72%	N=660	23%	N=209	3%	N=26	0%	N=3	0%	N=0	2%	N=22	100%	N=920
In Louisville's parks	68%	N=623	26%	N=239	2%	N=22	1%	N=12	0%	N=0	2%	N=22	100%	N=920

Table 7: Question 4 (excluding don't know)

Please rate the following areas of the City of Louisville Administration:	Excellent		Good		Fair		Poor		Total	
City response to citizen complaints or concerns	21%	N=121	54%	N=315	19%	N=111	5%	N=32	100%	N=579
Information about City Council, Planning Commission & other official City meetings	28%	N=214	53%	N=403	17%	N=127	3%	N=21	100%	N=765
Information about City's strategic plan and budget	20%	N=142	53%	N=371	22%	N=151	5%	N=33	100%	N=697
Programming on Louisville cable TV, municipal channel 8	17%	N=39	44%	N=100	29%	N=67	10%	N=22	100%	N=228
Louisville website (www.louisvilleco.gov)	19%	N=140	61%	N=452	16%	N=116	4%	N=29	100%	N=737
Overall customer service (knowledgeable, available, responsive, courteous)	26%	N=173	59%	N=397	12%	N=82	2%	N=16	100%	N=668
Overall performance of the Louisville City government	21%	N=163	62%	N=485	15%	N=121	2%	N=14	100%	N=782

Table 8: Question 4 (including don't know)

Please rate the following areas of the City of Louisville Administration:	Excellent		Good		Fair		Poor		Don't know		Total	
City response to citizen complaints or concerns	13%	N=121	35%	N=315	12%	N=111	3%	N=32	37%	N=333	100%	N=912
Information about City Council, Planning Commission & other official City meetings	23%	N=214	44%	N=403	14%	N=127	2%	N=21	16%	N=148	100%	N=914
Information about City's strategic plan and budget	16%	N=142	41%	N=371	17%	N=151	4%	N=33	24%	N=215	100%	N=912
Programming on Louisville cable TV, municipal channel 8	4%	N=39	11%	N=100	7%	N=67	2%	N=22	75%	N=687	100%	N=915
Louisville website (www.louisvilleco.gov)	15%	N=140	50%	N=452	13%	N=116	3%	N=29	19%	N=172	100%	N=910
Overall customer service (knowledgeable, available, responsive, courteous)	19%	N=173	44%	N=397	9%	N=82	2%	N=16	27%	N=244	100%	N=912
Overall performance of the Louisville City government	18%	N=163	53%	N=485	13%	N=121	2%	N=14	15%	N=134	100%	N=916

Table 9: Question 5 (excluding don't know)

Please rate the following areas of the Louisville Police Department and public safety:	Excellent		Good		Fair		Poor		Total	
Visibility of patrol cars	43%	N=384	46%	N=418	8%	N=73	3%	N=28	100%	N=902
Enforcement of traffic regulations	26%	N=198	54%	N=407	14%	N=107	5%	N=38	100%	N=750
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	22%	N=154	50%	N=345	21%	N=145	7%	N=45	100%	N=689
Communicating regularly with community members (e.g., website, meetings, etc.)	20%	N=117	49%	N=283	23%	N=131	7%	N=42	100%	N=572
Response to emerging community issues (e.g., opioids, mental health, etc.)	23%	N=100	49%	N=212	20%	N=87	8%	N=35	100%	N=434
Overall customer service (knowledgeable, available, responsive, courteous)	34%	N=233	51%	N=353	13%	N=88	2%	N=14	100%	N=688
Overall performance of the Louisville Police Department	34%	N=276	54%	N=440	10%	N=80	2%	N=15	100%	N=810

Table 10: Question 5 (including don't know)

Please rate the following areas of the Louisville Police Department and public safety:	Excellent		Good		Fair		Poor		Don't know		Total	
Visibility of patrol cars	42%	N=384	46%	N=418	8%	N=73	3%	N=28	2%	N=16	100%	N=918
Enforcement of traffic regulations	22%	N=198	45%	N=407	12%	N=107	4%	N=38	18%	N=165	100%	N=915
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	17%	N=154	38%	N=345	16%	N=145	5%	N=45	24%	N=221	100%	N=910
Communicating regularly with community members (e.g., website, meetings, etc.)	13%	N=117	31%	N=283	14%	N=131	5%	N=42	37%	N=341	100%	N=913
Response to emerging community issues (e.g., opioids, mental health, etc.)	11%	N=100	23%	N=212	9%	N=87	4%	N=35	52%	N=478	100%	N=912
Overall customer service (knowledgeable, available, responsive, courteous)	25%	N=233	39%	N=353	10%	N=88	2%	N=14	25%	N=228	100%	N=916
Overall performance of the Louisville Police Department	30%	N=276	48%	N=440	9%	N=80	2%	N=15	12%	N=107	100%	N=917

Table 11: Question 6 (excluding don't know)

Please rate the following areas of community design and the Louisville Planning and Building Safety Department:	Excellent		Good		Fair		Poor		Total	
The public input process on City planning issues	15%	N=83	51%	N=285	26%	N=146	7%	N=40	100%	N=554
Planning review process for new development	13%	N=60	47%	N=217	31%	N=142	9%	N=40	100%	N=458
Building permit process related to 2018 hail damage	24%	N=114	51%	N=244	20%	N=96	5%	N=26	100%	N=479
Building permit process overall	15%	N=66	51%	N=227	28%	N=125	7%	N=31	100%	N=448
Building/construction inspection process	15%	N=64	52%	N=225	27%	N=115	7%	N=28	100%	N=433
Overall customer service (knowledgeable, available, responsive, courteous)	21%	N=100	55%	N=264	20%	N=97	4%	N=20	100%	N=481
Overall performance of the Louisville Planning and Building Safety Department	17%	N=88	55%	N=281	23%	N=119	4%	N=21	100%	N=510

Table 12: Question 6 (including don't know)

Please rate the following areas of community design and the Louisville Planning and Building Safety Department:	Excellent		Good		Fair		Poor		Don't know		Total	
The public input process on City planning issues	9%	N=83	32%	N=285	16%	N=146	4%	N=40	39%	N=349	100%	N=902
Planning review process for new development	7%	N=60	24%	N=217	16%	N=142	4%	N=40	49%	N=442	100%	N=900
Building permit process related to 2018 hail damage	13%	N=114	27%	N=244	11%	N=96	3%	N=26	47%	N=420	100%	N=899
Building permit process overall	7%	N=66	25%	N=227	14%	N=125	3%	N=31	50%	N=454	100%	N=902
Building/construction inspection process	7%	N=64	25%	N=225	13%	N=115	3%	N=28	52%	N=467	100%	N=900
Overall customer service (knowledgeable, available, responsive, courteous)	11%	N=100	29%	N=264	11%	N=97	2%	N=20	47%	N=420	100%	N=901
Overall performance of the Louisville Planning and Building Safety Department	10%	N=88	31%	N=281	13%	N=119	2%	N=21	43%	N=388	100%	N=898

Table 13: Question 7 (excluding don't know)

Please rate the following areas of the Louisville Public Library and Historical Museum and their services:	Excellent		Good		Fair		Poor		Total	
Louisville Public Library programs (e.g., story time, One Book program, etc.)	66%	N=424	32%	N=206	2%	N=13	0%	N=1	100%	N=644
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	70%	N=527	27%	N=204	2%	N=17	0%	N=2	100%	N=750
Internet and computer services at the Louisville Public Library	58%	N=326	37%	N=208	5%	N=26	0%	N=2	100%	N=561
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	62%	N=386	35%	N=219	3%	N=18	0%	N=1	100%	N=624
Louisville Public Library materials and collections	47%	N=335	44%	N=310	8%	N=60	1%	N=7	100%	N=712
Louisville Public Library building	72%	N=559	26%	N=199	2%	N=17	0%	N=1	100%	N=777
Overall customer service at the Library (knowledgeable, available, responsive, courteous)	73%	N=542	24%	N=179	2%	N=17	0%	N=4	100%	N=742
Overall performance of the Louisville Public Library	67%	N=500	30%	N=225	3%	N=22	0%	N=0	100%	N=747
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	52%	N=226	41%	N=181	6%	N=26	1%	N=4	100%	N=436
Louisville Historical Museum campus	46%	N=210	45%	N=206	9%	N=41	1%	N=4	100%	N=461
Archival materials (e.g., historic photographs, newspapers, etc.)	51%	N=195	41%	N=156	7%	N=27	0%	N=1	100%	N=380
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	61%	N=251	34%	N=140	5%	N=20	1%	N=2	100%	N=413
Overall performance of the Louisville Historical Museum	54%	N=243	40%	N=180	5%	N=21	0%	N=2	100%	N=446

Table 14: Question 7 (including don't know)

Please rate the following areas of the Louisville Public Library and Historical Museum and their services:	Excellent		Good		Fair		Poor		Don't know		Total	
Louisville Public Library programs (e.g., story time, One Book program, etc.)	47%	N=424	23%	N=206	1%	N=13	0%	N=1	29%	N=265	100%	N=909
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	58%	N=527	22%	N=204	2%	N=17	0%	N=2	18%	N=160	100%	N=911
Internet and computer services at the Louisville Public Library	36%	N=326	23%	N=208	3%	N=26	0%	N=2	38%	N=338	100%	N=900
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	43%	N=386	24%	N=219	2%	N=18	0%	N=1	31%	N=281	100%	N=905
Louisville Public Library materials and collections	37%	N=335	34%	N=310	7%	N=60	1%	N=7	22%	N=197	100%	N=909
Louisville Public Library building	61%	N=559	22%	N=199	2%	N=17	0%	N=1	15%	N=133	100%	N=910
Overall customer service at the Library (knowledgeable, available, responsive, courteous)	60%	N=542	20%	N=179	2%	N=17	0%	N=4	18%	N=166	100%	N=908
Overall performance of the Louisville Public Library	55%	N=500	25%	N=225	2%	N=22	0%	N=0	17%	N=156	100%	N=903
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	25%	N=226	20%	N=181	3%	N=26	0%	N=4	52%	N=470	100%	N=906
Louisville Historical Museum campus	23%	N=210	23%	N=206	4%	N=41	0%	N=4	49%	N=447	100%	N=908
Archival materials (e.g., historic photographs, newspapers, etc.)	22%	N=195	17%	N=156	3%	N=27	0%	N=1	58%	N=526	100%	N=906
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	28%	N=251	15%	N=140	2%	N=20	0%	N=2	54%	N=488	100%	N=901
Overall performance of the Louisville Historical Museum	27%	N=243	20%	N=180	2%	N=21	0%	N=2	51%	N=456	100%	N=902

Table 15: Question 8 (excluding don't know)

Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course:	Excellent		Good		Fair		Poor		Total	
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	56%	N=312	39%	N=221	4%	N=24	1%	N=4	100%	N=561
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	51%	N=361	41%	N=288	6%	N=42	2%	N=14	100%	N=705
Recreation Center fees in Louisville	44%	N=339	39%	N=303	14%	N=108	3%	N=20	100%	N=770
Overall quality of the Louisville Recreation Center	66%	N=524	30%	N=237	3%	N=26	0%	N=2	100%	N=789
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	61%	N=457	34%	N=254	4%	N=31	1%	N=7	100%	N=750
Overall performance of the Louisville Recreation Center	61%	N=469	36%	N=274	3%	N=22	0%	N=2	100%	N=767
Current programs and services for seniors	61%	N=177	33%	N=96	5%	N=14	1%	N=1	100%	N=288
Overall quality of the Louisville Senior Center	65%	N=189	30%	N=89	4%	N=11	1%	N=2	100%	N=291
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	65%	N=173	31%	N=82	3%	N=9	0%	N=1	100%	N=265
Overall performance of the Louisville Senior Center	63%	N=168	32%	N=87	5%	N=13	0%	N=0	100%	N=269
Overall quality of the Coal Creek Golf Course	39%	N=121	48%	N=149	11%	N=34	1%	N=4	100%	N=308
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	44%	N=122	44%	N=120	8%	N=23	4%	N=10	100%	N=275
Overall performance of the Coal Creek Golf Course	41%	N=122	48%	N=140	9%	N=27	2%	N=5	100%	N=293

Table 16: Question 8 (including don't know)

Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course:	Excellent		Good		Fair		Poor		Don't know		Total	
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	34%	N=312	24%	N=221	3%	N=24	0%	N=4	38%	N=350	100%	N=911
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	40%	N=361	32%	N=288	5%	N=42	2%	N=14	23%	N=208	100%	N=913
Recreation Center fees in Louisville	37%	N=339	33%	N=303	12%	N=108	2%	N=20	16%	N=142	100%	N=912
Overall quality of the Louisville Recreation Center	57%	N=524	26%	N=237	3%	N=26	0%	N=2	14%	N=125	100%	N=914
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	50%	N=457	28%	N=254	3%	N=31	1%	N=7	18%	N=165	100%	N=915
Overall performance of the Louisville Recreation Center	51%	N=469	30%	N=274	2%	N=22	0%	N=2	16%	N=150	100%	N=917
Current programs and services for seniors	19%	N=177	10%	N=96	2%	N=14	0%	N=1	68%	N=622	100%	N=910
Overall quality of the Louisville Senior Center	21%	N=189	10%	N=89	1%	N=11	0%	N=2	68%	N=622	100%	N=912
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	19%	N=173	9%	N=82	1%	N=9	0%	N=1	71%	N=646	100%	N=910
Overall performance of the Louisville Senior Center	18%	N=168	10%	N=87	1%	N=13	0%	N=0	70%	N=642	100%	N=911
Overall quality of the Coal Creek Golf Course	13%	N=121	16%	N=149	4%	N=34	0%	N=4	66%	N=599	100%	N=907
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	13%	N=122	13%	N=120	3%	N=23	1%	N=10	70%	N=634	100%	N=909
Overall performance of the Coal Creek Golf Course	13%	N=122	15%	N=140	3%	N=27	0%	N=5	68%	N=619	100%	N=912

Table 17: Question 9 (excluding don't know)

Please rate the following areas of the Louisville Parks and Open Space Divisions:	Excellent		Good		Fair		Poor		Total	
Adequacy of parks, bike paths, playing fields and playgrounds	57%	N=514	36%	N=327	6%	N=53	0%	N=3	100%	N=896
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas)	50%	N=443	45%	N=403	4%	N=39	0%	N=4	100%	N=889
Maintenance of medians and street landscaping	42%	N=372	44%	N=396	12%	N=110	2%	N=17	100%	N=895
Maintenance of the Louisville Cemetery	42%	N=117	45%	N=124	11%	N=30	2%	N=5	100%	N=276
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	49%	N=266	43%	N=237	6%	N=34	2%	N=9	100%	N=545
Overall performance of the Parks Division	47%	N=365	46%	N=359	7%	N=53	1%	N=6	100%	N=783
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	53%	N=462	41%	N=355	6%	N=56	0%	N=4	100%	N=877
Maintenance of the trail system	54%	N=466	40%	N=351	6%	N=52	0%	N=2	100%	N=871
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	51%	N=297	39%	N=229	8%	N=44	2%	N=12	100%	N=582
Overall performance of the Open Space Division	51%	N=413	43%	N=348	6%	N=47	1%	N=7	100%	N=815

Table 18: Question 9 (including don't know)

Please rate the following areas of the Louisville Parks and Open Space Divisions:	Excellent		Good		Fair		Poor		Don't know		Total	
Adequacy of parks, bike paths, playing fields and playgrounds	57%	N=514	36%	N=327	6%	N=53	0%	N=3	1%	N=9	100%	N=905
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas)	49%	N=443	45%	N=403	4%	N=39	0%	N=4	1%	N=13	100%	N=902
Maintenance of medians and street landscaping	41%	N=372	44%	N=396	12%	N=110	2%	N=17	1%	N=8	100%	N=903
Maintenance of the Louisville Cemetery	13%	N=117	14%	N=124	3%	N=30	1%	N=5	69%	N=621	100%	N=898
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	30%	N=266	26%	N=237	4%	N=34	1%	N=9	39%	N=354	100%	N=900
Overall performance of the Parks Division	40%	N=365	40%	N=359	6%	N=53	1%	N=6	13%	N=117	100%	N=900
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	51%	N=462	39%	N=355	6%	N=56	0%	N=4	3%	N=27	100%	N=905
Maintenance of the trail system	52%	N=466	39%	N=351	6%	N=52	0%	N=2	3%	N=29	100%	N=900
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	33%	N=297	25%	N=229	5%	N=44	1%	N=12	35%	N=320	100%	N=901
Overall performance of the Open Space Division	46%	N=413	38%	N=348	5%	N=47	1%	N=7	10%	N=90	100%	N=905

Table 19: Question 10 (excluding don't know)

Please rate the following areas of the Louisville Public Works Department:	Excellent		Good		Fair		Poor		Total	
Street maintenance in Louisville (e.g., paving and concrete replacement)	18%	N=159	47%	N=414	28%	N=245	8%	N=72	100%	N=890
Street maintenance in your neighborhood	20%	N=172	42%	N=369	28%	N=245	11%	N=94	100%	N=880
Street sweeping	22%	N=177	51%	N=414	22%	N=177	6%	N=51	100%	N=819
Snow removal/street sanding	17%	N=150	35%	N=305	32%	N=282	16%	N=144	100%	N=881
Street lighting, signage and street markings	32%	N=283	49%	N=438	15%	N=136	3%	N=29	100%	N=887
Waste water (e.g., sewage system)	39%	N=296	52%	N=399	8%	N=63	1%	N=6	100%	N=765
Storm drainage (e.g., flooding management)	36%	N=289	51%	N=411	10%	N=81	2%	N=19	100%	N=801
Quality of Louisville water	45%	N=387	43%	N=373	10%	N=89	2%	N=18	100%	N=868
Solid waste/trash service (e.g., trash, recycle, compost)	38%	N=325	44%	N=378	14%	N=117	5%	N=43	100%	N=862
Fees for water, sewer and trash	25%	N=200	45%	N=358	26%	N=207	5%	N=37	100%	N=802
Overall customer service (knowledgeable, available, responsive, courteous)	34%	N=217	50%	N=321	14%	N=93	2%	N=14	100%	N=645
Overall performance of the Louisville Public Works Department	29%	N=239	56%	N=454	14%	N=116	1%	N=9	100%	N=817

