



# City and County of Broomfield 2015 Citizen Survey

Report of Results  
July 2015

Prepared by:



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## EXECUTIVE SUMMARY

### SURVEY BACKGROUND

The City and County of Broomfield contracted with National Research Center, Inc. (NRC) to conduct a survey that provided residents with the opportunity to rate the quality of life in Broomfield, as well as the quality and importance of community amenities, local government performance and service and community priorities. The 2015 Broomfield Citizen Survey is the fifth community-wide survey that Broomfield has conducted since 2002. The survey allows City and County officials to have a finger on the pulse of their constituents, to examine trends and changes in citizen opinion over time, to compare Broomfield's performance to benchmarks from communities across the nation and in Colorado's Front Range and to take citizen perspectives into account in strategic planning decisions.

Surveys were mailed to 3,000 randomly selected resident households in May 2015 and completed surveys were collected over a seven-week period. A total of 867 surveys were completed, yielding a response rate of 30%. The margin of error is plus or minus three percentage points around any given percentage point reported for the entire sample (867 completed surveys).

Survey results were weighted so that respondent gender, age, race and ethnicity, housing unit type (attached or detached) and housing tenure (rent or own), and council ward were represented in proportions reflective of the entire city (detailed survey methods appear in *Appendix F: Survey Methodology*).

Because Broomfield has administered resident surveys before, some comparisons could be made between 2015 responses and those from 2012, 2007, 2004, and 2002. Broomfield also elected to have its results compared to those of other jurisdictions around the nation and those of other communities in the Front Range, comparisons made possible through a national benchmark database created and maintained by NRC. This database contains resident perspectives gathered in citizen surveys from over 500 communities across the United States.

### KEY FINDINGS

Broomfield residents enjoyed a high quality of life in 2015, as in previous years.

- ▶ In 2015, 94% of survey respondents rated their overall quality of life in Broomfield as “excellent” or “good;” only one percent of respondents gave a “poor” rating. Similar ratings were given in 2012 and prior years. When compared to other communities across the nation and in the Front Range, Broomfield's rating for overall quality of life was much higher.
- ▶ Almost all respondents (95%) gave positive marks to Broomfield as a place to live while only slightly fewer gave positive marks to Broomfield as a place to raise children (92%) and their neighborhood as a place to live (91%). Ratings for Broomfield as a place to retire improved from 2012 to 2015. All eight aspects of quality of life on the survey were rated higher or much higher than the national and Front Range benchmarks.

Residents gave favorable ratings to the performance of the City and County government.

- ▶ At least two-thirds of survey respondents gave favorable ratings to each of the aspects of government performance. Almost three-quarters of residents gave “excellent” or “good” ratings to the value of services for taxes paid; a rating that was higher in 2015 compared to 2012. Increases in ratings were also seen for providing opportunities for citizen involvement (77% “excellent” or “good” in 2015) and the job that the City and County does at listening to citizens (68%).

- ▶ In 2015, 59% of Broomfield participants reported having contact in-person, by email or by phone with an employee of the City and County within the last 12 months; a level that was similar to 2012. Of the residents who had contact with an employee, 9 in 10 reported having an “excellent” or “good” overall impression of the employee. Additionally, 9 in 10 felt that Broomfield employees were courteous, knowledgeable and responsive.
- ▶ Where comparisons to the nation and Front Range could be made, ratings for government performance measures tended to be much higher than the benchmark.

## Residents continued to feel safe in their community and believed it was an important priority for Broomfield.

- ▶ At least 9 in 10 citizens reported feeling safe in Broomfield’s parks, at FlatIron Crossing and in their neighborhoods during the day. Almost all residents also felt safe in their neighborhoods after dark (93% “somewhat” or “very safe”). Additionally, almost three-quarters of respondents felt at least “somewhat safe” in City parks after dark and 8 in 10 felt safe at FlatIron Crossing at night. In general, ratings remained stable from 2012 to 2015, but there was an increase in safety experienced in parks after dark.
- ▶ Regarding safety services provided by the City and County, residents gave high marks to police services (90% “excellent” or “good”) and 9 in 10 also deemed these services to be at least “very important.” Traffic services were given positive ratings by 8 in 10 participants and two-thirds felt the service was important, a rating that has decreased in importance since 2012. Other ratings remained stable over time. In comparison to the national and Front Range benchmarks, Broomfield residents’ opinions regarding safety services were much higher compared to those of residents in other communities.
- ▶ Safety, crime, police and fire services was the third most important priority cited by residents when they were asked to describe the single most important priority for the City and County of Broomfield in the next five years.

## Survey respondents participated in and thought highly of the quality of health and leisure services in Broomfield, but were not likely to use a community garden.

- ▶ Residents gave exceptionally high marks to the quality of parks, soccer/football fields, the Paul Derda Recreation Center, open space and trails, baseball/softball fields and library services, with more than 9 in 10 awarding “excellent” or “good” ratings to each of these areas in 2015.
- ▶ Reflecting on the importance of these opportunities, residents most valued Broomfield’s parks, healthcare, library services and mental healthcare services, with at least 85% or more ranking these items as “essential” or “very important.” Just over half of participants gave high levels of importance to the Auditorium facility and event information, CSU extension services and local cultural and arts events.
- ▶ When asked about the availability of these services and opportunities, at least 9 in 10 residents felt that these recreational opportunities were at least “somewhat available.” Only 1 in 10 respondents felt that mental health care services, reproductive health/family planning services and CSU extension services were “not available.”
- ▶ More than 8 in 10 Broomfield residents reported they had visited a park, an open space site or used a trail in the City at least once in the 12 months prior to the survey. In 2015, fewer respondents reported visiting any of Broomfield’s public art sites (benches, sculptures, etc.) compared to 2012.
- ▶ About 4 in 10 respondents indicated they would be at least “somewhat likely” to participate in growing their own vegetables or flowers in a community garden.

## Residents thought highly of government services and placed great importance on delivery.

- ▶ Regarding services for facilities and transportation infrastructure, at least three-quarters of survey respondents gave “excellent” or “good” marks to all of the measures, ranging from 94% positive for sewer services to 78% for building department/inspections, a rating that increased from 2012. Animal control services ratings were also higher in 2015. These services were also marked with high importance with no fewer than 8 in 10 residents giving “essential” or “very important” ratings to each item.
- ▶ Broomfield residents gave high marks to City and County-maintained roads compared to state-maintained roads, including street cleaning (79% “excellent” or “good”), bike lanes (69%), street repair and resurfacing (66%) and traffic signal timing (60%). Ratings for street repair decreased from 2012 to 2015, but ratings for snow and ice control and traffic signal timing increased over time.
- ▶ About 9 in 10 Broomfield survey respondents rated the quality and importance of election services favorably. Property tax assessment services were rated as “excellent” or “good” by about 7 in 10 residents, but deemed “essential” or “very important” by over 8 in 10 respondents. In general, quality and importance ratings have continued to increase for both of these services since 2002.
- ▶ Residents of Broomfield also gave high ratings to services not provided by the City and County, including ambulance (97% “excellent” or “good”) and fire services (95%), as well as the Broomfield Veterans Museum (93%). About two-thirds of respondents gave high ratings to mental health services and the Regional Transportation District. Developmentally disabled services ratings increased from 2012 to 2015.

## Citizen priorities focused on responsible community growth.

- ▶ Over one-third of Broomfield citizens who described in their own words the top priority for the City and County focused on growth as related to businesses, land use and planning, economic development and jobs.
- ▶ When asked about their perceptions of the speed of growth in the City and County of Broomfield over the last five years, 60% of residents thought that jobs growth was “much” or “somewhat” too slow while nearly 4 in 10 reported they felt the right amount of job growth had been occurring. This perception has decreased since 2012 when 72% of residents reported feeling that job growth had been too slow. About half of residents thought that retail growth had been too slow; a rating that was slightly higher than the 4 in 10 participants in 2012. Compared to 2012, more people felt that population growth has been occurring too fast (51% “much” or “somewhat” too fast) in 2015.

## SURVEY BACKGROUND

The City of Broomfield contracted with National Research Center, Inc. (NRC) to conduct a community-wide citizen survey. The primary goal of the survey was to assess the attitudes and opinions of residents by:

- ▶ Evaluating City and County programs and services.
- ▶ Determining general perceptions of the quality of life in the community.
- ▶ Identifying issues facing Broomfield.
- ▶ Setting benchmarks for future surveys.

The 2015 Broomfield Citizen Survey serves as a consumer report card for Broomfield by providing residents the opportunity to rate the quality of life in Broomfield, as well as the community's amenities, service delivery and their satisfaction with local government. Residents also provide feedback on what is working and communicate their priorities for community planning.

Focus on the quality of service delivery helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Broomfield City and County government, helping to assure maximum service quality over time.

This type of survey examines the key services that local government control to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the fifth iteration of the Broomfield Citizen Survey since the baseline study conducted in 2002.

## SURVEY ADMINISTRATION

Each selected household was contacted three times over the course of about three weeks. First, a postcard was mailed to 3,000 Broomfield households, selected at random, notifying residents that they had been chosen to participate in the survey. A survey packet followed in the mail after one week after the postcard and a second survey packet was sent about one week after the first packet. There were 867 respondents to the mailed questionnaire, yielding a response rate of 30%. A web-based survey was also made available to all residents of the City and County of Broomfield and details are available under the separate cover *Broomfield 2015 Citizen Survey Supplemental Web Results Report*.

Survey results were weighted so that respondent gender, age, race/ethnicity, housing unit type (attached or detached), housing tenure (rent or own), and council ward were represented in proportions reflective of the entire community. More information about the survey methodology can be found in *Appendix F: Survey Methodology*.

## HOW THE RESULTS ARE REPORTED

For the most part, the full set of frequencies or the "percent positive" are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "strongly support" and "somewhat support," etc.).

On many of the questions in the survey, respondents could give an answer of "no opinion." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Survey Frequencies* and is noted beneath figures 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 results from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple options. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in more than one category. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice rounding values to the nearest whole number.

## PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (N=867). Where estimates are given for subgroups, they are less precise. Generally the 95% confidence interval ranges from plus or minus five percentage points for samples of about 400 to plus or minus 10 percentage points for samples as small as 100.

## COMPARISON OF RESULTS OVER TIME AND BY RESPONDENT SUBGROUPS

Because this survey was the fifth iteration of the citizen survey, the 2015 results are presented along with past ratings when comparisons were available. Differences that surfaced may or may not be meaningful, as wording changes between survey versions may account, at least in part, for any shift in ratings. Generally, differences between the 2012 and 2015 results can be considered “statistically significant” if they are five percentage points or more around any given percent. Trend data for Broomfield 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.

Selected survey results were compared by geographic location of respondent’s home, respondent length of residency, age, gender, housing unit type and housing unit tenure (rent or own). These crosstabulations are summarized and presented in tabular form in *Appendix D: Responses to Selected Survey Questions by Respondent Subgroups*. Where differences between subgroups are statistically significant, the results in these tables are shaded grey.

## COMPARING SURVEY RESULTS TO OTHER COMMUNITIES

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated their services. Conducted with typically no fewer than 400 residents in each community, opinions are intended to represent over 30 million Americans.

Communities to which Broomfield is compared can be found in *Appendix E: Detailed Benchmark Comparisons*. National benchmark comparisons and comparisons to communities in the Front Range have been provided when similar questions on the Broomfield survey are included in NRC’s database and there are at least five communities in which the question was asked, though most questions are compared to more than five other communities.

Where comparisons for quality ratings were available, Broomfield’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 Broomfield’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (less than three points on the 100-point scale); “higher” or “lower” if the difference between Broomfield’s rating and the benchmark is greater than the margin of error (greater than three points but less than six points); and “much higher” or “much lower” if the difference between Broomfield’s rating and the benchmark is more than twice the margin of error (six points or greater). Comparisons for a number of items on the survey are 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. More information on benchmark comparisons can be found in *Appendix E*:

*Detailed Benchmark Comparisons.* The detailed tables as well as lists of communities included in each set of comparisons also appear in this appendix.

## QUALITY OF LIFE AND GOVERNMENT

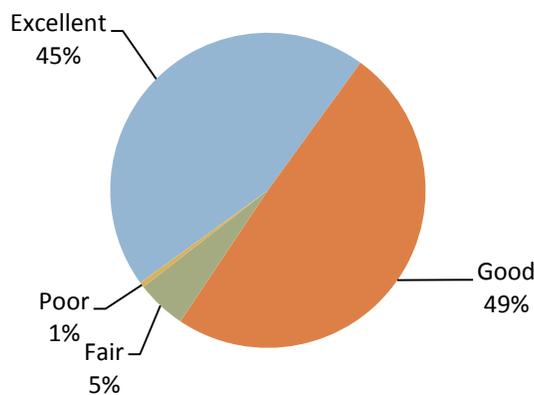
The City and County of Broomfield 2015 Citizen Survey contained a set of questions related to quality of community life in the city ranging from the overall quality of life to Broomfield as a place to work and to retire. Residents were also asked about Broomfield’s sense of community, the openness and acceptance of diverse people, as well as aspects of government performance and quality of services provided by the City and County of Broomfield.

### QUALITY OF LIFE

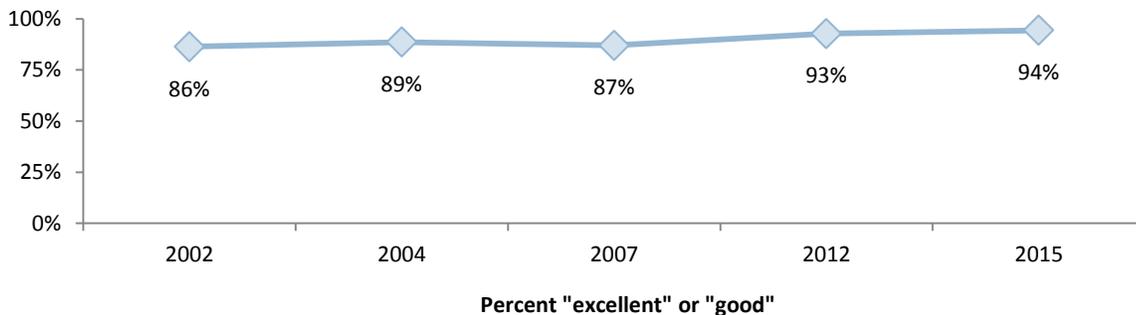
Residents gave exceptionally high marks to the overall quality of life in Broomfield, with more than 9 in 10 awarding “excellent” or “good” ratings in 2015; only one percent of respondents felt that the quality of life was “poor.” When compared over time, ratings remained stable.

Broomfield residents’ opinions were compared to those of residents in other communities across the nation and those in the Front Range. Broomfield’s rating for overall quality of life was much higher than communities in each set of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

**FIGURE 1: OVERALL QUALITY OF LIFE, 2015**



**FIGURE 2: OVERALL QUALITY OF LIFE COMPARED BY YEAR**



Regarding resident perspectives on seven broad aspects of living in Broomfield, at least 7 in 10 respondents gave “excellent” or “good” ratings to all aspects of community quality. Broomfield overall, residents’ neighborhoods as places to live and Broomfield as a place to raise children received exceptionally high ratings, with no fewer than 9 in 10 giving positive reviews.

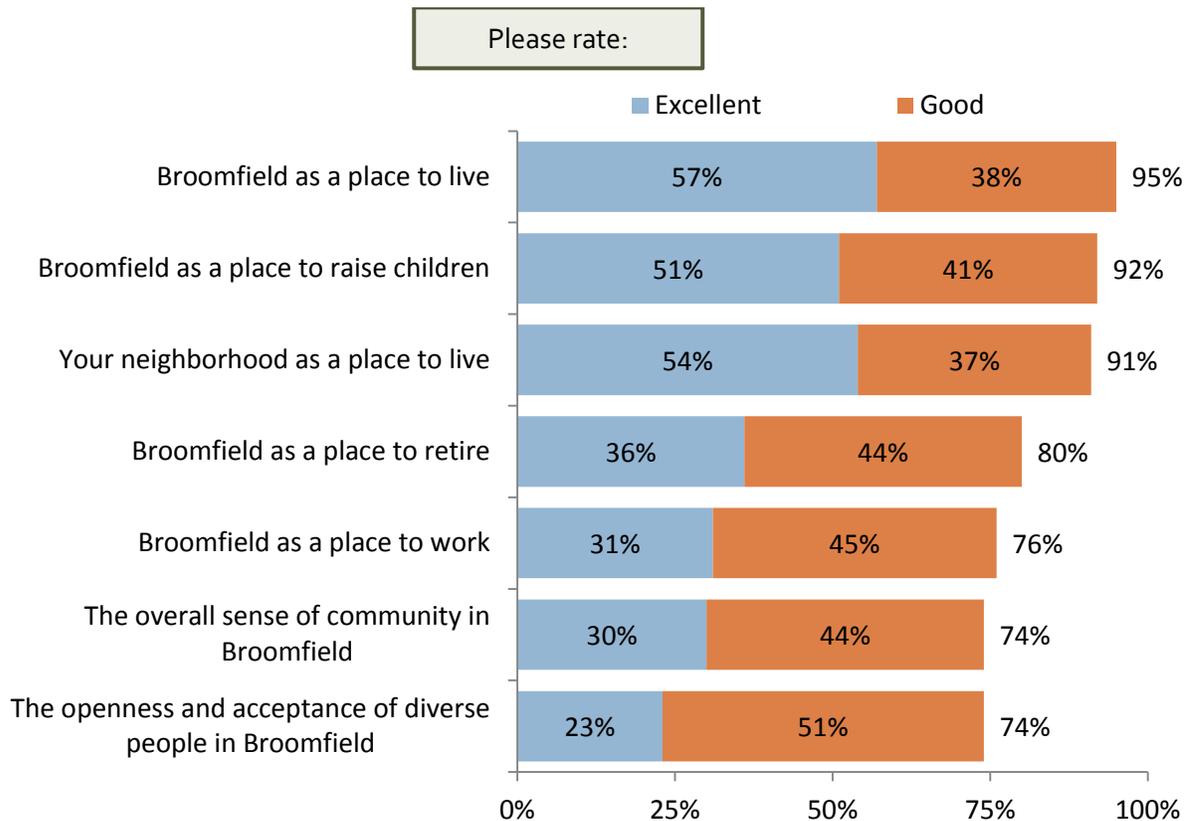
Most of these aspects were stable over time; however, the rating for Broomfield as a place to retire improved from 2012 to 2015. (Broomfield as a place to work was asked for the first time in 2012; see Figure 4.)

When compared to other communities, all of the eight aspects of quality of life were rated “higher” or “much higher” than ratings in the national and Front Range comparisons. Please see Figure 5 on the following page for the benchmarks comparisons or *Appendix E: Detailed Benchmark Comparisons* for detailed information on these comparisons.

At least 30% of respondents said they had “no opinion” about the job the City and County of Broomfield does at listening to citizens (31%) and the overall performance of City Council (31%); percentages for all response categories appear in *Appendix B: Complete Survey Frequencies*.

Ratings of the dimensions of community were compared by respondent length of residency, tenure (rent versus own), age, gender and Ward (see *Appendix D: Responses to Selected Survey Questions by Respondent Subgroups*). Residents who had lived in Broomfield less than six years tended to give lower ratings to Broomfield as a place to raise children and retire as well as the sense of community in Broomfield than longer-term residents; respondents who owned their homes felt more positively about the aspects of quality of life in general; and participants from Ward 2 leaned less positively than other Wards in assessing these aspects.

**FIGURE 3: ASPECTS OF QUALITY OF LIFE, 2015**



**FIGURE 4: ASPECTS OF QUALITY OF LIFE COMPARED BY YEAR**

Please rate: (Percent “excellent” or “good”)	2015	2012	2007	2004	2002
Broomfield as a place to live	95%	96%	92%	92%	90%
Broomfield as a place to raise children	92%	94%	89%	89%	88%
Your neighborhood as a place to live	91%	88%	84%	82%	83%
Broomfield as a place to retire	80%	73%	64%	64%	60%
Broomfield as a place to work	76%	73%	NA	NA	NA
The overall sense of community in Broomfield	74%	74%	66%	70%	66%
The openness and acceptance of diverse people in Broomfield	74%	72%	59%	62%	57%
The overall quality of life in Broomfield	94%	93%	87%	89%	86%

**FIGURE 5: ASPECTS OF QUALITY OF LIFE BENCHMARKS**

	National comparison	Front Range comparison
Broomfield as a place to live	Much higher	Much higher
Broomfield as a place to raise children	Much higher	Much higher
Your neighborhood as a place to live	Much higher	Much higher
Broomfield as a place to retire	Much higher	Much higher
Broomfield as a place to work	Much higher	Much higher
The overall sense of community in Broomfield	Much higher	Much higher
The openness and acceptance of diverse people in Broomfield	Much higher	Higher
The overall quality of life in Broomfield	Much higher	Much higher

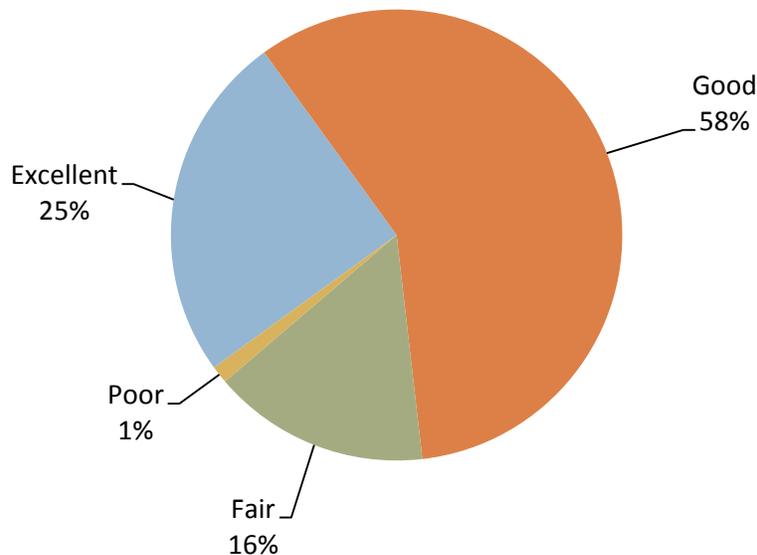
## QUALITY OF GOVERNMENT PERFORMANCE

The survey included a question about the performance of the City and County government and service delivery to Broomfield residents. Ratings for the overall quality of services provided by the City and County of Broomfield were very positive, with 83% of residents giving “excellent” or “good” ratings. This rating was similar to 2012 and was much higher than the national and Front Range benchmarks.

At least two-thirds of survey respondents gave favorable ratings to each of the aspects of government performance. Almost three-quarters of residents gave “excellent” or “good” ratings to the value of services for taxes paid; a rating that was higher in 2015 compared to 2012. Increases in ratings were also seen for providing opportunities for citizen involvement (77% “excellent” or “good” in 2015 versus 63% in 2012) and the job that the City and County does at listening to citizens (up to 68% in 2015 from 58% in 2012). About 7 in 10 participants also gave high ratings to the overall direction that Broomfield is taking and 8 in 10 gave “excellent” or “good” ratings to the ease of accessing services provided by the City and County. About three-quarters of respondents gave favorable ratings to communicating events, issues and programs, a question that was first asked on this iteration of the survey. Where comparisons to the nation and Front Range could be made, ratings for government performance measures tended to be much higher than the benchmark (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

Government performance ratings were compared by respondent length of residency, tenure (rent versus own), age, gender and Ward (the comparison tables are in *Appendix D: Responses to Selected Survey Questions by Respondent Subgroups*). When differences were significant, older residents (aged 55 and over), females and homeowners tended to give more positive reviews to these areas of performance.

**FIGURE 6: OVERALL QUALITY OF CITY AND COUNTY SERVICES, 2015**



**FIGURE 7: QUALITY OF GOVERNMENT PERFORMANCE COMPARED BY YEAR**

Please rate the following aspects of City and County of Broomfield government performance: (Percent “excellent” or “good”)	2015	2012	2007	2004	2002
The value of services for the taxes paid to Broomfield	74%	67%	70%	73%	68%
The overall direction that Broomfield is taking	76%	75%	70%	70%	72%
Providing opportunities for citizen involvement	77%	63%	61%	71%	65%
Communicating events, issues, and programs	75%	NA	NA	NA	NA
The job the City and County of Broomfield does at listening to citizens	68%	58%	50%	58%	57%
The ease of accessing the services of the City and County of Broomfield	82%	79%	76%	80%	76%
The overall performance of City Council	69%	69%	57%	62%	NA
The quality of the services provided by the City and County of Broomfield	83%	86%	83%	87%	83%

**FIGURE 8: QUALITY OF GOVERNMENT PERFORMANCE BENCHMARKS**

	National comparison	Front Range comparison
The value of services for the taxes paid to Broomfield	Much higher	Much higher
The overall direction that Broomfield is taking	Much higher	Much higher
Providing opportunities for citizen involvement	Much higher	Much higher
The job the City and County of Broomfield does at listening to citizens	Much higher	Much higher
The overall performance of City Council	Similar	Not available
The quality of the services provided by the City and County of Broomfield	Much higher	Much higher

## SAFE COMMUNITY

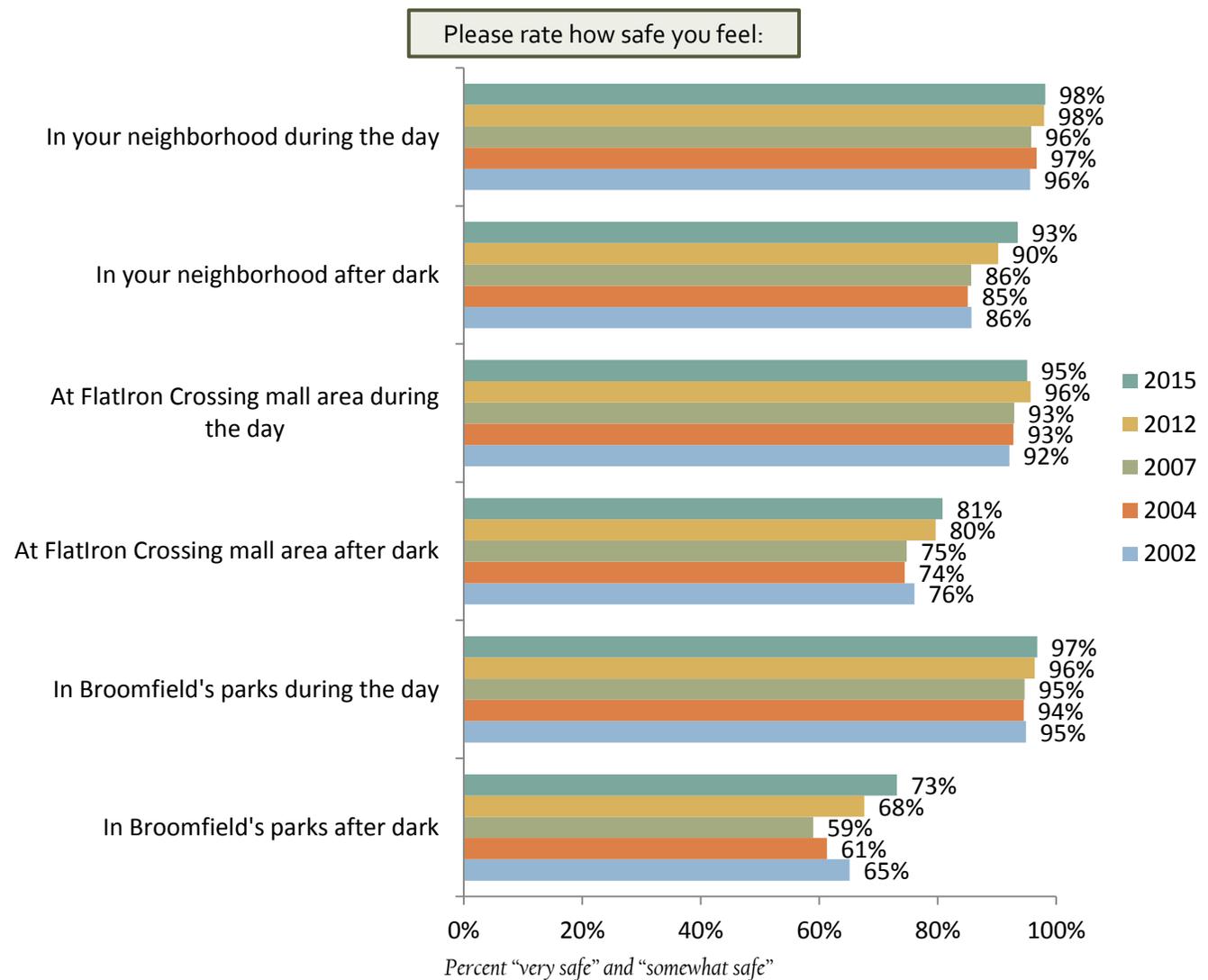
The City and County of Broomfield 2015 Citizen Survey contained a set of questions related to perceptions of safety in areas around Broomfield, potential problems in the community and government services provided to keep the community safe.