Table 20: Question 10 (including don't know)

Please rate the following areas of the Louisville Public Works Department:	Excellent		Good		Fair		Poor		Don't know		Total	
Street maintenance in Louisville (e.g., paving and concrete replacement)	18%	N=159	46%	N=414	27%	N=245	8%	N=72	1%	N=6	100%	N=896
Street maintenance in your neighborhood	19%	N=172	41%	N=369	27%	N=245	11%	N=94	1%	N=13	100%	N=893
Street sweeping	20%	N=177	46%	N=414	20%	N=177	6%	N=51	8%	N=76	100%	N=895
Snow removal/street sanding	17%	N=150	34%	N=305	31%	N=282	16%	N=144	2%	N=15	100%	N=896
Street lighting, signage and street markings	32%	N=283	49%	N=438	15%	N=136	3%	N=29	1%	N=10	100%	N=897
Waste water (e.g., sewage system)	33%	N=296	45%	N=399	7%	N=63	1%	N=6	15%	N=131	100%	N=896
Storm drainage (e.g., flooding management)	32%	N=289	46%	N=411	9%	N=81	2%	N=19	11%	N=96	100%	N=896
Quality of Louisville water	43%	N=387	42%	N=373	10%	N=89	2%	N=18	3%	N=29	100%	N=897
Solid waste/trash service (e.g., trash, recycle, compost)	36%	N=325	42%	N=378	13%	N=117	5%	N=43	4%	N=38	100%	N=900
Fees for water, sewer and trash	22%	N=200	40%	N=358	23%	N=207	4%	N=37	10%	N=89	100%	N=891
Overall customer service (knowledgeable, available, responsive, courteous)	24%	N=217	36%	N=321	10%	N=93	2%	N=14	28%	N=249	100%	N=895
Overall performance of the Louisville Public Works Department	27%	N=239	51%	N=454	13%	N=116	1%	N=9	9%	N=77	100%	N=894

Table 21: Question 11 (excluding don't know)

Please rate the following areas of Louisville's Transportation System:	Excellent		Good		Fair		Poor		Total	
Ease of car travel in Louisville	46%	N=419	43%	N=393	9%	N=80	1%	N=13	100%	N=905
Ease of bus travel in Louisville	25%	N=143	39%	N=226	26%	N=151	9%	N=52	100%	N=571
Ease of bicycle travel in Louisville	49%	N=398	40%	N=329	9%	N=77	1%	N=10	100%	N=813
Ease of walking in Louisville	57%	N=514	34%	N=312	7%	N=62	2%	N=17	100%	N=905
Traffic flow on major streets	28%	N=256	51%	N=461	16%	N=149	4%	N=39	100%	N=905
Overall quality of Louisville's Transportation System	30%	N=254	56%	N=470	13%	N=107	2%	N=14	100%	N=845
Overall safety of Louisville's Transportation System	38%	N=315	49%	N=408	13%	N=106	1%	N=5	100%	N=835

Table 22: Question 11 (including don't know)

Please rate the following areas of Louisville's Transportation System:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of car travel in Louisville	46%	N=419	43%	N=393	9%	N=80	1%	N=13	0%	N=2	100%	N=908
Ease of bus travel in Louisville	16%	N=143	25%	N=226	17%	N=151	6%	N=52	37%	N=336	100%	N=907
Ease of bicycle travel in Louisville	44%	N=398	36%	N=329	8%	N=77	1%	N=10	10%	N=94	100%	N=907
Ease of walking in Louisville	57%	N=514	34%	N=312	7%	N=62	2%	N=17	0%	N=3	100%	N=909
Traffic flow on major streets	28%	N=256	51%	N=461	16%	N=149	4%	N=39	0%	N=4	100%	N=908
Overall quality of Louisville's Transportation System	28%	N=254	52%	N=470	12%	N=107	2%	N=14	6%	N=58	100%	N=903
Overall safety of Louisville's Transportation System	35%	N=315	45%	N=408	12%	N=106	1%	N=5	8%	N=72	100%	N=906

Table 23: Question 12 (excluding don't know)

Overall, how do you rate the quality of services provided by the City of Louisville?	Excellent		Good		Fair		Poor		Total	
Overall, how do you rate the quality of services provided by the City of Louisville?	47%	N=414	49%	N=433	4%	N=39	0%	N=3	100%	N=890

Table 24: Question 12 (including don't know)

Overall, how do you rate the quality of services provided by the City of Louisville?	Excellent		Good		Fair		Poor		Don't know		Total	
Overall, how do you rate the quality of services provided by the City of Louisville?	46%	N=414	48%	N=433	4%	N=39	0%	N=3	1%	N=6	100%	N=896

Table 25: Question 13 (excluding don't know)

First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community.	High priority		Medium priority		Low/not a priority		Total	
Transportation (e.g., safe/well-maintained multi-modal transportation system)	50%	N=426	39%	N=336	10%	N=88	100%	N=850
Utilities (e.g., safe/reliable water, treated wastewater)	69%	N=597	29%	N=249	3%	N=23	100%	N=869
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	53%	N=464	39%	N=337	8%	N=68	100%	N=869
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	52%	N=455	44%	N=386	4%	N=32	100%	N=873
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas)	60%	N=525	36%	N=314	5%	N=43	100%	N=882
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	44%	N=382	44%	N=381	12%	N=108	100%	N=871
Library (e.g., informing/involving the community)	37%	N=319	52%	N=448	11%	N=98	100%	N=865
Museum Services (e.g., preserving heritage, informing community)	11%	N=93	44%	N=368	45%	N=382	100%	N=844
Economic Prosperity (e.g., promoting a thriving business climate)	62%	N=536	32%	N=281	6%	N=49	100%	N=865
Administration & Support Services (e.g., effective and efficient governance)	39%	N=330	49%	N=412	12%	N=98	100%	N=841
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts)	57%	N=499	34%	N=296	9%	N=75	100%	N=869

Table 26: Question 13 (including don't know)

First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community.	High priority		Medium priority		Low/not a priority		Don't know		Total	
Transportation (e.g., safe/well-maintained multi-modal transportation system)	49%	N=426	39%	N=336	10%	N=88	2%	N=17	100%	N=867
Utilities (e.g., safe/reliable water, treated wastewater)	68%	N=597	28%	N=249	3%	N=23	1%	N=11	100%	N=879
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	53%	N=464	38%	N=337	8%	N=68	2%	N=13	100%	N=882
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	52%	N=455	44%	N=386	4%	N=32	1%	N=6	100%	N=880
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas)	59%	N=525	35%	N=314	5%	N=43	1%	N=7	100%	N=889
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	43%	N=382	43%	N=381	12%	N=108	1%	N=11	100%	N=882
Library (e.g., informing/involving the community)	36%	N=319	51%	N=448	11%	N=98	1%	N=13	100%	N=878
Museum Services (e.g., preserving heritage, informing community)	11%	N=93	42%	N=368	44%	N=382	4%	N=33	100%	N=877
Economic Prosperity (e.g., promoting a thriving business climate)	60%	N=536	32%	N=281	5%	N=49	2%	N=20	100%	N=885
Administration & Support Services (e.g., effective and efficient governance)	38%	N=330	47%	N=412	11%	N=98	3%	N=30	100%	N=871
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts)	56%	N=499	34%	N=296	8%	N=75	2%	N=14	100%	N=883

Table 27: Question 13 Top Three Priorities

Then, select which three (3) should be the top priorities for the City to focus on in the next 4 years.	Percent	Number
Transportation (e.g., safe/well-maintained multi-modal transportation system)	33%	N=282
Utilities (e.g., safe/reliable water, treated wastewater)	40%	N=334
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	30%	N=251
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	17%	N=140
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas)	44%	N=369
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	20%	N=167
Library (e.g., informing/involving the community)	7%	N=61
Museum Services (e.g., preserving heritage, informing community)	2%	N=17
Economic Prosperity (e.g., promoting a thriving business climate)	52%	N=438
Administration & Support Services (e.g., effective and efficient governance)	10%	N=86
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts)	42%	N=356

Total may exceed 100% as respondents could select up to three responses.

Table 28: Question 14 (excluding don't know)

First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate. Then, select which two (2) should be the top priorities for the City to focus on in the next 4 years.	High priority		Medium priority		Low/not a priority		Total	
Meet the retail and services needs of local residents	60%	N=525	34%	N=294	6%	N=56	100%	N=875
Attract visitors to shop in Louisville	22%	N=193	49%	N=422	29%	N=248	100%	N=863
Attract businesses to locate or expand in Louisville	52%	N=450	35%	N=298	13%	N=110	100%	N=859
Pursue redevelopment of vacant or underused commercial sites	61%	N=523	26%	N=223	13%	N=111	100%	N=857
Preserve the historic character of existing buildings	41%	N=355	38%	N=329	21%	N=179	100%	N=863
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	42%	N=366	43%	N=374	14%	N=124	100%	N=865
Create and enhance unique identities for each of Louisville's business districts	23%	N=193	36%	N=303	42%	N=356	100%	N=852

Table 29: Question 14 (including don't know)

First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate. Then, select which two (2) should be the top priorities for the City to focus on in the next 4 years.	High priority		Medium priority		Low/not a priority		Don't know		Total	
Meet the retail and services needs of local residents	60%	N=525	33%	N=294	6%	N=56	1%	N=5	100%	N=880
Attract visitors to shop in Louisville	22%	N=193	48%	N=422	28%	N=248	1%	N=10	100%	N=873
Attract businesses to locate or expand in Louisville	52%	N=450	34%	N=298	13%	N=110	1%	N=8	100%	N=866
Pursue redevelopment of vacant or underused commercial sites	60%	N=523	26%	N=223	13%	N=111	1%	N=12	100%	N=869
Preserve the historic character of existing buildings	41%	N=355	37%	N=329	20%	N=179	2%	N=14	100%	N=876
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	42%	N=366	43%	N=374	14%	N=124	1%	N=7	100%	N=872
Create and enhance unique identities for each of Louisville's business districts	22%	N=193	35%	N=303	41%	N=356	3%	N=22	100%	N=875

Table 30: Question 14 Top Two Priorities

Then, select which two (2) should be the top priorities for the City to focus on in the next 4 years.	Percent	Number
Meet the retail and services needs of local residents	44%	N=368
Attract visitors to shop in Louisville	9%	N=75
Attract businesses to locate or expand in Louisville	42%	N=350
Pursue redevelopment of vacant or underused commercial sites	50%	N=414
Preserve the historic character of existing buildings	24%	N=202
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	21%	N=174
Create and enhance unique identities for each of Louisville's business districts	8%	N=69

Total may exceed 100% as respondents could select up to two responses.

Table 31: Question 15 (excluding don't know)

How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision?	High priority		Medium priority		Low/not a priority		Total	
Reduce energy consumption and increase use of clean energy	66%	N=587	27%	N=237	7%	N=67	100%	N=890
Encourage water efficiency and water quality efforts	67%	N=600	29%	N=258	4%	N=37	100%	N=895
Promote fuel-efficient transportation and multi-modal infrastructure	51%	N=449	36%	N=321	12%	N=109	100%	N=880
Increase community waste diversion	41%	N=347	48%	N=407	11%	N=97	100%	N=851
Ensure a sustainable, safe and healthy food supply that is accessible	59%	N=518	28%	N=249	12%	N=108	100%	N=874

Table 32: Question 15 (including don't know)

How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision?	High priority		Medium priority		Low/not a priority		Don't know		Total	
Reduce energy consumption and increase use of clean energy	65%	N=587	26%	N=237	7%	N=67	1%	N=11	100%	N=902
Encourage water efficiency and water quality efforts	66%	N=600	29%	N=258	4%	N=37	1%	N=8	100%	N=903
Promote fuel-efficient transportation and multi-modal infrastructure	50%	N=449	36%	N=321	12%	N=109	2%	N=15	100%	N=895
Increase community waste diversion	39%	N=347	45%	N=407	11%	N=97	5%	N=45	100%	N=896
Ensure a sustainable, safe and healthy food supply that is accessible	58%	N=518	28%	N=249	12%	N=108	3%	N=25	100%	N=899

Table 33: Question 16 (excluding don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?	34%	N=297	38%	N=337	15%	N=130	13%	N=116	100%	N=881

Table 34: Question 16 (including don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?	32%	N=297	37%	N=337	14%	N=130	13%	N=116	4%	N=34	100%	N=915

Table 35: Question 17 (excluding don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?	56%	N=507	24%	N=217	9%	N=78	11%	N=102	100%	N=904

Table 36: Question 17 (including don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?	55%	N=507	24%	N=217	9%	N=78	11%	N=102	2%	N=15	100%	N=919

Table 37: Question 18 (excluding don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?	40%	N=351	36%	N=316	11%	N=95	13%	N=110	100%	N=871

Table 38: Question 18 (including don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?	38%	N=351	35%	N=316	10%	N=95	12%	N=110	5%	N=43	100%	N=915

Table 39: Question 19 (excluding don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?	14%	N=111	39%	N=318	29%	N=234	19%	N=158	100%	N=821

Table 40: Question 19 (including don't know)

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?	12%	N=111	35%	N=318	26%	N=234	17%	N=158	10%	N=89	100%	N=910

Table 41: Question 20 - Frequency

Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville.	Always		Frequently		Sometimes		Never		Total	
Attend, watch or stream a City Council meeting	1%	N=6	3%	N=30	23%	N=209	73%	N=654	100%	N=899
Quarterly Community Update Newsletter	44%	N=399	29%	N=259	20%	N=179	7%	N=60	100%	N=898
Monthly Community Update eNewsletter	21%	N=187	22%	N=193	23%	N=203	34%	N=298	100%	N=881
The Daily Camera/Hometown Weekly	16%	N=146	22%	N=200	31%	N=280	30%	N=271	100%	N=897
The City of Louisville website (www.louisvilleco.gov)	8%	N=76	28%	N=253	48%	N=430	16%	N=142	100%	N=902
City's online engagement site (www.engagelouisville.org)	1%	N=11	2%	N=19	12%	N=109	84%	N=756	100%	N=895
City's email notices (eNotification)	15%	N=134	19%	N=165	25%	N=221	42%	N=370	100%	N=890
Utility bill inserts	25%	N=221	24%	N=215	21%	N=189	30%	N=273	100%	N=897
Social media (Facebook, Twitter, NextDoor)	9%	N=81	20%	N=183	24%	N=213	47%	N=419	100%	N=897
Word of mouth	15%	N=139	33%	N=294	41%	N=367	11%	N=101	100%	N=901

Table 42: Question 20 - Quality (excluding don't know)

Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville.	Excellent		Good		Fair		Poor		Total	
Attend, watch or stream a City Council meeting	25%	N=54	55%	N=119	18%	N=40	2%	N=5	100%	N=218
Quarterly Community Update Newsletter	36%	N=273	54%	N=408	9%	N=66	1%	N=6	100%	N=752
Monthly Community Update eNewsletter	29%	N=152	57%	N=295	13%	N=67	0%	N=2	100%	N=517
The Daily Camera/Hometown Weekly	16%	N=90	54%	N=302	27%	N=150	3%	N=19	100%	N=562
The City of Louisville website (www.louisvilleco.gov)	23%	N=154	56%	N=382	18%	N=125	3%	N=21	100%	N=682
City's online engagement site (www.engagelouisville.org)	11%	N=14	57%	N=71	23%	N=29	9%	N=11	100%	N=126
City's email notices (eNotification)	28%	N=124	56%	N=248	14%	N=63	2%	N=9	100%	N=444
Utility bill inserts	27%	N=149	54%	N=303	16%	N=91	3%	N=17	100%	N=561
Social media (Facebook, Twitter, NextDoor)	8%	N=33	42%	N=181	38%	N=161	12%	N=51	100%	N=427
Word of mouth	11%	N=71	43%	N=291	40%	N=269	6%	N=40	100%	N=670

Table 43: Question 20 - Quality (including don't know)

Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville. Then, indicate the quality and reliability of the information from that source.	Excellent		Good		Fair		Poor		Don't know		Total	
Attend, watch or stream a City Council meeting	7%	N=54	15%	N=119	5%	N=40	1%	N=5	73%	N=583	100%	N=801
Quarterly Community Update Newsletter	32%	N=273	48%	N=408	8%	N=66	1%	N=6	11%	N=89	100%	N=841
Monthly Community Update eNewsletter	19%	N=152	37%	N=295	8%	N=67	0%	N=2	36%	N=292	100%	N=808
The Daily Camera/Hometown Weekly	11%	N=90	37%	N=302	19%	N=150	2%	N=19	31%	N=251	100%	N=813
The City of Louisville website (www.louisvilleco.gov)	19%	N=154	46%	N=382	15%	N=125	3%	N=21	18%	N=146	100%	N=828
City's online engagement site (www.engagelouisville.org)	2%	N=14	9%	N=71	4%	N=29	1%	N=11	84%	N=671	100%	N=796
City's email notices (eNotification)	15%	N=124	31%	N=248	8%	N=63	1%	N=9	45%	N=360	100%	N=803
Utility bill inserts	18%	N=149	37%	N=303	11%	N=91	2%	N=17	32%	N=259	100%	N=819
Social media (Facebook, Twitter, NextDoor)	4%	N=33	22%	N=181	20%	N=161	6%	N=51	48%	N=390	100%	N=817
Word of mouth	9%	N=71	36%	N=291	33%	N=269	5%	N=40	18%	N=149	100%	N=820

Table 44: Question D1

How many years have you lived in Louisville?	Percent	Number
Less than 1 year	9%	N=87
1-5 years	29%	N=267
6-10 years	16%	N=152
11-15 years	10%	N=91
More than 15 years	35%	N=324
Total	100%	N=922

Table 45: Question D2

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	74%	N=683
House attached to one or more houses (e.g., a duplex or townhome)	7%	N=68
Building with two or more apartments or condominiums	18%	N=162
Mobile home	1%	N=6
Other	0%	N=3
Total	100%	N=922

Table 46: Question D3

Do you rent or own your home?	Percent	Number
Rent	28%	N=259
Own	72%	N=664
Total	100%	N=923

Table 47: Question D4

How do you describe your gender identity?	Percent	Number
Female	51%	N=464
Male	49%	N=447
Identify another way (specify if you wish):	0%	N=3
Total	100%	N=914

Table 48: Question D5

In which category is your age?	Percent	Number
18-24 years	1%	N=13
25-34 years	21%	N=195
35-44 years	18%	N=169
45-54 years	28%	N=254
55-64 years	13%	N=118
65-74 years	13%	N=121
75 years or older	5%	N=50
Total	100%	N=920

Table 49: Question D6

How many people (including yourself) currently live in your household?	Percent	Number
1	17%	N=76
2	40%	N=181
3	15%	N=70
4	22%	N=99
5 or more	6%	N=29
Total	100%	N=455

Table 50: Question D7

Do any children 17 or under live in your household?	Percent	Number
No	61%	N=561
Yes	39%	N=356
Total	100%	N=916

Table 51: Question D8

Are you or any other members of your household aged 60 or older?	Percent	Number
No	70%	N=639
Yes	30%	N=278
Total	100%	N=917

Appendix B: Comparison of Responses by Respondent Demographics

Understanding the Tables

For most of the questions in the tables that follow, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as excellent or good.