### PERCEPTIONS OF SAFETY

On average, citizens reported feeling safe in Broomfield, with at least 9 in 10 feeling safe in Broomfield’s parks, at FlatIron Crossing and in their neighborhoods during the day. Almost all residents felt safe in their neighborhoods after dark. Additionally, almost three-quarters of respondents felt at least “somewhat safe” in City parks after dark and 8 in 10 felt safe at FlatIron Crossing at night. In general, ratings remained stable from 2012 to 2015, but more residents in 2015 reported feeling safe in parks after dark.

Broomfield residents’ opinions were compared to those of residents in other communities across the nation and the Front Range. When comparisons could be made, Broomfield’s ratings tended to be “higher” or “much higher.” (See *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

**FIGURE 9: PERCEPTIONS OF SAFETY COMPARED BY YEAR**



**FIGURE 10: PERCEPTIONS OF SAFETY BENCHMARKS**

	National comparison	Front Range comparison
In your neighborhood during the day	Higher	Higher
In your neighborhood after dark	Much higher	Much higher
In Broomfield's parks during the day	Much higher	Not available
In Broomfield's parks after dark	Much higher	Not available

## POTENTIAL PROBLEMS

Residents were asked to evaluate a set of potential problems in the community and indicate the extent to which each was a problem in Broomfield. Residents were asked to evaluate a set of potential problems in the community and indicate the extent to which each was a problem in Broomfield. About 3 in 10 residents felt nuisance/unsightly properties, weeds, and Fence conditions in neighborhoods were moderate problem or major problems About 2 in 10 saw property crimes, illegal drugs, junk vehicles, and unsupervised youth as moderate problem or major problems. Almost 4 in 10 reported that street conditions were a major or moderate problem. Street conditions and weeds were considered more of a problem in 2015 than in 2012. Residents felt that property crimes, illegal drugs and violent crime were less of a problem in 2015.

**FIGURE 11: POTENTIAL PROBLEMS COMPARED BY YEAR**

To what degree, if at all, do you consider the following to be a problem in Broomfield: (Percent “moderate” or “major problem”)	2015	2012	2007	2004	2002
Property crimes (e.g., burglary, theft)	19%	27%	44%	48%	43%
Illegal drugs	26%	36%	45%	51%	44%
Junk vehicles	20%	18%	29%	32%	26%
Street conditions	39%	26%	55%	43%	40%
Unsupervised youth	20%	22%	33%	43%	40%
Violent crime (e.g., rape, assault, robbery)	10%	16%	22%	23%	19%
Weeds	27%	21%	24%	28%	30%
Fence conditions in neighborhoods	31%	31%	42%	35%	N/A
Nuisance/unsightly properties	28%	28%	N/A	N/A	N/A

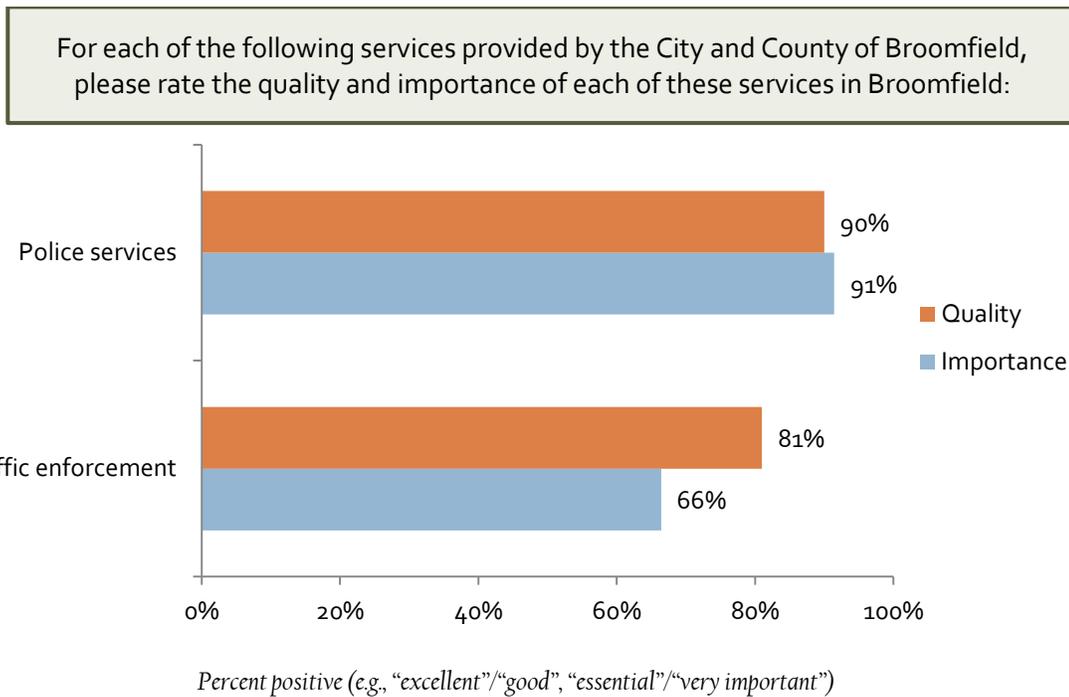
*Prior to 2012, “Illegal drugs” was “Drugs”.*

### SAFETY SERVICES

When evaluating safety services, residents gave high marks to police services (90% “excellent” or “good”) and 9 in 10 also deemed these services to be at least “very important.” Traffic services were given positive ratings by 8 in 10 participants and two-thirds felt the service was important, a rating that has decreased in importance since 2012. Other ratings remained stable over time.

In comparison to the national and Front Range benchmarks, Broomfield residents’ opinions regarding safety services were much higher compared to those of residents in other communities (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

**FIGURE 12: QUALITY AND IMPORTANCE OF SAFE COMMUNITY SERVICES, 2015**



**FIGURE 13: QUALITY AND IMPORTANCE OF SAFE COMMUNITY SERVICES COMPARED BY YEAR**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the service and how important each of these services is in Broomfield.	Quality (percent “excellent” or “good”)					Importance (percent “essential” or “very important”)				
	2015	2012	2007	2004	2002	2015	2012	2007	2004	2002
Police services	90%	88%	87%	87%	85%	91%	96%	98%	98%	98%
Traffic enforcement	81%	81%	75%	71%	66%	66%	84%	86%	84%	85%

## ECONOMIC VITALITY

Broomfield residents were asked to rate the speed of population, retail and job growth in the community, as well as the quality of economic community characteristics, such as shopping and dining services.

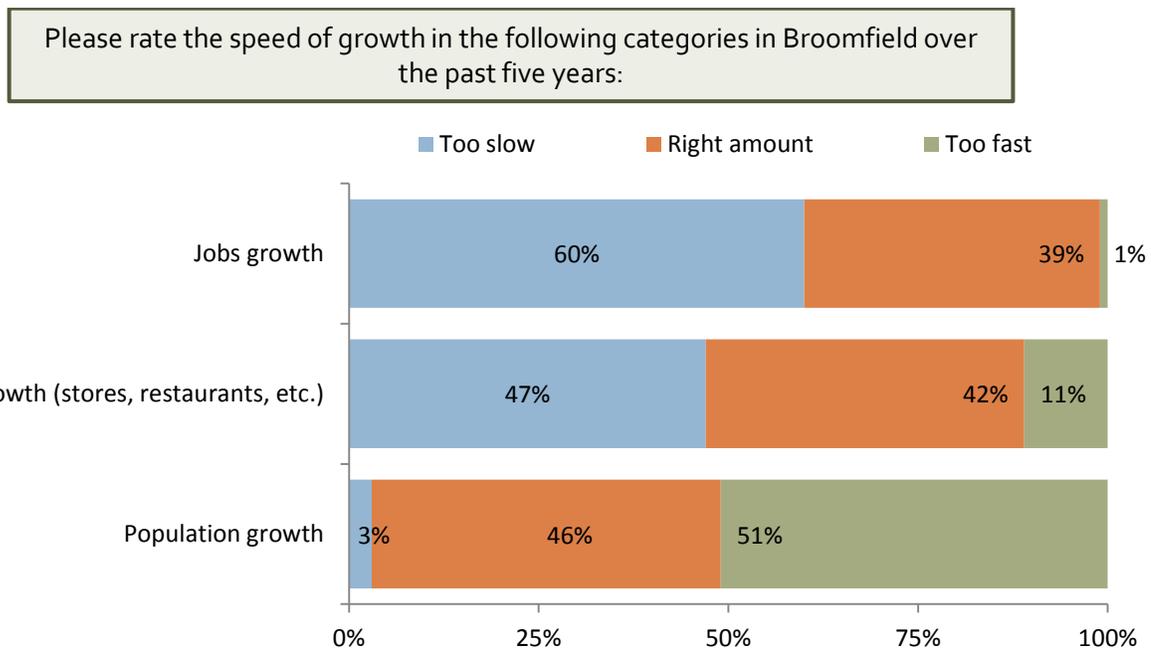
### PERCEPTIONS OF GROWTH

When asked about their perceptions of the speed of growth in the City and County of Broomfield over the last five years, 60% of residents thought that jobs growth was “much” or “somewhat” too slow while nearly 4 in 10 reported they felt the “right amount” of job growth had been occurring. This perception has decreased since 2012 when 72% of residents reported feeling job growth had been “too slow.” About half of residents thought that retail growth had been “too slow,” a rating that was slightly higher than the 4 in 10 participants in 2012. Compared to 2012, more people felt that population growth has been occurring too fast (51% “much” or “somewhat” too fast) in 2015.

At least 3 in 10 respondents said they had no opinion about the speed of jobs growth (35%); percentages for all response categories appear in *Appendix B: Complete Survey Frequencies*.

Survey respondents from Broomfield were much less likely to view job growth as too slow in comparison to other residents around the nation and in the Front Range, but Broomfield participants were more likely to view population growth as too fast and retail growth as too slow compared to the nation and region. Please see *Appendix E: Detailed Benchmark Comparisons* for additional details.

**FIGURE 14: PERCEPTIONS OF GROWTH, 2015**



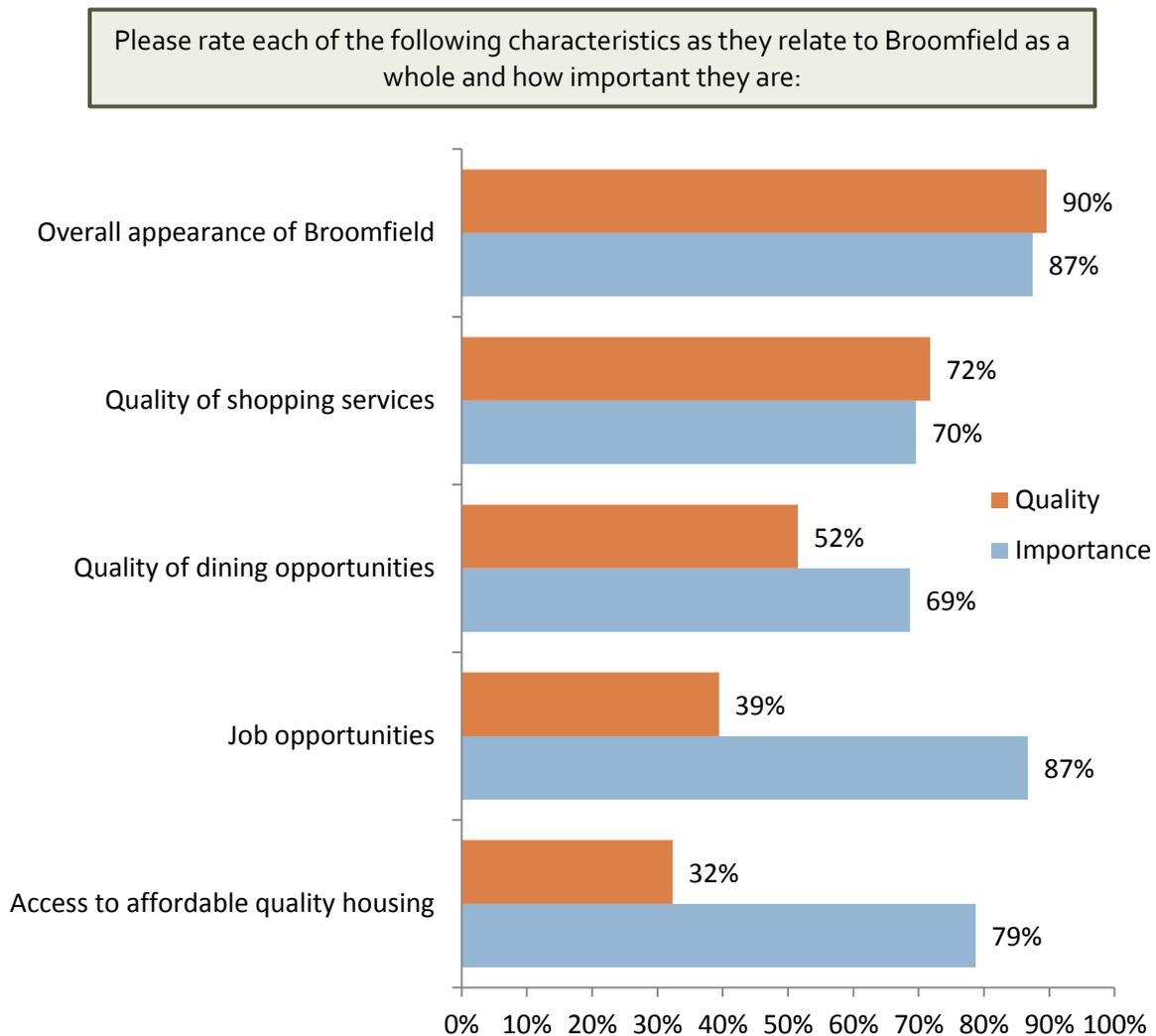
**FIGURE 15: PERCEPTIONS OF GROWTH BENCHMARKS**

	National comparison	Front Range comparison
Jobs growth seen as too slow	Much lower	Much lower
Retail growth (stores, restaurants, etc.) seen as too slow	Higher	Higher
Population growth seen as too fast	Much higher	Much higher

### ECONOMIC COMMUNITY CHARACTERISTICS

When residents were asked to rate the quality and importance of community characteristics that pertain to the economy, Broomfield survey participants tended to give favorable ratings to most aspects, ranging from 32% “excellent” or “good” (access to affordable quality housing) to 90% (overall appearance of Broomfield). A large majority of respondents also bestowed high levels of importance to all the measures. Overall appearance of Broomfield and job opportunities received the highest levels of importance with 87% of residents stating these aspects were “essential” or “very important.” Ratings for economic community characteristics tended to be stable over time, with the exception of access to affordable quality housing, which decreased since the last survey iteration. This measure was also lower than the national and Front Range benchmarks. Ratings for overall appearance of Broomfield, quality of shopping services and job opportunities were all higher than ratings given by residents in other communities.

**FIGURE 16: QUALITY AND IMPORTANCE OF ECONOMIC COMMUNITY CHARACTERISTICS, 2015**



Percent positive (e.g., “excellent”/“good”, “essential”/“very important”)

**FIGURE 17: QUALITY OF ECONOMIC COMMUNITY CHARACTERISTICS COMPARED BY YEAR**

Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: (Percent “excellent” or “good”)	2015	2012	2007	2004	2002
Overall appearance of Broomfield	90%	86%	74%	70%	N/A
Quality of shopping services	72%	71%	78%	77%	78%
Quality of dining opportunities	52%	48%	N/A	N/A	N/A
Job opportunities	39%	37%	41%	28%	34%
Access to affordable quality housing	32%	53%	41%	33%	25%

**FIGURE 18: IMPORTANCE OF ECONOMIC COMMUNITY CHARACTERISTICS COMPARED BY YEAR**

Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: (Percent “essential” or “very important”)	2015	2012	2007	2004	2002
Overall appearance of Broomfield	87%	88%	85%	83%	N/A
Quality of shopping services	70%	68%	69%	69%	N/A
Quality of dining opportunities	69%	66%	N/A	N/A	N/A
Job opportunities	87%	82%	78%	78%	N/A
Access to affordable quality housing	79%	82%	78%	76%	N/A

**FIGURE 19: QUALITY OF ECONOMIC COMMUNITY CHARACTERISTICS BENCHMARKS**

	National comparison	Front Range comparison
Overall appearance of Broomfield	Much higher	Much higher
Quality of shopping services	Much higher	Much higher
Quality of dining opportunities	Not available	Not available
Job opportunities	Higher	Higher
Access to affordable quality housing	Much lower	Much lower

## HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES

This survey contained a set of questions about the quality, importance and availability of health, leisure and educational opportunities. Residents were also asked about the frequency of their participation in a list of various activities and whether they would be likely to participate in a community garden.

### HEALTH, LEISURE AND EDUCATIONAL SERVICES, FACILITIES AND OPPORTUNITIES

In general, a majority of respondents gave positive ratings to all of the health, leisure and educational items. Residents gave exceptionally high marks to the quality of parks, soccer/football fields, the Paul Derda Recreation Center, open space and trails, baseball/softball fields and library services, with more than 9 in 10 awarding “excellent” or “good” ratings to these amenities in 2015.

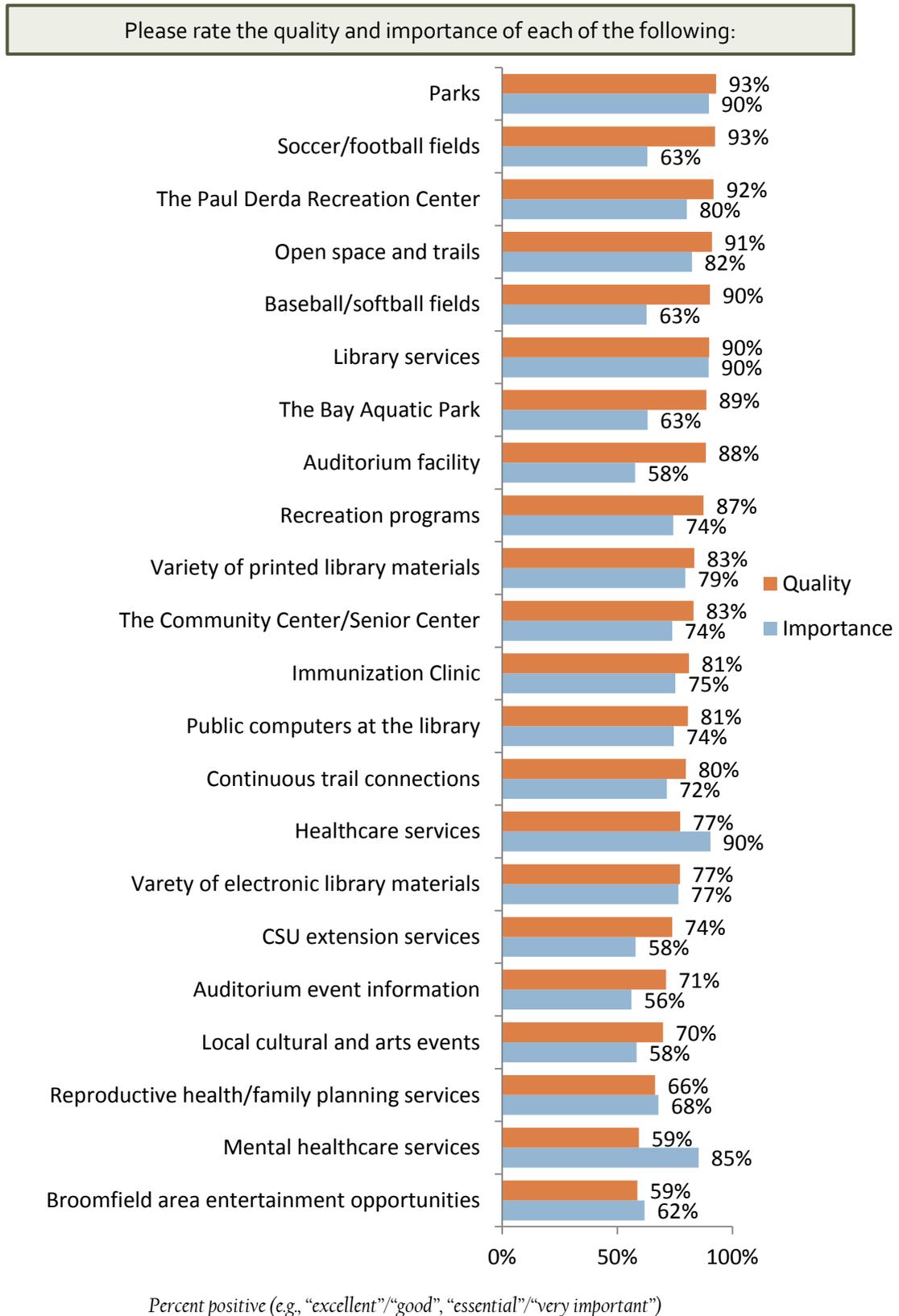
Reflecting on the importance of these opportunities, residents most valued Broomfield’s parks, library services, healthcare and mental healthcare services, with at least 85% or more ranking these items as “essential” or “very important.” Just over half of participants gave high levels of importance to the Auditorium facility and event information, CSU extension services and local cultural and arts events.

At least 30% of respondents said they had “no opinion” about the quality of The Community Center/Senior Center (41% “no opinion”), The Bay Aquatic Park (45%), soccer/football fields (31%), baseball/softball fields (35%), mental healthcare services (66%), the variety of printed library materials (30%), the variety of electronic library materials (40%), public computers at the library (50%), the Auditorium facility (42%), Auditorium event information (37%), reproductive health/family planning services (72%), the Immunization Clinic (66%) and CSU extension services (73%). A high proportion of respondents also said they had “no opinion” about the importance of some services, including mental healthcare services (30%), reproductive health/family planning services (34%) and CSU extension services (46%).

Compared to ratings in past years (Figure 20), the quality and importance of open space and trails, local cultural and arts events and the importance of baseball/softball fields, library services and the Auditorium facility and event information has continued to increase over time. All other measures that could be compared over time tended to remain stable.

For the first time in 2015, residents were also asked to rate the level of availability for these services, facilities and opportunities (Figure 21). Of these items, only about 1 in 10 respondents felt that mental health care services, reproductive health/family planning services and CSU extension services were “not available.” For all other measures, at least 9 in 10 or more felt that these options were at least “somewhat available.”

**FIGURE 20: QUALITY AND IMPORTANCE OF HEALTH, LEISURE AND EDUCATIONAL SERVICES, FACILITIES AND OPPORTUNITIES, 2015**

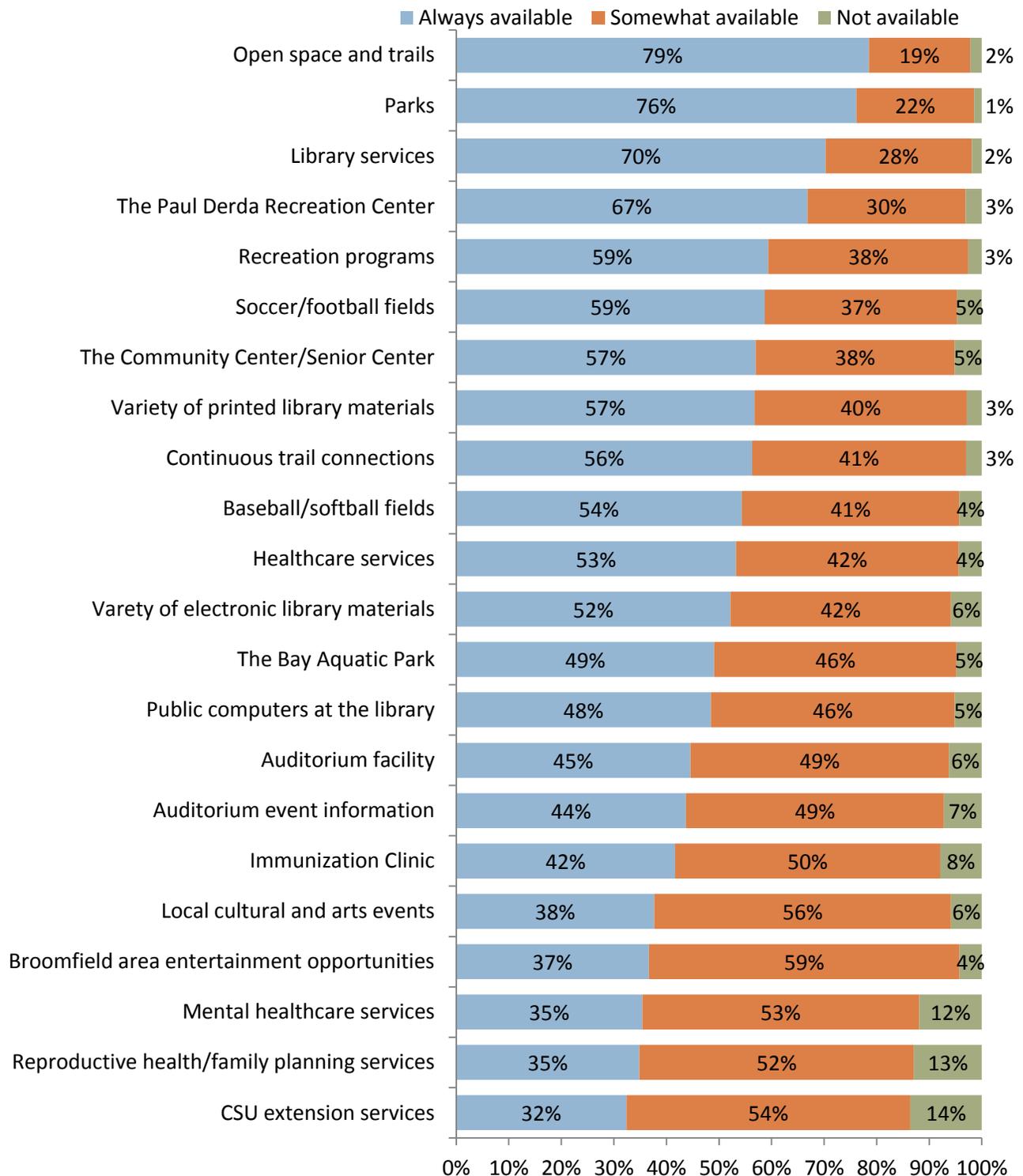


**FIGURE 21: QUALITY AND IMPORTANCE OF HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES COMPARED BY YEAR**

Please rate the quality and importance of each of the following:	Quality (percent “excellent” or “good”)					Importance (percent “essential” or “very important”)				
	2015	2012	2007	2004	2002	2015	2012	2007	2004	2002
Parks	93%	N/A	N/A	N/A	N/A	90%	N/A	N/A	N/A	N/A
Soccer/football fields	93%	N/A	N/A	N/A	N/A	63%	N/A	N/A	N/A	N/A
The Paul Derda Recreation Center	92%	N/A	N/A	N/A	N/A	80%	N/A	N/A	N/A	N/A
Open space and trails	91%	86%	69%	65%	N/A	82%	73%	73%	66%	N/A
Baseball/softball fields	90%	87%	77%	77%	N/A	63%	50%	49%	50%	N/A
Library services	90%	92%	90%	90%	87%	90%	83%	79%	78%	72%
The Bay Aquatic Park	89%	N/A	N/A	N/A	N/A	63%	N/A	N/A	N/A	N/A
Auditorium facility	88%	85%	82%	80%	67%	58%	50%	42%	40%	35%
Recreation programs	87%	87%	81%	77%	61%	74%	77%	81%	76%	N/A
Variety of printed library materials	83%	85%	80%	78%	74%	79%	76%	76%	76%	70%
The Community Center/Senior Center	83%	N/A	N/A	N/A	N/A	74%	N/A	N/A	N/A	N/A
Immunization Clinic	81%	N/A	N/A	N/A	N/A	75%	N/A	N/A	N/A	N/A
Public computers at the library	81%	N/A	N/A	N/A	N/A	74%	N/A	N/A	N/A	N/A
Continuous trail connections	80%	N/A	N/A	N/A	N/A	72%	N/A	N/A	N/A	N/A
Healthcare services	77%	N/A	N/A	N/A	N/A	90%	N/A	N/A	N/A	N/A
Variety of electronic library materials	77%	82%	N/A	N/A	N/A	77%	74%	N/A	N/A	N/A
CSU extension services	74%	N/A	N/A	N/A	N/A	58%	N/A	N/A	N/A	N/A
Auditorium event information	71%	70%	61%	59%	N/A	56%	45%	42%	38%	N/A
Local cultural and arts events	70%	63%	56%	44%	N/A	58%	49%	47%	39%	N/A
Reproductive health/family planning services	66%	N/A	N/A	N/A	N/A	68%	N/A	N/A	N/A	N/A
Mental healthcare services	59%	N/A	N/A	N/A	N/A	85%	N/A	N/A	N/A	N/A
Broomfield area entertainment opportunities	59%	N/A	N/A	N/A	N/A	62%	N/A	N/A	N/A	N/A

**FIGURE 22: AVAILABILITY OF HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES, 2015**

Please rate the availability of each of the following:



## PARTICIPATION IN HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES

Of the 11 activities listed, at least 8 in 10 Broomfield residents reported that they have visited a park, an open space site or used a trail in Broomfield at least once in the 12 months prior to the survey. Utilizing CSU Extension services (10% at least once), visiting the Broomfield Depot Museum (14%), attending a program at the library (34%) or using the Broomfield Auditorium or attending an event there (39%) were the least common activities. Fewer Broomfield residents reported visiting any of Broomfield's public art sites (benches, sculptures, etc.) compared to 2012. On the other hand, residents from Broomfield reported higher rates of visiting a park or the library than residents in other communities around the nation. Broomfield's benchmark ratings were similar to other Front Range communities (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

**FIGURE 23: PARTICIPATION IN HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES COMPARED BY YEAR**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield? (Percent least once)	2015	2012	2007	2004	2002
Visited a park (active, formally landscaped areas)	93%	91%	91%	89%	N/A
Used a trail in Broomfield	85%	83%	83%	83%	80%
Visited an open space site (native, undeveloped areas)	83%	83%	76%	68%	N/A
Visited the Broomfield Library	71%	N/A	N/A	N/A	N/A
Visited any of Broomfield's public art sites (benches, sculptures, etc.)	70%	75%	63%	N/A	N/A
Visited the Paul Derda Recreation Center	63%	N/A	N/A	N/A	N/A
Visited the Broomfield Community Center/Senior Center	45%	N/A	N/A	N/A	N/A
Used the Broomfield Auditorium or attended an event there	39%	43%	33%	25%	N/A
Attended a program at the Broomfield Library	34%	N/A	N/A	N/A	N/A
Visited the Broomfield Depot Museum	14%	N/A	N/A	N/A	N/A
Utilized CSU Extension Services	10%	N/A	N/A	N/A	N/A

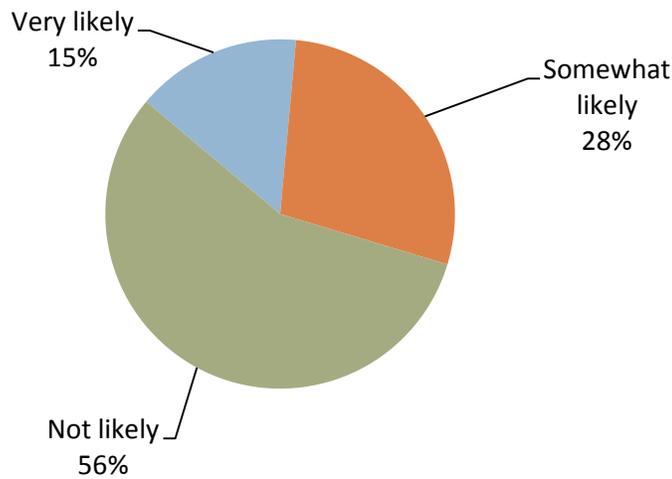
### COMMUNITY GARDEN

Citizens were also asked to indicate whether they would be likely to participate in a community garden to grow their own vegetables or flowers. About 4 in 10 respondents indicated they would be at least “somewhat likely” to participate, should the opportunity present itself.

Residents’ reported likelihood of using a community garden was compared by respondent length of residency, tenure (rent versus own), age, gender and Ward (the comparison tables are in *Appendix D: Responses to Selected Survey Questions by Respondent Subgroups*). Broomfield residents under the age of 55, shorter term residents (lived in the community for less than six years) and participants living in Ward 5 indicated they were more likely to make use of this amenity.

**FIGURE 24: LIKELIHOOD OF PARTICIPATING IN COMMUNITY GARDEN, 2015**

How likely would it be that you or another member of your household would participate in a community garden where you could grow your own vegetables or flowers?



## FACILITIES AND TRANSPORTATION INFRASTRUCTURE

The City and County of Broomfield 2015 Citizen Survey also contained questions about the quality and importance of City and County services related to facilities and transportation infrastructure.

### SERVICES

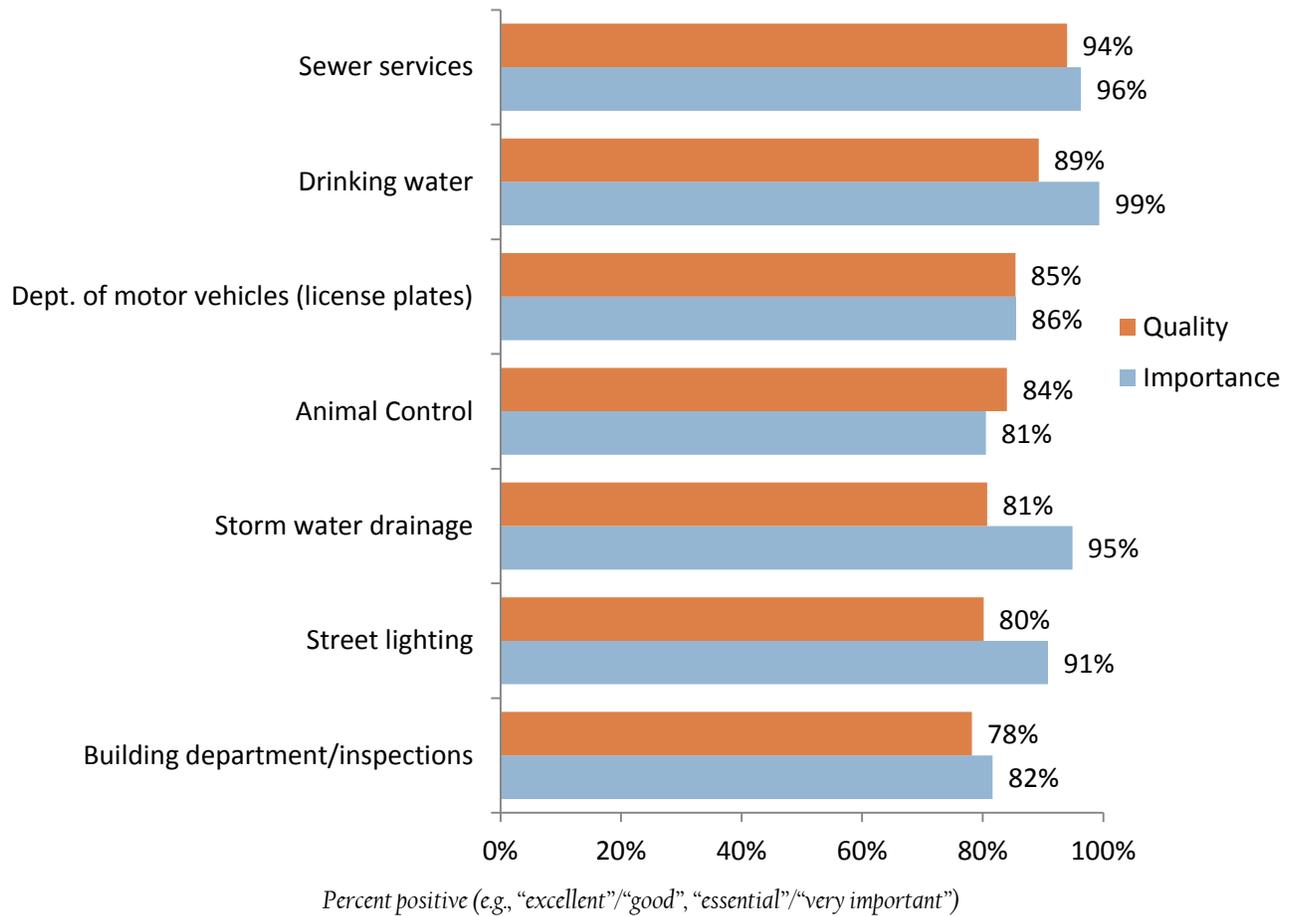
When evaluating the seven related services, at least three-quarters of survey respondents gave “excellent” or “good” marks to each service, ranging from 94% positive for sewer services to 78% for building department/inspections, a rating that increased in 2015. Animal control services ratings were also higher in 2015. These services were also marked with high importance with no fewer than 8 in 10 residents giving “essential” or “very important” ratings to each item. Compared to 2012, storm water drainage, building department/inspections and animal control were given much higher levels of importance 2015.

At least 30% of respondents said they had “no opinion” about the quality of the building department/inspections (40%) and Animal Control (32%); percentages for all response categories appear in *Appendix B: Complete Survey Frequencies*.

Compared to the national and Front Range average ratings, the City and County of Broomfield facilities and transportation infrastructure items received higher or much higher ratings (see *Appendix E: Detailed Benchmark Comparisons* for additional details).

**FIGURE 25: QUALITY AND IMPORTANCE OF CITY AND COUNTY SERVICES: FACILITIES AND TRANSPORTATION, 2015**

For each of the following services provided by the City and County of Broomfield, please rate the quality and importance of each of these services in Broomfield.



**FIGURE 26: QUALITY AND IMPORTANCE OF CITY AND COUNTY SERVICES: FACILITIES AND TRANSPORTATION BY YEAR**

For each of the following services provided by the City and County of Broomfield, please rate the quality and importance of each of these services in Broomfield.	Quality (percent “excellent” or “good”)					Importance (percent “essential” or “very important”)				
	2015	2012	2007	2004	2002	2015	2012	2007	2004	2002
Sewer services	94%	90%	87%	86%	85%	96%	93%	96%	92%	94%
Drinking water	89%	89%	87%	82%	85%	99%	95%	97%	95%	96%
Dept. of motor vehicles (license plates)	85%	82%	84%	84%	83%	86%	81%	78%	74%	74%
Animal Control	84%	76%	69%	67%	67%	81%	67%	67%	65%	58%
Storm water drainage	81%	79%	67%	72%	66%	95%	85%	87%	83%	76%
Street lighting	80%	80%	71%	70%	67%	91%	87%	86%	81%	80%
Building department/inspections	78%	68%	64%	62%	58%	82%	68%	76%	72%	68%

**FIGURE 27: QUALITY OF CITY AND COUNTY SERVICES: FACILITIES AND TRANSPORTATION BENCHMARKS**

	National comparison	Front Range comparison
Sewer services	Much higher	Much higher
Drinking water	Much higher	Much higher
Animal Control	Much higher	Much higher
Storm water drainage	Much higher	Higher
Street lighting	Much higher	Much higher

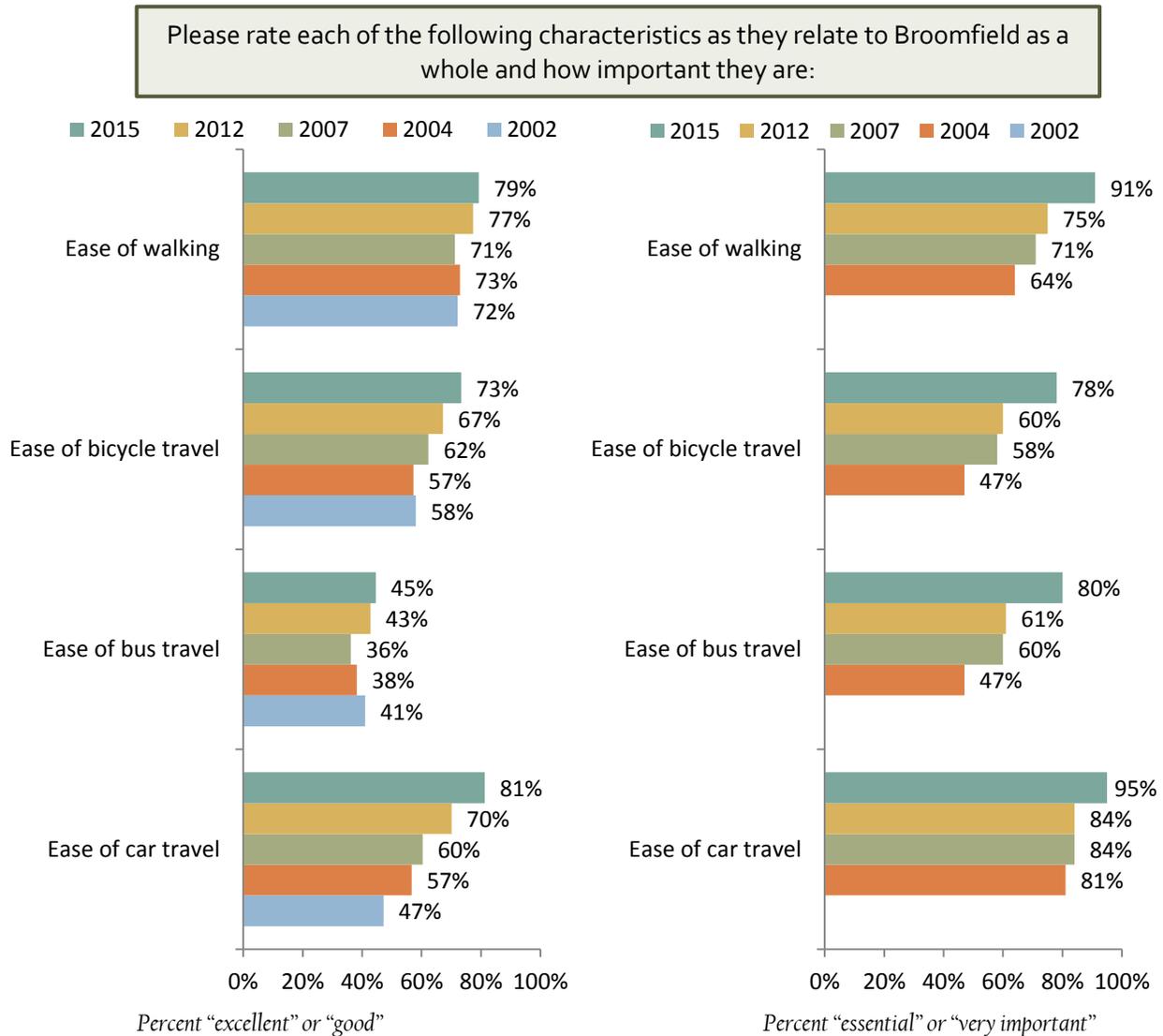
### EASE OF TRAVEL

Regarding ease of travel in the City and County of Broomfield, trends continued to improve over time. This was especially true for the quality and importance of the ease of bicycle and car travel. The quality and importance of each mode of travel were given positive ratings by at least 7 in 10 residents, with the exception of ease of bus travel, which was rated favorably by less than half of participants.

At least 30% of respondents said that they had no opinion about the quality of ease of bus travel (46%); percentages for all response categories appear in *Appendix B: Complete Survey Frequencies*.

Benchmark comparisons against other communities in the nation and the Front Range were mixed regarding ease of travel. Ease of car travel and walking tended to be much higher than both benchmarks. Ratings for bus travel in Broomfield were similar to ratings in communities across the U.S., but lower than ratings given by residents in other Front Range municipalities. For bicycle travel Broomfield had higher average ratings compared to the nation, but these ratings were similar to their neighbors along the Front Range.

**FIGURE 28: QUALITY AND IMPORTANCE OF EASE OF TRAVEL COMPARED BY YEAR**



The importance of ease of travel questions were first asked in 2004.

**FIGURE 29: COMMUNITY CHARACTERISTICS: FACILITIES AND TRANSPORTATION INFRASTRUCTURE BENCHMARKS**

	National comparison	Front Range comparison
Ease of walking	Much higher	Higher
Ease of bicycle travel	Much higher	Similar
Ease of bus travel	Similar	Much lower
Ease of car travel	Much higher	Much higher

## PUBLIC TRANSPORTATION

Respondents to the 2015 survey were asked about the frequency of their public transportation use within Broomfield, as well as the FlatIron Park and Ride. About one-quarter of residents reported that they had used the bus or call-n-Ride within Broomfield at least once in the last 12 months; a rating that has been stable since 2002. This usage rate was also much higher than the usage rates seen in other communities across the nation (for more information about the comparison of participation rates regarding public transportation, please see *Appendix E: Detailed Benchmark Comparisons*). Additionally, close to one-third of respondents indicated that they had ridden the bus from Broomfield or the FlatIron Park and Ride.

**FIGURE 30: PARTICIPATION IN PUBLIC TRANSPORTATION, 2015**

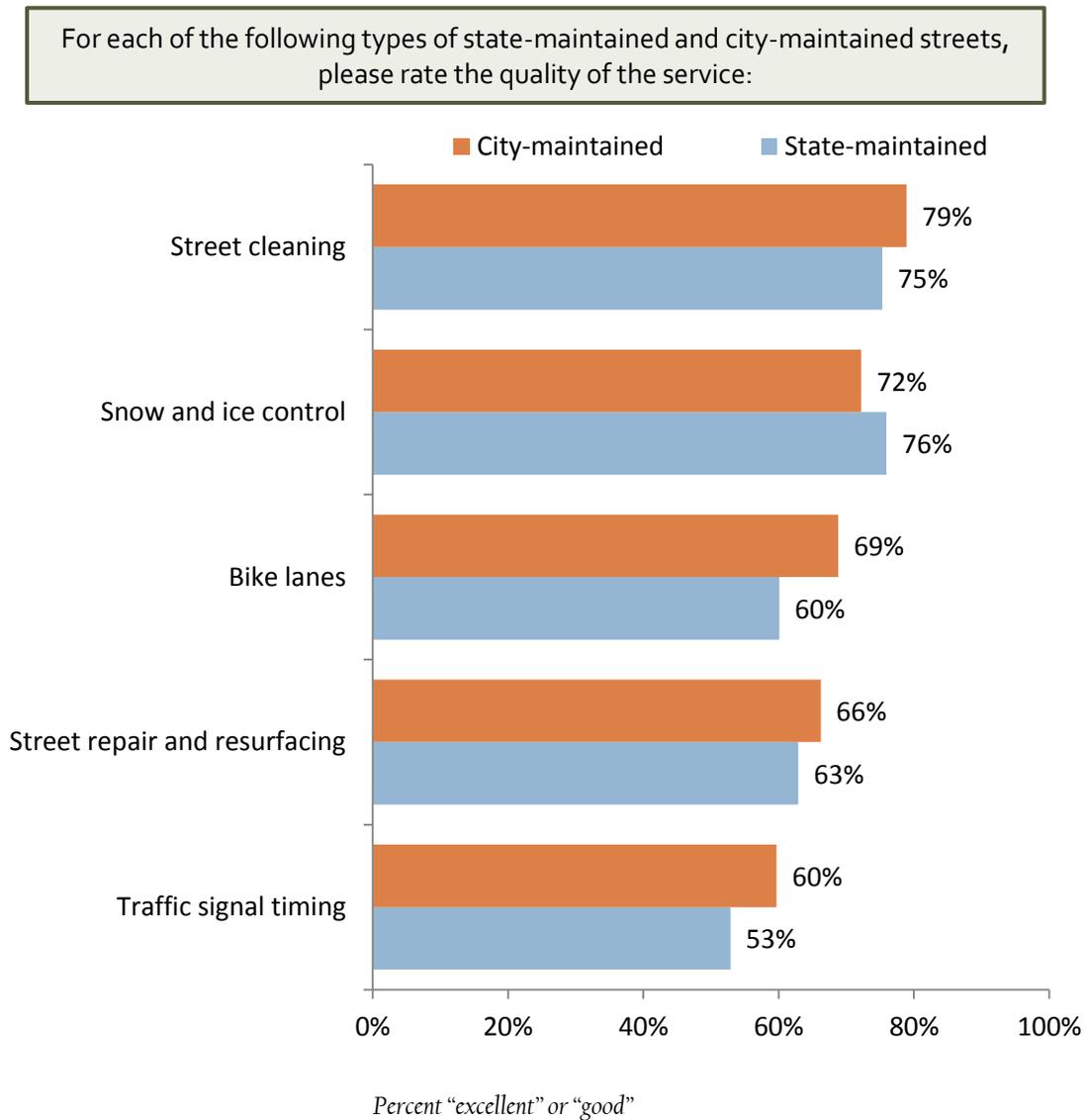
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?	2015	2012	2007	2004	2002
Ridden a bus or call-n-Ride within Broomfield	26%	25%	22%	23%	24%
Ridden a bus from the Broomfield or FlatIron Park and Ride	32%	N/A	N/A	N/A	N/A

### STREET MAINTENANCE

Another set of service-themed questions on the survey gauged the quality of five different aspects of street services, both for Broomfield-maintained and state-maintained streets. In general, City-maintained roads were given higher ratings for quality than state-maintained roads, including street cleaning (79% “excellent” or “good”), bike lanes (69%), street repair and resurfacing (66%) and traffic signal timing (60%). Ratings for street repair (both City and State) decreased from 2012 to 2015, though still were higher than ratings prior to 2007. Quality of bike lanes was first asked in 2015.

Overall, the ratings given to street maintenance for Broomfield maintained roads were higher than ratings seen in communities across the nation and the Front Range.