The subgroup comparison tables contain the crosstabulations of survey questions by various demographic characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of 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 the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

Comparisons by Demographic Characteristics

Highlights

- Residents who were age 18-34 or who had lived in Louisville for five years or less gave higher ratings to the preservation of the historic character of old town and the quality of overall natural environment in Louisville than other residents.
- Survey respondents who lived in detached housing were more likely than those who lived in attached housing to give favorable marks to openness and acceptance of the community towards diverse people, opportunities to participate in special events and community activities and in community matters, and recreational opportunities.
- Women tended to give more positive ratings than men to most aspects of Louisville government performance, such as overall customer service by City Administration and the overall performance of the Louisville City government.
- Homeowners were more likely than renters to give excellent or good ratings to various aspects of the Planning and Building Safety Department (building permit process overall, building/construction inspection process, overall customer service and overall performance of the Louisville Planning and Building Safety Department).
- Respondents who were female or had children at home tended to give more positive ratings than other respondents to areas of the Louisville Public Library and Historical Museum, including Library materials and collections, overall performance of the Library and archival materials, among others.
- Women were more likely than men to rate most aspects of the community as a high or medium priority (e.g., Transportation, Public Safety, Recreation, etc.).
- Homeowners tended to rate various aspects related to a vibrant economic climate as a higher priority than renters, including meeting the retail and services needs of local residents, attracting visitors to shop in Louisville, attracting businesses to locate or expand in Louisville, and pursuing redevelopment of vacant or underused commercial sites.
- Louisville residents who were female or who lived in attached housing were more likely to prioritize aspects related to Louisville's strategy for sustainability than their counterparts; these aspects included reducing energy consumption and increasing use of clean energy and increasing community waste diversion, among others.
- Respondents who were age 55 or older, had lived in Louisville for more than 15 years, lived in detached housing, did not have children in the home, or that did have older adults in the home were less likely than others to support a property tax increase to fund transportation improvements. These residents were also less likely to support a charge on single-use carryout bags or a tax initiative to increase renewable energy usage by the City.

Table 52: Aspects of Quality of Life by Respondent Characteristics

Please rate each of the following aspects of quality of life in Louisville: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Louisville as a place to live	100% C	99%	98%	99%	98%	99%	99%	99%	99%	99%
Louisville as a place to raise children	98%	97%	98%	98%	97%	96%	98%	98%	95%	97%
Louisville as a place to retire	82% B	71%	84% B	81%	75%	79%	78%	77%	81%	78%
Louisville as a place to work	76%	81%	80%	82%	78%	75%	82%	78%	84%	80%
The overall quality of life in Louisville	100% B	97%	97%	98%	97%	95%	99% A	97%	99%	98%

Table 53: Aspects of Quality of Life by Respondent Characteristics

Please rate each of the following aspects of quality of life in Louisville: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Louisville as a place to live	100% C	100% C	96%	98%	99%	99%	100%	98%	99%	100% B	97%	99%
Louisville as a place to raise children	97%	97%	98%	98%	97%	99%	100%	96%	99% A	97%	97%	97%
Louisville as a place to retire	83% B C	72% C	55%	82% B C	86% B	69%	90%	81% B	72%	73%	87% A	78%
Louisville as a place to work	78%	76%	82%	83%	76%	77%	86%	79%	83%	80%	80%	80%
The overall quality of life in Louisville	99% C	97%	94%	97% C	97%	97%	100%	97%	99%	98%	97%	98%

Table 54: Select Community Characteristics by Respondent Characteristics

Please rate Louisville as a community on each of the items listed below: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Openness and acceptance of the community towards people of diverse backgrounds	75%	77%	84% A	76%	82% A	70%	82% A	81% B	73%	79%
Overall appearance of Louisville	93%	91%	90%	93%	89%	91%	91%	90%	94% A	91%
Opportunities to attend cultural activities	67%	70%	78% A B	72%	73%	63%	75% A	72%	71%	72%
Shopping opportunities	73% B C	51%	49%	57%	54%	70% B	49%	51%	67% A	55%
Opportunities to participate in special events and community activities	87%	90%	91%	92%	88%	88%	90%	91% B	86%	90%
Opportunities to participate in community matters	82%	87%	88%	88%	84%	80%	88% A	89% B	77%	86%
Recreational opportunities	92%	96% A	96%	97% B	93%	92%	96% A	96% B	92%	95%
Employment opportunities	52%	46%	47%	50%	46%	47%	47%	45%	54%	47%
Variety of housing options	51% B	39%	46%	44%	43%	38%	46% A	45%	40%	44%
Availability of affordable quality housing	19%	14%	17%	14%	17%	16%	16%	17%	13%	16%
Preservation of the historic character of old town	90% B C	75%	77%	82%	77%	86% B	76%	76%	87% A	79%
Quality of overall natural environment in Louisville	97% B C	92%	90%	93%	92%	94%	92%	92%	95%	93%
Overall economic health of Louisville	93% B C	86% C	77%	85%	84%	87%	83%	83%	88%	84%

Table 55: Select Community Characteristics by Respondent Characteristics

Please rate Louisville as a community on each of the items listed below: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Openness and acceptance of the community towards people of diverse backgrounds	76%	75%	82%	83% A	81%	75%	73%	79%	78%	77%	84% A	79%
Overall appearance of Louisville	94% C	90%	85%	90%	89%	90%	91%	90%	92%	93% B	88%	91%
Opportunities to attend cultural activities	68%	67%	76%	78% A B	73%	65%	69%	73%	70%	69%	79% A	72%
Shopping opportunities	67% B C D	47%	52%	46%	53%	49%	62%	55%	55%	58% B	50%	55%
Opportunities to participate in special events and community activities	90%	93%	87%	88%	89%	89%	100%	89%	91%	90%	90%	90%
Opportunities to participate in community matters	83%	83%	94% A B	89% A	86%	87%	100%	86%	88%	85%	90%	86%
Recreational opportunities	95%	93%	96%	96%	94%	92%	100%	94%	96%	95%	95%	95%
Employment opportunities	47%	47%	55%	45%	51% B	32%	63% B	48%	48%	47%	50%	47%
Variety of housing options	46% B	35%	47%	45%	41%	34%	55% B	44%	43%	42%	49%	44%
Availability of affordable quality housing	16%	13%	19%	16%	17%	15%	16%	18%	13%	15%	20%	16%
Preservation of the historic character of old town	88% B C D	74%	75%	73%	80%	78%	91%	79%	78%	80%	77%	79%
Quality of overall natural environment in Louisville	96% B C D	90%	88%	91%	92%	92%	96%	92%	94%	94%	91%	93%
Overall economic health of Louisville	92% D	89% D	84% D	75%	81%	83%	98% A	83%	86%	87% B	79%	84%

Table 56: Safety Ratings by Respondent Characteristics

Please rate how safe you feel: (Percent rating positively e.g., very safe/somewhat safe)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
From violent crime (e.g., rape, assault, robbery)	100% B C	97%	97%	98%	98%	98%	98%	98%	97%	98%
From property crimes (e.g., burglary, theft)	88%	85%	92% B	86%	89%	85%	89%	88%	87%	88%
In your neighborhood	93%	96% A	96%	95%	96%	90%	97% A	97% B	91%	96%
In Louisville's downtown area	99% C	97%	95%	97%	96%	98%	96%	97%	97%	97%
In Louisville's parks	97%	97% C	94%	97% B	95%	96%	96%	96%	95%	96%

Table 57: Safety Ratings by Respondent Characteristics

Please rate how safe you feel: (Percent rating positively e.g., very safe/somewhat safe)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
From violent crime (e.g., rape, assault, robbery)	98%	96%	100%	98%	96%	99% A	100%	98%	98%	98%	98%	98%
From property crimes (e.g., burglary, theft)	87%	86%	87%	90%	89%	84%	94%	88%	87%	85%	93% A	88%
In your neighborhood	94%	95%	97%	97%	94%	99% A	100%	94%	97% A	95%	96%	96%
In Louisville's downtown area	97%	96%	99%	96%	94%	98%	100%	96%	97%	97%	96%	97%
In Louisville's parks	97%	94%	97%	95%	93%	96%	100%	95%	97%	97%	94%	96%

Table 58: Government Performance Ratings by Respondent Characteristics

Please rate the following areas of the City of Louisville Administration: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
City response to citizen complaints or concerns	77%	77%	73%	79%	72%	80%	74%	75%	75%	75%
Information about City Council, Planning Commission & other official City meetings	83%	78%	84%	83%	78%	79%	81%	82%	78%	81%
Information about City's strategic plan and budget	77%	73%	72%	77% B	70%	74%	73%	73%	76%	74%
Programming on Louisville cable TV, municipal channel 8	56%	60%	66%	69% B	54%	57%	63%	63%	56%	61%
Louisville website (www.louisvilleco.gov)	80%	79%	84%	85% B	77%	83%	80%	81%	78%	80%
Overall customer service (knowledgeable, available, responsive, courteous)	84%	87%	84%	90% B	81%	87%	85%	86%	85%	85%
Overall performance of the Louisville City government	88% B	81%	82%	87% B	79%	86%	82%	81%	90% A	83%

Table 59: Government Performance Ratings by Respondent Characteristics

Please rate the following areas of the City of Louisville Administration: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
City response to citizen complaints or concerns	77%	78%	79%	72%	74%	73%	89%	73%	78%	76%	74%	75%
Information about City Council, Planning Commission & other official City meetings	80%	74%	81%	84% B	84% B	72%	88%	82%	80%	81%	82%	81%
Information about City's strategic plan and budget	76%	69%	71%	74%	72%	65%	82%	74%	73%	76%	70%	74%
Programming on Louisville cable TV, municipal channel 8	60%	63%	53%	64%	72% C	66%	15%	60%	64%	65%	59%	61%
Louisville website (www.louisvilleco.gov)	82% C	83% C	62%	83% C	83%	78%	85%	80%	82%	80%	83%	80%
Overall customer service (knowledgeable, available, responsive, courteous)	86%	86%	92% D	83%	84%	79%	89%	84%	88%	87%	84%	85%
Overall performance of the Louisville City government	87% D	80%	90% D	79%	84%	75%	83%	82%	83%	83%	82%	83%

Table 60: Police Department Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Police Department and public safety: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Visibility of patrol cars	91%	89%	88%	90%	88%	87%	90%	89%	89%	89%
Enforcement of traffic regulations	83%	80%	79%	83%	78%	80%	81%	80%	83%	81%
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	75%	73%	71%	77% B	69%	67%	74%	74%	68%	72%
Communicating regularly with community members (e.g., website, meetings, etc.)	71%	69%	72%	71%	69%	66%	72%	71%	68%	70%
Response to emerging community issues (e.g., opioids, mental health, etc.)	75%	68%	75%	69%	75%	61%	76% A	75% B	61%	72%
Overall customer service (knowledgeable, available, responsive, courteous)	83%	85%	87%	89% B	82%	85%	85%	85%	84%	85%
Overall performance of the Louisville Police Department	86%	89%	90%	90%	88%	86%	89%	90% B	84%	88%

Table 61: Police Department Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Police Department and public safety: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Visibility of patrol cars	89%	88%	94%	88%	87%	88%	90%	88%	90%	90%	87%	89%
Enforcement of traffic regulations	87% B D	72%	84% B	78%	77%	82%	97% A	80%	81%	81%	80%	81%
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	75%	67%	76%	72%	67%	78% A	81%	71%	75%	73%	73%	72%
Communicating regularly with community members (e.g., website, meetings, etc.)	75% C	67%	61%	70%	69%	70%	70%	69%	72%	70%	70%	70%
Response to emerging community issues (e.g., opioids, mental health, etc.)	71%	74%	70%	73%	70%	71%	69%	73%	71%	71%	76%	72%
Overall customer service (knowledgeable, available, responsive, courteous)	87%	84%	81%	85%	85%	79%	89%	85%	85%	85%	87%	85%
Overall performance of the Louisville Police Department	90%	87%	89%	88%	87%	88%	100% A	86%	92% A	88%	91%	88%

Table 62: Planning and Building Safety Department Ratings by Respondent Characteristics

Please rate the following areas of community design and the Louisville Planning and Building Safety Department: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
The public input process on City planning issues	60%	66%	71%	70%	63%	60%	68%	65%	72%	66%
Planning review process for new development	68%	58%	60%	64%	58%	68%	59%	59%	69%	60%
Building permit process related to 2018 hail damage	65%	79% A	74%	78%	72%	69%	76%	75%	74%	75%
Building permit process overall	57%	68%	67%	68%	64%	50%	68% A	66%	59%	65%
Building/construction inspection process	59%	70%	68%	67%	69%	44%	70% A	69%	57%	67%
Overall customer service (knowledgeable, available, responsive, courteous)	67%	78% A	77%	80% B	72%	63%	78% A	76%	71%	76%
Overall performance of the Louisville Planning and Building Safety Department	69%	74%	73%	75%	71%	55%	75% A	74%	67%	72%

Table 63: Planning and Building Safety Department Ratings by Respondent Characteristics

Please rate the following areas of community design and the Louisville Planning and Building Safety Department: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
The public input process on City planning issues	73% B	56%	73% B	65%	66%	71%	86%	66%	67%	66%	68%	66%
Planning review process for new development	74% B D	43%	67% B	57% B	63%	59%	80%	60%	62%	63%	57%	60%
Building permit process related to 2018 hail damage	77%	77%	79%	73%	75%	66%	71%	74%	77%	77%	72%	75%
Building permit process overall	67%	70%	71%	61%	64%	60%	79%	64%	67%	67%	64%	65%
Building/construction inspection process	66%	70%	68%	66%	62%	60%	77%	65%	70%	70%	63%	67%
Overall customer service (knowledgeable, available, responsive, courteous)	77%	80%	86% D	71%	71%	67%	82%	73%	79%	78%	73%	76%
Overall performance of the Louisville Planning and Building Safety Department	79% D	71%	81% D	68%	65%	65%	82%	70%	77%	74%	71%	72%

Table 64: Public Library and Historical Museum Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Public Library and Historical Museum and their services: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Louisville Public Library programs (e.g., story time, One Book program, etc.)	100%	98%	97%	98%	97%	99%	97%	98%	98%	98%
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	98%	98%	97%	98%	96%	96%	98%	98%	97%	97%
Internet and computer services at the Louisville Public Library	97%	95%	93%	96%	94%	98% B	94%	94%	98% A	95%
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	100% C	97%	95%	98%	96%	98%	96%	97%	98%	97%
Louisville Public Library materials and collections	93%	91%	88%	94% B	88%	92%	90%	92%	89%	91%
Louisville Public Library building	100% C	98%	96%	98%	97%	98%	97%	97%	98%	98%
Overall customer service at the Library (knowledgeable, available, responsive, courteous)	98%	97%	97%	97%	97%	97%	97%	97%	97%	97%
Overall performance of the Louisville Public Library	95%	98%	97%	98% B	96%	97%	97%	97%	96%	97%
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	86%	96% A	93%	96% B	90%	97%	92%	92%	96%	93%
Louisville Historical Museum campus	88%	94% C	87%	93%	88%	97% B	88%	89%	96% A	90%
Archival materials (e.g., historic photographs, newspapers, etc.)	86%	97% A	91%	96% B	89%	94%	92%	92%	93%	92%
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	88%	98% A	94% A	96%	93%	94%	95%	95%	93%	95%
Overall performance of the Louisville Historical Museum	91%	97% A	94%	97% B	92%	97%	94%	95%	96%	95%

Table 65: Public Library and Historical Museum Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Public Library and Historical Museum and their services: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Louisville Public Library programs (e.g., story time, One Book program, etc.)	99%	100%	96%	97%	97%	96%	100%	97%	99%	98%	97%	98%
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	97%	99%	96%	97%	97%	97%	100%	96%	99% A	98%	97%	97%
Internet and computer services at the Louisville Public Library	97% C	98% C	84%	95% C	95%	91%	100%	94%	96%	95%	94%	95%
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	98% C	97% C	91%	98% C	96%	97%	100%	96%	99% A	97%	96%	97%
Louisville Public Library materials and collections	89%	91%	90%	92%	89%	94%	100%	88%	95% A	91%	90%	91%
Louisville Public Library building	98%	97%	98%	98%	97%	98%	100%	97%	99% A	98%	96%	98%
Overall customer service at the Library (knowledgeable, available, responsive, courteous)	98%	98%	95%	97%	97%	96%	100%	96%	99% A	98%	96%	97%
Overall performance of the Louisville Public Library	97%	100% C D	95%	96%	97%	95%	97%	96%	99% A	97%	97%	97%
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	97% C	91%	87%	92%	93%	85%	96%	91%	96%	93%	93%	93%
Louisville Historical Museum campus	97% B C D	86%	86%	87%	89%	82%	96%	88%	93%	90%	90%	90%
Archival materials (e.g., historic photographs, newspapers, etc.)	96% C	97% C	79%	91% C	90%	86%	100%	89%	98% A	93%	92%	92%
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	95%	92%	97%	95%	94%	88%	95%	93%	97%	95%	95%	95%
Overall performance of the Louisville Historical Museum	97% B	90%	95%	95%	95% B	86%	96%	94%	97%	95%	95%	95%