**FIGURE 31: QUALITY OF CITY AND STATE MAINTAINED ROADS, 2015**



**FIGURE 32: QUALITY OF STATE-MAINTAINED HIGHWAYS COMPARED BY YEAR**

For each of the following state-maintained streets, please rate the quality of the service: (Percent “excellent” or “good”)	2015	2012	2007	2004	2002
Street cleaning	75%	74%	51%	64%	60%
Snow and ice control	76%	70%	52%	71%	59%
Bike lanes	60%	N/A	N/A	N/A	N/A
Street repair and resurfacing	63%	73%	44%	49%	47%
Traffic signal timing	53%	52%	41%	43%	41%

**FIGURE 33: QUALITY OF CITY-MAINTAINED HIGHWAYS COMPARED BY YEAR**

For each of the following city-maintained streets, please rate the quality of the service: (Percent “excellent” or “good”)	2015	2012	2007	2004	2002
Street cleaning	79%	75%	47%	63%	N/A
Snow and ice control	72%	64%	38%	57%	N/A
Bike lanes	69%	N/A	N/A	N/A	N/A
Street repair and resurfacing	66%	73%	40%	50%	N/A
Traffic signal timing	60%	53%	41%	45%	N/A

**FIGURE 34: QUALITY OF CITY-MAINTAINED HIGHWAYS BENCHMARKS**

	National comparison	Front Range comparison
Street cleaning	Much higher	Much higher
Snow and ice control	Higher	Much higher
Street repair and resurfacing	Much higher	Much higher
Traffic signal timing	Higher	Higher

## SELF SUFFICIENCY

The City and County of Broomfield provides a variety of self-sufficiency services and programs. Residents were asked to evaluate both the quality and importance of each.

### SELF SUFFICIENCY SERVICES

Residents had the opportunity to rate the quality of self-sufficiency programs and services. The highest rated services were given favorable ratings by at least 8 in 10 respondents and included Senior Citizen Services, Child Protection Services, municipal court services, Meals on Wheels and the Immunization Clinic. Compared to previous iterations of the survey, quality ratings have increased over time. Where comparisons could be made, Broomfield’s ratings for Senior Citizen Services, Child Protection Services and municipal court services were all much higher than those seen in communities across the U.S. and the Front Range (for more information on benchmark comparisons for these services, please see *Appendix E: Detailed Benchmark Comparisons*).

At least two-thirds of respondents said they had “no opinion” about the Broomfield Workforce Center (76%), Senior Citizen Services (68%), Child Protection Services (79%), municipal court services (63%), Easy Ride Elderly/Disabled Transportation (75%), Meals on Wheels (77%), Lakeshore Café (81%), reproductive health/family planning (85%) and the Immunization Clinic (79%) and about one-third to one-half of respondents did not have an opinion on the importance of the Broomfield Workforce Center (33%), the Lakeshore Café (51%) and reproductive health/family planning (33%); percentages for all response categories appear in *Appendix B: Complete Survey Frequencies*.

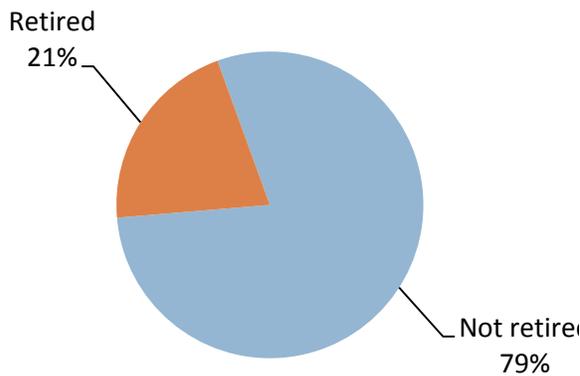
**FIGURE 35: QUALITY AND IMPORTANCE OF CITY AND COUNTY SERVICES: SELF SUFFICIENCY COMPARED BY YEAR**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the service and how important each of these services is in Broomfield.	Quality (percent “excellent” or “good”)					Importance (percent “essential” or “very important”)				
	2015	2012	2007	2004	2002	2015	2012	2007	2004	2002
Broomfield Workforce Center	77%	66%	N/A	N/A	N/A	78%	68%	N/A	N/A	N/A
Senior Citizen Services	88%	83%	75%	79%	79%	86%	76%	80%	80%	78%
Child Protection Services	80%	76%	N/A	N/A	N/A	93%	87%	N/A	N/A	N/A
Municipal court services	83%	77%	73%	78%	66%	85%	83%	81%	76%	77%
Easy Ride Elderly/Disabled Transportation	78%	N/A	N/A	N/A	N/A	85%	N/A	N/A	N/A	N/A
Meals on Wheels	84%	N/A	N/A	N/A	N/A	84%	N/A	N/A	N/A	N/A
Lakeshore Café	78%	N/A	N/A	N/A	N/A	60%	N/A	N/A	N/A	N/A
Reproductive Health/Family Planning	77%	N/A	N/A	N/A	N/A	73%	N/A	N/A	N/A	N/A
Immunization Clinic	83%	N/A	N/A	N/A	N/A	81%	N/A	N/A	N/A	N/A

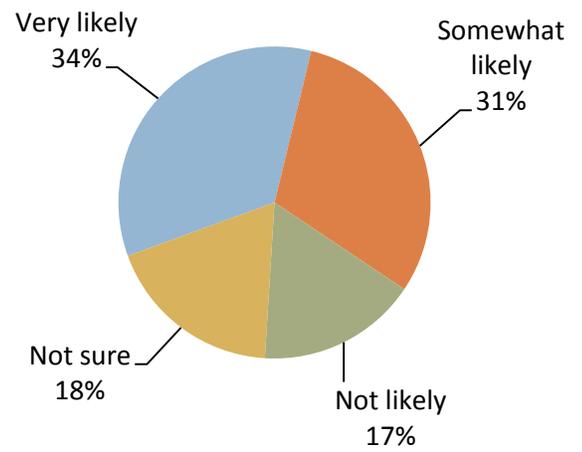
### RETIREMENT IN BROOMFIELD

About 2 in 10 survey respondents indicated they were retired. All respondents, regardless of their retirement status, were asked how likely they were to retire in Broomfield; 65% reported they were “very” or “somewhat likely” to retire in the city. Further, two-thirds of participants stated they believed that there was adequate senior housing in the City.

**FIGURE 36: RETIREMENT STATUS OF RESPONDENTS, 2015**

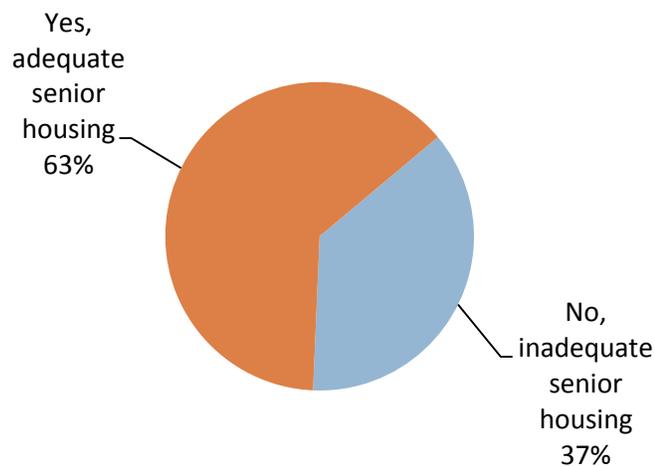


**FIGURE 37: LIKELIHOOD OF RETIRING IN BROOMFIELD, 2015**



**FIGURE 38: PERCEPTIONS OF ADEQUATE SENIOR HOUSING, 2015**

Do you feel Broomfield has adequate senior housing?



## ENVIRONMENTAL STEWARDSHIP

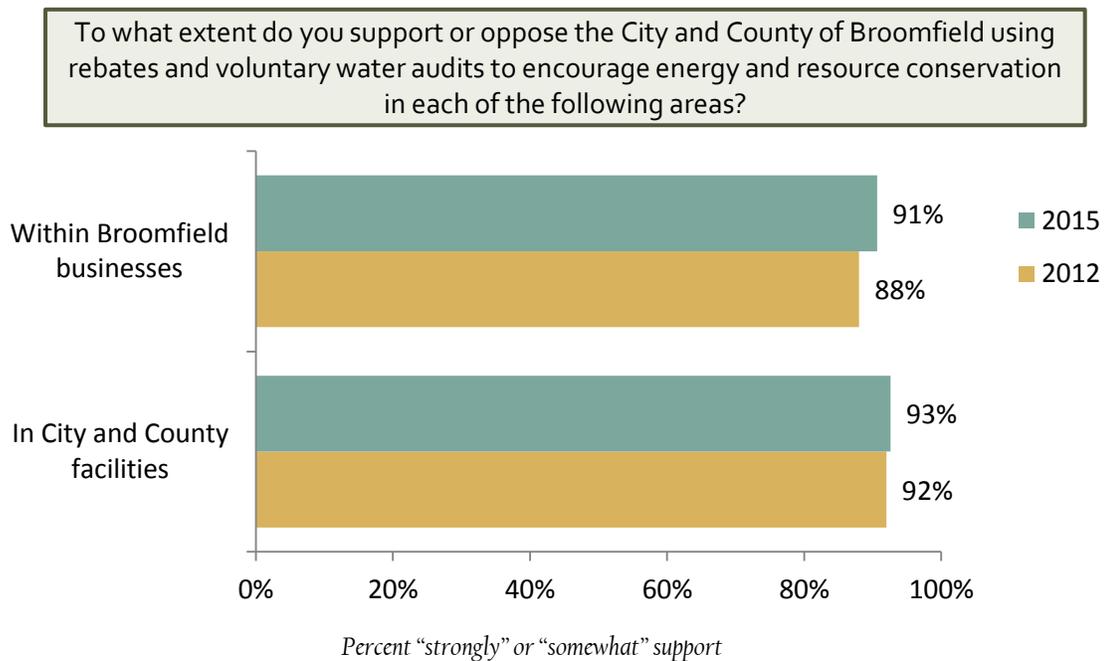
The 2015 iteration of the Broomfield Citizen Survey also included questions about resident support for energy and resource conservation, as well as environmental services provided by the City and County.

### SUPPORT FOR WATER AND RESOURCE CONSERVATION

Residents were provided the opportunity to indicate their level of support for City and County rebates and voluntary water audits to encourage the conservation of water and resources in City and County facilities and in businesses. Overall, 9 in 10 residents at least “somewhat” supported the City using these conservation tactics.

Those who reported living in Broomfield over 20 years and older adults (55 and older) were the least likely to support encouraging conservation within Broomfield businesses and in City and County facilities. Responses of those with different lengths of residency, tenure (rent versus own), age, gender and Ward are compared in *Appendix D: Responses to Selected Survey Questions by Respondent Subgroups*.

**FIGURE 39: SUPPORT FOR WATER AND RESOURCE CONSERVATION, 2015**



### ENVIRONMENTAL STEWARDSHIP SERVICES

Residents gave favorable ratings to services and events provided by the City and County, with at least 8 in 10 rating City Recycling events (Haz Waste, Paper Shred); the Spring Clean-up; and the Broomfield Recycling Center positively. These services and events were also deemed at least very important by 86% (City Recycling events) to 91% (Broomfield Recycling Center) of residents.

While ratings for the quality of City Recycling events decreased from 2012 to 2015, residents indicated that these events were more important than in past years. The quality of the Broomfield Recycling Center ratings remained stable over time, but the Center was deemed more important in 2015 than in the past.

**FIGURE 40: QUALITY AND IMPORTANCE OF CITY AND COUNTY SERVICES: ENVIRONMENTAL STEWARDSHIP COMPARED BY YEAR**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the service and how important each of these services is in Broomfield.	Quality (percent “excellent” or “good”)					Importance (percent “essential” or “very important”)				
	2015	2012	2007	2004	2002	2015	2012	2007	2004	2002
City Recycling events (Haz Waste, Paper Shred)	80%	86%	77%	75%	71%	86%	76%	70%	66%	69%
Spring Clean-up	89%	N/A	N/A	N/A	N/A	87%	N/A	N/A	N/A	N/A
Broomfield Recycling Center	87%	87%	80%	N/A	N/A	91%	80%	77%	N/A	N/A

## ENGAGED AND FISCALLY RESPONSIBLE

The final section of the survey about the City and County of Broomfield pertained to contact with City and County employees, resident information sources, fiscal government services and services that are not provided by Broomfield.

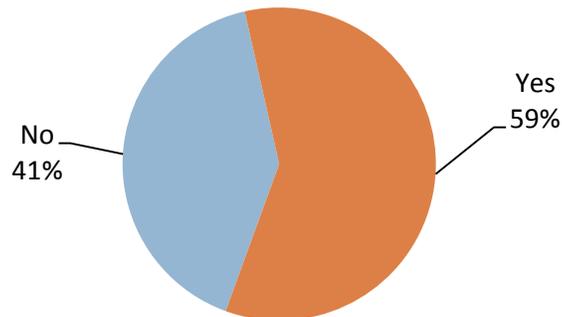
### CONTACT WITH EMPLOYEES

In 2015, 59% of Broomfield participants reported having contact in-person, by email or by phone with an employee of the City and County within the previous 12 months. Of the residents who had contact with an employee, 9 in 10 reported having an “excellent” or “good” overall impression of the employee. Additionally, 9 in 10 also felt Broomfield employees were courteous, knowledgeable and responsive (see Figure 42 on the next page).

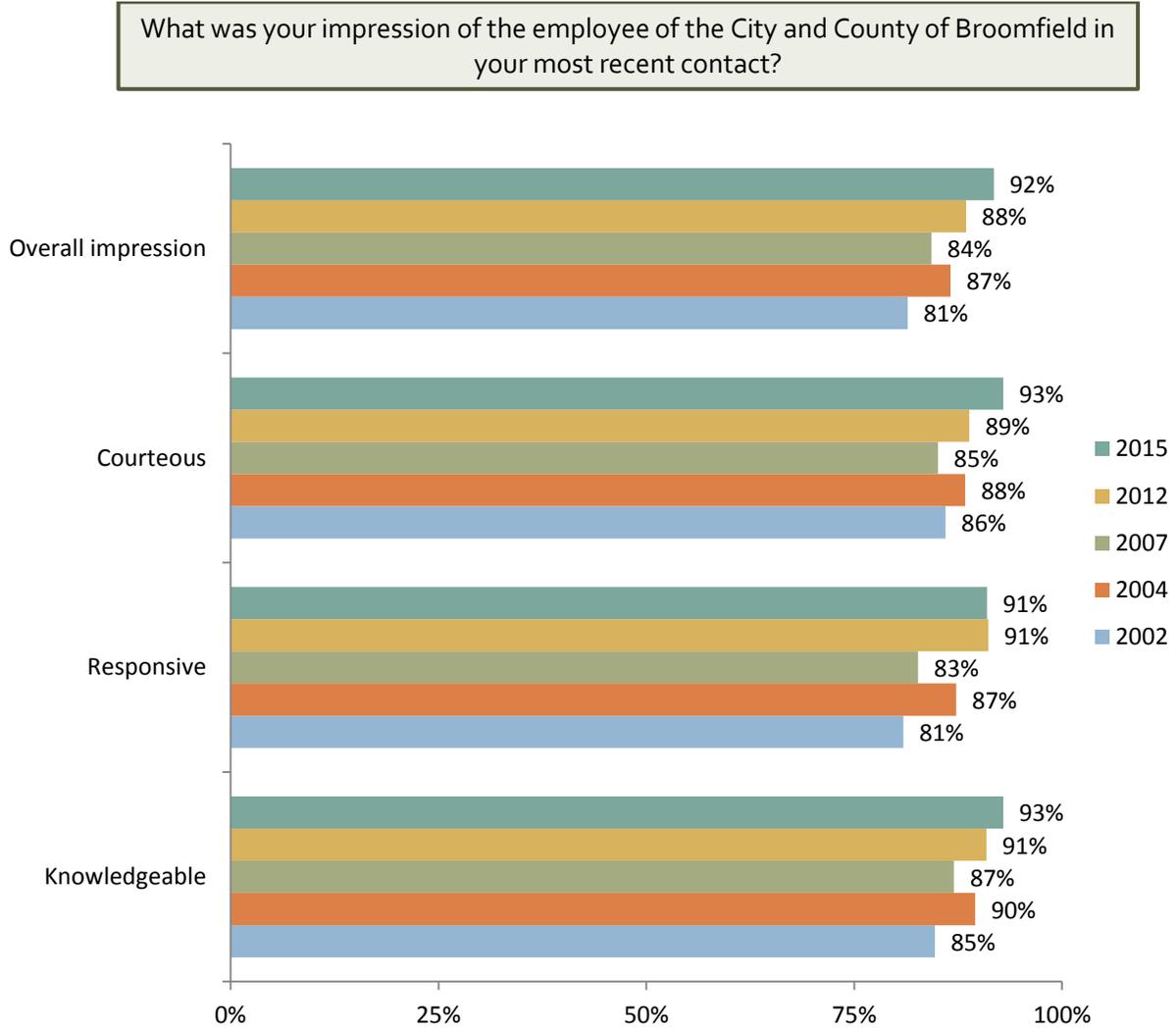
Compared to residents in other communities across the nation and across the Front Range, ratings for Broomfield’s employees were much higher than ratings given elsewhere (see *Appendix D: Responses to Selected Survey Questions by Respondent Subgroups* for detailed information on the benchmark comparisons).

**FIGURE 41: CONTACT WITH CITY AND COUNTY EMPLOYEES, 2015**

Have you had any in-person, email or phone contact with an employee of the City and County of Broomfield within the last 12 months (including police, receptionists, planners, courts, city management, or any others?)



**FIGURE 42: PERCEPTIONS OF CITY AND COUNTY EMPLOYEES COMPARED BY YEAR**



*Percent “excellent” or “good”  
Note: only asked of those respondents who had contact with an employee*

**FIGURE 43: PERCEPTIONS OF CITY AND COUNTY EMPLOYEES BENCHMARKS**

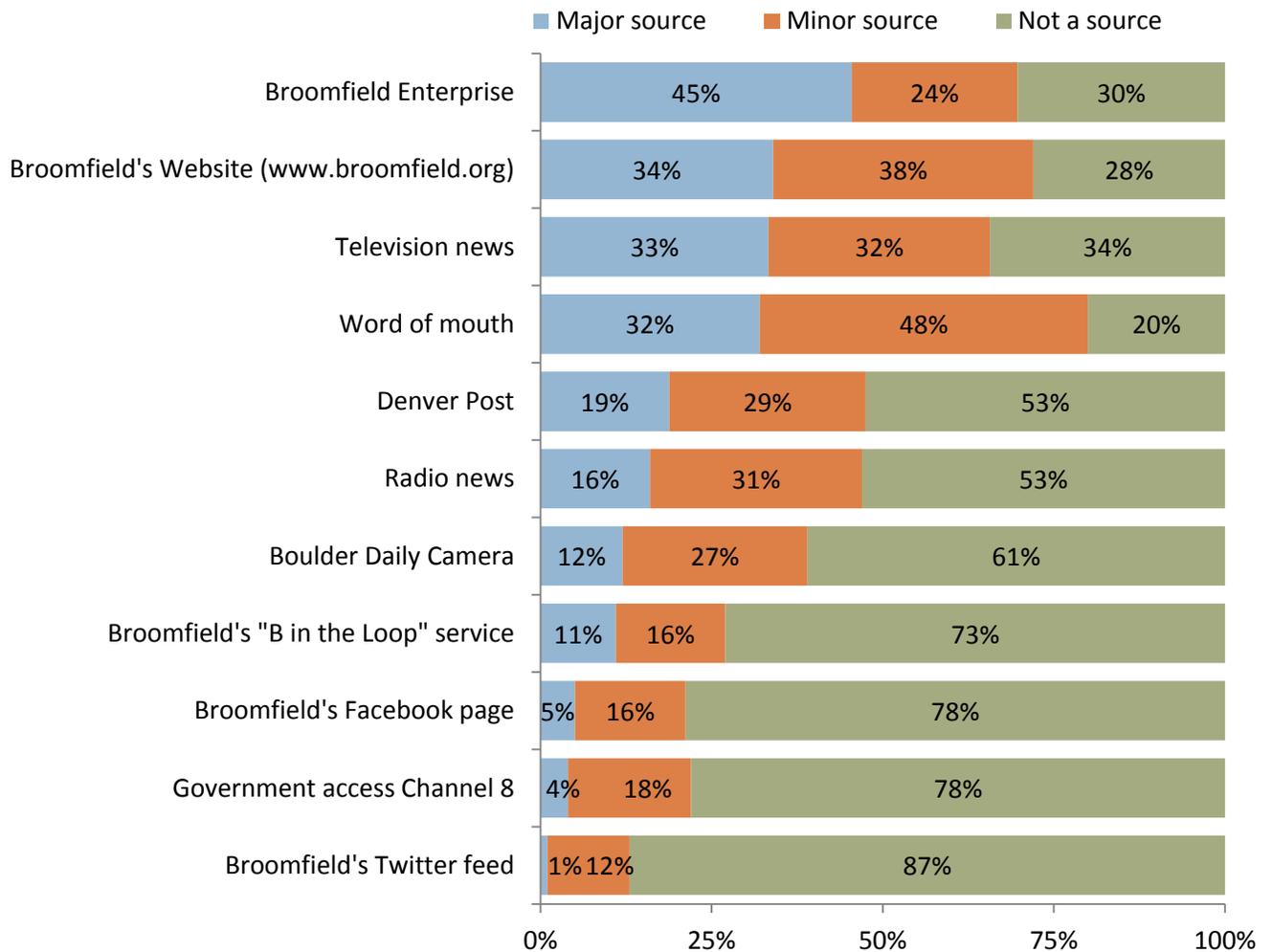
	National comparison	Front Range comparison
Overall impression	Much higher	Much higher
Courteous	Much higher	Much higher
Responsive	Much higher	Much higher
Knowledgeable	Much higher	Much higher

### INFORMATION SOURCES

On the 2015 survey, respondents indicated the extent to which they used 11 information sources about Broomfield news and information, if at all. The highest percentage of respondents relied on word of mouth, with 80% describing this method as a “major” or “minor” source of information. About 7 in 10 said they relied on the Broomfield Enterprise and Broomfield’s website and two-thirds used television news to gather information about the City and County. About 8 in 10 of respondents indicated Broomfield’s Facebook page, government access Channel 8 and Broomfield’s Twitter feed were not sources of information for them.

**FIGURE 44: INFORMATION SOURCES, 2015**

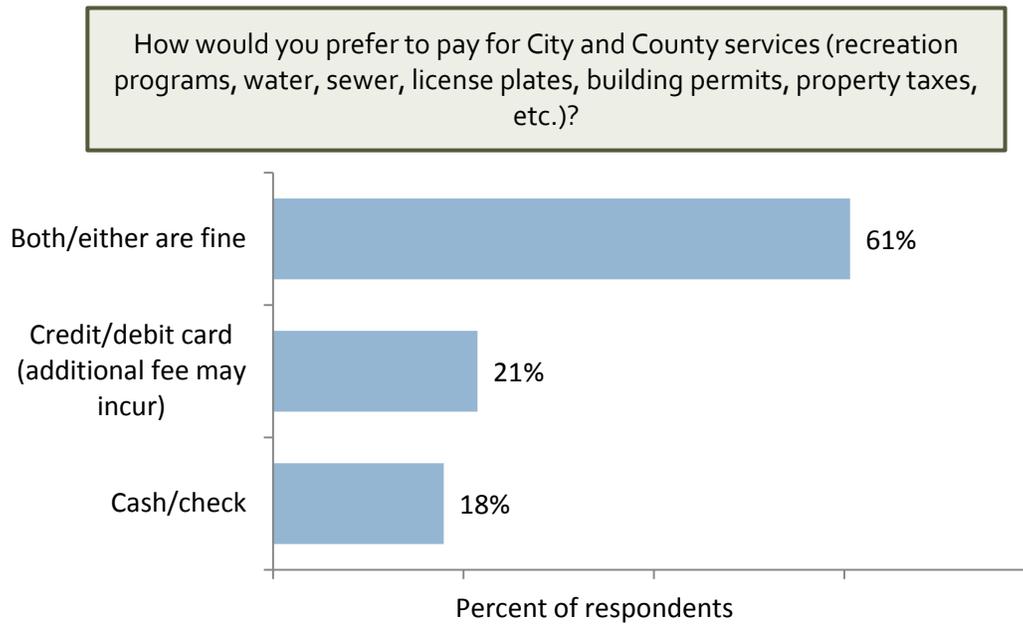
Do you rely on each of the following sources of information for news and information about Broomfield as a major source, a minor source or not at all?



### PREFERRED METHODS OF PAYMENT FOR SERVICES

Survey respondents were also asked to indicate which methods they preferred to pay for City and County services such as recreation programs, water, sewer, license plates, building permits and property taxes. Most residents (61%) reported that either credit card/debit card or cash/check would be fine, while about 2 in 10 stated a preference for each of the two methods.

**FIGURE 45: PREFERRED METHOD TO PAY FOR SERVICES, 2015**



## ENGAGEMENT AND FISCALLY RESPONSIBLE SERVICES

Broomfield survey recipients were asked to rate the quality and importance of election services and property tax assessments and collections. About 9 in 10 rated election services quality and importance favorably. Property tax assessment services were rated as “excellent” or “good” by about 7 in 10 residents, and deemed “essential” or “very important” by over 8 in 10 respondents. In general, quality and importance ratings have continued to increase for each of these services since 2002.

**FIGURE 46: QUALITY AND IMPORTANCE OF CITY AND COUNTY SERVICES: ENGAGEMENT AND FISCALLY RESPONSIBLE COMPARED BY YEAR**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the service and how important each of these services is in Broomfield:	Quality (percent “excellent” or “good”)					Importance (percent “essential” or “very important”)				
	2015	2012	2007	2004	2002	2015	2012	2007	2004	2002
Elections	88%	85%	82%	82%	78%	92%	86%	71%	68%	62%
Property tax assessments and collection	69%	58%	73%	67%	68%	84%	80%	67%	63%	62%

### NON-BROOMFIELD SERVICES AND FACILITIES

The final set of service related questions pertained to services and facilities that are not provided by the City and County of Broomfield. Overall, participants gave favorable marks to all of the listed items. The highest rated services were ambulance (97% “excellent” or “good”) and fire services (95%), as well as the Broomfield Veterans Museum (93%). About two-thirds of respondents gave positive ratings to mental health services and the Regional Transportation District. Ratings for all services and facilities for which comparisons were available remained stable between 2012 and 2015, except an increase in ratings for developmentally disabled services (up from 73% in 2012 to 78% in 2015).

At least 30% of respondents did not have an opinion on fire services (37%), ambulance services (43%), K-12 education (37%), curbside recycling services (33%), developmentally disabled services (76%), mental health care (76%), the ISTBank Center (40%), the Regional Transportation District (41%) and the Broomfield Veterans Museum (73%); percentages for all response categories appear in *Appendix B: Complete Survey Frequencies*.

Fire services, ambulance services, K-12 education and developmentally disabled services were rated higher or much higher in Broomfield than in other communities across the nation and in the Front Range when comparisons could be made. Curbside recycling services were rated lower than the national benchmark, but they were similar to Front Range comparisons. Garbage collection services received ratings that were similar to both the national and Front Range benchmarks (see *Appendix E: Detailed Benchmark Comparisons*) for detailed information on the benchmark comparisons).