Table 66: Louisville Recreation and Senior Center, and the Coal Creek Golf Course Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	90%	96% A	96% A	96%	94%	92%	96%	97% B	87%	95%
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	88%	92%	95% A	92%	92%	86%	94% A	92%	91%	92%
Recreation Center fees in Louisville	75%	87% A	84% A	88% B	78%	76%	86% A	85% B	76%	83%
Overall quality of the Louisville Recreation Center	98%	96%	95%	97%	95%	97%	96%	96%	97%	96%
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	98%	94%	94%	95%	95%	94%	95%	94%	97%	95%
Overall performance of the Louisville Recreation Center	98%	98%	95%	96%	97%	96%	97%	97%	97%	97%
Current programs and services for seniors	93%	98%	94%	95%	94%	92%	95%	95%	91%	95%
Overall quality of the Louisville Senior Center	93%	98%	95%	94%	97%	94%	96%	96%	93%	96%
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	93%	97%	97%	95%	97%	96%	97%	97%	94%	96%
Overall performance of the Louisville Senior Center	93%	96%	95%	93%	97%	93%	96%	96%	92%	95%
Overall quality of the Coal Creek Golf Course	82%	88%	91%	88%	87%	85%	89%	89%	82%	88%
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	89%	89%	87%	89%	88%	92%	87%	90% B	79%	88%
Overall performance of the Coal Creek Golf Course	90%	91%	88%	90%	90%	93%	88%	91%	81%	89%

Table 67: Louisville Recreation and Senior Center, and the Coal Creek Golf Course Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	90%	97% A	96% A	98% A	97%	98%	97%	94%	96%	95%	95%	95%
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	90%	90%	93%	94%	94% C	95% C	76%	92%	92%	92%	92%	92%
Recreation Center fees in Louisville	85%	81%	90% D	80%	85%	83%	81%	82%	85%	83%	84%	83%
Overall quality of the Louisville Recreation Center	97%	98%	98%	94%	97%	97%	100%	97%	96%	97%	95%	96%
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	97% D	96%	94%	93%	94%	98%	94%	95%	95%	96%	93%	95%
Overall performance of the Louisville Recreation Center	98%	97%	98%	95%	96%	99%	100%	97%	97%	98% B	95%	97%
Current programs and services for seniors	93%	98%	98%	94%	93%	100%	100%	94%	96%	97%	93%	95%
Overall quality of the Louisville Senior Center	95%	95%	98%	95%	96%	100%	100%	96%	96%	97%	95%	96%
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	95%	100%	94%	97%	97%	93%	100%	97%	95%	95%	97%	96%
Overall performance of the Louisville Senior Center	94%	96%	98%	95%	96%	94%	100%	95%	95%	96%	95%	95%
Overall quality of the Coal Creek Golf Course	82%	95% A	93%	88%	89%	89%	79%	87%	88%	86%	90%	88%
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	84%	97% A D	94%	85%	89%	88%	100%	88%	88%	88%	89%	88%
Overall performance of the Coal Creek Golf Course	86%	97% A D	95%	87%	87%	89%	100%	88%	90%	90%	89%	89%

Table 68: Parks and Open Space Divisions Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Parks and Open Space Divisions: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Adequacy of parks, bike paths, playing fields and playgrounds	95%	93%	94%	95%	93%	92%	94%	94%	94%	94%
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas)	99% B C	95%	94%	96%	94%	97%	95%	95%	96%	95%
Maintenance of medians and street landscaping	94% B C	84%	83%	89% B	83%	88%	85%	85%	87%	86%
Maintenance of the Louisville Cemetery	76%	94% A	88% A	90%	85%	89%	87%	88%	83%	87%
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	95%	94%	90%	93%	92%	94%	91%	92%	92%	92%
Overall performance of the Parks Division	95%	93%	90%	94%	91%	95%	92%	92%	93%	92%
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	93%	96% C	90%	95% B	91%	93%	93%	94%	91%	93%
Maintenance of the trail system	94%	95% C	91%	96% B	92%	96%	93%	94%	95%	94%
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	91%	92%	88%	94% B	87%	96% B	89%	89%	93%	90%
Overall performance of the Open Space Division	94%	96% C	89%	96% B	91%	96% B	92%	93%	95%	93%

Table 69: Parks and Open Space Divisions Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Parks and Open Space Divisions: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Adequacy of parks, bike paths, playing fields and playgrounds	94%	90%	93%	96% B	94%	94%	92%	94%	93%	94%	94%	94%
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas)	97% B D	93%	95%	94%	94%	94%	98%	96%	94%	96% B	93%	95%
Maintenance of medians and street landscaping	90% D	87%	84%	82%	81%	88% A	94%	85%	88%	88%	83%	86%
Maintenance of the Louisville Cemetery	81%	88%	89%	91% A	87%	86%	92%	87%	88%	89%	84%	87%
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	95% D	90%	95%	90%	89%	90%	96%	92%	93%	94%	90%	92%
Overall performance of the Parks Division	95% B	88%	96% B	91%	89%	91%	97%	92%	94%	94%	91%	92%
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	94%	95%	92%	91%	89%	96% A	94%	91%	97% A	95% B	89%	93%
Maintenance of the trail system	96%	94%	92%	92%	90%	98% A	94%	92%	97% A	96% B	89%	94%
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	97% B D	88%	89%	86%	87%	89%	100%	88%	94% A	92%	89%	90%
Overall performance of the Open Space Division	98% B D	92%	93%	90%	90%	93%	100%	91%	97% A	95% B	90%	93%

Table 70: Public Works Department Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Public Works Department: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Street maintenance in Louisville (e.g., paving and concrete replacement)	65%	67%	61%	70% B	60%	65%	64%	62%	71% A	64%
Street maintenance in your neighborhood	64%	62%	60%	68% B	54%	60%	62%	60%	65%	61%
Street sweeping	83% B C	70%	69%	74%	71%	82% B	69%	69%	85% A	72%
Snow removal/street sanding	46%	51%	56% A	55% B	47%	51%	52%	50%	57%	52%
Street lighting, signage and street markings	84%	81%	80%	81%	82%	82%	81%	80%	85%	81%
Waste water (e.g., sewage system)	89%	92%	91%	92%	90%	87%	92% A	90%	94%	91%
Storm drainage (e.g., flooding management)	85%	88%	89%	90% B	85%	84%	89%	88%	87%	88%
Quality of Louisville water	88%	87%	89%	85%	90% A	84%	89% A	88%	87%	88%
Solid waste/trash service (e.g., trash, recycle, compost)	82%	79%	85%	82%	81%	80%	82%	82%	81%	81%
Fees for water, sewer and trash	73%	72% C	64%	73% B	66%	66%	71%	70%	70%	70%
Overall customer service (knowledgeable, available, responsive, courteous)	75%	84% A	87% A	87% B	80%	75%	86% A	85%	77%	83%
Overall performance of the Louisville Public Works Department	83%	86%	85%	89% B	81%	81%	86%	85%	83%	85%

Table 71: Public Works Department Ratings by Respondent Characteristics

Please rate the following areas of the Louisville Public Works Department: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Street maintenance in Louisville (e.g., paving and concrete replacement)	68% D	72% D	61%	58%	63%	66%	71%	64%	66%	66%	63%	64%
Street maintenance in your neighborhood	64%	67% D	59%	57%	62%	64%	62%	61%	62%	62%	61%	61%
Street sweeping	77% C	72%	64%	71%	72%	73%	83%	75%	69%	75% B	68%	72%
Snow removal/street sanding	49%	54%	52%	53%	57%	50%	64%	53%	49%	49%	57%	52%
Street lighting, signage and street markings	83% C	80%	71%	83% C	78%	84%	89%	81%	82%	82%	81%	81%
Waste water (e.g., sewage system)	89%	90%	88%	94% A	89%	90%	90%	91%	92%	91%	92%	91%
Storm drainage (e.g., flooding management)	86%	85%	86%	90%	90%	84%	91%	86%	91% A	88%	87%	88%
Quality of Louisville water	83%	86%	87%	93% A B	84%	87%	88%	90% B	85%	87%	90%	88%
Solid waste/trash service (e.g., trash, recycle, compost)	83%	76%	78%	84%	83%	86%	76%	82%	81%	80%	86%	81%
Fees for water, sewer and trash	76% D	67%	71%	64%	65%	71%	60%	69%	71%	72%	65%	70%
Overall customer service (knowledgeable, available, responsive, courteous)	80%	81%	82%	88% A	85%	85%	88%	83%	85%	83%	86%	83%
Overall performance of the Louisville Public Works Department	83%	86%	86%	86%	84%	82%	92%	83%	88% A	85%	84%	85%

Table 72: Transportation System Ratings by Respondent Characteristics

Please rate the following areas of Louisville's Transportation System: (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Ease of car travel in Louisville	95% B C	89%	87%	92% B	87%	91%	89%	89%	91%	90%
Ease of bus travel in Louisville	61%	68%	59%	65%	64%	67%	63%	65%	62%	64%
Ease of bicycle travel in Louisville	85%	92% A	88%	91%	88%	85%	91% A	91% B	83%	89%
Ease of walking in Louisville	86%	93% A	92% A	93%	90%	91%	91%	92%	90%	91%
Traffic flow on major streets	85% C	80%	75%	81%	78%	82%	78%	80%	77%	79%
Overall quality of Louisville's Transportation System	85%	88%	83%	87%	84%	87%	85%	86%	84%	86%
Overall safety of Louisville's Transportation System	82%	89% A	86%	89% B	84%	85%	87%	87%	85%	87%

Table 73: Transportation System Ratings by Respondent Characteristics

Please rate the following areas of Louisville's Transportation System: (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Ease of car travel in Louisville	93% D	90%	86%	87%	89%	87%	85%	89%	91%	90%	88%	90%
Ease of bus travel in Louisville	65%	70% D	75% D	57%	61%	69%	79%	60%	70% A	66%	61%	64%
Ease of bicycle travel in Louisville	85%	91%	93% A	92% A	89%	89%	92%	87%	93% A	90%	88%	89%
Ease of walking in Louisville	89%	93%	94%	92%	92%	90%	93%	90%	93%	91%	92%	91%
Traffic flow on major streets	84% D	80%	76%	75%	79%	75%	80%	78%	81%	80%	77%	79%
Overall quality of Louisville's Transportation System	88%	87%	84%	83%	84%	84%	86%	83%	89% A	87%	83%	86%
Overall safety of Louisville's Transportation System	86%	89%	84%	87%	85%	87%	86%	84%	91% A	88%	85%	87%

Table 74: Overall Services Rating by Respondent Characteristics

Overall, how do you rate the quality of services provided by the City of Louisville? (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Overall, how do you rate the quality of services provided by the City of Louisville?	97%	96%	93%	97% B	94%	97%	95%	95%	97%	95%

Table 75: Overall Services Rating by Respondent Characteristics

Overall, how do you rate the quality of services provided by the City of Louisville? (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Overall, how do you rate the quality of services provided by the City of Louisville?	97% D	94%	95%	94%	95%	95%	95%	95%	96%	96% B	93%	95%

Table 76: City Priorities by Respondent Characteristics

First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community. (Percent rating positively e.g., high priority/medium priority)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Transportation (e.g., safe/well-maintained multi-modal transportation system)	84%	90% A	93% A	93% B	87%	89%	90%	90%	88%	90%
Utilities (e.g., safe/reliable water, treated wastewater)	97%	96%	99% B	97%	98%	97%	98%	97%	97%	97%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	89%	92%	95% A	95% B	89%	92%	92%	92%	93%	92%
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	97%	96%	96%	96%	96%	96%	96%	96%	97%	96%
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas)	99% C	95%	92%	96%	95%	97%	95%	95%	97%	95%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	74%	92% A	91% A	90% B	85%	86%	89%	87%	89%	88%
Library (e.g., informing/involving the community)	86%	91%	87%	93% B	84%	90%	88%	89%	89%	89%
Museum Services (e.g., preserving heritage, informing community)	45%	52%	65% A B	59% B	51%	52%	55%	53%	59%	55%
Economic Prosperity (e.g., promoting a thriving business climate)	94%	94%	96%	95%	94%	94%	95%	95% B	91%	94%
Administration & Support Services (e.g., effective and efficient governance)	83%	86%	95% A B	91% B	86%	86%	89%	89%	85%	88%
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts)	97% B C	91%	89%	95% B	88%	96% B	90%	90%	97% A	91%

Table 77: City Priorities by Respondent Characteristics

First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community. (Percent rating positively e.g., high priority/medium priority)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Transportation (e.g., safe/well-maintained multi-modal transportation system)	89%	93%	87%	89%	89%	87%	88%	90%	89%	88%	94% A	90%
Utilities (e.g., safe/reliable water, treated wastewater)	96%	99%	95%	99%	99% C	97%	92%	98%	97%	97%	99% A	97%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	93%	93%	92%	92%	95% B	88%	95%	92%	92%	91%	95% A	92%
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	98% C	97%	93%	96%	96%	96%	94%	95%	98% A	97%	95%	96%
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas)	98% C D	99% C D	89%	92%	93%	95%	91%	95%	96%	97% B	91%	95%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	83%	92% A	91%	90% A	88%	90%	100%	84%	93% A	88%	88%	88%
Library (e.g., informing/involving the community)	90%	92%	87%	87%	84%	92% A	87%	85%	93% A	90%	87%	89%
Museum Services (e.g., preserving heritage, informing community)	48%	50%	52%	64% A B	58%	55%	45%	58% B	50%	51%	65% A	55%
Economic Prosperity (e.g., promoting a thriving business climate)	95%	93%	95%	94%	94%	96%	93%	95%	93%	94%	96%	94%
Administration & Support Services (e.g., effective and efficient governance)	88% C	93% C	75%	90% C	91%	91%	94%	91% B	84%	85%	95% A	88%
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts)	97% B C D	91%	89%	87%	89%	91%	84%	92%	91%	93%	89%	91%

Table 78: Vibrant Economic Climate Priorities by Respondent Characteristics

First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate. (Percent rating positively e.g., high priority/medium priority)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Meet the retail and services needs of local residents	92%	93%	96%	96% B	91%	91%	95% A	94%	93%	94%
Attract visitors to shop in Louisville	58%	76% A	75% A	75% B	68%	61%	75% A	73% B	65%	71%
Attract businesses to locate or expand in Louisville	84%	86%	91% A	87%	87%	82%	89% A	89% B	81%	87%
Pursue redevelopment of vacant or underused commercial sites	76%	91% A	89% A	89% B	85%	79%	90% A	88%	83%	87%
Preserve the historic character of existing buildings	76%	79%	81%	84% B	74%	76%	80%	78%	83%	79%
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	88%	88% C	82%	89% B	83%	87%	85%	85%	87%	86%
Create and enhance unique identities for each of Louisville's business districts	55%	61%	57%	58%	59%	56%	59%	58%	59%	58%

Table 79: Vibrant Economic Climate Priorities by Respondent Characteristics

First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate. (Percent rating positively e.g., high priority/medium priority)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Meet the retail and services needs of local residents	93%	94%	93%	94%	94%	92%	97%	94%	92%	93%	96%	94%
Attract visitors to shop in Louisville	62%	72% A	79% A	79% A	69%	75%	73%	69%	75% A	71%	74%	71%
Attract businesses to locate or expand in Louisville	83%	85%	91%	92% A B	88%	87%	82%	88%	85%	85%	92% A	87%
Pursue redevelopment of vacant or underused commercial sites	79%	90% A	97% A	91% A	86%	89%	82%	84%	91% A	88%	86%	87%
Preserve the historic character of existing buildings	79% B	70%	81%	83% B	81% C	79% C	66%	79%	79%	79%	79%	79%
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	88%	89%	82%	83%	83%	89% A	83%	82%	92% A	88% B	80%	86%
Create and enhance unique identities for each of Louisville's business districts	59%	60%	51%	59%	59%	56%	70%	57%	60%	59%	58%	58%

Table 80: Sustainability Vision Priorities by Respondent Characteristics

How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision? (Percent rating positively e.g., high priority/medium priority)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Reduce energy consumption and increase use of clean energy	97% C	93%	90%	95% B	90%	94%	92%	91%	96% A	93%
Encourage water efficiency and water quality efforts	95%	96%	97%	99% B	93%	95%	96%	95%	98%	96%
Promote fuel-efficient transportation and multi-modal infrastructure	94% B C	87%	84%	91% B	84%	88%	88%	86%	94% A	88%
Increase community waste diversion	98% B C	88%	84%	93% B	85%	92%	88%	88%	93% A	89%
Ensure a sustainable, safe and healthy food supply that is accessible	90%	87%	88%	92% B	83%	93% B	86%	86%	93% A	88%

Table 81: Sustainability Vision Priorities by Respondent Characteristics

How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision? (Percent rating positively e.g., high priority/medium priority)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
Reduce energy consumption and increase use of clean energy	96% D	94% D	91%	89%	91%	93%	95%	92%	94%	94% B	89%	93%
Encourage water efficiency and water quality efforts	96%	98%	94%	96%	98% C	94% C	77%	96%	95%	96%	96%	96%
Promote fuel-efficient transportation and multi-modal infrastructure	91% D	89%	90%	83%	85%	90%	95%	86%	91% A	89%	85%	88%
Increase community waste diversion	95% C D	90% D	84%	83%	87%	88%	95%	89%	89%	90% B	85%	89%
Ensure a sustainable, safe and healthy food supply that is accessible	90%	87%	86%	87%	91%	86%	98%	88%	87%	88%	88%	88%

Table 82: Support for Transportation Master Plan Tax by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?	74% C	79% C	61%	73%	72%	76%	71%	70%	81% A	72%

Table 83: Support for Transportation Master Plan Tax by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?	80% D	73% D	79% D	61%	59%	76% A	87% A	66%	82% A	77% B	62%	72%

Table 84: Support for Single-use Carryout Bag Charge by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?	89% C	85% C	68%	84% B	77%	83%	79%	78%	88% A	80%

Table 85: Support for Single-use Carryout Bag Charge by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?	90% B D	81% D	81% D	69%	72%	83% A	85%	75%	88% A	86% B	67%	80%

Table 86: Support for Tax to Increase Renewable Energy Usage by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?	89% B C	79% C	66%	80%	74%	83% B	74%	74%	85% A	76%

Table 87: Support for Tax to Increase Renewable Energy Usage by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?	87% B D	74% D	83% D	65%	68%	77% A	85% A	74%	81% A	81% B	66%	76%

Table 88: Support for Historical Museum Master Plan Tax by Respondent Characteristics

(Percent rating positively e.g., strongly support/somewhat support)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?	53%	52%	53%	55%	50%	53%	52%	50%	60% A	52%

Table 89: Support for Historical Museum Master Plan Tax by Respondent Characteristics

	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	(A)
(Percent rating positively e.g., strongly support/somewhat support)												
The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?	53%	48%	49%	55%	54%	52%	42%	52%	54%	52%	53%	52%

Table 90: Use of Information Sources by Respondent Characteristics

Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville. (Percent rating positively e.g., at least sometimes)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Attend, watch or stream a City Council meeting	12%	27% A	38% A B	29%	25%	10%	34% A	32% B	12%	27%
Quarterly Community Update Newsletter	89%	94% A	96% A	92%	95%	89%	95% A	94% B	90%	93%
Monthly Community Update eNewsletter	57%	64% A	76% A B	65%	68%	59%	69% A	68% B	60%	66%
The Daily Camera/Hometown Weekly	60%	71% A	75% A	68%	72%	63%	73% A	73% B	60%	70%
The City of Louisville website (www.louisvilleco.gov)	85% C	89% C	77%	87% B	81%	78%	87% A	87% B	76%	84%
City's online engagement site (www.engagelouisville.org)	19%	15%	14%	16%	15%	16%	15%	16%	14%	16%
City's email notices (eNotification)	50%	63% A	59% A	59%	59%	45%	64% A	63% B	44%	58%
Utility bill inserts	47%	74% A	79% A	68%	72%	38%	82% A	83% B	29%	70%
Social media (Facebook, Twitter, NextDoor)	54%	58% C	46%	61% B	46%	48%	56% A	56% B	47%	53%
Word of mouth	83%	93% A C	87%	91%	87%	83%	91% A	91% B	81%	89%

Table 9I: Use of Information Sources by Respondent Characteristics

Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville. (Percent rating positively e.g., at least sometimes)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	
Attend, watch or stream a City Council meeting	13%	27% A	27% A	43% A B C	32% B C	24%	12%	27%	27%	22%	40% A	27%
Quarterly Community Update Newsletter	89%	96% A	95% A	96% A	93%	93%	97%	92%	96% A	93%	94%	93%
Monthly Community Update eNewsletter	59%	63%	73% A	73% A B	69%	59%	73%	66%	66%	63%	74% A	66%
The Daily Camera/Hometown Weekly	64%	74% A	78% A	72% A	65%	72%	78%	67%	75% A	67%	76% A	70%
The City of Louisville website (www.louisvilleco.gov)	81%	87%	87%	86%	74%	86% A	95% A	79%	92% A	87% B	78%	84%
City's online engagement site (www.engagelouisville.org)	15%	10%	17%	18% B	15%	16%	11%	16%	16%	15%	17%	16%
City's email notices (eNotification)	51%	63% A	69% A	61% A	50%	60% A	62%	52%	69% A	59%	59%	58%
Utility bill inserts	50%	71% A	78% A	88% A B	67%	78% A	64%	64%	79% A	66%	79% A	70%
Social media (Facebook, Twitter, NextDoor)	57% D	51%	62% D	48%	40%	53% A	71% A	46%	65% A	56% B	48%	53%
Word of mouth	83%	91% A	97% A	92% A	83%	92% A C	76%	87%	92% A	90% B	85%	89%

Table 92: Information Source Ratings by Respondent Characteristics

Following is a list of information sources. Then, indicate the quality and reliability of the information from that source. (Percent rating positively e.g., excellent/good)	Age			Gender		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Attend, watch or stream a City Council meeting	74%	81%	80%	86% B	74%	91%	79%	80%	82%	80%
Quarterly Community Update Newsletter	88%	91%	91%	94% B	87%	86%	92% A	91%	89%	90%
Monthly Community Update eNewsletter	71%	91% A	90% A	94% B	80%	80%	89% A	88%	83%	87%
The Daily Camera/Hometown Weekly	67%	73%	68%	77% B	64%	75%	68%	70%	68%	70%
The City of Louisville website (www.louisvilleco.gov)	80%	78%	80%	85% B	72%	77%	79%	79%	76%	79%
City's online engagement site (www.engagelouisville.org)	74%	62%	70%	72%	64%	86% B	61%	63%	81%	68%
City's email notices (eNotification)	81%	86%	83%	92% B	76%	80%	85%	84%	82%	84%
Utility bill inserts	68%	82% A	85% A	88% B	74%	79%	81%	81%	77%	81%
Social media (Facebook, Twitter, NextDoor)	44%	51%	55%	56% B	43%	42%	53% A	54% B	38%	50%
Word of mouth	45%	59% A	53%	60% B	49%	54%	54%	55%	49%	54%

Table 93: Information Source Ratings by Respondent Characteristics

Following is a list of information sources. Then, indicate the quality and reliability of the information from that source. (Percent rating positively e.g., excellent/good)	Length of residency				Number of household members			Presence of children		Presence of older adults		Overall
	5 years or less (A)	6-10 years (B)	11-15 years (C)	More than 15 years (D)	1-2 (A)	3-4 (B)	5 or more (C)	No (A)	Yes (B)	No (A)	Yes (B)	
Attend, watch or stream a City Council meeting	76%	74%	89%	81%	81%	76%	69%	77%	84%	81%	80%	80%
Quarterly Community Update Newsletter	89%	93%	91%	90%	90%	87%	94%	88%	94% A	91%	89%	90%
Monthly Community Update eNewsletter	83%	90%	90%	87%	87%	80%	93%	82%	93% A	87%	87%	87%
The Daily Camera/Hometown Weekly	71%	74%	65%	68%	72%	68%	87%	69%	71%	72%	66%	70%
The City of Louisville website (www.louisvilleco.gov)	80% C	80% C	65%	80% C	81%	74%	82%	79%	78%	78%	81%	79%
City's online engagement site (www.engagelouisville.org)	74%	61%	51%	68%	80%	56%	38%	72%	60%	68%	70%	68%
City's email notices (eNotification)	83%	87%	79%	85%	88%	84%	85%	81%	87%	84%	84%	84%
Utility bill inserts	75%	83%	75%	84% A	85% B	75%	85%	80%	82%	81%	82%	81%
Social media (Facebook, Twitter, NextDoor)	46%	58%	46%	53%	62% B	43%	40%	49%	51%	49%	55%	50%
Word of mouth	49%	59%	51%	57%	55%	59%	40%	50%	59% A	54%	55%	54%

Comparisons by Geographic Area of Residence

Highlights

- Residents who lived in Ward 1 were less likely to give positive ratings to several general characteristics of the community, such as Louisville's overall appearance, opportunities to participate in community matters, quality of overall natural environment, and the overall quality of life in Louisville.
- Ward 3 residents tended to give higher marks than those who lived in other Wards to the information about City Council, Planning Commission & other official City meetings by City of Louisville Administration.
- Respondents who lived in Ward 3 also felt more positively about enforcement of traffic regulations than respondents who lived elsewhere.
- Thinking about the Louisville Recreation and Senior Center and the Coal Creek Golf Course, Ward 1 residents gave lower scores to current recreation programs for youth, current programs and services for seniors, the overall quality of the Senior Center, and the overall performance of the Coal Creek Golf Course than residents who lived in Wards 2 and 3.
- Ward 2 and Ward 3 residents gave higher ratings to the overall quality of City services than those who lived in Ward 1.
- Respondents who lived in Ward 2 thought that it should be less of a priority than other respondents for the City to focus on preserving the historic character of existing buildings and providing gathering spaces for the community (e.g., parks, facilities, etc.) as part of its strategy to ensure a vibrant economic climate. However, Ward 2 respondents thought it should be more of a priority than others for the City to focus on pursuing redevelopment of vacant or underused commercial sites.
- Residents who lived in Ward 1 were less likely than those who lived in Wards 2 and 3 to support a tax initiative that would increase renewable energy usage by the City.

Table 94: Aspects of Quality of Life by Council Ward

Please rate each of the following aspects of quality of life in Louisville: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Louisville as a place to live	98%	99%	100% A	99%
Louisville as a place to raise children	96%	99%	98%	97%
Louisville as a place to retire	78%	75%	82%	78%
Louisville as a place to work	75%	81%	85% A	80%
The overall quality of life in Louisville	96%	98% A	100% A	98%

Table 95: Select Community Characteristics by Council Ward

Please rate Louisville as a community on each of the items listed below: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Openness and acceptance of the community towards people of diverse backgrounds	75%	84% A	78%	79%
Overall appearance of Louisville	86%	93% A	95% A	91%
Opportunities to attend cultural activities	72%	72%	72%	72%
Shopping opportunities	59% B	49%	55%	55%
Opportunities to participate in special events and community activities	89%	90%	90%	90%
Opportunities to participate in community matters	82%	89% A	88% A	86%
Recreational opportunities	94%	97%	96%	95%
Employment opportunities	45%	44%	54%	47%
Variety of housing options	47%	45%	39%	44%
Availability of affordable quality housing	17%	15%	15%	16%
Preservation of the historic character of old town	78%	78%	80%	79%
Quality of overall natural environment in Louisville	89%	94% A	95% A	93%
Overall economic health of Louisville	85%	84%	85%	84%

Table 96: Safety Ratings by Council Ward

Please rate how safe you feel: (Percent rating positively e.g., very safe/somewhat safe)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
From violent crime (e.g., rape, assault, robbery)	97%	99% A	99% A	98%
From property crimes (e.g., burglary, theft)	84%	93% A C	87%	88%
In your neighborhood	93%	98% A	96%	96%
In Louisville's downtown area	95%	98%	98% A	97%
In Louisville's parks	95%	97%	96%	96%

Table 97: Government Performance Ratings by Council Ward

Please rate the following areas of the City of Louisville Administration: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
City response to citizen complaints or concerns	73%	77%	76%	75%
Information about City Council, Planning Commission & other official City meetings	78%	78%	86% A B	81%
Information about City's strategic plan and budget	72%	71%	78%	74%
Programming on Louisville cable TV, municipal channel 8	59%	63%	64%	61%
Louisville website (www.louisvilleco.gov)	83%	78%	80%	80%
Overall customer service (knowledgeable, available, responsive, courteous)	85%	88%	84%	85%
Overall performance of the Louisville City government	82%	81%	85%	83%

Table 98: Police Department Ratings by Council Ward

Please rate the following areas of the Louisville Police Department and public safety: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Visibility of patrol cars	84%	90% A	95% A	89%
Enforcement of traffic regulations	76%	78%	88% A B	81%
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	68%	75%	76%	72%
Communicating regularly with community members (e.g., website, meetings, etc.)	67%	70%	74%	70%
Response to emerging community issues (e.g., opioids, mental health, etc.)	65%	79% A	74%	72%
Overall customer service (knowledgeable, available, responsive, courteous)	83%	86%	87%	85%
Overall performance of the Louisville Police Department	85%	90%	91% A	88%

Table 99: Planning and Building Safety Department Ratings by Council Ward

Please rate the following areas of community design and the Louisville Planning and Building Safety Department: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
The public input process on City planning issues	65%	69%	65%	66%
Planning review process for new development	60%	65%	55%	60%
Building permit process related to 2018 hail damage	74%	71%	79%	75%
Building permit process overall	61%	65%	70%	65%
Building/construction inspection process	62%	68%	72%	67%
Overall customer service (knowledgeable, available, responsive, courteous)	73%	76%	79%	76%
Overall performance of the Louisville Planning and Building Safety Department	70%	72%	77%	72%

Table 100: Public Library and Historical Museum Ratings by Council Ward

Please rate the following areas of the Louisville Public Library and Historical Museum and their services: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Louisville Public Library programs (e.g., story time, One Book program, etc.)	97%	97%	100% A	98%
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	96%	97%	100% A	97%
Internet and computer services at the Louisville Public Library	95% B	90%	100% A B	95%
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	97%	94%	99% B	97%
Louisville Public Library materials and collections	90%	90%	92%	91%
Louisville Public Library building	98%	97%	99%	98%
Overall customer service at the Library (knowledgeable, available, responsive, courteous)	97%	96%	99%	97%
Overall performance of the Louisville Public Library	97%	98%	97%	97%
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	94%	92%	94%	93%
Louisville Historical Museum campus	91%	90%	90%	90%
Archival materials (e.g., historic photographs, newspapers, etc.)	94%	90%	93%	92%
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	92%	99% A C	93%	95%
Overall performance of the Louisville Historical Museum	94%	98%	93%	95%

Table 101: Louisville Recreation and Senior Center, and the Coal Creek Golf Course Ratings by Council Ward

Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	91%	98% A	97% A	95%
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	90%	93%	93%	92%
Recreation Center fees in Louisville	81%	84%	86%	83%
Overall quality of the Louisville Recreation Center	94%	97%	98% A	96%
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	95%	96%	93%	95%
Overall performance of the Louisville Recreation Center	96%	98%	97%	97%
Current programs and services for seniors	91%	97% A	98% A	95%
Overall quality of the Louisville Senior Center	92%	98% A	98% A	96%
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	95%	98%	97%	96%
Overall performance of the Louisville Senior Center	92%	99% A	96%	95%
Overall quality of the Coal Creek Golf Course	85%	92%	87%	88%
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	82%	93% A	90%	88%
Overall performance of the Coal Creek Golf Course	82%	94% A	91% A	89%

Table 102: Parks and Open Space Divisions Ratings by Council Ward

Please rate the following areas of the Louisville Parks and Open Space Divisions: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Adequacy of parks, bike paths, playing fields and playgrounds	91%	95% A	96% A	94%
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas)	94%	95%	97%	95%
Maintenance of medians and street landscaping	84%	86%	88%	86%
Maintenance of the Louisville Cemetery	81%	86%	97% A B	87%
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	89%	92%	97% A	92%
Overall performance of the Parks Division	89%	93%	96% A	92%
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	91%	94%	95% A	93%
Maintenance of the trail system	93%	93%	96% A	94%
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	90%	90%	92%	90%
Overall performance of the Open Space Division	92%	94%	95%	93%

Table 103: Public Works Department Ratings by Council Ward

Please rate the following areas of the Louisville Public Works Department: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Street maintenance in Louisville (e.g., paving and concrete replacement)	70% B C	62%	60%	64%
Street maintenance in your neighborhood	67% B C	56%	59%	61%
Street sweeping	75% B	67%	74%	72%
Snow removal/street sanding	50%	52%	53%	52%
Street lighting, signage and street markings	79%	85% A	81%	81%
Waste water (e.g., sewage system)	89%	95% A C	90%	91%
Storm drainage (e.g., flooding management)	87%	91%	86%	88%
Quality of Louisville water	86%	92% C	85%	88%
Solid waste/trash service (e.g., trash, recycle, compost)	75%	87% A	85% A	81%
Fees for water, sewer and trash	67%	73%	71%	70%
Overall customer service (knowledgeable, available, responsive, courteous)	80%	86%	85%	83%
Overall performance of the Louisville Public Works Department	85%	87%	82%	85%

Table 104: Transportation System Ratings by Council Ward

Please rate the following areas of Louisville's Transportation System: (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Ease of car travel in Louisville	86%	89%	95% A	90%
Ease of bus travel in Louisville	63%	71% C	59%	64%
Ease of bicycle travel in Louisville	86%	92% A	91% A	89%
Ease of walking in Louisville	88%	97% A C	90%	91%
Traffic flow on major streets	72%	86% A	83% A	79%
Overall quality of Louisville's Transportation System	81%	91% A	87% A	86%
Overall safety of Louisville's Transportation System	82%	91% A	89% A	87%

Table 105: Overall Services Rating by Council Ward

Overall, how do you rate the quality of services provided by the City of Louisville? (Percent rating positively e.g., excellent/good)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Overall, how do you rate the quality of services provided by the City of Louisville?	93%	97% A	97% A	95%

Table 106: City Priorities by Council Ward

First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community. Then, select which three (3) should be the top priorities for the City to focus on in the next 4 years. (Percent rating positively e.g., high priority/medium priority)	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Transportation (e.g., safe/well-maintained multi-modal transportation system)	89%	89%	91%	90%
Utilities (e.g., safe/reliable water, treated wastewater)	96%	99%	98%	97%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	91%	95% A	92%	92%
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	95%	97%	97%	96%
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas)	95%	94%	97%	95%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	89%	88%	87%	88%
Library (e.g., informing/involving the community)	88%	86%	92%	89%
Museum Services (e.g., preserving heritage, informing community)	58%	51%	53%	55%
Economic Prosperity (e.g., promoting a thriving business climate)	94%	96%	94%	94%
Administration & Support Services (e.g., effective and efficient governance)	87%	88%	90%	88%
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts)	92%	89%	92%	91%