**FIGURE 47: QUALITY OF NON-BROOMFIELD SERVICES AND FACILITIES COMPARED BY YEAR**

For the following services <u>not provided by the City and County of Broomfield</u> , please rate the quality of service: (Percent “excellent” or “good”)	2015	2012	2007	2004	2002
Fire	95%	97%	96%	97%	95%
Ambulance services	97%	95%	92%	94%	91%
Garbage collection	86%	85%	76%	81%	80%
K-12 education	82%	79%	78%	NA	NA
Curbside recycling services	74%	73%	58%	65%	NA
Developmentally disabled services	78%	73%	59%	64%	NA
Mental health services	66%	64%	52%	NA	NA
ISTBank Center	85%	82%	77%	NA	NA
Regional Transportation District	65%	NA	NA	NA	NA
Broomfield Veterans Museum	93%	NA	NA	NA	NA

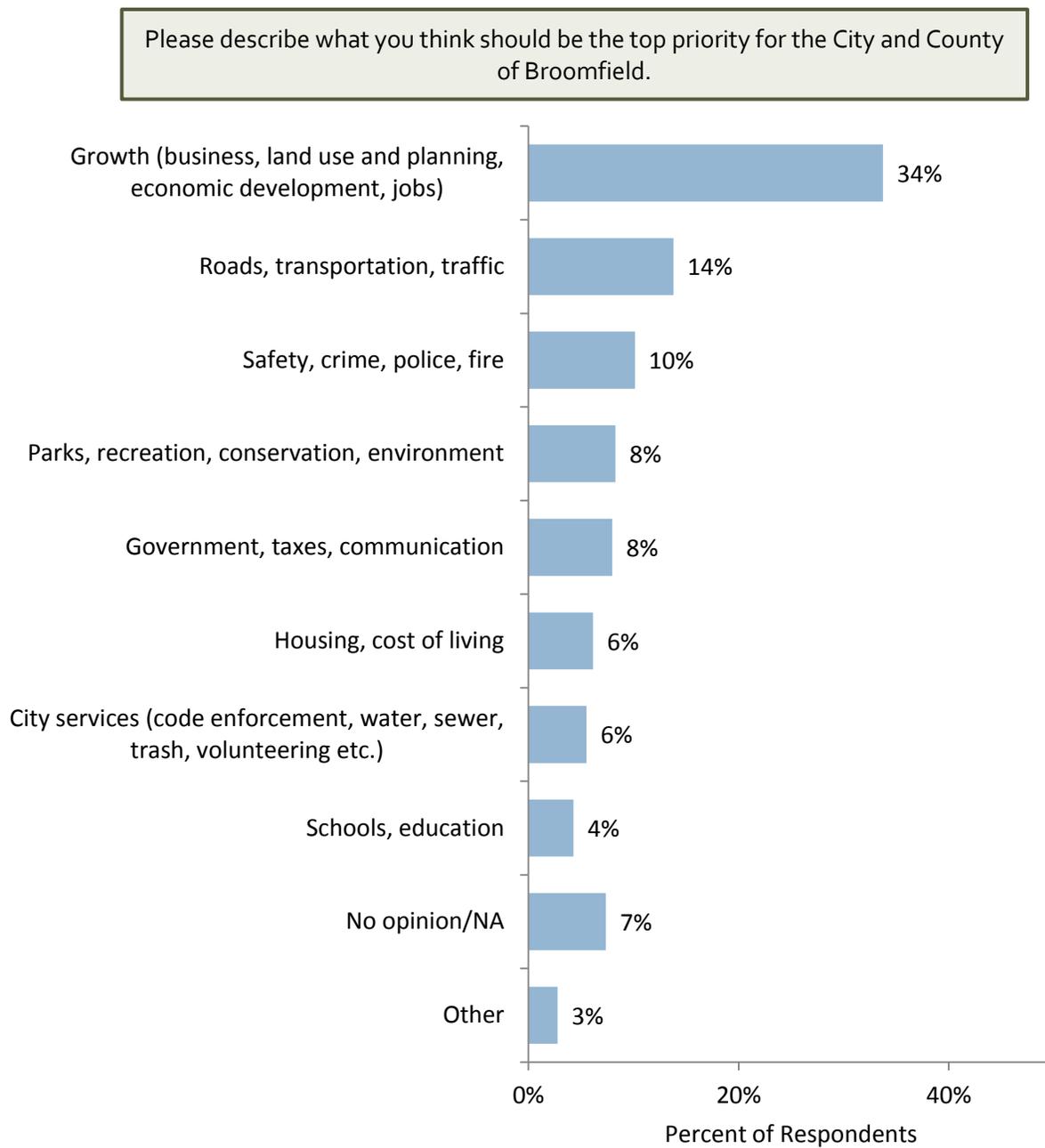
**FIGURE 48: QUALITY OF NON-BROOMFIELD SERVICES BENCHMARKS**

	National comparison	Front Range comparison
Fire	Much higher	Much higher
Ambulance services	Much higher	Much higher
Garbage collection	Similar	Similar
K-12 education	Higher	Much higher
Curbside recycling services	Lower	Similar
Developmentally disabled services	Much higher	Not available

## BROOMFIELD PRIORITIES

Respondents were asked to describe in their own words what they thought should be the top priority for the City and County of Broomfield. Of the 867 surveys completed, 326 residents chose to write in their own words the biggest priorities (full verbatim responses are included in *Appendix E: Verbatim Responses* within thematic categories). The most common themes in residents' comments related to the growth of Broomfield (business, land use and planning, economic development, jobs; 34% of respondents). About 1 in 10 of residents who provided an answer stated that roads, transportation and traffic and safety, crime, police and fire services should be a priority for the City and County of Broomfield.

**FIGURE 49: TOP RESIDENT PRIORITIES, 2015**



## APPENDIX A: RESPONDENT CHARACTERISTICS

The following tables summarize the demographic characteristics of Broomfield's survey respondents in 2015.

**TABLE 1: LENGTH OF RESIDENCY**

How many years have you lived in Broomfield?	Percent	Number
Less than 2 years	17%	N=147
2 to 5 years	22%	N=192
6 to 10 years	21%	N=182
11 to 20 years	22%	N=191
More than 20 years	17%	N=148
Total	100%	N=860

**TABLE 2: RESPONDENT NEIGHBORHOOD OR APARTMENT COMPLEX**

What is the name of your neighborhood or apartment complex?	Percent	Number
Anthem Ranch	8%	N=26
Broadlands	5%	N=16
Broomfield Heights	5%	N=16
Eagle Trace	5%	N=17
Lac Amora	5%	N=17
Northmoor	5%	N=15
Westlake	11%	N=33
First and Second Filing	5%	N=15
Other	51%	N=158
Total	100%	N=313

**TABLE 3: HOUSING UNIT TYPE**

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=472
House attached to one or more houses (e.g. a duplex or townhome)	18%	N=151
Building with two or more apartments or condominiums	22%	N=192
Mobile home	2%	N=20
Other	3%	N=24
Total	100%	N=859

**TABLE 4: HOUSING TENURE**

Is this house, apartment or mobile home...	Percent	Number
Rented	27%	N=230
Owned	73%	N=625
Total	100%	N=855

**TABLE 5: RESPONDENT AGE**

In which category is your age?	Percent	Number
18 to 24 years	3%	N=23
25 to 34 years	24%	N=207
35 to 44 years	20%	N=169
45 to 54 years	21%	N=176
55 to 64 years	12%	N=100
65 to 74 years	12%	N=98
75 years or older	9%	N=79
Total	100%	N=852

**TABLE 6: RESPONDENT INCOME**

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$24,999	9%	N=75
\$25,000 to \$49,999	18%	N=145
\$50,000 to \$99,999	32%	N=253
\$100,000 to \$149,999	24%	N=193
\$150,000 to \$199,999	7%	N=58
\$200,000 or more	10%	N=79
Total	100%	N=803

**TABLE 7: RESPONDENT RACE**

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian or Pacific Islander	5%	N=46
Black or African American	1%	N=6
White/Caucasian	90%	N=755
Other	6%	N=50

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

**TABLE 8: RESPONDENT ETHNICITY**

Are you Spanish, Hispanic or Latino?	Percent	Number
No	92%	N=765
Yes	8%	N=70
Total	100%	N=836

**TABLE 9: RESPONDENT GENDER**

What is your gender?	Percent	Number
Female	50%	N=416
Male	50%	N=416
Other	1%	N=4
Total	100%	N=837

## APPENDIX B: COMPLETE SURVEY FREQUENCIES

### Frequencies Excluding “No Opinion” Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “no opinion” responses.

**TABLE 10: QUESTION 1**

Please rate:	Excellent		Good		Fair		Poor		Total	
Broomfield as a place to live	57%	N=494	38%	N=323	5%	N=41	0%	N=1	100%	N=860
Your neighborhood as a place to live	54%	N=462	37%	N=319	8%	N=66	2%	N=14	100%	N=861
Broomfield as a place to raise children	51%	N=362	41%	N=285	7%	N=47	1%	N=10	100%	N=705
Broomfield as a place to retire	36%	N=241	44%	N=292	17%	N=112	4%	N=24	100%	N=669
Broomfield as a place to work	31%	N=187	45%	N=275	19%	N=117	5%	N=28	100%	N=607
The overall quality of life in Broomfield	45%	N=384	49%	N=422	5%	N=44	1%	N=4	100%	N=854
The overall sense of community in Broomfield	30%	N=241	44%	N=357	21%	N=169	5%	N=42	100%	N=809
The openness and acceptance of diverse people in Broomfield	23%	N=168	51%	N=381	20%	N=146	7%	N=50	100%	N=745

**TABLE 11: QUESTION 2**

Please rate the following aspects of City and County of Broomfield government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Broomfield	20%	N=157	54%	N=432	21%	N=169	4%	N=35	100%	N=793
The overall direction that Broomfield is taking	20%	N=149	57%	N=434	20%	N=149	4%	N=30	100%	N=762
Providing opportunities for citizen involvement	23%	N=166	54%	N=393	20%	N=144	4%	N=27	100%	N=730
Communicating events, issues, and programs	26%	N=206	49%	N=383	20%	N=153	5%	N=43	100%	N=786
The job the City and County of Broomfield does at listening to citizens	14%	N=84	54%	N=321	25%	N=150	7%	N=40	100%	N=595
Ease of accessing the services of the City and County of Broomfield	31%	N=240	51%	N=391	16%	N=120	3%	N=20	100%	N=770
The overall performance of City Council	13%	N=77	56%	N=326	22%	N=131	9%	N=52	100%	N=586
The quality of the services provided by the City and County of Broomfield	25%	N=190	58%	N=442	16%	N=118	1%	N=10	100%	N=761

**TABLE 12: QUESTION 4**

Please rate how safe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	80%	N=688	18%	N=155	1%	N=11	1%	N=5	0%	N=0	100%	N=859
In your neighborhood after dark	57%	N=488	36%	N=311	4%	N=38	1%	N=10	1%	N=8	100%	N=855
At FlatIron Crossing mall area during the day	66%	N=505	29%	N=224	4%	N=32	1%	N=5	0%	N=0	100%	N=767
At FlatIron Crossing mall area after dark	42%	N=286	39%	N=261	13%	N=88	5%	N=36	1%	N=5	100%	N=676
In Broomfield's parks during the day	74%	N=603	23%	N=183	3%	N=23	0%	N=2	0%	N=1	100%	N=811
In Broomfield's parks after dark	31%	N=206	42%	N=285	18%	N=118	7%	N=46	2%	N=16	100%	N=670

**TABLE 13: QUESTION 5**

To what degree, if at all, do you consider the following to be a problem in Broomfield:	Not a problem		Minor problem		Moderate problem		Major problem		Total	
	%	N	%	N	%	N	%	N	%	N
Property crimes (e.g., burglary, theft)	24%	N=185	57%	N=441	18%	N=140	1%	N=11	100%	N=777
Illegal drugs	31%	N=212	43%	N=297	21%	N=146	5%	N=35	100%	N=690
Junk vehicles	39%	N=304	41%	N=322	16%	N=125	4%	N=31	100%	N=782
Street conditions	18%	N=154	43%	N=359	28%	N=231	11%	N=93	100%	N=837
Unsupervised youth	39%	N=290	42%	N=314	15%	N=112	5%	N=35	100%	N=751
Violent crime (e.g., rape, assault, robbery)	50%	N=348	40%	N=281	9%	N=66	1%	N=4	100%	N=700
Weeds	25%	N=203	48%	N=380	18%	N=147	8%	N=67	100%	N=797
Fence conditions in neighborhoods	28%	N=214	41%	N=307	24%	N=178	7%	N=55	100%	N=754
Nuisance/unsightly properties	27%	N=213	45%	N=357	22%	N=170	6%	N=49	100%	N=788

**TABLE 14: QUESTION 6: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of each of these services in Broomfield:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic enforcement	28%	N=220	53%	N=412	16%	N=121	4%	N=29	100%	N=783
Police services	41%	N=320	48%	N=373	9%	N=70	1%	N=11	100%	N=774

**TABLE 15: QUESTION 6: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate the importance of each of these services in Broomfield:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic enforcement	32%	N=225	35%	N=244	28%	N=198	6%	N=39	100%	N=707
Police services	65%	N=457	27%	N=189	8%	N=53	1%	N=7	100%	N=707

**TABLE 16: QUESTION 7**

Please rate the speed of growth in the following categories in Broomfield over the past five years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Population growth	0%	N=3	3%	N=21	46%	N=335	35%	N=257	15%	N=110	100%	N=726
Retail growth (stores, restaurants, etc.)	15%	N=112	33%	N=250	42%	N=323	8%	N=58	3%	N=20	100%	N=764
Jobs growth	15%	N=84	45%	N=247	39%	N=214	1%	N=8	0%	N=1	100%	N=553

**TABLE 17: QUESTION 8: QUALITY**

Please rate each of the following characteristics as they relate to Broomfield as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Quality of shopping services	23%	N=190	49%	N=416	23%	N=192	6%	N=47	100%	N=844
Quality of dining opportunities	12%	N=105	39%	N=330	32%	N=270	16%	N=139	100%	N=844
Job opportunities	7%	N=41	32%	N=182	48%	N=274	12%	N=69	100%	N=566
Access to affordable quality housing	5%	N=40	27%	N=198	40%	N=297	27%	N=201	100%	N=735
Overall appearance of Broomfield	31%	N=265	59%	N=501	9%	N=79	1%	N=10	100%	N=855

**TABLE 18: QUESTION 8: IMPORTANCE**

Please rate the importance of each of the following characteristics as they relate to Broomfield as a whole:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Quality of shopping services	24%	N=187	46%	N=354	29%	N=225	1%	N=11	100%	N=777
Quality of dining opportunities	21%	N=163	48%	N=374	31%	N=238	1%	N=6	100%	N=781
Job opportunities	46%	N=309	41%	N=277	12%	N=81	1%	N=8	100%	N=676
Access to affordable quality housing	37%	N=271	42%	N=310	17%	N=128	4%	N=28	100%	N=737
Overall appearance of Broomfield	35%	N=271	53%	N=409	11%	N=85	2%	N=12	100%	N=777

**TABLE 19: QUESTION 9: QUALITY**

Please rate the quality of each of the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Open space and trails	49%	N=386	42%	N=334	8%	N=63	1%	N=8	100%	N=790
Continuous trail connections	31%	N=216	49%	N=348	18%	N=128	2%	N=16	100%	N=707
Local cultural and arts events	20%	N=135	50%	N=341	25%	N=170	5%	N=35	100%	N=681
Recreation programs	36%	N=243	52%	N=351	10%	N=67	3%	N=18	100%	N=679
The Paul Derda Recreation Center	55%	N=345	37%	N=234	7%	N=47	1%	N=4	100%	N=631
The Community Center/Senior Center	31%	N=153	52%	N=252	15%	N=74	2%	N=8	100%	N=487
The Bay Aquatic Park	39%	N=176	50%	N=222	11%	N=50	0%	N=2	100%	N=449
Broomfield area entertainment opportunities	16%	N=114	42%	N=296	35%	N=245	6%	N=43	100%	N=698
Soccer/football fields	36%	N=206	56%	N=321	7%	N=41	0%	N=2	100%	N=570
Baseball/softball fields	35%	N=187	55%	N=295	9%	N=49	1%	N=3	100%	N=534
Parks	45%	N=343	48%	N=371	6%	N=47	1%	N=7	100%	N=768
Healthcare services	21%	N=131	56%	N=341	17%	N=105	6%	N=34	100%	N=611
Mental healthcare services	16%	N=44	43%	N=121	26%	N=72	15%	N=42	100%	N=278
Library services	46%	N=318	44%	N=301	10%	N=66	0%	N=3	100%	N=689
Variety of printed library materials	35%	N=202	48%	N=275	15%	N=85	2%	N=9	100%	N=572
Variety of electronic library materials	31%	N=153	46%	N=227	17%	N=84	6%	N=28	100%	N=493
Public computers at the library	31%	N=129	49%	N=202	14%	N=56	6%	N=23	100%	N=411
Auditorium facility	38%	N=178	51%	N=241	10%	N=50	1%	N=5	100%	N=475
Auditorium event information	26%	N=137	45%	N=232	24%	N=127	4%	N=23	100%	N=519
Reproductive health/family planning services	19%	N=42	48%	N=107	29%	N=65	5%	N=11	100%	N=224

Please rate the quality of each of the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Immunization Clinic	30%	N=86	51%	N=145	17%	N=48	2%	N=6	100%	N=284
CSU extension services	21%	N=48	53%	N=119	25%	N=55	2%	N=4	100%	N=225

**TABLE 20: QUESTION 9: IMPORTANCE**

Please rate the importance of each of the following:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Open space and trails	38%	N=298	44%	N=350	17%	N=130	1%	N=8	100%	N=786
Continuous trail connections	28%	N=200	44%	N=318	25%	N=181	3%	N=25	100%	N=724
Local cultural and arts events	17%	N=123	41%	N=299	37%	N=266	5%	N=35	100%	N=723
Recreation programs	26%	N=192	48%	N=349	24%	N=178	1%	N=10	100%	N=728
The Paul Derda Recreation Center	33%	N=221	47%	N=318	18%	N=123	1%	N=10	100%	N=672
The Community Center/Senior Center	27%	N=160	47%	N=281	23%	N=140	3%	N=16	100%	N=598
The Bay Aquatic Park	21%	N=116	42%	N=237	30%	N=170	6%	N=36	100%	N=559
Broomfield area entertainment opportunities	15%	N=108	47%	N=337	36%	N=256	2%	N=18	100%	N=719
Soccer/football fields	22%	N=139	42%	N=268	30%	N=191	7%	N=47	100%	N=646
Baseball/softball fields	20%	N=121	43%	N=264	31%	N=188	7%	N=40	100%	N=614
Parks	46%	N=340	43%	N=319	10%	N=70	1%	N=5	100%	N=734
Healthcare services	49%	N=327	41%	N=276	9%	N=58	1%	N=6	100%	N=666
Mental healthcare services	43%	N=220	43%	N=219	12%	N=63	3%	N=13	100%	N=514
Library services	48%	N=342	41%	N=291	9%	N=66	1%	N=7	100%	N=706
Variety of printed library materials	36%	N=228	44%	N=280	20%	N=126	1%	N=5	100%	N=639
Variety of electronic library materials	30%	N=184	46%	N=279	21%	N=130	2%	N=12	100%	N=605
Public computers at the library	33%	N=190	42%	N=243	22%	N=129	3%	N=20	100%	N=582
Auditorium facility	19%	N=112	39%	N=228	39%	N=227	4%	N=21	100%	N=588
Auditorium event information	17%	N=98	40%	N=235	40%	N=240	4%	N=21	100%	N=594
Reproductive health/family planning services	37%	N=176	31%	N=151	22%	N=108	10%	N=46	100%	N=481
Immunization Clinic	37%	N=202	38%	N=203	21%	N=112	4%	N=21	100%	N=538
CSU extension services	20%	N=81	38%	N=153	36%	N=145	6%	N=25	100%	N=404

TABLE 21: QUESTION 9: AVAILABILITY

Please rate the availability of each of the following:	Always available		Somewhat available		Not available		Total	
Open space and trails	79%	N=572	19%	N=140	2%	N=16	100%	N=728
Continuous trail connections	56%	N=386	41%	N=279	3%	N=21	100%	N=685
Local cultural and arts events	38%	N=245	56%	N=367	6%	N=38	100%	N=649
Recreation programs	59%	N=389	38%	N=249	3%	N=17	100%	N=655
The Paul Derda Recreation Center	67%	N=439	30%	N=198	3%	N=20	100%	N=657
The Community Center/Senior Center	57%	N=344	38%	N=228	5%	N=31	100%	N=604
The Bay Aquatic Park	49%	N=285	46%	N=268	5%	N=28	100%	N=581
Broomfield area entertainment opportunities	37%	N=231	59%	N=373	4%	N=27	100%	N=630
Soccer/football fields	59%	N=346	37%	N=216	5%	N=28	100%	N=589
Baseball/softball fields	54%	N=310	41%	N=236	4%	N=24	100%	N=570
Parks	76%	N=493	22%	N=145	1%	N=10	100%	N=648
Healthcare services	53%	N=314	42%	N=251	4%	N=26	100%	N=591
Mental healthcare services	35%	N=180	53%	N=267	12%	N=60	100%	N=507
Library services	70%	N=439	28%	N=174	2%	N=12	100%	N=624
Variety of printed library materials	57%	N=332	40%	N=236	3%	N=17	100%	N=585
Variety of electronic library materials	52%	N=294	42%	N=237	6%	N=33	100%	N=564
Public computers at the library	48%	N=254	46%	N=243	5%	N=27	100%	N=524
Auditorium facility	45%	N=239	49%	N=264	6%	N=34	100%	N=536
Auditorium event information	44%	N=241	49%	N=270	7%	N=40	100%	N=550
Reproductive health/family planning services	35%	N=154	52%	N=231	13%	N=57	100%	N=442
Immunization Clinic	42%	N=193	50%	N=233	8%	N=37	100%	N=462
CSU extension services	32%	N=142	54%	N=237	14%	N=60	100%	N=439

**TABLE 22: QUESTION 10**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Visited a park (active, formally landscaped areas)	7%	N=63	18%	N=156	29%	N=243	16%	N=139	29%	N=245	100%	N=846
Visited an open space site (native, undeveloped areas)	17%	N=144	16%	N=135	29%	N=246	16%	N=135	22%	N=185	100%	N=845
Used a trail in Broomfield	15%	N=123	16%	N=130	24%	N=199	18%	N=148	28%	N=235	100%	N=835
Visited the Paul Derda Recreation Center	37%	N=311	17%	N=147	20%	N=171	9%	N=75	17%	N=139	100%	N=843
Visited the Broomfield Community Center/Senior Center	55%	N=464	20%	N=170	14%	N=115	6%	N=48	6%	N=48	100%	N=846
Used the Broomfield Auditorium or attended an event there	61%	N=511	26%	N=218	12%	N=103	1%	N=7	0%	N=2	100%	N=841
Visited any of Broomfield's public art sites (benches, sculptures, etc.)	30%	N=256	30%	N=250	28%	N=232	8%	N=67	4%	N=36	100%	N=841
Visited the Broomfield Depot Museum	86%	N=724	12%	N=101	2%	N=18	0%	N=3	0%	N=0	100%	N=846
Attended a program at the Broomfield Library	66%	N=555	19%	N=163	10%	N=87	2%	N=18	2%	N=18	100%	N=841
Visited the Broomfield Library	29%	N=241	18%	N=154	24%	N=207	15%	N=128	14%	N=115	100%	N=846
Utilized CSU Extension Services	90%	N=760	8%	N=65	2%	N=15	0%	N=2	0%	N=3	100%	N=845

**TABLE 23: QUESTION 11**

How likely would it be that you or another member of your household would participate in a community garden where you could grow your own vegetables or flowers?	Percent	Number
Very likely	15%	N=119
Somewhat likely	28%	N=219
Not likely	56%	N=437
Total	100%	N=775

**TABLE 24: QUESTION 12: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of each of these services in Broomfield::	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Street lighting	22%	N=185	58%	N=478	17%	N=137	3%	N=27	100%	N=828
Storm water drainage	20%	N=154	61%	N=481	15%	N=119	4%	N=33	100%	N=787
Drinking water	45%	N=369	45%	N=370	8%	N=67	3%	N=22	100%	N=828
Sewer services	38%	N=295	56%	N=432	5%	N=36	1%	N=10	100%	N=774
Building department/inspections	23%	N=115	55%	N=275	17%	N=87	4%	N=22	100%	N=499
Dept. of motor vehicles (license plates)	47%	N=376	39%	N=310	10%	N=83	4%	N=34	100%	N=803
Animal Control	29%	N=166	55%	N=318	13%	N=73	3%	N=19	100%	N=576

**TABLE 25: QUESTION 12: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate the importance of each of these services in Broomfield:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Street lighting	54%	N=430	37%	N=294	8%	N=68	1%	N=6	100%	N=798
Storm water drainage	63%	N=494	32%	N=251	5%	N=40	0%	N=0	100%	N=785
Drinking water	81%	N=650	18%	N=144	1%	N=5	0%	N=0	100%	N=799
Sewer services	73%	N=572	23%	N=178	4%	N=29	0%	N=0	100%	N=779
Building department/inspections	41%	N=263	41%	N=267	18%	N=115	1%	N=4	100%	N=650
Dept. of motor vehicles (license plates)	46%	N=364	39%	N=309	12%	N=98	2%	N=16	100%	N=787
Animal Control	38%	N=274	42%	N=301	18%	N=132	1%	N=7	100%	N=714

**TABLE 26: QUESTION 13: QUALITY**

Please rate each of the following characteristics as they relate to Broomfield as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Ease of car travel	28%	N=235	53%	N=440	17%	N=139	2%	N=17	100%	N=831
Ease of bus travel	15%	N=68	30%	N=138	32%	N=147	24%	N=109	100%	N=462
Ease of bicycle travel	18%	N=116	55%	N=351	20%	N=125	7%	N=45	100%	N=636
Ease of walking	32%	N=259	47%	N=378	17%	N=137	4%	N=29	100%	N=803