Table 107: Vibrant Economic Climate Priorities by Council Ward

First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate. (Percent rating positively e.g., high priority/medium priority)	Council Ward			Overall (A)
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	
Meet the retail and services needs of local residents	95%	94%	92%	94%
Attract visitors to shop in Louisville	68%	74%	72%	71%
Attract businesses to locate or expand in Louisville	88% C	92% C	82%	87%
Pursue redevelopment of vacant or underused commercial sites	87%	91% C	83%	87%
Preserve the historic character of existing buildings	81% B	71%	86% B	79%
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	88% B	79%	88% B	86%
Create and enhance unique identities for each of Louisville's business districts	61%	54%	60%	58%

Table 108: Sustainability Vision Priorities by Council Ward

How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision? (Percent rating positively e.g., high priority/medium priority)	Council Ward			Overall (A)
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	
Reduce energy consumption and increase use of clean energy	92%	93%	93%	93%
Encourage water efficiency and water quality efforts	97%	94%	97%	96%
Promote fuel-efficient transportation and multi-modal infrastructure	88%	86%	89%	88%
Increase community waste diversion	90%	87%	88%	89%
Ensure a sustainable, safe and healthy food supply that is accessible	87%	87%	89%	88%

Table 109: Support for Transportation Master Plan Tax by Council Ward

	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
(Percent rating positively e.g., strongly support/somewhat support)				
In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?	73%	70%	73%	72%

Table 110: Support for Single-use Carryout Bag Charge by Council Ward

	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
(Percent rating positively e.g., strongly support/somewhat support)				
The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?	79%	81%	80%	80%

Table 111: Support for Tax to Increase Renewable Energy Usage by Council Ward

	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
(Percent rating positively e.g., strongly support/somewhat support)				
In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?	72%	80% A	79% A	76%

Table I 12: Support for Historical Museum Master Plan Tax by Council Ward

	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
(Percent rating positively e.g., strongly support/somewhat support)				
The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?	53%	51%	53%	52%

Table I 13: Use of Information Sources by Council Ward

	Council Ward			Overall
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	(A)
Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville. (Percent rating positively e.g., at least sometimes)				
Attend, watch or stream a City Council meeting	28%	30%	24%	27%
Quarterly Community Update Newsletter	92%	94%	94%	93%
Monthly Community Update eNewsletter	63%	70%	67%	66%
The Daily Camera/Hometown Weekly	72%	69%	68%	70%
The City of Louisville website (www.louisvilleco.gov)	82%	89% A	83%	84%
City's online engagement site (www.engagelouisville.org)	16%	15%	14%	16%
City's email notices (eNotification)	53%	69% A C	56%	58%
Utility bill inserts	62%	80% A C	70% A	70%
Social media (Facebook, Twitter, NextDoor)	52%	51%	58%	53%
Word of mouth	87%	91%	90%	89%

Table 114: Information Source Ratings by Council Ward

Following is a list of information sources. Then, indicate the quality and reliability of the information from that source. (Percent rating positively e.g., excellent/good)	Council Ward			Overall (A)
	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	
Attend, watch or stream a City Council meeting	87% C	78%	71%	80%
Quarterly Community Update Newsletter	90%	92%	89%	90%
Monthly Community Update eNewsletter	86%	91% C	82%	87%
The Daily Camera/Hometown Weekly	67%	67%	76%	70%
The City of Louisville website (www.louisvilleco.gov)	80%	77%	79%	79%
City's online engagement site (www.engagelouisville.org)	71%	65%	65%	68%
City's email notices (eNotification)	86%	82%	83%	84%
Utility bill inserts	85% C	81%	76%	81%
Social media (Facebook, Twitter, NextDoor)	47%	44%	59% A B	50%
Word of mouth	53%	56%	54%	54%

Appendix C: Verbatim Responses to Open-ended Survey Question

All write-in responses are presented below verbatim, meaning spelling and grammar has not been corrected.

Question D4. How do you describe your gender identity?

- Enough of this bullshit.
- N/A
- n/a
- N/a
- Non-binary
- Non-binary.
- Only two genders!
- Two occupants, one female, one non gendered

Appendix D: Benchmark Comparisons

Comparing Louisville's Results to the Benchmarking Database

Jurisdictions use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” resident evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments. Benchmark data can help that police department – or any city department – to understand how well residents think it is doing.

NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using resident surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of resident surveys regularly have relied on NRC’s work¹. The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in NRC’s proprietary databases.

Jurisdictions in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to a subset of jurisdictions (within a given region or population category such as Front Range jurisdictions), as in this report. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel, and politics to help managers know how to respond to comparative results.

Interpreting the Results

Ratings are compared when similar questions are included in NRC’s database, and there are at least five communities in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is Louisville’s “percent positive” rating (e.g., “excellent” or “good,” “very safe” or “somewhat safe”). The second column is the rank assigned to Louisville’s rating among communities

¹ Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341.

where a similar question was asked. The third column is the number of communities that asked a similar question. The fourth column shows the comparison of Louisville's rating to the benchmark.

Where comparisons for quality ratings were available, the City of Louisville's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Louisville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error (less than four points on the 100-point scale); "above" or "below" if the difference between Louisville's rating and the benchmark is greater than the margin of error (greater than four points but less than eight points); and "much above" or "much below" if the difference between Louisville's rating and the benchmark is more than twice the margin of error (more than eight points).

National Benchmark Tables

Table 115: Aspects of Quality of Life Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Louisville as a place to live	99%	4	390	Much higher
Louisville as a place to raise children	97%	2	381	Much higher
Louisville as a place to retire	78%	33	361	Much higher
Louisville as a place to work	80%	28	361	Much higher
The overall quality of life in Louisville	98%	4	450	Much higher

Table I16: Community Characteristics Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Openness and acceptance of the community towards people of diverse backgrounds	79%	15	297	Much higher
Overall appearance of Louisville	91%	45	349	Much higher
Opportunities to attend cultural activities	72%	73	295	Much higher
Shopping opportunities	55%	150	296	Similar
Opportunities to participate in special events and community activities	90%	1	268	Much higher
Opportunities to participate in community matters	86%	4	279	Much higher
Recreational opportunities	95%	6	296	Much higher
Employment opportunities	47%	109	312	Higher
Variety of housing options	44%	182	282	Similar
Availability of affordable quality housing	16%	257	305	Much lower
Quality of overall natural environment in Louisville	93%	44	280	Much higher
Overall economic health of Louisville	84%	51	276	Much higher

Table I17: Safety Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
From violent crime (e.g., rape, assault, robbery)	98%	1	19	Much higher
From property crimes (e.g., burglary, theft)	88%	2	19	Much higher
In your neighborhood	96%	149	354	Similar
In Louisville's downtown area	97%	67	321	Much higher

Table 118: Quality of City Administration Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Programming on Louisville cable TV, municipal channel 8	61%	4	6	Similar
Louisville website (www.louisvilleco.gov)	80%	2	13	Higher
Overall customer service (knowledgeable, available, responsive, courteous)	85%	101	381	Higher

Table 119: Quality of Louisville Public Safety Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enforcement of traffic regulations	81%	28	365	Much higher
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	72%	14	382	Much higher
Overall performance of the Louisville Police Department	88%	160	441	Higher

Table 120: Quality of Louisville Planning and Building Safety Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall performance of the Louisville Planning and Building Safety Department	72%	2	6	Much higher

Table 121: Quality of Louisville Public Library Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall performance of the Louisville Public Library	97%	3	332	Much higher

Table 122: Quality of Louisville Recreation Center Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the Louisville Recreation Center	96%	1	283	Much higher

Table 123: Quality of Parks and Open Space Divisions Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Maintenance of the trail system	94%	3	8	Higher

Table 124: Quality of Louisville Public Works Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Street maintenance in Louisville (e.g., paving and concrete replacement)	64%	52	366	Much higher
Street sweeping	72%	91	320	Higher
Snow removal/street sanding	52%	201	274	Lower
Storm drainage (e.g., flooding management)	88%	6	339	Much higher
Solid waste/trash service (e.g., trash, recycle, compost)	81%	180	345	Similar
Quality of Louisville water	88%	25	308	Much higher

Table 125: Quality of Louisville's Transportation System Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Ease of car travel in Louisville	90%	2	307	Much higher
Ease of bus travel in Louisville	64%	2	11	Much higher
Ease of bicycle travel in Louisville	89%	3	307	Much higher
Ease of walking in Louisville	91%	8	308	Much higher
Traffic flow on major streets	79%	3	337	Much higher
Overall quality of Louisville's Transportation System	86%	68	279	Higher

Table 126: Overall Quality of City Services Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall, how do you rate the quality of services provided by the City of Louisville?	95%	5	416	Much higher

Jurisdictions Included in the National Benchmark Comparisons

Listed below are the jurisdictions included in the national benchmark comparisons provided for the City of Louisville followed by its 2010 population according to the U.S. Census.

Adams County, CO.....	487,850	Brooklyn city, OH.....	10,891	Coronado city, CA.....	24,053
Airway Heights city, WA.....	8,017	Broomfield city, CO.....	64,283	Corvallis city, OR.....	56,224
Albany city, OR.....	52,007	Brownsburg town, IN.....	24,625	Cottonwood Heights city, UT..	34,214
Albemarle County, VA.....	105,105	Buffalo Grove village, IL.....	41,551	Coventry Lake CDP, CT	2,932
Albert Lea city, MN.....	17,716	Burlingame city, CA.....	30,401	Coventry town, CT	12,458
Alexandria city, VA.....	154,710	Cabarrus County, NC	196,716	Creve Coeur city, MO.....	18,259
Allegan County, MI.....	114,145	Cambridge city, MA.....	110,893	Cupertino city, CA.....	60,687
American Canyon city, CA.....	20,341	Canandaigua city, NY.....	10,402	Dacono city, CO.....	4,929
Ames city, IA.....	65,005	Cannon Beach city, OR.....	1,517	Dakota County, MN.....	414,655
Ankeny city, IA.....	56,237	Cañon City city, CO.....	16,298	Dallas city, OR.....	15,413
Ann Arbor city, MI	119,303	Canton city, SD	3,352	Dallas city, TX.....	1,300,122
Apache Junction city, AZ.....	38,452	Cape Coral city, FL.....	173,679	Danvers town, MA	27,527
Arapahoe County, CO.....	626,612	Carlsbad city, CA	113,147	Danville city, KY.....	16,657
Arlington city, TX.....	388,225	Carroll city, IA.....	9,937	Darien city, IL.....	22,206
Arvada city, CO	115,320	Cartersville city, GA	20,235	Davenport city, FL	3,665
Asheville city, NC.....	89,318	Cary town, NC.....	159,715	Davidson town, NC.....	12,325
Ashland city, OR.....	20,733	Castle Rock town, CO.....	57,274	Dayton city, OH.....	140,939
Ashland town, MA.....	17,478	Cedar Hill city, TX.....	48,149	Dayton town, WY	815
Ashland town, VA.....	7,554	Cedar Park city, TX.....	70,010	Dearborn city, MI	95,295
Aspen city, CO.....	7,097	Cedar Rapids city, IA.....	130,330	Decatur city, GA.....	22,022
Athens-Clarke County, GA....	122,292	Celina city, TX.....	7,910	Del Mar city, CA.....	4,338
Auburn city, AL.....	61,462	Centennial city, CO	108,448	DeLand city, FL.....	30,315
Augusta CCD, GA.....	136,103	Chandler city, AZ.....	245,160	Delaware city, OH.....	38,193
Aurora city, CO.....	357,323	Chandler city, TX.....	2,896	Denison city, TX.....	23,342
Austin city, TX.....	916,906	Chanhasen city, MN.....	25,108	Denton city, TX.....	131,097
Avon town, CO	6,503	Chapel Hill town, NC.....	59,234	Denver city, CO	678,467
Avon town, IN	16,479	Chardon city, OH	5,166	Des Moines city, IA	214,778
Avondale city, AZ.....	81,590	Charles County, MD.....	156,021	Des Peres city, MO	8,536
Azusa city, CA.....	49,029	Charlotte County, FL.....	173,236	Destin city, FL.....	13,421
Bainbridge Island city, WA.....	23,689	Charlottesville city, VA.....	46,487	Dothan city, AL.....	67,784
Baltimore city, MD	619,796	Chattanooga city, TN	176,291	Dover city, NH	30,901
Baltimore County, MD	828,637	Chautauqua town, NY.....	4,362	Dublin city, CA.....	57,022
Battle Creek city, MI	51,505	Chesterfield County, VA.....	335,594	Dublin city, OH.....	44,442
Bay Village city, OH.....	15,426	Clackamas County, OR.....	399,962	Duluth city, MN	86,066
Baytown city, TX.....	76,205	Clayton city, MO.....	16,214	Durham city, NC	257,232
Bedford city, TX.....	49,082	Clearwater city, FL.....	112,794	Durham County, NC	300,865
Bedford town, MA.....	14,105	Cleveland Heights city, OH	45,024	Dyer town, IN.....	16,077
Bellevue city, WA.....	139,014	Clinton city, SC.....	8,538	Eagan city, MN.....	66,102
Bellingham city, WA.....	85,388	Clive city, IA.....	17,134	Eagle Mountain city, UT.....	27,773
Bend city, OR.....	87,167	Clovis city, CA.....	104,411	Eau Claire city, WI.....	67,945
Bethlehem township, PA.....	23,800	College Park city, MD.....	32,186	Eden Prairie city, MN	63,660
Bettendorf city, IA.....	35,293	College Station city, TX	107,445	Eden town, VT	1,254
Billings city, MT	109,082	Colleyville city, TX.....	25,557	Edgewater city, CO	5,299
Bloomington city, IN.....	83,636	Collinsville city, IL.....	24,767	Edina city, MN.....	50,603
Bloomington city, MN.....	85,417	Columbia city, MO.....	118,620	Edmond city, OK	89,769
Boise City city, ID.....	220,859	Columbia city, SC.....	132,236	Edmonds city, WA.....	41,309
Bonner Springs city, KS.....	7,644	Columbia Falls city, MT	5,054	El Cerrito city, CA.....	24,982
Boulder city, CO.....	106,271	Commerce City city, CO.....	52,905	El Paso de Robles (Paso Robles)	
Bowling Green city, KY	64,302	Concord city, CA.....	128,160	city, CA.....	31,409
Bozeman city, MT	43,132	Concord town, MA.....	19,357	Elgin city, IL.....	112,628
Brentwood city, TN.....	41,524	Conshohocken borough, PA	7,985	Elk Grove city, CA.....	166,228
Brighton city, CO	38,016	Coolidge city, AZ	12,221	Elmhurst city, IL	46,139
Brookline CDP, MA	59,246	Coon Rapids city, MN	62,342	Englewood city, CO	33,155
Brooklyn Center city, MN.....	30,885	Coral Springs city, FL.....	130,110	Erie town, CO.....	22,019

Escambia County, FL.....	309,924	Highlands Ranch CDP, CO.....	105,264	Lewisville town, NC.....	13,516
Estes Park town, CO.....	6,248	Homer Glen village, IL.....	24,403	Libertyville village, IL.....	20,504
Euclid city, OH.....	47,698	Honolulu County, HI.....	990,060	Lincolnwood village, IL.....	12,637
Fairview town, TX.....	8,473	Hoquiam city, WA.....	8,416	Lindsborg city, KS.....	3,313
Farmers Branch city, TX.....	33,808	Horry County, SC.....	310,186	Little Chute village, WI.....	11,006
Farmersville city, TX.....	3,440	Hudson town, CO.....	1,709	Littleton city, CO.....	45,848
Farmington Hills city, MI.....	81,235	Huntley village, IL.....	26,265	Livermore city, CA.....	88,232
Farmington town, CT.....	25,596	Huntsville city, TX.....	40,727	Lombard village, IL.....	43,776
Fate city, TX.....	10,339	Hutchinson city, MN.....	13,836	Lone Tree city, CO.....	13,430
Fayetteville city, GA.....	17,069	Hutto city, TX.....	22,644	Long Grove village, IL.....	7,980
Fayetteville city, NC.....	210,324	Hyattsville city, MD.....	18,225	Longmont city, CO.....	91,730
Ferguson township, PA.....	18,837	Independence city, MO.....	117,369	Lonsdale city, MN.....	3,850
Fernandina Beach city, FL.....	11,957	Indio city, CA.....	86,867	Los Alamos County, NM.....	18,031
Flower Mound town, TX.....	71,575	Iowa City city, IA.....	73,415	Los Altos Hills town, CA.....	8,490
Forest Grove city, OR.....	23,554	Irving city, TX.....	235,648	Loudoun County, VA.....	374,558
Fort Collins city, CO.....	159,150	Issaquah city, WA.....	35,629	Louisville city, CO.....	20,319
Franklin city, TN.....	72,990	Jackson city, MO.....	14,690	Lower Merion township, PA.....	58,500
Frederick town, CO.....	11,397	Jackson County, MI.....	158,989	Lynchburg city, VA.....	79,237
Fremont city, CA.....	230,964	James City County, VA.....	73,028	Lynnwood city, WA.....	37,242
Frisco town, CO.....	2,977	Jefferson County, NY.....	116,567	Manassas city, VA.....	41,379
Fruita city, CO.....	13,039	Jefferson Parish, LA.....	437,038	Manhattan Beach city, CA.....	35,698
Gahanna city, OH.....	34,691	Jerome city, ID.....	11,306	Manhattan city, KS.....	55,427
Gaithersburg city, MD.....	67,417	Johnson City city, TN.....	65,598	Mankato city, MN.....	41,241
Galveston city, TX.....	49,706	Johnston city, IA.....	20,172	Maple Grove city, MN.....	68,362
Gardner city, KS.....	21,059	Jupiter town, FL.....	62,373	Maplewood city, MN.....	40,127
Germantown city, TN.....	39,230	Kalamazoo city, MI.....	75,833	Maricopa County, AZ.....	4,155,501
Gilbert town, AZ.....	232,176	Kansas City city, KS.....	151,042	Marin County, CA.....	260,814
Gillette city, WY.....	31,783	Kansas City city, MO.....	476,974	Marion city, IA.....	38,014
Glen Ellyn village, IL.....	27,983	Keizer city, OR.....	37,910	Mariposa County, CA.....	17,658
Glendora city, CA.....	51,891	Kent city, WA.....	126,561	Marshfield city, WI.....	18,326
Glenview village, IL.....	47,066	Kerrville city, TX.....	22,931	Martinez city, CA.....	37,902
Golden city, CO.....	20,365	Key West city, FL.....	25,316	Marysville city, WA.....	66,178
Golden Valley city, MN.....	21,208	King City city, CA.....	13,721	Maui County, HI.....	164,094
Goodyear city, AZ.....	74,953	Kingman city, AZ.....	28,855	McKinney city, TX.....	164,760
Grafton village, WI.....	11,576	Kirkland city, WA.....	86,772	McMinnville city, OR.....	33,211
Grand Blanc city, MI.....	7,964	Kirkwood city, MO.....	27,659	Mecklenburg County, NC.....	1,034,290
Grand Rapids city, MI.....	195,355	Knoxville city, IA.....	7,202	Menlo Park city, CA.....	33,661
Grants Pass city, OR.....	36,687	La Mesa city, CA.....	59,479	Menomonee Falls village, WI.....	36,411
Grass Valley city, CA.....	12,893	La Plata town, MD.....	9,160	Mercer Island city, WA.....	24,768
Greeley city, CO.....	100,760	La Vista city, NE.....	17,062	Meridian charter township, MI.....	41,903
Greenville city, NC.....	90,347	Laguna Niguel city, CA.....	65,429	Meridian city, ID.....	91,917
Greenwich town, CT.....	62,782	Lake Forest city, IL.....	18,931	Merriam city, KS.....	11,259
Greenwood Village city, CO.....	15,397	Lake in the Hills village, IL.....	28,908	Mesa city, AZ.....	479,317
Greer city, SC.....	28,587	Lake Zurich village, IL.....	19,983	Mesquite city, TX.....	144,118
Gunnison County, CO.....	16,215	Lakeville city, MN.....	61,056	Miami Beach city, FL.....	92,187
Haltom City city, TX.....	44,059	Lakewood city, CO.....	151,411	Miami city, FL.....	443,007
Hamilton city, OH.....	62,216	Lakewood city, WA.....	59,102	Middleton city, WI.....	18,951
Hamilton town, MA.....	7,991	Lancaster County, SC.....	86,544	Middletown town, RI.....	16,100
Hampton city, VA.....	136,255	Lansing city, MI.....	115,222	Midland city, MI.....	41,958
Hanover County, VA.....	103,218	Laramie city, WY.....	32,104	Milford city, DE.....	10,645
Harrisburg city, SD.....	5,429	Larimer County, CO.....	330,976	Milton city, GA.....	37,556
Harrisonburg city, VA.....	53,064	Las Cruces city, NM.....	101,014	Minneapolis city, MN.....	411,452
Harrisonville city, MO.....	10,025	Las Vegas city, NM.....	13,445	Minnetrista city, MN.....	7,187
Hastings city, MN.....	22,620	Lawrence city, KS.....	93,954	Missouri City city, TX.....	72,688
Henderson city, NV.....	284,817	Lawrenceville city, GA.....	29,287	Moline city, IL.....	42,644
Herndon town, VA.....	24,545	Lehi city, UT.....	58,351	Monroe city, MI.....	20,128
High Point city, NC.....	109,849	Lenexa city, KS.....	52,030	Montgomery city, MN.....	2,921
Highland Park city, IL.....	29,796	Lewisville city, TX.....	103,638	Montgomery County, MD.....	1,039,198