**TABLE 27: QUESTION 13: IMPORTANCE**

Please rate the importance of each of the following characteristics as they relate to Broomfield as a whole:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Ease of car travel	57%	N=455	38%	N=304	4%	N=35	1%	N=6	100%	N=800
Ease of bus travel	32%	N=213	48%	N=317	17%	N=113	3%	N=22	100%	N=665
Ease of bicycle travel	35%	N=249	43%	N=307	19%	N=138	2%	N=16	100%	N=709
Ease of walking	45%	N=350	46%	N=364	9%	N=68	0%	N=4	100%	N=786

**TABLE 28: QUESTION 14**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ridden a bus or call-n-Ride within Broomfield	74%	N=626	10%	N=83	7%	N=60	4%	N=33	5%	N=43	100%	N=846
Ridden a bus from the Broomfield or FlatIron Park and Ride	68%	N=574	11%	N=95	11%	N=94	2%	N=17	7%	N=60	100%	N=839

**TABLE 29: QUESTION 15: STATE-MAINTAINED**

For each of the following types of state-maintained and city-maintained streets, please rate the quality of the service:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Street repair and resurfacing	12%	N=97	51%	N=423	27%	N=225	10%	N=82	100%	N=826
Snow and ice control	18%	N=149	58%	N=485	19%	N=162	5%	N=39	100%	N=835
Traffic signal timing	9%	N=79	43%	N=360	27%	N=221	20%	N=170	100%	N=830
Street cleaning	16%	N=134	59%	N=484	22%	N=178	3%	N=24	100%	N=819
Bike lanes	10%	N=72	50%	N=346	25%	N=176	15%	N=101	100%	N=695

**TABLE 30: QUESTION 15: CITY-MAINTAINED**

For each of the following types of state-maintained and city-maintained streets, please rate the quality of the service:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Street repair	12%	N=99	54%	N=451	25%	N=210	8%	N=70	100%	N=829
Snow removal	18%	N=152	54%	N=446	20%	N=167	8%	N=63	100%	N=827
Traffic signal timing	13%	N=107	47%	N=388	24%	N=195	17%	N=139	100%	N=829
Street cleaning	19%	N=151	60%	N=486	18%	N=144	3%	N=26	100%	N=807
Bike lanes	16%	N=115	52%	N=369	25%	N=174	6%	N=46	100%	N=704

**TABLE 31: QUESTION 16: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the each of these services in Broomfield:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Broomfield Workforce Center	22%	N=44	55%	N=110	19%	N=39	4%	N=8	100%	N=200
Senior Citizen Services	31%	N=84	57%	N=155	11%	N=29	2%	N=4	100%	N=272
Child Protection Services	27%	N=47	53%	N=93	16%	N=27	5%	N=8	100%	N=176
Municipal court services	22%	N=68	61%	N=188	14%	N=43	3%	N=8	100%	N=308
Easy Ride Elderly/Disabled Transportation	26%	N=56	52%	N=110	16%	N=34	6%	N=13	100%	N=213
Meals on Wheels	32%	N=61	52%	N=100	14%	N=27	2%	N=3	100%	N=191
Lakeshore Café	30%	N=48	48%	N=76	21%	N=34	1%	N=1	100%	N=159
Reproductive Health/Family Planning	19%	N=24	58%	N=74	20%	N=25	3%	N=4	100%	N=127
Immunization Clinic	23%	N=41	60%	N=107	15%	N=26	2%	N=3	100%	N=178

**TABLE 32: QUESTION 16: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Broomfield Workforce Center	33%	N=169	45%	N=228	20%	N=103	2%	N=9	100%	N=509
Senior Citizen Services	44%	N=254	42%	N=244	13%	N=78	0%	N=1	100%	N=577
Child Protection Services	61%	N=342	32%	N=180	6%	N=35	1%	N=5	100%	N=562
Municipal court services	48%	N=283	37%	N=218	14%	N=82	1%	N=6	100%	N=589
Easy Ride Elderly/Disabled Transportation	43%	N=244	42%	N=237	15%	N=83	1%	N=4	100%	N=569

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Meals on Wheels	44%	N=242	39%	N=215	15%	N=82	1%	N=8	100%	N=546
Lakeshore Café	23%	N=85	37%	N=137	35%	N=128	5%	N=17	100%	N=367
Reproductive Health/Family Planning	40%	N=205	33%	N=170	21%	N=106	6%	N=33	100%	N=513
Immunization Clinic	44%	N=244	37%	N=205	17%	N=92	2%	N=12	100%	N=553

**TABLE 33: QUESTION 17**

Are you fully retired?	Percent	Number
No	79%	N=684
Yes	21%	N=179
Total	100%	N=864

**TABLE 34: QUESTION 18**

How likely are you to retire in Broomfield?	Percent	Number
Very likely	34%	N=288
Somewhat likely	31%	N=257
Not likely	17%	N=140
Not sure	18%	N=155
Total	100%	N=840

**TABLE 35: QUESTION 19**

Do you feel Broomfield has adequate senior housing	Percent	Number
No, inadequate senior housing	37%	N=253
Yes, adequate senior housing	63%	N=435
Total	100%	N=688

**TABLE 36: QUESTION 20**

To what extent do you support or oppose the City and County of Broomfield using rebates and voluntary water audits to encourage energy and resource conservation in each of the following area?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
In City and County facilities	58%	N=423	35%	N=258	4%	N=28	4%	N=26	100%	N=736
Within Broomfield businesses	54%	N=394	36%	N=263	5%	N=39	4%	N=28	100%	N=724

**TABLE 37: QUESTION 21: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the each of these services in Broomfield:	Excellent		Good		Fair		Poor		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
City Recycling events (Haz Waste, Paper Shred)	35%	N=232	46%	N=305	16%	N=106	4%	N=26	100%	N=670
Spring Clean-up	49%	N=337	40%	N=279	10%	N=67	1%	N=7	100%	N=689
Broomfield Recycling Center	42%	N=278	45%	N=298	12%	N=77	2%	N=11	100%	N=663

**TABLE 38: QUESTION 21: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
City Recycling events (Haz Waste, Paper Shred)	45%	N=333	41%	N=299	12%	N=91	2%	N=12	100%	N=735
Spring Clean-up	42%	N=314	44%	N=328	12%	N=92	1%	N=6	100%	N=740
Broomfield Recycling Center	55%	N=398	37%	N=266	8%	N=55	1%	N=8	100%	N=727

**TABLE 39: QUESTION 22**

Have you had any in-person, email, or phone contact with an employee of the City and County of Broomfield within the last 12 months (including police, receptionists, planners, courts, city management, or any others)?	Percent	Number
No	41%	N=347
Yes	59%	N=501
Total	100%	N=848

**TABLE 40: QUESTION 23**

What was your impression of the employee of the City and County of Broomfield in your most recent contact?	Excellent		Good		Fair		Poor		Total	
Knowledgeable	58%	N=303	35%	N=181	6%	N=29	2%	N=8	100%	N=521
Responsive	64%	N=337	27%	N=139	6%	N=33	3%	N=14	100%	N=524
Courteous	66%	N=343	27%	N=143	5%	N=25	2%	N=12	100%	N=523
Overall impression	60%	N=314	32%	N=165	6%	N=30	2%	N=13	100%	N=521

**TABLE 41: QUESTION 24**

Do you rely on each of the following sources of information for news and information about Broomfield as a major source, a minor source or not at all?	Major source		Minor source		Not at all a source		Total	
Broomfield's Website (www.broomfield.org)	34%	N=284	38%	N=317	28%	N=234	100%	N=835
Broomfield's "B in the Loop" service	11%	N=86	16%	N=133	73%	N=594	100%	N=814
Broomfield's Facebook page	5%	N=43	16%	N=135	78%	N=644	100%	N=822
Broomfield's Twitter feed	1%	N=12	12%	N=94	87%	N=712	100%	N=818
Government access Channel 8	4%	N=36	18%	N=147	78%	N=635	100%	N=818
Broomfield Enterprise	45%	N=375	24%	N=203	30%	N=252	100%	N=830
Boulder Daily Camera	12%	N=99	27%	N=221	61%	N=503	100%	N=823
Denver Post	19%	N=155	29%	N=241	53%	N=439	100%	N=835
Radio news	16%	N=136	31%	N=257	53%	N=438	100%	N=831
Television news	33%	N=280	32%	N=271	34%	N=288	100%	N=840
Word of mouth	32%	N=267	48%	N=400	20%	N=166	100%	N=834

**TABLE 42: QUESTION 25**

How would you prefer to pay for City and County services (recreation programs, water, sewer, license plates, building permits, property taxes, etc.)?	Percent	Number
Cash/check	18%	N=144
Credit/debit card (additional fee may incur)	21%	N=172
Both/either are fine	61%	N=486
Total	100%	N=801

**TABLE 43: QUESTION 26: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the each of these services in Broomfield:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Elections	41%	N=272	48%	N=319	10%	N=67	2%	N=12	100%	N=671
Property tax assessments and collection	17%	N=113	52%	N=345	24%	N=159	7%	N=45	100%	N=662

**TABLE 44: QUESTION 26: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Elections	61%	N=429	30%	N=211	8%	N=54	1%	N=5	100%	N=699
Property tax assessments and collection	42%	N=290	42%	N=290	15%	N=103	2%	N=11	100%	N=694

**TABLE 45: QUESTION 27**

For each of the following services not provided by the City and County of Broomfield, please rate the quality of the service:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Fire	58%	N=309	37%	N=196	4%	N=22	0%	N=2	100%	N=530
Ambulance services	55%	N=267	41%	N=200	3%	N=14	0%	N=2	100%	N=483
Garbage collection	38%	N=278	48%	N=352	11%	N=79	4%	N=27	100%	N=736
K-12 education	27%	N=144	56%	N=299	13%	N=72	4%	N=22	100%	N=537
Curbside recycling services	27%	N=155	46%	N=264	15%	N=88	11%	N=61	100%	N=567
Developmentally disabled services	21%	N=43	58%	N=119	16%	N=32	6%	N=13	100%	N=207
Mental health services	17%	N=34	49%	N=96	21%	N=42	13%	N=26	100%	N=199
ISTBank Center	29%	N=147	55%	N=277	13%	N=66	2%	N=11	100%	N=502
Regional Transportation District	16%	N=78	49%	N=245	20%	N=99	16%	N=78	100%	N=500
Broomfield Veterans Museum	35%	N=82	58%	N=135	5%	N=13	1%	N=3	100%	N=232

**TABLE 46: QUESTION D1**

How many years have you lived in Broomfield?	Percent	Number
Less than 2 years	17%	N=147
2 to 5 years	22%	N=192
6 to 10 years	21%	N=182
11 to 20 years	22%	N=191
More than 20 years	17%	N=148
Total	100%	N=860

**TABLE 47: QUESTION D3**

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=472
House attached to one or more houses (e.g. a duplex or townhome)	18%	N=151
Building with two or more apartments or condominiums	22%	N=192
Mobile home	2%	N=20
Other	3%	N=24
Total	100%	N=859

**TABLE 48: QUESTION D4**

Is this house, apartment or mobile home...	Percent	Number
Rented	27%	N=230
Owned	73%	N=625
Total	100%	N=855

**TABLE 49: QUESTION D5**

In which category is your age?	Percent	Number
18 to 24 years	3%	N=23
25 to 34 years	24%	N=207
35 to 44 years	20%	N=169
45 to 54 years	21%	N=176
55 to 64 years	12%	N=100
65 to 74 years	12%	N=98
75 years or older	9%	N=79
Total	100%	N=852

**TABLE 50: QUESTION 6**

Select those categories which represent the ages of those within your household. (Please check all that apply.)	Percent	Number
Up to 12 years	28%	N=228
13-17 years	10%	N=85
18-34 years	36%	N=300
35-44 years	27%	N=219
45-54 years	24%	N=194
55-64 years	13%	N=111
65+ years	22%	N=178
Total	100%	N=825

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

**TABLE 51: QUESTION D7**

Does any member of your household have a physical handicap or is anyone developmentally disabled?	Percent	Number
No	90%	N=771
Yes	10%	N=85
Total	100%	N=856

**TABLE 52: QUESTION D8**

Which of the following best describes your household?	Percent	Number
Adult living alone	31%	N=257
Couple, no children	28%	N=235
Couple with children	36%	N=301
Single parent with children	3%	N=27
Unrelated roommates	3%	N=23
Total	100%	N=844

**TABLE 53: QUESTION D9**

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$24,999	9%	N=75
\$25,000 to \$49,999	18%	N=145
\$50,000 to \$99,999	32%	N=253
\$100,000 to \$149,999	24%	N=193
\$150,000 to \$199,999	7%	N=58
\$200,000 or more	10%	N=79
Total	100%	N=803

**TABLE 54: QUESTION D10**

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian or Pacific Islander	5%	N=46
Black or African American	1%	N=6
White/Caucasian	90%	N=755
Other	6%	N=50

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

**TABLE 55: QUESTION D11**

Are you Spanish, Hispanic or Latino?	Percent	Number
No	92%	N=765
Yes	8%	N=70
Total	100%	N=836

**TABLE 56: QUESTION D12**

What is your gender?	Percent	Number
Female	50%	N=416
Male	50%	N=416
Other	1%	N=4
Total	100%	N=837

### Frequencies Including “No Opinion” Responses

The following pages contain a complete set of responses to each question on the survey, including the “no opinion” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

**TABLE 57: QUESTION 1**

Please rate:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Broomfield as a place to live	57%	N=494	37%	N=323	5%	N=41	0%	N=1	0%	N=2	100%	N=862
Your neighborhood as a place to live	53%	N=462	37%	N=319	8%	N=66	2%	N=14	0%	N=3	100%	N=864
Broomfield as a place to raise children	42%	N=362	33%	N=285	5%	N=47	1%	N=10	18%	N=152	100%	N=857
Broomfield as a place to retire	28%	N=241	34%	N=292	13%	N=112	3%	N=24	22%	N=184	100%	N=853
Broomfield as a place to work	22%	N=187	32%	N=275	14%	N=117	3%	N=28	29%	N=245	100%	N=852
The overall quality of life in Broomfield	45%	N=384	49%	N=422	5%	N=44	1%	N=4	0%	N=2	100%	N=856
The overall sense of community in Broomfield	28%	N=241	42%	N=357	20%	N=169	5%	N=42	5%	N=43	100%	N=852
The openness and acceptance of diverse people in Broomfield	20%	N=168	44%	N=381	17%	N=146	6%	N=50	13%	N=114	100%	N=858

**TABLE 58: QUESTION 2**

Please rate the following aspects of City and County of Broomfield government performance:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Broomfield	18%	N=157	51%	N=432	20%	N=169	4%	N=35	7%	N=61	100%	N=854
The overall direction that Broomfield is taking	17%	N=149	51%	N=434	18%	N=149	4%	N=30	11%	N=90	100%	N=852
Providing opportunities for citizen involvement	19%	N=166	46%	N=393	17%	N=144	3%	N=27	15%	N=128	100%	N=858
Communicating events, issues, and programs	24%	N=206	45%	N=383	18%	N=153	5%	N=43	7%	N=63	100%	N=849
The job the City and County of Broomfield does at listening to citizens	10%	N=84	37%	N=321	17%	N=150	5%	N=40	31%	N=262	100%	N=857
Ease of accessing the services of the City and County of Broomfield	28%	N=240	46%	N=391	14%	N=120	2%	N=20	10%	N=85	100%	N=856
The overall performance of City Council	9%	N=77	38%	N=326	15%	N=131	6%	N=52	31%	N=267	100%	N=854
The quality of the services provided by the City and County of Broomfield	23%	N=190	53%	N=442	14%	N=118	1%	N=10	10%	N=81	100%	N=842

**TABLE 59: QUESTION 4**

Please rate how safe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	80%	N=688	18%	N=155	1%	N=11	1%	N=5	0%	N=0	0%	N=4	100%	N=862
In your neighborhood after dark	57%	N=488	36%	N=311	4%	N=38	1%	N=10	1%	N=8	1%	N=5	100%	N=859
At FlatIron Crossing mall area during the day	59%	N=505	26%	N=224	4%	N=32	1%	N=5	0%	N=0	11%	N=92	100%	N=859
At FlatIron Crossing mall area after dark	33%	N=286	30%	N=261	10%	N=88	4%	N=36	1%	N=5	21%	N=181	100%	N=857
In Broomfield's parks during the day	70%	N=603	21%	N=183	3%	N=23	0%	N=2	0%	N=1	5%	N=47	100%	N=859
In Broomfield's parks after dark	24%	N=206	33%	N=285	14%	N=118	5%	N=46	2%	N=16	22%	N=186	100%	N=856

**TABLE 60: QUESTION 5**

To what degree, if at all, do you consider the following to be a problem in Broomfield:	Not a problem		Minor problem		Moderate problem		Major problem		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Property crimes (e.g., burglary, theft)	22%	N=185	52%	N=441	16%	N=140	1%	N=11	9%	N=78	100%	N=855
Illegal drugs	25%	N=212	35%	N=297	17%	N=146	4%	N=35	19%	N=160	100%	N=850
Junk vehicles	36%	N=304	38%	N=322	15%	N=125	4%	N=31	8%	N=71	100%	N=854
Street conditions	18%	N=154	42%	N=359	27%	N=231	11%	N=93	2%	N=19	100%	N=856
Unsupervised youth	34%	N=290	37%	N=314	13%	N=112	4%	N=35	12%	N=104	100%	N=854
Violent crime (e.g., rape, assault, robbery)	41%	N=348	33%	N=281	8%	N=66	1%	N=4	17%	N=143	100%	N=842
Weeds	24%	N=203	45%	N=380	17%	N=147	8%	N=67	6%	N=54	100%	N=851
Fence conditions in neighborhoods	25%	N=214	36%	N=307	21%	N=178	6%	N=55	12%	N=102	100%	N=856
Nuisance/unsightly properties	25%	N=213	42%	N=357	20%	N=170	6%	N=49	8%	N=67	100%	N=855

**TABLE 61: QUESTION 6: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of each of these services in Broomfield:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic enforcement	26%	N=220	48%	N=412	14%	N=121	3%	N=29	9%	N=77	100%	N=860
Police services	38%	N=320	44%	N=373	8%	N=70	1%	N=11	9%	N=79	100%	N=853

**TABLE 62: QUESTION 6: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate the importance of each of these services in Broomfield:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic enforcement	31%	N=225	34%	N=244	28%	N=198	5%	N=39	2%	N=12	100%	N=719
Police services	64%	N=457	26%	N=189	7%	N=53	1%	N=7	1%	N=9	100%	N=716

**TABLE 63: QUESTION 7**

Please rate the speed of growth in the following categories in Broomfield over the past five years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Population growth	0%	N=3	2%	N=21	39%	N=335	30%	N=257	13%	N=110	15%	N=130	100%	N=855
Retail growth (stores, restaurants, etc.)	13%	N=112	29%	N=250	38%	N=323	7%	N=58	2%	N=20	11%	N=92	100%	N=856
Jobs growth	10%	N=84	29%	N=247	25%	N=214	1%	N=8	0%	N=1	35%	N=298	100%	N=852

**TABLE 64: QUESTION 8: QUALITY**

Please rate each of the following characteristics as they relate to Broomfield as a whole:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Quality of shopping services	22%	N=190	49%	N=416	22%	N=192	5%	N=47	1%	N=8	100%	N=852
Quality of dining opportunities	12%	N=105	39%	N=330	32%	N=270	16%	N=139	1%	N=12	100%	N=855
Job opportunities	5%	N=41	21%	N=182	32%	N=274	8%	N=69	33%	N=285	100%	N=851
Access to affordable quality housing	5%	N=40	23%	N=198	35%	N=297	24%	N=201	13%	N=114	100%	N=849
Overall appearance of Broomfield	31%	N=265	58%	N=501	9%	N=79	1%	N=10	0%	N=2	100%	N=857

**TABLE 65: QUESTION 8: IMPORTANCE**

Please rate the importance of each of the following characteristics as they relate to Broomfield as a whole:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Quality of shopping services	24%	N=187	45%	N=354	29%	N=225	1%	N=11	1%	N=8	100%	N=785
Quality of dining opportunities	21%	N=163	47%	N=374	30%	N=238	1%	N=6	1%	N=11	100%	N=792
Job opportunities	39%	N=309	35%	N=277	10%	N=81	1%	N=8	15%	N=117	100%	N=793

Please rate the importance of each of the following characteristics as they relate to Broomfield as a whole:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Access to affordable quality housing	34%	N=271	39%	N=310	16%	N=128	4%	N=28	7%	N=55	100%	N=792
Overall appearance of Broomfield	34%	N=271	52%	N=409	11%	N=85	2%	N=12	2%	N=13	100%	N=791

**TABLE 66: QUESTION 9: QUALITY**

Please rate the quality of each of the following:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Open space and trails	46%	N=386	39%	N=334	7%	N=63	1%	N=8	7%	N=57	100%	N=847
Continuous trail connections	26%	N=216	41%	N=348	15%	N=128	2%	N=16	16%	N=135	100%	N=842
Local cultural and arts events	16%	N=135	41%	N=341	21%	N=170	4%	N=35	18%	N=145	100%	N=825
Recreation programs	30%	N=243	43%	N=351	8%	N=67	2%	N=18	17%	N=141	100%	N=819
The Paul Derda Recreation Center	42%	N=345	28%	N=234	6%	N=47	1%	N=4	24%	N=198	100%	N=829
The Community Center/Senior Center	18%	N=153	30%	N=252	9%	N=74	1%	N=8	41%	N=342	100%	N=829
The Bay Aquatic Park	21%	N=176	27%	N=222	6%	N=50	0%	N=2	45%	N=370	100%	N=819
Broomfield area entertainment opportunities	14%	N=114	36%	N=296	30%	N=245	5%	N=43	15%	N=120	100%	N=818
Soccer/football fields	25%	N=206	39%	N=321	5%	N=41	0%	N=2	31%	N=255	100%	N=825
Baseball/softball fields	23%	N=187	36%	N=295	6%	N=49	0%	N=3	35%	N=286	100%	N=820
Parks	41%	N=343	45%	N=371	6%	N=47	1%	N=7	7%	N=61	100%	N=829
Healthcare services	16%	N=131	41%	N=341	13%	N=105	4%	N=34	26%	N=217	100%	N=827
Mental healthcare services	5%	N=44	15%	N=121	9%	N=72	5%	N=42	66%	N=542	100%	N=820
Library services	38%	N=318	36%	N=301	8%	N=66	0%	N=3	17%	N=140	100%	N=829
Variety of printed library materials	25%	N=202	33%	N=275	10%	N=85	1%	N=9	30%	N=250	100%	N=822
Variety of electronic library materials	19%	N=153	28%	N=227	10%	N=84	3%	N=28	40%	N=327	100%	N=820
Public computers at the library	16%	N=129	25%	N=202	7%	N=56	3%	N=23	50%	N=411	100%	N=822
Auditorium facility	22%	N=178	29%	N=241	6%	N=50	1%	N=5	42%	N=346	100%	N=821
Auditorium event information	17%	N=137	28%	N=232	15%	N=127	3%	N=23	37%	N=303	100%	N=822
Reproductive health/family planning services	5%	N=42	13%	N=107	8%	N=65	1%	N=11	72%	N=590	100%	N=814
Immunization Clinic	10%	N=86	18%	N=145	6%	N=48	1%	N=6	66%	N=540	100%	N=825
CSU extension services	6%	N=48	14%	N=119	7%	N=55	0%	N=4	73%	N=596	100%	N=821

**TABLE 67: QUESTION 9: IMPORTANCE**

Please rate the importance of each of the following:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Open space and trails	37%	N=298	43%	N=350	16%	N=130	1%	N=8	2%	N=20	100%	N=806
Continuous trail connections	25%	N=200	40%	N=318	23%	N=181	3%	N=25	9%	N=75	100%	N=800
Local cultural and arts events	16%	N=123	38%	N=299	34%	N=266	4%	N=35	7%	N=58	100%	N=781
Recreation programs	25%	N=192	45%	N=349	23%	N=178	1%	N=10	6%	N=48	100%	N=777
The Paul Derda Recreation Center	28%	N=221	41%	N=318	16%	N=123	1%	N=10	14%	N=111	100%	N=783
The Community Center/Senior Center	21%	N=160	37%	N=281	18%	N=140	2%	N=16	22%	N=165	100%	N=763
The Bay Aquatic Park	15%	N=116	31%	N=237	22%	N=170	5%	N=36	26%	N=199	100%	N=758
Broomfield area entertainment opportunities	14%	N=108	44%	N=337	33%	N=256	2%	N=18	6%	N=50	100%	N=768
Soccer/football fields	18%	N=139	36%	N=268	25%	N=191	6%	N=47	14%	N=108	100%	N=753
Baseball/softball fields	16%	N=121	36%	N=264	25%	N=188	5%	N=40	17%	N=129	100%	N=743
Parks	45%	N=340	42%	N=319	9%	N=70	1%	N=5	4%	N=27	100%	N=761
Healthcare services	43%	N=327	36%	N=276	8%	N=58	1%	N=6	12%	N=89	100%	N=755
Mental healthcare services	30%	N=220	30%	N=219	9%	N=63	2%	N=13	30%	N=222	100%	N=736
Library services	45%	N=342	38%	N=291	9%	N=66	1%	N=7	7%	N=51	100%	N=757
Variety of printed library materials	31%	N=228	38%	N=280	17%	N=126	1%	N=5	14%	N=105	100%	N=744
Variety of electronic library materials	25%	N=184	38%	N=279	18%	N=130	2%	N=12	17%	N=128	100%	N=733
Public computers at the library	25%	N=190	33%	N=243	17%	N=129	3%	N=20	22%	N=163	100%	N=745
Auditorium facility	15%	N=112	31%	N=228	31%	N=227	3%	N=21	20%	N=151	100%	N=739
Auditorium event information	13%	N=98	31%	N=235	32%	N=240	3%	N=21	21%	N=155	100%	N=749
Reproductive health/family planning services	24%	N=176	21%	N=151	15%	N=108	6%	N=46	34%	N=242	100%	N=724
Immunization Clinic	27%	N=202	27%	N=203	15%	N=112	3%	N=21	28%	N=204	100%	N=742
CSU extension services	11%	N=81	21%	N=153	20%	N=145	3%	N=25	46%	N=340	100%	N=744