Monticello city, UT.....	2,599	Pasco city, WA.....	70,607	Sammamish city, WA.....	62,877
Montrose city, CO.....	18,918	Pasco County, FL.....	498,136	San Carlos city, CA.....	29,954
Moraga town, CA.....	17,231	Payette city, ID.....	7,366	San Diego city, CA.....	1,390,966
Morristown city, TN.....	29,446	Pearland city, TX.....	113,693	San Francisco city, CA.....	864,263
Morrisville town, NC.....	23,873	Peoria city, IL.....	115,424	San Jose city, CA.....	1,023,031
Morro Bay city, CA.....	10,568	Pflugerville city, TX.....	58,013	San Marcos city, CA.....	93,493
Moscow city, ID.....	24,833	Philadelphia city, PA.....	1,569,657	San Marcos city, TX.....	59,935
Mountlake Terrace city, WA.....	20,922	Pinehurst village, NC.....	15,580	Sangamon County, IL.....	198,134
Murphy city, TX.....	20,361	Piqua city, OH.....	20,793	Santa Fe city, NM.....	82,980
Naperville city, IL.....	146,431	Pitkin County, CO.....	17,747	Santa Fe County, NM.....	147,514
Napoleon city, OH.....	8,646	Plano city, TX.....	281,566	Sarasota County, FL.....	404,839
Nederland city, TX.....	17,284	Platte City city, MO.....	4,867	Savage city, MN.....	30,011
Needham CDP, MA.....	30,429	Pleasant Hill city, IA.....	9,608	Schaumburg village, IL.....	74,427
Nevada City city, CA.....	3,112	Pleasanton city, CA.....	79,341	Schertz city, TX.....	38,199
Nevada County, CA.....	98,838	Plymouth city, MN.....	76,258	Scott County, MN.....	141,463
New Braunfels city, TX.....	70,317	Polk County, IA.....	467,235	Scottsdale city, AZ.....	239,283
New Brighton city, MN.....	22,440	Pompano Beach city, FL.....	107,542	Sedona city, AZ.....	10,246
New Concord village, OH.....	2,561	Port Orange city, FL.....	60,315	Sevierville city, TN.....	16,387
New Hope city, MN.....	20,909	Port St. Lucie city, FL.....	178,778	Shakopee city, MN.....	40,024
New Orleans city, LA.....	388,182	Portland city, OR.....	630,331	Sharonville city, OH.....	13,974
New Ulm city, MN.....	13,249	Powell city, OH.....	12,658	Shawnee city, KS.....	64,840
Newport city, RI.....	24,745	Powhatan County, VA.....	28,364	Shawnee city, OK.....	30,974
Newport News city, VA.....	180,775	Prairie Village city, KS.....	21,932	Sherborn town, MA.....	4,302
Newton city, IA.....	15,085	Prince William County, VA.....	450,763	Shoreline city, WA.....	55,431
Niles village, IL.....	29,823	Prior Lake city, MN.....	25,452	Shoreview city, MN.....	26,432
Noblesville city, IN.....	59,807	Pueblo city, CO.....	109,122	Shorewood village, IL.....	16,809
Norcross city, GA.....	16,474	Purcellville town, VA.....	9,217	Sierra Vista city, AZ.....	43,585
Norfolk city, NE.....	24,352	Queen Creek town, AZ.....	33,298	Silverton city, OR.....	9,757
Norfolk city, VA.....	245,752	Raleigh city, NC.....	449,477	Sioux Falls city, SD.....	170,401
North Mankato city, MN.....	13,583	Ramsey city, MN.....	25,853	Skokie village, IL.....	64,773
North Port city, FL.....	62,542	Raymond town, ME.....	4,497	Snoqualmie city, WA.....	12,944
North Yarmouth town, ME.....	3,714	Raymore city, MO.....	20,358	Snowmass Village town, CO.....	2,827
Northglenn city, CO.....	38,473	Redmond city, OR.....	28,492	Somerset town, MA.....	18,257
Novato city, CA.....	55,378	Redmond city, WA.....	60,712	South Jordan city, UT.....	65,523
Novi city, MI.....	58,835	Redwood City city, CA.....	84,368	Southlake city, TX.....	30,090
O'Fallon city, IL.....	29,095	Reno city, NV.....	239,732	Spearfish city, SD.....	11,300
Oak Park village, IL.....	52,229	Richfield city, MN.....	35,993	Springfield city, MO.....	165,785
Oakley city, CA.....	39,950	Richland city, WA.....	53,991	Springville city, UT.....	32,319
Oklahoma City city, OK.....	629,191	Richmond city, CA.....	108,853	St. Augustine city, FL.....	13,952
Olmsted County, MN.....	151,685	Richmond Heights city, MO.....	8,466	St. Charles city, IL.....	32,730
Olympia city, WA.....	49,928	Rio Rancho city, NM.....	93,317	St. Cloud city, MN.....	67,093
Orange village, OH.....	3,280	River Falls city, WI.....	15,256	St. Joseph city, MO.....	76,819
Orland Park village, IL.....	59,161	Riverside city, CA.....	321,570	St. Louis County, MN.....	200,294
Orleans Parish, LA.....	388,182	Roanoke city, VA.....	99,572	St. Lucie County, FL.....	298,763
Oshkosh city, WI.....	66,649	Roanoke County, VA.....	93,419	State College borough, PA.....	42,224
Oswego village, IL.....	33,759	Rochester city, NY.....	209,463	Steamboat Springs city, CO.....	12,520
Ottawa County, MI.....	280,243	Rock Hill city, SC.....	70,764	Sugar Land city, TX.....	86,886
Overland Park city, KS.....	186,147	Rockville city, MD.....	66,420	Suisun City city, CA.....	29,280
Paducah city, KY.....	24,879	Roeland Park city, KS.....	6,810	Summit County, UT.....	39,731
Palm Beach Gardens city, FL.....	53,119	Rohnert Park city, CA.....	42,305	Sunnyvale city, CA.....	151,565
Palm Coast city, FL.....	82,356	Rolla city, MO.....	20,013	Surprise city, AZ.....	129,534
Palo Alto city, CA.....	67,082	Rosemount city, MN.....	23,474	Suwanee city, GA.....	18,655
Palos Verdes Estates city, CA.....	13,591	Rosenberg city, TX.....	35,867	Tacoma city, WA.....	207,280
Papillion city, NE.....	19,478	Roseville city, MN.....	35,624	Takoma Park city, MD.....	17,643
Paradise Valley town, AZ.....	13,961	Round Rock city, TX.....	116,369	Temecula city, CA.....	110,722
Park City city, UT.....	8,167	Royal Palm Beach village, FL.....	37,665	Tempe city, AZ.....	178,339
Parker town, CO.....	51,125	Sacramento city, CA.....	489,650	Temple city, TX.....	71,795
Parkland city, FL.....	28,901	Sahuarita town, AZ.....	28,257	Texarkana city, TX.....	37,222

The Woodlands CDP, TX.....	Victoria city, MN.....	White House city, TN.....
109,608	8,679	11,107
Thousand Oaks city, CA.....	Vienna town, VA.....	Wichita city, KS.....
128,909	16,474	389,054
Tigard city, OR.....	Virginia Beach city, VA.....	Williamsburg city, VA.....
51,355	450,057	14,817
Tinley Park village, IL.....	Walnut Creek city, CA.....	Willowbrook village, IL.....
57,107	68,516	8,598
Tracy city, CA.....	Warrensburg city, MO.....	Wilmington city, NC.....
87,613	19,890	115,261
Trinidad CCD, CO.....	Washington County, MN.....	Wilsonville city, OR.....
10,819	250,979	22,789
Tualatin city, OR.....	Washoe County, NV.....	Windsor town, CO.....
27,135	445,551	23,386
Tulsa city, OK.....	Washougal city, WA.....	Windsor town, CT.....
401,352	15,241	29,037
Tustin city, CA.....	Wauwatosa city, WI.....	Winnetka village, IL.....
80,007	47,687	12,504
Twin Falls city, ID.....	Wentzville city, MO.....	Winter Garden city, FL.....
47,340	35,768	40,799
Unalaska city, AK.....	West Carrollton city, OH.....	Woodbury city, MN.....
4,809	12,963	67,648
University Heights city, OH.....	West Chester township, OH.....	Woodinville city, WA.....
13,201	62,804	11,675
University Park city, TX.....	West Des Moines city, IA.....	Wyandotte County, KS.....
24,692	62,999	163,227
Urbandale city, IA.....	Western Springs village, IL.....	Wyoming city, MI.....
42,222	13,187	75,124
Vail town, CO.....	Westerville city, OH.....	Yakima city, WA.....
5,425	38,604	93,182
Ventura CCD, CA.....	Westlake town, TX.....	York County, VA.....
115,218	1,006	67,196
Vernon Hills village, IL.....	Westminster city, CO.....	Yorktown town, IN.....
26,084	111,895	11,200
Vestavia Hills city, AL.....	Westminster city, MD.....	Yorkville city, IL.....
34,003	18,557	18,691
	Wheat Ridge city, CO.....	Yountville city, CA.....
	31,162	2,978

Front Range Benchmark Tables

Table 127: Aspects of Quality of Life Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Louisville as a place to live	99%	1	28	Much higher
Louisville as a place to raise children	97%	1	29	Much higher
Louisville as a place to retire	78%	2	30	Much higher
Louisville as a place to work	80%	2	29	Much higher
The overall quality of life in Louisville	98%	2	32	Much higher

Table 128: Community Characteristics Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Openness and acceptance of the community towards people of diverse backgrounds	79%	1	22	Much higher
Overall appearance of Louisville	91%	4	23	Much higher
Opportunities to attend cultural activities	72%	6	22	Much higher
Shopping opportunities	55%	14	24	Similar
Opportunities to participate in special events and community activities	90%	1	16	Much higher
Opportunities to participate in community matters	86%	1	19	Much higher
Recreational opportunities	95%	2	23	Much higher
Employment opportunities	47%	9	25	Higher
Variety of housing options	44%	14	19	Similar
Availability of affordable quality housing	16%	14	19	Lower
Quality of overall natural environment in Louisville	93%	4	18	Much higher
Overall economic health of Louisville	84%	3	16	Much higher

Table 129: Safety Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
From violent crime (e.g., rape, assault, robbery)	98%	1	5	Much higher
From property crimes (e.g., burglary, theft)	88%	1	5	Much higher
In your neighborhood	96%	10	21	Similar
In Louisville's downtown area	97%	4	18	Higher

Table 130: Quality of City Administration Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Programming on Louisville cable TV, municipal channel 8	61%	NA	NA	NA
Louisville website (www.louisvilleco.gov)	80%	NA	NA	NA
Overall customer service (knowledgeable, available, responsive, courteous)	85%	9	27	Higher

Table 131: Quality of Louisville Public Safety Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enforcement of traffic regulations	81%	1	25	Much higher
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	72%	1	25	Much higher
Overall performance of the Louisville Police Department	88%	6	28	Higher

Table 132: Quality of Louisville Planning and Building Safety Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall performance of the Louisville Planning and Building Safety Department	72%	NA	NA	NA

Table 133: Quality of Louisville Public Library Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall performance of the Louisville Public Library	97%	2	19	Much higher

Table 134: Quality of Louisville Recreation Center Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the Louisville Recreation Center	96%	1	19	Much higher

Table 135: Quality of Parks and Open Space Divisions Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Maintenance of the trail system	94%	3	5	Similar

Table 136: Quality of Louisville Public Works Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Street maintenance in Louisville (e.g., paving and concrete replacement)	64%	1	25	Much higher
Street sweeping	72%	6	21	Higher
Snow removal/street sanding	52%	15	25	Similar
Storm drainage (e.g., flooding management)	88%	3	19	Much higher
Solid waste/trash service (e.g., trash, recycle, compost)	81%	6	16	Similar
Quality of Louisville water	88%	2	15	Much higher

Table 137: Quality of Louisville's Transportation System Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Ease of car travel in Louisville	90%	1	25	Much higher
Ease of bus travel in Louisville	64%	1	7	Much higher
Ease of bicycle travel in Louisville	89%	1	25	Much higher
Ease of walking in Louisville	91%	1	24	Much higher
Traffic flow on major streets	79%	1	22	Much higher
Overall quality of Louisville's Transportation System	86%	3	15	Much higher

Table 138: Overall Quality of City Services Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall, how do you rate the quality of services provided by the City of Louisville?	95%	2	30	Much higher

Jurisdictions Included in the Front Range Benchmark Comparisons

Listed below are the jurisdictions included in the Front Range benchmark comparisons provided for the City of Louisville followed by its 2010 population according to the U.S. Census.

Adams County, CO..... 487,850	Denver city, CO 678,467	Larimer County, CO 330,976
Arapahoe County, CO..... 626,612	Edgewater city, CO 5,299	Littleton city, CO 45,848
Arvada city, CO 115,320	Englewood city, CO 33,155	Lone Tree city, CO 13,430
Aurora city, CO 357,323	Erie town, CO 22,019	Longmont city, CO 91,730
Boulder city, CO 106,271	Fort Collins city, CO 159,150	Louisville city, CO 20,319
Brighton city, CO 38,016	Frederick town, CO 11,397	Northglenn city, CO 38,473
Broomfield city, CO 64,283	Golden city, CO 20,365	Parker town, CO 51,125
Castle Rock town, CO 57,274	Greeley city, CO 100,760	Pueblo city, CO 109,122
Centennial city, CO 108,448	Greenwood Village city, CO 15,397	Westminster city, CO 111,895
Commerce City city, CO 52,905	Highlands Ranch CDP, CO 105,264	Wheat Ridge city, CO 31,162
Dacono city, CO 4,929	Lakewood city, CO 151,411	Windsor town, CO 23,386

Appendix E: Survey Methodology

The Louisville Community Survey serves as a consumer report card for the City by providing residents the opportunity to rate City services, local government, community amenities and the quality of life in the City. The survey also gives residents a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. The City of Louisville funded this research. Please contact Emily Hogan of the City of Louisville at ehogan@louisvilleco.gov if you have any questions about the survey.

Survey Instrument Development

General resident surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and assessments of City service delivery, the quality of life in the city and use of City amenities. The survey instrument for the City of Louisville was developed through an iterative process between City staff and elected officials, and NRC staff. The process started with City of Louisville staff reviewing the 2016 survey and creating lists of questions related to new issues or service areas in the City. New questions were created and all questions were prioritized, and an optimal composition of topics and questions were selected. Through this iterative process between City staff, elected officials appointed to the survey committee and NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the City boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), based on their delivery sequence file (DSF, the addresses used by the postal carriers to deliver the mail) updated every three months, usually provide the best representation of all households in a specific geographic location. The address list was obtained for NRC by GoDog Direct, and was based on the USPS DSF data to select the list of households.