TABLE 68: QUESTION 9: AVAILABILITY

Please rate the availability of each of the following:	Always available		Somewhat available		Not available		Total	
Open space and trails	79%	N=572	19%	N=140	2%	N=16	100%	N=728
Continuous trail connections	56%	N=386	41%	N=279	3%	N=21	100%	N=685
Local cultural and arts events	38%	N=245	56%	N=367	6%	N=38	100%	N=649
Recreation programs	59%	N=389	38%	N=249	3%	N=17	100%	N=655
The Paul Derda Recreation Center	67%	N=439	30%	N=198	3%	N=20	100%	N=657
The Community Center/Senior Center	57%	N=344	38%	N=228	5%	N=31	100%	N=604
The Bay Aquatic Park	49%	N=285	46%	N=268	5%	N=28	100%	N=581
Broomfield area entertainment opportunities	37%	N=231	59%	N=373	4%	N=27	100%	N=630
Soccer/football fields	59%	N=346	37%	N=216	5%	N=28	100%	N=589
Baseball/softball fields	54%	N=310	41%	N=236	4%	N=24	100%	N=570
Parks	76%	N=493	22%	N=145	1%	N=10	100%	N=648
Healthcare services	53%	N=314	42%	N=251	4%	N=26	100%	N=591
Mental healthcare services	35%	N=180	53%	N=267	12%	N=60	100%	N=507
Library services	70%	N=439	28%	N=174	2%	N=12	100%	N=624
Variety of printed library materials	57%	N=332	40%	N=236	3%	N=17	100%	N=585
Variety of electronic library materials	52%	N=294	42%	N=237	6%	N=33	100%	N=564
Public computers at the library	48%	N=254	46%	N=243	5%	N=27	100%	N=524
Auditorium facility	45%	N=239	49%	N=264	6%	N=34	100%	N=536
Auditorium event information	44%	N=241	49%	N=270	7%	N=40	100%	N=550
Reproductive health/family planning services	35%	N=154	52%	N=231	13%	N=57	100%	N=442
Immunization Clinic	42%	N=193	50%	N=233	8%	N=37	100%	N=462
CSU extension services	32%	N=142	54%	N=237	14%	N=60	100%	N=439

**TABLE 69: QUESTION 10**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Visited a park (active, formally landscaped areas)	7%	N=63	18%	N=156	29%	N=243	16%	N=139	29%	N=245	100%	N=846
Visited an open space site (native, undeveloped areas)	17%	N=144	16%	N=135	29%	N=246	16%	N=135	22%	N=185	100%	N=845
Used a trail in Broomfield	15%	N=123	16%	N=130	24%	N=199	18%	N=148	28%	N=235	100%	N=835
Visited the Paul Derda Recreation Center	37%	N=311	17%	N=147	20%	N=171	9%	N=75	17%	N=139	100%	N=843
Visited the Broomfield Community Center/Senior Center	55%	N=464	20%	N=170	14%	N=115	6%	N=48	6%	N=48	100%	N=846
Used the Broomfield Auditorium or attended an event there	61%	N=511	26%	N=218	12%	N=103	1%	N=7	0%	N=2	100%	N=841
Visited any of Broomfield's public art sites (benches, sculptures, etc.)	30%	N=256	30%	N=250	28%	N=232	8%	N=67	4%	N=36	100%	N=841
Visited the Broomfield Depot Museum	86%	N=724	12%	N=101	2%	N=18	0%	N=3	0%	N=0	100%	N=846
Attended a program at the Broomfield Library	66%	N=555	19%	N=163	10%	N=87	2%	N=18	2%	N=18	100%	N=841
Visited the Broomfield Library	29%	N=241	18%	N=154	24%	N=207	15%	N=128	14%	N=115	100%	N=846
Utilized CSU Extension Services	90%	N=760	8%	N=65	2%	N=15	0%	N=2	0%	N=3	100%	N=845

**TABLE 70: QUESTION 11**

How likely would it be that you or another member of your household would participate in a community garden where you could grow your own vegetables or flowers?	Percent	Number
Very likely	14%	N=119
Somewhat likely	26%	N=219
Not likely	52%	N=437
Not sure	9%	N=74
Total	100%	N=849

**TABLE 71: QUESTION 12: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of each of these services in Broomfield::	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street lighting	22%	N=185	57%	N=478	16%	N=137	3%	N=27	2%	N=17	100%	N=844
Storm water drainage	18%	N=154	57%	N=481	14%	N=119	4%	N=33	7%	N=56	100%	N=843
Drinking water	44%	N=369	44%	N=370	8%	N=67	3%	N=22	1%	N=12	100%	N=840
Sewer services	35%	N=295	52%	N=432	4%	N=36	1%	N=10	7%	N=62	100%	N=836
Building department/inspections	14%	N=115	33%	N=275	10%	N=87	3%	N=22	40%	N=330	100%	N=829
Dept. of motor vehicles (license plates)	45%	N=376	37%	N=310	10%	N=83	4%	N=34	5%	N=38	100%	N=841
Animal Control	20%	N=166	38%	N=318	9%	N=73	2%	N=19	32%	N=268	100%	N=844

**TABLE 72: QUESTION 12: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate the importance of each of these services in Broomfield:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street lighting	53%	N=430	37%	N=294	8%	N=68	1%	N=6	1%	N=8	100%	N=806
Storm water drainage	62%	N=494	31%	N=251	5%	N=40	0%	N=0	2%	N=19	100%	N=803
Drinking water	81%	N=650	18%	N=144	1%	N=5	0%	N=0	1%	N=7	100%	N=806
Sewer services	71%	N=572	22%	N=178	4%	N=29	0%	N=0	3%	N=23	100%	N=802
Building department/inspections	34%	N=263	34%	N=267	15%	N=115	1%	N=4	17%	N=134	100%	N=784
Dept. of motor vehicles (license plates)	45%	N=364	39%	N=309	12%	N=98	2%	N=16	2%	N=13	100%	N=800
Animal Control	35%	N=274	38%	N=301	17%	N=132	1%	N=7	10%	N=78	100%	N=792

**TABLE 73: QUESTION 13: QUALITY**

Please rate each of the following characteristics as they relate to Broomfield as a whole:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of car travel	28%	N=235	52%	N=440	16%	N=139	2%	N=17	2%	N=16	100%	N=846
Ease of bus travel	8%	N=68	16%	N=138	17%	N=147	13%	N=109	46%	N=388	100%	N=850
Ease of bicycle travel	14%	N=116	41%	N=351	15%	N=125	5%	N=45	25%	N=209	100%	N=845
Ease of walking	31%	N=259	45%	N=378	16%	N=137	3%	N=29	5%	N=39	100%	N=843

**TABLE 74: QUESTION 13: IMPORTANCE**

Please rate the importance of each of the following characteristics as they relate to Broomfield as a whole:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of car travel	56%	N=455	38%	N=304	4%	N=35	1%	N=6	1%	N=8	100%	N=808
Ease of bus travel	27%	N=213	40%	N=317	14%	N=113	3%	N=22	17%	N=133	100%	N=798
Ease of bicycle travel	31%	N=249	38%	N=307	17%	N=138	2%	N=16	12%	N=93	100%	N=802
Ease of walking	43%	N=350	45%	N=364	8%	N=68	0%	N=4	3%	N=21	100%	N=806

**TABLE 75: QUESTION 14**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ridden a bus or call-n-Ride within Broomfield	74%	N=626	10%	N=83	7%	N=60	4%	N=33	5%	N=43	100%	N=846
Ridden a bus from the Broomfield or FlatIron Park and Ride	68%	N=574	11%	N=95	11%	N=94	2%	N=17	7%	N=60	100%	N=839

**TABLE 76: QUESTION 15: STATE-MAINTAINED**

For each of the following types of state-maintained and city-maintained streets, please rate the quality of the service:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street repair and resurfacing	11%	N=97	50%	N=423	27%	N=225	10%	N=82	2%	N=18	100%	N=844
Snow and ice control	18%	N=149	57%	N=485	19%	N=162	5%	N=39	2%	N=13	100%	N=848
Traffic signal timing	9%	N=79	43%	N=360	26%	N=221	20%	N=170	2%	N=15	100%	N=845
Street cleaning	16%	N=134	57%	N=484	21%	N=178	3%	N=24	3%	N=27	100%	N=846
Bike lanes	8%	N=72	41%	N=346	21%	N=176	12%	N=101	18%	N=150	100%	N=845

**TABLE 77: QUESTION 15: CITY-MAINTAINED**

For each of the following types of state-maintained and city-maintained streets, please rate the quality of the service:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street repair	12%	N=99	53%	N=451	25%	N=210	8%	N=70	2%	N=17	100%	N=846
Snow removal	18%	N=152	53%	N=446	20%	N=167	7%	N=63	2%	N=20	100%	N=847
Traffic signal timing	13%	N=107	46%	N=388	23%	N=195	16%	N=139	2%	N=16	100%	N=844
Street cleaning	18%	N=151	58%	N=486	17%	N=144	3%	N=26	4%	N=37	100%	N=845
Bike lanes	14%	N=115	44%	N=369	21%	N=174	5%	N=46	16%	N=139	100%	N=843

**TABLE 78: QUESTION 16: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the each of these services in Broomfield:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Broomfield Workforce Center	5%	N=44	13%	N=110	5%	N=39	1%	N=8	76%	N=632	100%	N=832
Senior Citizen Services	10%	N=84	18%	N=155	3%	N=29	1%	N=4	68%	N=571	100%	N=843
Child Protection Services	6%	N=47	11%	N=93	3%	N=27	1%	N=8	79%	N=651	100%	N=827
Municipal court services	8%	N=68	22%	N=188	5%	N=43	1%	N=8	63%	N=530	100%	N=838
Easy Ride Elderly/Disabled Transportation	7%	N=56	13%	N=110	4%	N=34	2%	N=13	75%	N=628	100%	N=841
Meals on Wheels	7%	N=61	12%	N=100	3%	N=27	0%	N=3	77%	N=647	100%	N=838
Lakeshore Café	6%	N=48	9%	N=76	4%	N=34	0%	N=1	81%	N=682	100%	N=840
Reproductive Health/Family Planning	3%	N=24	9%	N=74	3%	N=25	0%	N=4	85%	N=709	100%	N=836
Immunization Clinic	5%	N=41	13%	N=107	3%	N=26	0%	N=3	79%	N=657	100%	N=834

**TABLE 79: QUESTION 16: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Broomfield Workforce Center	22%	N=169	30%	N=228	13%	N=103	1%	N=9	33%	N=255	100%	N=764
Senior Citizen Services	33%	N=254	32%	N=244	10%	N=78	0%	N=1	25%	N=192	100%	N=768
Child Protection Services	45%	N=342	24%	N=180	5%	N=35	1%	N=5	26%	N=199	100%	N=761
Municipal court services	37%	N=283	29%	N=218	11%	N=82	1%	N=6	23%	N=174	100%	N=763
Easy Ride Elderly/Disabled Transportation	32%	N=244	31%	N=237	11%	N=83	1%	N=4	26%	N=195	100%	N=764
Meals on Wheels	32%	N=242	28%	N=215	11%	N=82	1%	N=8	28%	N=210	100%	N=756
Lakeshore Café	11%	N=85	18%	N=137	17%	N=128	2%	N=17	51%	N=384	100%	N=751
Reproductive Health/Family Planning	27%	N=205	22%	N=170	14%	N=106	4%	N=33	33%	N=252	100%	N=765
Immunization Clinic	32%	N=244	27%	N=205	12%	N=92	2%	N=12	27%	N=201	100%	N=754

**TABLE 80: QUESTION 17**

Are you fully retired?	Percent	Number
No	79%	N=684
Yes	21%	N=179
Total	100%	N=864

**TABLE 81: QUESTION 18**

How likely are you to retire in Broomfield?	Percent	Number
Very likely	34%	N=288
Somewhat likely	31%	N=257
Not likely	17%	N=140
Not sure	18%	N=155
Total	100%	N=840

**TABLE 82: QUESTION 19**

Do you feel Broomfield has adequate senior housing	Percent	Number
No, inadequate senior housing	37%	N=253
Yes, adequate senior housing	63%	N=435
Total	100%	N=688

**TABLE 83: QUESTION 20**

To what extent do you support or oppose the City and County of Broomfield using rebates and voluntary water audits to encourage energy and resource conservation in each of the following area?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		No opinion		Total	
In City and County facilities	50%	N=423	30%	N=258	3%	N=28	3%	N=26	14%	N=118	100%	N=854
Within Broomfield businesses	47%	N=394	31%	N=263	5%	N=39	3%	N=28	14%	N=119	100%	N=844

**TABLE 84: QUESTION 21: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the each of these services in Broomfield:	Excellent		Good		Fair		Poor		No opinion		Total	
City Recycling events (Haz Waste, Paper Shred)	27%	N=232	36%	N=305	13%	N=106	3%	N=26	21%	N=175	100%	N=845
Spring Clean-up	40%	N=337	33%	N=279	8%	N=67	1%	N=7	18%	N=152	100%	N=841
Broomfield Recycling Center	33%	N=278	35%	N=298	9%	N=77	1%	N=11	21%	N=181	100%	N=844

**TABLE 85: QUESTION 21: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
City Recycling events (Haz Waste, Paper Shred)	42%	N=333	38%	N=299	12%	N=91	2%	N=12	7%	N=54	100%	N=789
Spring Clean-up	40%	N=314	42%	N=328	12%	N=92	1%	N=6	6%	N=49	100%	N=789
Broomfield Recycling Center	51%	N=398	34%	N=266	7%	N=55	1%	N=8	8%	N=61	100%	N=788

**TABLE 86: QUESTION 22**

Have you had any in-person, email, or phone contact with an employee of the City and County of Broomfield within the last 12 months (including police, receptionists, planners, courts, city management, or any others)?	Percent	Number
No	41%	N=347
Yes	59%	N=501
Total	100%	N=848

**TABLE 87: QUESTION 23**

What was your impression of the employee of the City and County of Broomfield in your most recent contact?	Excellent		Good		Fair		Poor		No opinion		Total	
Knowledgeable	57%	N=303	34%	N=181	5%	N=29	2%	N=8	2%	N=8	100%	N=529
Responsive	64%	N=337	26%	N=139	6%	N=33	3%	N=14	1%	N=4	100%	N=528
Courteous	65%	N=343	27%	N=143	5%	N=25	2%	N=12	1%	N=4	100%	N=528
Overall impression	60%	N=314	31%	N=165	6%	N=30	2%	N=13	1%	N=5	100%	N=526

**TABLE 88: QUESTION 24**

Do you rely on each of the following sources of information for news and information about Broomfield as a major source, a minor source or not at all?	Major source		Minor source		Not at all a source		Total	
Broomfield's Website (www.broomfield.org)	34%	N=284	38%	N=317	28%	N=234	100%	N=835
Broomfield's "B in the Loop" service	11%	N=86	16%	N=133	73%	N=594	100%	N=814
Broomfield's Facebook page	5%	N=43	16%	N=135	78%	N=644	100%	N=822
Broomfield's Twitter feed	1%	N=12	12%	N=94	87%	N=712	100%	N=818
Government access Channel 8	4%	N=36	18%	N=147	78%	N=635	100%	N=818
Broomfield Enterprise	45%	N=375	24%	N=203	30%	N=252	100%	N=830
Boulder Daily Camera	12%	N=99	27%	N=221	61%	N=503	100%	N=823
Denver Post	19%	N=155	29%	N=241	53%	N=439	100%	N=835
Radio news	16%	N=136	31%	N=257	53%	N=438	100%	N=831
Television news	33%	N=280	32%	N=271	34%	N=288	100%	N=840
Word of mouth	32%	N=267	48%	N=400	20%	N=166	100%	N=834

**TABLE 89: QUESTION 25**

How would you prefer to pay for City and County services (recreation programs, water, sewer, license plates, building permits, property taxes, etc.)?	Percent	Number
Cash/check	17%	N=144
Credit/debit card (additional fee may incur)	20%	N=172
Both/either are fine	57%	N=486
No opinion	6%	N=54
Total	100%	N=855

**TABLE 90: QUESTION 26: QUALITY**

For each of the following services provided by the City and County of Broomfield, please rate the quality of the each of these services in Broomfield:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Elections	33%	N=272	39%	N=319	8%	N=67	2%	N=12	18%	N=146	100%	N=817
Property tax assessments and collection	13%	N=113	41%	N=345	19%	N=159	5%	N=45	21%	N=175	100%	N=837

**TABLE 91: QUESTION 26: IMPORTANCE**

For each of the following services provided by the City and County of Broomfield, please rate how important each of these services is in Broomfield:	Essential		Very important		Somewhat important		Not at all important		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Elections	57%	N=429	28%	N=211	7%	N=54	1%	N=5	8%	N=60	100%	N=759
Property tax assessments and collection	37%	N=290	37%	N=290	13%	N=103	1%	N=11	11%	N=82	100%	N=776

**TABLE 92: QUESTION 27**

For each of the following services not provided by the City and County of Broomfield, please rate the quality of the service:	Excellent		Good		Fair		Poor		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Fire	37%	N=309	23%	N=196	3%	N=22	0%	N=2	37%	N=314	100%	N=843
Ambulance services	31%	N=267	24%	N=200	2%	N=14	0%	N=2	43%	N=367	100%	N=851
Garbage collection	33%	N=278	42%	N=352	9%	N=79	3%	N=27	13%	N=106	100%	N=843
K-12 education	17%	N=144	35%	N=299	8%	N=72	3%	N=22	37%	N=312	100%	N=849
Curbside recycling services	18%	N=155	31%	N=264	10%	N=88	7%	N=61	33%	N=280	100%	N=847
Developmentally disabled services	5%	N=43	14%	N=119	4%	N=32	2%	N=13	76%	N=645	100%	N=852
Mental health services	4%	N=34	11%	N=96	5%	N=42	3%	N=26	76%	N=644	100%	N=843
ISTBank Center	18%	N=147	33%	N=277	8%	N=66	1%	N=11	40%	N=338	100%	N=840
Regional Transportation District	9%	N=78	29%	N=245	12%	N=99	9%	N=78	41%	N=352	100%	N=852
Broomfield Veterans Museum	10%	N=82	16%	N=135	1%	N=13	0%	N=3	73%	N=616	100%	N=848

## APPENDIX C: VERBATIM RESPONSES TO OPEN-ENDED SURVEY QUESTIONS

Following are verbatim responses to questions 3 and D2 on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are in alphabetical order within any thematic grouping.

### *QUESTION 3: PLEASE DESCRIBE WHAT YOU THINK SHOULD BE THE TOP PRIORITY FOR THE CITY AND COUNTY OF BROOMFIELD.*

#### Growth (business, land use and planning, economic development, jobs)

- Empty stores, homeless, dogs not cared for in neighborhoods, Overall appearance, neglect of homes, yards in areas.
- Growth. Crime
- A "main street" community (downtown) area for arts, events, restaurants, walking/ pedestrian friendly
- Add sidewalks and more shops around the 1St Bank Center please
- Adding more diverse restaurants no more chains!
- Address the open retail spaces vacated by Kmart, Hobby Lobby, Safeway, Target ect. Homeowner accountability, with rising values, be accountable to your neighbors
- Avibrant downtown with shopping, dining, entertainment, safety and better roads, highway lighting, better city planning instead of unplanned growth
- Avoid too much development too fast, keep the farms, open space, wildlife, stop new commerce, big housing developments
- Balance of residential and businesses to support a good tax base.
- Balance quality of life with economic development
- Balanced growth
- Bring in more businesses to fill empty stores. Bring in diverse restaurants to the main area
- Bringing in businesses- retail and restaruants. Too many empty spaces- Hobby Lobby, Kmart, etc. Retail spaces are run down
- Bringing jobs into the area and finding businesses to fill vacant stores!
- Bringing jobs to Broomfield completing roads.
- Bringing quality businesses and restaurants that are unique not chains
- Broomfield should prioritize the creation of an economic hub w/ space for lease as Denver becomes less affordable . small business/ office
- Build reservoir! area like Orchard w/ Fri Sat concerts
- Building a downtown
- Business climate and empty box stores
- Cap growth. It is the new Aurora.
- Completing the Civic Center project
- Controlled development (residential) all infrastructure precede development
- Controlling growth
- Controlling growth to keep the small town feel.
- Creating a "down town" area on First ave
- Creating a downtown area like Louisville, there is now downtown Broomfield
- Creating a downtown, centralized community environment. Stop doing everything the developers want.
- Creating some sort of downtown/ sense of community
- Decent paying jobs that afford the cost of living without to work 23 jobs to make ends meet
- Developing a downtown area which includes restaurants and stores, keeping Flatirons viable
- Developing an inviting town center
- Developing the commercial corridor along Highway 7. eliminating small struggling strip malls in residential areas
- Development of "downtown". Revitalize area on 120th near Nickle
- Development of 120th main area
- Do something with the closed Safeway on 120th and the old Kmart

- Downtown area lowering taxes
- Economic development
- Economic development i.e. filling the empty store fronts with businesses
- Economic development, fill all empty retail
- Economic growth
- Economic growth
- Encourage business growth
- Encouraging the growth of businesses along 120th
- Fill or destroy the empty "big box" stores -all of them! don't need a city "center" when we have to shop in other cities (why another Walmart?)
- Fill the large empty shopping center anchors
- Filling empty box stores
- Filling empty retail space- Safeway, Kmart bldgs-
- Filling empty retail stores, Safeway, Kmart, etc.
- Filling empty store fronts
- Filling the ever increasing amount of vacant retail space
- Filling up empty retail spaces
- Filling vacant store fronts, Safeway 120th, Kmart, Hobby Lobby
- Finding businesses to till empty locations
- Getting new businesses to fill empty buildings. Keeping business from leaving Broomfield
- I have been impressed with the involvement with parks and rec. pathways soccer fields, I would like more invested in the library upgrade
- I'm concerned by all the businesses who have migrated out of Broomfield and Flatirons with empty buildings- must have a better plan to keep business in Broomfield
- Improved appearance of business establishments. More retail businesses. Consideration needs to be given to over crowding of schools. Relative to growth of city population. Broomfield needs to work with the schools districts to prevent over crowding require builders to plan for schools etc.
- Improving and repairing what exists before you buy & grow
- Invest resources on west side of 287. All of the soccer fields, parks etc are east. Creating a downtown by the library with local restaurants and shops (a la Louisville)
- Jobs
- Keep businesses from leaving- attack businesses
- Keeping control of expansion and keep open space ratio
- Keeping unused facilities minimized maintain vibrancy
- Less shopping centers, less fast foods, more rest. dining family
- Limiting growth to sustainable level. Repair/maintenance of infrastructure
- Maintaining a mix of rural and suburban areas
- Making sure the economic development continues to grow
- Managing growth, preventing 120th Ave from becoming public squalor with empty buildings, no improvements, making 1st Ave a "downtown"
- Managing, limiting growth, garbage-recycling, contract with common companies
- Master-plan for low growth and high service
- Medical & recreational pot dispensaries
- Monitor growth better
- Monitoring of planning for growth- both population development
- More businesses
- More companies to relocate/ attract to Broomfield
- More locally owned businesses and less big box/chains
- More of downtown area, restaurants, like Louisville, Lafayette, Northglenn
- New business, business/ employment opportunity growth
- Not a sense of community because it is so spread out- no "downtown" area-
- Planned growth, open space, protection of native species
- Please be smart about growth and development
- Population density control ie:housing
- Randy, no place for originals? Yes want some form of rubber stamp? High paying jobs, not fast food
- Redevelopment of Safeway, Hobby Lobby, Kmart

- Reservoir, continuous sidewalk from Wildgrass townhomes north to Lowell!
- Reservoir, open shopping and entertainment like Orchard
- Resolving vacancies at Flat Iron
- Responsible and future focused development and growth
- Responsible growth, protection of open space, and minimizing our impact on the environment and climate change
- Restricting growth of the Wast Water facility on Dry Creek
- Sensible growth
- Setting up a city center, somewhere can be considered the heart of Broomfield, with shops businesses and community events. Also the left hand turn signal onto Arista from Wadsworth South takes too long. Should be flashing yellow instead.
- Smart growth- filling large empty businesses (i.e. Safeway, lmart)
- Stop building! it starts to have too many new apartment complexes around here. Preserve the nature!
- Stop trying to cover every piece of land with buildings and pavement. People have moved here for the small town atmosphere only to find now exists only on the commerce brochures
- Sustainable development/ urban planning support of local school system
- The Broomfield reservoir and to widen Dillon Road/144th Ave.
- The creation of a town center. I think this is what is lacking to compete with Louisville and Lafayette
- The top priority should be to welcome independent businesses.
- To get more of the empty buildings businesses filled back up with businesses. Plant more trees in the park by Sheridan for summer shade. Keep Broomfield with all the flowers wildlife. Get a couple more nice plants in for better wages.
- To have a community gathering place like a small downtown
- To have a downtown with shops, food music etc. Develop the reservoir for use, swimming, play, picnics, etc.
- Too many large empty buildings (such as the old Kmart), (Safeway) Therefore, no need to build more for now.
- Urban redevelopment at K-mart and Safeway sites
- We are losing businesses and a lot of buildings are empty. Instead of building more, figure out why this is happening. Also keeping marijuana dispensaries, pawn shops cash loaning out of the city
- We need to fill the vacant big box store locations that have left Broomfield before building new big box stores. Also, listen to constituents about fracking. We have voted no!
- We should try and get more businesses (restaurants, etc) in North Broomfield. Right now all our tax \$ go to Westminster
- Westlake subdivision needs beautification. Was on the Westminster side has a nice fence/ brick outside ....
- Wish they would encourage businesses here more. That Walmart drove out a lot of business. What happened to commuter rail?
- You have heard this before a town center area with local shops & local restaurants

### Parks, recreation, conservation, environment

- 1. Improved parks vs. "open space" 2. Create "full- service" city- activities, commercial, medical all in 1 town
- 2. Continue to maintain & acquire more green space. Also city thing about public golf course some day.
- Cleanliness and more trees
- Community garden clean the drain under Lowell between 136th and 144th late!!!
- environment, clean air, park-trails, wildlife protection, cultural enrichment for all ages, reduce-eliminate fracking, etc.
- Expanding and maintaining open space
- Finish open space projects
- Keep open spaces
- Keeping open spaces and trails
- Keeping the city clean and parks and roads in good condition. Otherwise love living here!
- Less pesticide/herbicide use
- Maintain the ecological integrity of the community and do not cater to special interests, large industries, or entitled narrow-minded residents.
- Maintaining open space, biking trails controlling growth
- Maintaining and expanding natural spaces
- Make sure fracking is stopped. Learn how to preserve wildlife, make sure elderly have transport to grocery stores
- Maintaining and keeping the open spaces, and coyote awareness

- More open space and a trail system that actually connects to all the other trails.
- Open space
- Open space is one item of importance. Also, the city & county adopting a public golf course.
- Open space no condos on corner of 1st and Main, put in a nice park/play field
- Parks & rec! keep Broomfield clean, safe & full of open space
- Protecting open space and placing less attention on residential growth and more on commercial job creating growth
- Retain current open space
- Retaining the small community feel & open space also keeping thoroughfares where students walk safely (9thst.)
- Stop fracking!
- The parks for kids is not up to par, the roads need work, how can a construction crew cut into the road and not put a patch or fix it
- To take care of the environment and wildlife

### Government, taxes, communication

- Access to marijuana to help fund county through, the tax funding opportunity
- Balancing the provision of amenities while maintaining or reducing taxes
- Be implementing needs of the citizens as vocalized by them.
- Explain property tax impact of updated assessments. Time your damn traffic lights for better traffic flow
- fiscal responsibility
- I believe property taxes are too high
- I would like city council to actually listen to citizens. Instead they make up their minds first, then pretend to listen, civic center as example
- Improve communication with residents
- Listen to the people we voted 2 or 3 times not to allow Walmart since then we lost Kmart, Aaron Brothers, Hobby Lobby, Safeway and Target
- Lower property taxes
- Lower property taxes
- More communication with the people of Broomfield
- More tax base from businesses/ filling & keeping "big box" stores in Bfield
- Position city to reduce operating costs & limit property taxes
- Property tax production- limit
- Reduce property taxes
- Reduce tax burden on residents. Update and repair roads our taxes are too high . Owning a home and business in bf is way too expensive!
- Reduce taxes!!!
- Taxes (property) too high.
- Taxes too high.
- Taxes to be allocated to schools instead of flower pots or paving roads that don't need repaving. Broomfield is too focused on esthetics than the education of our children
- There is no vision on direction which there needs to be. Needs to be a sense of identity to keep people involved. great place to live but do not shop or do things.
- Tighten up the annual operating budget
- Using money wisely and not raising taxes (property)
- We should have more than Flatirons mall to generate tax revenues.
- When citizens say they don't want a Walmart-listen!