A larger list than needed was obtained so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the City’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within the City of Louisville and within the City’s Voter Wards. All addresses determined to be outside the study boundaries were eliminated from the address list. A random selection of 2,500 across the three Wards was made of the remaining addresses to create the final mailing list. The Ward for each address was tracked to permit comparisons of the survey results. Attached units were oversampled to compensate for detached unit residents’ tendency to return surveys at a higher rate.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the City of Louisville website and social media pages. This opt-in survey was identical to the scientific survey and open to all Louisville residents.

Survey Administration and Response

Households received three mailings each, beginning in March 2020. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent, the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2020 Community Survey, a questionnaire and postage-paid envelope. The cover letters included a web address for the survey in case respondents preferred to complete the survey online. Completed surveys were collected over the following five weeks. The online “opt-in” survey became available to all residents on April 10, 2020 and remained open for about three weeks.

About 3% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,430 households that received a survey, 928 completed the survey (including 377 completed online), providing a response rate of 38%. The response rates by voter ward ranged from 38% to 43% (details appear in the following table). The response rates were calculated using AAPOR’s response rate #2² for mailed surveys of unnamed persons. Additionally, 122 residents completed the online opt-in survey; results of the opt-in survey were kept separate from the random selection mailed survey and can be found in the report titled *2020 Louisville Open-Participation Survey Results*, provided under separate cover.

Table 139: 2020 Survey Response Rates

	Number of surveys mailed	Number of completed surveys	Number of households receiving a survey (minus undeliverables)	Response rate
Ward 1	1,243	415	1,178	35%
Ward 2	595	253	592	43%
Ward 3	662	258	660	39%
Overall	2,500	928	2,430	38%

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any number of respondents, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus five percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the listed sources for the mailing list (referred to as coverage error).

While 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 all respondents (928), results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For each subgroup from the survey, the margin of error is higher: as much as plus or minus 18% for a sample size of 30 to plus or minus 7% for 200 completed surveys.

² See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from our web survey platform, Polco, were automatically entered into an electronic dataset and, therefore, generally require little cleaning. The web data were downloaded, cleaned as necessary and then merged with the data from the mail survey to create one complete dataset.

Weighting the Data

The demographic characteristics of the survey respondents were compared to those found in the 2017 American Community Survey or 2010 U.S. Census estimates for adults in the city. Survey results were weighted using the population norms to reflect the appropriate percent of those residents in the city. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. No adjustments were made for design effects. The variables used for weighting were respondent gender, age, tenure (rent versus own), housing unit type and Ward.

The results of the weighting scheme are presented in the figure on the following page.

Table 140: City of Louisville Weighting Table 2020

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent	29%	19%	29%
Own	71%	81%	71%
Detached ²	75%	75%	74%
Attached ²	25%	25%	26%
Gender and Age			
Female	51%	56%	51%
Male	49%	44%	49%
Age 18-34	23%	7%	23%
Age 35-54	46%	33%	46%
Age 55 and over	31%	60%	31%
Female 18-34	11%	4%	11%
Female 35-54	24%	19%	24%
Female 55 and over	16%	33%	16%
Male 18-34	12%	3%	12%
Male 35-54	22%	14%	22%
Male 55 and over	15%	27%	15%
Council Ward³			
Ward 1	46%	45%	44%
Ward 2	26%	27%	26%
Ward 3	28%	28%	30%

¹ 2010 Census² American Community Survey 2017 5-year estimates³ Proportion of addresses in USPS list

Analyzing the Data

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Chi-square and ANOVA tests of significance were applied to breakdowns of selected survey questions by respondent and geographic characteristics. 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 have been marked.

Appendix F: Survey Materials

The 2020 survey materials are included on the following pages.

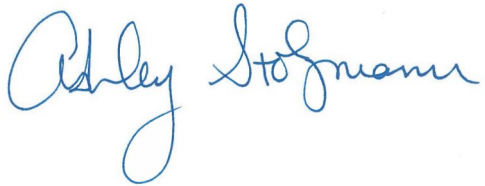
Dear Louisville Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Louisville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it, or you can go online to complete the survey using the web address below.

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

Thank you in advance for helping us with this important study!

Sincerely,



Ashley Stolzmann, Mayor
City of Louisville

**Take the Louisville
Community Survey now!**



City of
Louisville

749 Main Street • Louisville, CO 80027

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Photo Credit: Tony Wilhelms



749 Main Street • Louisville, CO 80027



749 Main Street
Louisville, CO 80027
303.335.4536
FAX 303.335.4550

March 2020

Dear City of Louisville Resident:

The City of Louisville wants to know what you think about your community, local government and important issues facing the City. That is why you have been randomly selected to participate in the City of Louisville 2020 Community Survey.

Please take a few minutes to fill out the enclosed Community Survey. Your participation in this survey is very important – especially since your household is one of only 2,500 households being surveyed. Your feedback will help the City make decisions that affect our community.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at (please be sure to type the address exactly as it appears here):**

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about this survey, please contact Emily Hogan at 303-335-4528.

Thank you for your help and participation.

Sincerely,

A handwritten signature in blue ink that reads 'Ashley Stolzmann'.

Ashley Stolzmann
Mayor



749 Main Street
Louisville, CO 80027
303.335.4536
FAX 303.335.4550

March 2020

Dear City of Louisville Resident:

This is your second chance to respond to the 2020 Louisville Community Survey if you haven't already! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

The City of Louisville wants to know what you think about your community, local government and important issues facing our City. You have been selected at random to participate in 2020 Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only 2,500 households being surveyed. Your feedback will help the City make decisions that affect our community.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at (please be sure to type the address exactly as it appears here):**

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about this survey, please contact Emily Hogan at 303-335-4528.

Thank you for your help and participation.

Sincerely,

A handwritten signature in blue ink that reads 'Ashley Stolzmann'.

Ashley Stolzmann
Mayor

2020 Louisville Community 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. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Louisville:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Louisville as a place to live	1	2	3	4	5
Louisville as a place to raise children.....	1	2	3	4	5
Louisville as a place to retire	1	2	3	4	5
Louisville as a place to work	1	2	3	4	5
The overall quality of life in Louisville.....	1	2	3	4	5

2. Please rate Louisville as a community on each of the items listed below:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Louisville.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to participate in special events and community activities.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Preservation of the historic character of old town	1	2	3	4	5
Quality of overall natural environment in Louisville	1	2	3	4	5
Overall economic health of Louisville	1	2	3	4	5

3. Please rate how safe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
From violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
From property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
In your neighborhood	1	2	3	4	5	6
In Louisville's downtown area	1	2	3	4	5	6
In Louisville's parks	1	2	3	4	5	6

4. Please rate the following areas of the City of Louisville Administration:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
City response to citizen complaints or concerns	1	2	3	4	5
Information about City Council, Planning Commission & other official City meetings	1	2	3	4	5
Information about City's strategic plan and budget.....	1	2	3	4	5
Programming on Louisville cable TV, municipal channel 8	1	2	3	4	5
Louisville website (www.louisvilleco.gov).....	1	2	3	4	5
Overall customer service (knowledgeable, available, responsive, courteous).....	1	2	3	4	5
Overall performance of the Louisville City government	1	2	3	4	5

5. Please rate the following areas of the Louisville Police Department and public safety:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Visibility of patrol cars	1	2	3	4	5
Enforcement of traffic regulations.....	1	2	3	4	5
Municipal code enforcement issues (e.g., dogs, noise, weeds, etc.)	1	2	3	4	5
Communicating regularly with community members (e.g., website, meetings, etc.)	1	2	3	4	5
Response to emerging community issues (e.g., opioids, mental health, etc.).....	1	2	3	4	5
Overall customer service (knowledgeable, available, responsive, courteous).....	1	2	3	4	5
Overall performance of the Louisville Police Department	1	2	3	4	5

6. Please rate the following areas of community design and the Louisville Planning and Building Safety Department:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The public input process on City planning issues	1	2	3	4	5
Planning review process for new development.....	1	2	3	4	5
Building permit process related to 2018 hail damage	1	2	3	4	5
Building permit process overall.....	1	2	3	4	5
Building/construction inspection process.....	1	2	3	4	5
Overall customer service (knowledgeable, available, responsive, courteous).....	1	2	3	4	5
Overall performance of the Louisville Planning and Building Safety Department.....	1	2	3	4	5

7. Please rate the following areas of the Louisville Public Library and Historical Museum and their services:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Louisville Public Library programs (e.g., story time, One Book program, etc.).....	1	2	3	4	5
Services at the Louisville Public Library (e.g., reference desk, check out, etc.).....	1	2	3	4	5
Internet and computer services at the Louisville Public Library	1	2	3	4	5
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.).....	1	2	3	4	5
Louisville Public Library materials and collections.....	1	2	3	4	5
Louisville Public Library building	1	2	3	4	5
Overall customer service at the Library (knowledgeable, available, responsive, courteous).....	1	2	3	4	5
Overall performance of the Louisville Public Library	1	2	3	4	5
Louisville Historical Museum programs (e.g., lectures, walking tours, newsletters, expanded/new programming)	1	2	3	4	5
Louisville Historical Museum campus	1	2	3	4	5
Archival materials (e.g., historic photographs, newspapers, etc.)	1	2	3	4	5
Overall customer service at the Historical Museum (knowledgeable, available, responsive, courteous)	1	2	3	4	5
Overall performance of the Louisville Historical Museum	1	2	3	4	5

8. Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Current recreation programs for youth (e.g., swim lessons, sports, preschool, camps)	1	2	3	4	5
Current recreation programs for adults (e.g., fitness classes, sports, general interests)	1	2	3	4	5
Recreation Center fees in Louisville	1	2	3	4	5
Overall quality of the Louisville Recreation Center	1	2	3	4	5
Overall customer service at the Louisville Recreation Center (knowledgeable, available, responsive, courteous)	1	2	3	4	5
Overall performance of the Louisville Recreation Center	1	2	3	4	5
Current programs and services for seniors	1	2	3	4	5
Overall quality of the Louisville Senior Center	1	2	3	4	5
Overall customer service at the Louisville Senior Center (knowledgeable, available, responsive, courteous)	1	2	3	4	5
Overall performance of the Louisville Senior Center	1	2	3	4	5
Overall quality of the Coal Creek Golf Course.....	1	2	3	4	5
Overall customer service at the Coal Creek Golf Course (knowledgeable, available, responsive, courteous)	1	2	3	4	5
Overall performance of the Coal Creek Golf Course.....	1	2	3	4	5

9. Please rate the following areas of the Louisville Parks and Open Space Divisions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Adequacy of parks, bike paths, playing fields and playgrounds.....	1	2	3	4	5
Maintenance of parks (e.g., landscaping, turf areas, playgrounds, picnic areas).....	1	2	3	4	5
Maintenance of medians and street landscaping	1	2	3	4	5
Maintenance of the Louisville Cemetery	1	2	3	4	5
Overall customer service of the Parks Division (knowledgeable, available, responsive, courteous)	1	2	3	4	5
Overall performance of the Parks Division	1	2	3	4	5
Maintenance of open space (e.g., trash bins, trailheads, habitat, etc.)	1	2	3	4	5
Maintenance of the trail system.....	1	2	3	4	5
Overall customer service of the Open Space Division (knowledgeable, available, responsive, courteous)	1	2	3	4	5
Overall performance of the Open Space Division.....	1	2	3	4	5

10. Please rate the following areas of the Louisville Public Works Department:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Street maintenance in Louisville (e.g., paving and concrete replacement).....	1	2	3	4	5
Street maintenance in your neighborhood.....	1	2	3	4	5
Street sweeping.....	1	2	3	4	5
Snow removal/street sanding.....	1	2	3	4	5
Street lighting, signage and street markings.....	1	2	3	4	5
Waste water (e.g., sewage system)	1	2	3	4	5
Storm drainage (e.g., flooding management)	1	2	3	4	5
Quality of Louisville water	1	2	3	4	5
Solid waste/trash service (e.g., trash, recycle, compost).....	1	2	3	4	5
Fees for water, sewer and trash	1	2	3	4	5
Overall customer service (knowledgeable, available, responsive, courteous).....	1	2	3	4	5
Overall performance of the Louisville Public Works Department	1	2	3	4	5

11. Please rate the following areas of Louisville's Transportation System:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Ease of car travel in Louisville	1	2	3	4	5
Ease of bus travel in Louisville	1	2	3	4	5
Ease of bicycle travel in Louisville	1	2	3	4	5
Ease of walking in Louisville	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Overall quality of Louisville's Transportation System.....	1	2	3	4	5
Overall safety of Louisville's Transportation System.....	1	2	3	4	5

12. Overall, how do you rate the quality of services provided by the City of Louisville?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Don't know

13. First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community. Then, select which three (3) should be the top priorities for the City to focus on in the next 4 years.

	High priority	Medium priority	Low/not a priority	Don't know	Top 3 priorities
Transportation (e.g., safe/well-maintained multi-modal transportation system).....	1	2	3	4	☐
Utilities (e.g., safe/reliable water, treated wastewater)	1	2	3	4	☐
Public Safety (e.g., community safety and compliance with Municipal Code/State Law) ...	1	2	3	4	☐
Parks (e.g., well-maintained parks/landscapes areas, sports facilities, cemetery)	1	2	3	4	☐
Open Space & Trails (e.g., preserving native plants, wildlife and scenic vistas).....	1	2	3	4	☐
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	1	2	3	4	☐
Library (e.g., informing/involving the community)	1	2	3	4	☐
Museum Services (e.g., preserving heritage, informing community).....	1	2	3	4	☐
Economic Prosperity (e.g., promoting a thriving business climate)	1	2	3	4	☐
Administration & Support Services (e.g., effective and efficient governance).....	1	2	3	4	☐
Environmental Sustainability (e.g., promoting efficiency, reducing environmental impacts) ..	1	2	3	4	☐

14. First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate. Then, select which two (2) should be the top priorities for the City to focus on in the next 4 years.

	High priority	Medium priority	Low/not a priority	Don't know	Top 2 priorities
Meet the retail and services needs of local residents.....	1	2	3	4	☐
Attract visitors to shop in Louisville	1	2	3	4	☐
Attract businesses to locate or expand in Louisville	1	2	3	4	☐
Pursue redevelopment of vacant or underused commercial sites.....	1	2	3	4	☐
Preserve the historic character of existing buildings.....	1	2	3	4	☐
Provide gathering spaces for the community (e.g., parks, facilities, etc.)	1	2	3	4	☐
Create and enhance unique identities for each of Louisville's business districts	1	2	3	4	☐

15. How much of a priority, if at all, should the City place on each of the following aspects of its strategy to achieve Louisville's sustainability vision?

	High priority	Medium priority	Low/not a priority	Don't know
Reduce energy consumption and increase use of clean energy	1	2	3	4
Encourage water efficiency and water quality efforts.....	1	2	3	4
Promote fuel-efficient transportation and multi-modal infrastructure	1	2	3	4
Increase community waste diversion.....	1	2	3	4
Ensure a sustainable, safe and healthy food supply that is accessible	1	2	3	4

16. In 2019, the City completed a Transportation Master Plan identifying transportation improvements needed across the City (e.g., pedestrian underpasses in key locations, pedestrian signals/enhanced pedestrian crossings, paths and bikeways, street and road improvements to address traffic congestion). How much do you support or oppose a property tax increase of approximately \$150 - \$200 per year on a \$500,000 home to help provide funding to implement these transportation projects in the City?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

17. The City's Sustainability Action Plan identifies the goal of achieving zero waste (preventing waste and diverting it from landfills) and managing resources effectively. In an effort to achieve this goal, how much do you support or oppose a charge on single-use carryout bags in Louisville?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

18. In 2019, the City adopted climate action goals to increase renewable energy for municipal and community usage and reduce carbon emissions. Currently 30% of the community's electric needs come from carbon free sources. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to meet 100% of the community's electric needs from carbon free sources?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

19. The City's 2017 Historical Museum Master Plan calls for a Museum expansion to address current limitations, improve accessibility and better serve the community. How much do you support or oppose a tax initiative (in an amount that is still to be determined) that would provide additional revenue to the City to build and operate an expanded Museum visitor center at the Historical Museum Campus?

- ☐ Strongly support
☐ Somewhat support
☐ Somewhat oppose
☐ Strongly oppose
☐ Don't know

20. Following is a list of information sources. First, please select how often you use each of the following sources to gain information about the City of Louisville. Then, indicate the quality and reliability of the information from that source.

	Always	Frequently	Sometimes	Never	Excellent	Good	Fair	Poor	Don't know
Attend, watch or stream a City Council meeting.....	1	2	3	4	1	2	3	4	5
Quarterly Community Update Newsletter	1	2	3	4	1	2	3	4	5
Monthly Community Update eNewsletter.....	1	2	3	4	1	2	3	4	5
The Daily Camera/Hometown Weekly	1	2	3	4	1	2	3	4	5
The City of Louisville website (www.louisvilleco.gov).....	1	2	3	4	1	2	3	4	5
City's online engagement site (www.engagelouisville.org)	1	2	3	4	1	2	3	4	5
City's email notices (eNotification)	1	2	3	4	1	2	3	4	5
Utility bill inserts	1	2	3	4	1	2	3	4	5
Social media (Facebook, Twitter, NextDoor) ...	1	2	3	4	1	2	3	4	5
Word of mouth.....	1	2	3	4	1	2	3	4	5

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Louisville?

- ☐ Less than 1 year ☐ 11-15 years
☐ 1-5 years ☐ More than 15 years
☐ 6-10 years

D2. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ House attached to one or more houses (e.g., a duplex or townhome)
☐ Building with two or more apartments or condominiums
☐ Mobile home
☐ Other

D3. Do you rent or own your home?

- ☐ Rent
☐ Own

D4. How do you describe your gender identity?

- ☐ Female
☐ Male
☐ Identify another way (specify if you wish):

D5. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D6. How many people (including yourself) currently live in your household? _____ people

D7. Do any children 17 or under live in your household?

- ☐ No
☐ Yes

D8. Are you or any other members of your household aged 60 or older?

- ☐ No
☐ Yes

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502