### City services (code enforcement, water, sewer, trash, volunteering etc.)

- Better recycling
- Community wide recycling pick up at domicile, not just drop off point
- Continuing the programs-services-goals to provide good government the original city mgr. w established and put in place during his many years of service
- Develop a citywide trash and recycling program. Rather than each resident contracting individually
- Disability services including making things accessible. Mental health services including police crisis training
- Enforce building codes, careful of building density of new housing

- Enforcing housing quality regulations. Broomfield complexes are rather run down.
- Ensuring adequate services to handle increasing population growth
- Food Bank
- I would like to see improvements at the Community Ctr. (all the attention is on development)
- Increase efficiency of some offices (Dmv) and increase use of internet to inform citizens (Be in the Loop)
- More volunteer services, more free feral cat spay/neuter and release. Love the Broomfield clean up days
- providing more community minded events and less legislature that controls the community
- Reviewing services while evaluating costs
- Rubbish-stacked in yards, eye sore! get home owners in Cimmaron park to clean up their yards!
- Section of the library to have info. on early Broomfield and early residents. Fix the overpass over the rr tracks
- The quality of the services provided by the City and County of Broomfield
- Wish snow to be cleaned more immediately! Not top priority but only one concern so far

### Housing, cost of living

- Address affordable housing issue
- Affordable housing
- Affordable housing
- Affordable housing
- Affordable housing
- Affordable housing!
- Affordable housing, dog park
- Affordable senior housing
- Care for the poor!
- Cost of living and taxes for seniors
- Equality for lower class neighborhoods -police patrol
- Helping keep housing prices down. more help services
- Housing for low income
- Keeping housing affordable!
- More affordable housing, housing for disabled adults and more bussing opportunities, on weekends.
- More senior services
- More senior housing and bus service in and around Broomfield
- Providing -ensuring housing for people with modest income
- Senior citizens programs & youth programs

### Safety, crime, police, fire

- Better police department
- Citizens safety (children particularly)
- Continued excellent police service
- Eliminating police brutality & if doing so maintaining that expectation for Denver & other pd's
- Ensure a safe community. To many people are moving to the area who are unemployed on services because of Broomfield way they know we are easy to take advantage of
- Ensuring that Broomfield is a safe place to live and raise a family
- I think the top priority for the City and County of Broomfield is our safety
- If I assume all of the casual p. are taken care of public safety, pulic works, etc. It is creating Broomfield as a true community
- Keeping it safe for community
- Keeping the community safe
- Maintaining the safety of Broomfield residents
- Pay cops more, get more cops on the beat, get cops enforcing the law. We have plenty of laws...just not enough enforcement of those laws!!
- Police and fire
- Police Dept. safety of citizens
- Police. My neighborhood has a decent amount of visits by the police. Why?
- Prevent crime and gangs from moving in

- Providing a safe and secure community for all citizens
- Public safety
- Safety
- Safety great family- centered place to live
- Safety (police& fire), economic development, open space/trails
- Safety and education
- Safety for all citizens
- Safety of its citizens. Complete and truthful communication of the city and county with the citizens
- Safety, cleanliness, community
- Safety, try to get our police dept. What they want, to keep out the criminals!
- Security or education- (want a penny's)
- The overall safety and wellbeing of the residence and job opportunities to keep people in Broomfield.
- The police
- The safety of the residents
- They should make the safety of our children a priority in our neighborhood by stopping these speeding and hostile drivers!!!
- To keep crime down; to keep streets in good repair
- Watch over hearing police car stops. Husband was in a right turn only lane, turned right without his right turn signal at 10:30 pm was stopped

### Roads, transportation, traffic

- Fixing areas along 120th it is very depressing driving along that street. Most parts of Broomfield are vibrant not 120th garden center what about a movie theater in the garden center?
- At this point in our life we need bus service! ass. a ride does not come to 136th at all!!!
- Buses to new neighborhoods, stuff for younger generations to do. Kids are bored, no access to transportation.
- Better and more accessible, better times and destinations, for bus services. and crosswalk with light at Hemlock and 120th Ave
- Bus service to Anthem Ranch area. grocery stores closer to us.
- Car pollution on Sheridan and 136th to 120th. Noise pollution, leaving people who are not cov. controlled alone
- Fixing pot holes in the roads
- Fixing the roads
- Free bus system to cultural events for senior especially, but to all residents. More flowers. Flowers in pots- Christmas night greet guest
- Hardly anyone stops at the stop signs. I am afraid of getting t-boned
- Improve roads, 144th should be 4 lanes
- Infrastructure maintenance and improvements
- I've tried repeatedly to have more time added to the Main St. light to no avail. (intersection in Midway).
- Light rail, increase in retail, Flatiron area and ne corridor
- Maintain and repair promptly street lamps- street light poles
- Maintain the roads
- No toll roads in Broomfield
- Not enough lanes on roads (Hwy 7)
- Not sure, bridge over 36 and 287 is bad
- Our roads, stop building apartments, way too many, cheap looking
- Overcrowded roads esp. 144th-Dillon and 136
- Paving culdesacs in Wilcox area and flood water management
- Priorities vary by neighborhoods. Dillon Rd, eight a problem- We need some alternate routes
- Replace the loud intersection material at 136 and Sheridan!
- Road maintenance, bringing in and keeping businesses
- Roads signals
- Roads bridges, don't forget the older neighborhoods now further away for the "epicenter"
- Slow down traffic in school zones. Never see police in school zones
- Some street maintenance could be improved
- Sound barrier Wall for people of greenway park alone 120th to much noise traffic car truck pollution
- Start cracking down on aggressive driving, speeding in neighborhoods, keep taxes from rising/cut taxes

- Street repair
- Traffic along Dillon Red and Rt 7
- Traffic control/ evaluation of stop lights need (ie. Lowell Sheridan 160th St Huron)
- Traffic control/ noise control
- Traffic issues
- Traffic vs growth
- Traffic, rate of growth fill all the empty stores, not allow building new ones
- Transportation
- Transportation ie, buses and train service to I-25 coordor
- Widening 144th and Dillon Road
- Widening commonly used roads to avoid traffic jams
- Widening East-West Mai N roads really congested at rush hour

### Schools, education

- 2another elementary school 2 affordable housing 3 keep open space commitment
- Education
- Education, parks and rec.
- Four different school districts in Broomfield County limits residents ability to move across town, creating a school district of its own would be ideal!
- Good schools and encouraging more local (nonchain) restaurants businesses
- Helping get a school in anthem Highlands to assist w/ growth
- Improve & build schools.
- Increase industrial level of public schools to the level of 8 m. testing that is reported to ent. assoc.
- Maintaining excellent neighborhood (ie not charter) public schools for our community.
- Schools
- Schools and seniors

### Other

- As a senior who cant drive, I really don't use Broomfield facilities much
- As all government. Stay out of the way.
- C&C of Broomfield does an excellent job overall with setting priorities/ providing excellent quality services
- Community
- Continue the great care of all ith' citizens.
- Continue to keep Broomfield's small town feel. Bring new business to Ne corner of 120th and Sheridan. Crack down on people driving while high on marijuana
- Exterminating all prarie dogs & leash the neighbors cat. More dog parks!
- feral cat catch and release. volunteer opportunities, updating library resources
- Help senior citizens
- I have only lived in the city for 6 months, everything is great!
- I moved to Broomfield 3 day ago , responded on importance
- Keeping smaller town integrety
- Keeping the citizens safe from industry and moving away from codependance on industry and corporation for successful schools
- Maintaining small town and tight community feel
- Maintaining the quality of life we have in Broomfield
- Maintaining the small town community
- Minding their own business, leave homeowners alone
- Not everyone has kiddos. Most events/ attractions appeal to kids. Appeal more to those without children.
- Provide opportunities for a good quality of life.
- Staying efficient
- Using common sense
- Youth development protection







## APPENDIX D: RESPONSES TO SELECTED SURVEY QUESTIONS BY RESPONDENT SUBGROUPS

Responses in the following tables 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.” A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

**TABLE 93: ASPECTS OF QUALITY OF LIFE COMPARED BY AGE, GENDER, LENGTH OF RESIDENCY, HOUSING TENURE AND WARD**

Percent rating positively (e.g., excellent/good)	Respondent age			Gender			Length of residency			Rent or own		Ward					Overall
	18-34	35-54	55+	Female	Male	Other	Less than 6 years	6 to 20 years	More than 20 years	Rent	Own	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
Broomfield as a place to live	97%	91%	98%	96%	94%	75%	94%	95%	96%	89%	97%	98%	88%	95%	99%	96%	95%
Your neighborhood as a place to live	88%	92%	91%	90%	91%	100%	88%	93%	91%	82%	94%	92%	81%	96%	90%	96%	91%
Broomfield as a place to raise children	85%	94%	94%	95%	88%	75%	85%	96%	96%	81%	95%	96%	74%	94%	96%	96%	92%
Broomfield as a place to retire	72%	78%	86%	82%	77%	67%	74%	81%	86%	73%	82%	81%	68%	79%	82%	91%	80%
Broomfield as a place to work	72%	77%	79%	79%	73%	67%	75%	77%	78%	73%	77%	82%	65%	73%	79%	86%	76%
The overall quality of life in Broomfield	97%	92%	96%	95%	95%	75%	93%	96%	93%	93%	95%	95%	91%	96%	95%	95%	94%
The overall sense of community in Broomfield	60%	75%	84%	81%	66%	67%	65%	81%	77%	60%	78%	75%	56%	78%	81%	79%	74%
The openness and acceptance of diverse people in Broomfield	70%	72%	77%	73%	74%	75%	69%	77%	73%	63%	77%	75%	70%	72%	80%	70%	74%

**TABLE 94: QUALITY OF GOVERNMENT PERFORMANCE COMPARED BY AGE, GENDER, LENGTH OF RESIDENCY, HOUSING TENURE AND WARD**

Percent rating positively (e.g., excellent/good)	Respondent age			Gender			Length of residency			Rent or own		Ward					Overall
	18-34	35-54	55+	Female	Male	Other	Less than 6 years	6 to 20 years	More than 20 years	Rent	Own	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
The value of services for the taxes paid to Broomfield	65%	76%	79%	75%	74%	75%	66%	79%	78%	69%	76%	81%	55%	86%	74%	72%	74%
The overall direction that Broomfield is taking	80%	75%	77%	78%	77%	75%	75%	82%	66%	78%	76%	84%	64%	81%	72%	82%	76%
Providing opportunities for citizen involvement	64%	78%	84%	82%	71%	67%	70%	83%	75%	67%	80%	84%	52%	82%	80%	82%	77%
Communicating events, issues, and programs	65%	75%	83%	81%	69%	75%	67%	81%	76%	66%	78%	85%	52%	83%	80%	74%	75%
The job the City and County of Broomfield does at listening to citizens	58%	71%	71%	73%	64%	67%	62%	78%	57%	61%	70%	70%	52%	71%	68%	81%	68%
Ease of accessing the services of the City and County of Broomfield	75%	85%	83%	83%	82%	75%	81%	86%	75%	73%	85%	82%	77%	83%	84%	84%	82%
The overall performance of City Council	59%	70%	74%	78%	61%	33%	64%	76%	60%	71%	68%	73%	53%	71%	66%	83%	69%
The quality of the services provided by the City and County of Broomfield	80%	81%	88%	86%	81%	67%	81%	86%	80%	78%	85%	87%	74%	87%	79%	91%	83%

**TABLE 95: LIKELIHOOD OF PARTICIPATING IN COMMUNITY GARDEN COMPARED BY AGE, GENDER, LENGTH OF RESIDENCY, HOUSING TENURE AND WARD**

Percent rating positively (e.g., very likely/somewhat likely)	Respondent age			Gender			Length of residency			Rent or own		Ward					Overall
	18-34	35-54	55+	Female	Male	Other	Less than 6 years	6 to 20 years	More than 20 years	Rent	Own	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
How likely would it be that you or another member of your household would participate in a community garden where you could grow your own vegetables or flowers?	60%	51%	20%	41%	47%	33%	51%	42%	31%	58%	39%	42%	47%	43%	36%	54%	44%

**TABLE 96: SUPPORT FOR ENERGY AND RESOURCE CONSERVATION COMPARED BY AGE, GENDER, LENGTH OF RESIDENCY, HOUSING TENURE AND WARD**

To what extent do you support or oppose the City and County of Broomfield using rebates and voluntary water audits to encourage energy and resource conservation in each of the following area? Percent rating positively (e.g., strongly support/somewhat support)	Respondent age			Gender			Length of residency			Rent or own		Ward					Overall
	18-34	35-54	55+	Female	Male	Other	Less than 6 years	6 to 20 years	More than 20 years	Rent	Own	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
In City and County facilities	95%	94%	89%	94%	92%	100%	94%	94%	87%	92%	93%	96%	89%	92%	94%	92%	93%
Within Broomfield businesses	95%	93%	86%	94%	89%	75%	95%	91%	79%	93%	90%	92%	91%	92%	87%	92%	91%

## APPENDIX E: DETAILED BENCHMARK COMPARISONS

### COMPARISON DATA

National Research Center, Inc.'s (NRC) database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the Broomfield Resident Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. National comparisons and comparisons to communities in the Front Range have been provided when similar questions on the Broomfield Citizen Survey are included in NRC's database.

### INTERPRETING THE RESULTS

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Broomfield's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Broomfield's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Broomfield's rating to the benchmark.

In that final column, Broomfield's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

## National Benchmark Comparisons

**TABLE 97: QUALITY OF LIFE BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Broomfield as a place to live	95%	51	329	Much higher
Your neighborhood as a place to live	91%	35	254	Much higher
Broomfield as a place to raise children	92%	78	320	Much higher
Broomfield as a place to retire	80%	49	304	Much higher
Broomfield as a place to work	76%	68	295	Much higher
The overall quality of life in Broomfield	94%	47	384	Much higher
The overall sense of community in Broomfield	74%	52	254	Much higher
The openness and acceptance of diverse people in Broomfield	74%	41	235	Much higher

**TABLE 98: QUALITY OF GOVERNMENT PERFORMANCE BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
The value of services for the taxes paid to Broomfield	74%	17	335	Much higher
The overall direction that Broomfield is taking	76%	27	269	Much higher
Providing opportunities for citizen involvement	77%	7	256	Much higher
The job the City and County of Broomfield does at listening to citizens	68%	2	26	Much higher
The overall performance of City Council	69%	9	16	Similar
The quality of the services provided by the City and County of Broomfield	83%	105	370	Much higher

**TABLE 99: PERCEPTIONS OF SAFETY BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
In your neighborhood during the day	98%	53	293	Higher
In your neighborhood after dark	93%	7	171	Much higher
In Broomfield's parks during the day	97%	2	11	Much higher
In Broomfield's parks after dark	73%	4	11	Much higher

**TABLE 100: SAFE COMMUNITY SERVICES BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Traffic enforcement	81%	20	316	Much higher
Police services	90%	69	365	Much higher

**TABLE 101: PERCEPTIONS OF GROWTH BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Population growth	51%	18	101	Much higher
Retail growth (stores, restaurants, etc.)	47%	41	102	Higher
Jobs growth	60%	98	103	Much lower

**TABLE 102: QUALITY OF ECONOMIC COMMUNITY CHARACTERISTICS BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Quality of shopping services	72%	71	243	Much higher
Quality of dining opportunities	52%	Not available	Not available	Not available
Job opportunities	39%	78	258	Higher
Access to affordable quality housing	32%	203	246	Much lower
Overall appearance of Broomfield	90%	60	300	Much higher

**TABLE 103: QUALITY OF HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Open space and trails	91%	6	116	Much higher
Recreation programs	87%	32	283	Much higher
Parks	93%	41	271	Much higher
Healthcare services	77%	47	159	Higher
Mental healthcare services	59%	1	12	Much higher
Library services	90%	66	288	Higher
Variety of printed library materials	83%	1	9	Higher

**TABLE 104: PARTICIPATION IN HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Visited a park (active, formally landscaped areas)	93%	20	221	Much higher
Visited the Broomfield Library	71%	69	194	Higher

**TABLE 105: QUALITY OF CITY AND COUNTY SERVICES: FACILITIES AND TRANSPORTATION BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Street lighting	80%	17	261	Much higher
Storm water drainage	81%	46	304	Much higher
Drinking water	89%	20	278	Much higher
Sewer services	94%	13	266	Much higher
Animal Control	84%	8	281	Much higher

**TABLE 106: COMMUNITY CHARACTERISTICS: FACILITIES AND TRANSPORTATION INFRASTRUCTURE BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Ease of car travel	81%	25	244	Much higher
Ease of bus travel	45%	46	114	Similar
Ease of bicycle travel	73%	55	243	Much higher
Ease of walking	79%	53	239	Much higher

**TABLE 107: PARTICIPATION IN PUBLIC TRANSPORTATION BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Ridden a bus or call-n-Ride within Broomfield	26%	22	74	Much higher

**TABLE 108: QUALITY OF CITY-MAINTAINED HIGHWAYS BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Street repair	66%	92	357	Much higher
Snow removal	72%	92	248	Higher
Traffic signal timing	60%	68	203	Higher
Street cleaning	79%	58	259	Much higher

**TABLE 109: QUALITY OF CITY AND COUNTY SERVICES: SELF SUFFICIENCY BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Senior Citizen Services	88%	7	131	Much higher
Child Protection Services	80%	16	116	Much higher
Municipal court services	83%	14	102	Much higher

**TABLE 110: CONTACT WITH CITY AND COUNTY EMPLOYEES BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Have you had any in-person, email, or phone contact with an employee of the City and County of Broomfield within the last 12 months (including police, receptionists, planners, courts, city management, or any others)?	59%	26	259	Much higher

**TABLE 111: PERCEPTIONS OF CITY AND COUNTY EMPLOYEES BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Knowledgeable	93%	3	142	Much higher
Responsive	91%	3	143	Much higher
Courteous	93%	2	34	Much higher
Overall impression	92%	4	306	Much higher

**TABLE 112: QUALITY OF NON-BROOMFIELD SERVICES BENCHMARKS**

	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Fire	95%	45	295	Much higher
Ambulance services	97%	40	286	Much higher
Garbage collection	86%	139	291	Similar
K-12 education	82%	84	214	Higher
Curbside recycling services	74%	222	301	Lower
Developmentally disabled services	78%	2	5	Much higher

### Communities included in national comparisons

The communities included in the Broomfield comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Cambridge city, MA.....	105,162	Derby city, KS.....	22,158
Adams County, CO.....	441,603	Canton city, SD.....	3,057	Des Peres city, MO.....	8,373
Airway Heights city, WA.....	6,114	Cape Coral city, FL.....	154,305	Destin city, FL.....	12,305
Albany city, OR.....	50,158	Cape Girardeau city, MO.....	37,941	Dorchester County, MD.....	32,618
Albemarle County, VA.....	98,970	Carlisle borough, PA.....	18,682	Dothan city, AL.....	65,496
Albert Lea city, MN.....	18,016	Carlsbad city, CA.....	105,328	Douglas County, CO.....	285,465
Algonquin village, IL.....	30,046	Carroll city, IA.....	10,103	Dover city, NH.....	29,987
Aliso Viejo city, CA.....	47,823	Cartersville city, GA.....	19,731	Dublin city, CA.....	46,036
Altoona city, IA.....	14,541	Cary town, NC.....	135,234	Duluth city, MN.....	86,265
American Canyon city, CA.....	19,454	Casa Grande city, AZ.....	48,571	Duncanville city, TX.....	38,524
Ames city, IA.....	58,965	Casper city, WY.....	55,316	Durham city, NC.....	228,330
Andover CDP, MA.....	8,762	Castine town, ME.....	1,366	Eagle town, CO.....	6,508
Ankeny city, IA.....	45,582	Castle Pines North city, CO.....	10,360	East Baton Rouge Parish, LA.....	440,171
Ann Arbor city, MI.....	113,934	Castle Rock town, CO.....	48,231	East Grand Forks city, MN.....	8,601
Annapolis city, MD.....	38,394	Centennial city, CO.....	100,377	East Lansing city, MI.....	48,579
Apple Valley town, CA.....	69,135	Centralia city, IL.....	13,032	Eau Claire city, WI.....	65,883
Arapahoe County, CO.....	572,003	Chambersburg borough, PA.....	20,268	Eden Prairie city, MN.....	60,797
Arkansas City city, AR.....	366	Chandler city, AZ.....	236,123	Edgerton city, KS.....	1,671
Arlington city, TX.....	365,438	Chanassen city, MN.....	22,952	Edgewater city, CO.....	5,170
Arlington County, VA.....	207,627	Chapel Hill town, NC.....	57,233	Edina city, MN.....	47,941
Arvada city, CO.....	106,433	Charlotte city, NC.....	734,424	Edmond city, OK.....	84,405
Asheville city, NC.....	83,393	Charlotte County, FL.....	159,978	Edmonds city, WA.....	39,709
Ashland city, OR.....	20,078	Charlottesville city, VA.....	43,475	El Cerrito city, CA.....	23,549
Ashland town, VA.....	7,225	Chattanooga city, TN.....	167,674	El Dorado County, CA.....	181,058
Auburn city, AL.....	53,380	Chesterfield County, VA.....	316,236	El Paso city, TX.....	649,121
Auburn city, WA.....	70,180	Chippewa Falls city, WI.....	13,661	Elk Grove city, CA.....	153,015
Augusta CCD, GA.....	134,777	Citrus Heights city, CA.....	83,301	Elk River city, MN.....	22,974
Aurora city, CO.....	325,078	Clackamas County, OR.....	375,992	Elko New Market city, MN.....	4,110
Austin city, TX.....	790,390	Clarendon Hills village, IL.....	8,427	Elmhurst city, IL.....	44,121
Bainbridge Island city, WA.....	23,025	Clayton city, MO.....	15,939	Encinitas city, CA.....	59,518
Baltimore city, MD.....	620,961	Clearwater city, FL.....	107,685	Englewood city, CO.....	30,255
Bartonville town, TX.....	1,469	Cleveland Heights city, OH.....	46,121	Erie town, CO.....	18,135
Battle Creek city, MI.....	52,347	Clive city, IA.....	15,447	Escambia County, FL.....	297,619
Bay City city, MI.....	34,932	Clovis city, CA.....	95,631	Estes Park town, CO.....	5,858
Baytown city, TX.....	71,802	College Park city, MD.....	30,413	Fairview town, TX.....	7,248
Bedford city, TX.....	46,979	College Station city, TX.....	93,857	Farmington Hills city, MI.....	79,740
Bedford town, MA.....	13,320	Colleyville city, TX.....	22,807	Fayetteville city, NC.....	200,564
Bellevue city, WA.....	122,363	Collinsville city, IL.....	25,579	Fishers town, IN.....	76,794
Bellingham city, WA.....	80,885	Columbia city, MO.....	108,500	Flower Mound town, TX.....	64,669
Beltrami County, MN.....	44,442	Columbia city, SC.....	129,272	Forest Grove city, OR.....	21,083
Benbrook city, TX.....	21,234	Columbus city, WI.....	4,991	Fort Collins city, CO.....	143,986
Bend city, OR.....	76,639	Commerce City city, CO.....	45,913	Fort Smith city, AR.....	86,209
Benicia city, CA.....	26,997	Concord city, CA.....	122,067	Fort Worth city, TX.....	741,206
Bettendorf city, IA.....	33,217	Concord town, MA.....	17,668	Fountain Hills town, AZ.....	22,489
Billings city, MT.....	104,170	Cookeville city, TN.....	30,435	Franklin city, TN.....	62,487
Blaine city, MN.....	57,186	Coon Rapids city, MN.....	61,476	Fredericksburg city, VA.....	24,286
Bloomfield Hills city, MI.....	3,869	Copperas Cove city, TX.....	32,032	Fremont city, CA.....	214,089
Bloomington city, MN.....	82,893	Coronado city, CA.....	18,912	Friendswood city, TX.....	35,805
Blue Springs city, MO.....	52,575	Corvallis city, OR.....	54,462	Fruita city, CO.....	12,646
Boise City city, ID.....	205,671	Creve Coeur city, MO.....	17,833	Gahanna city, OH.....	33,248
Boone County, KY.....	118,811	Cross Roads town, TX.....	1,563	Gaithersburg city, MD.....	59,933
Boulder city, CO.....	97,385	Crystal Lake city, IL.....	40,743	Galveston city, TX.....	47,743
Bowling Green city, KY.....	58,067	Dade City city, FL.....	6,437	Gardner city, KS.....	19,123
Brentwood city, MO.....	8,055	Dakota County, MN.....	398,552	Geneva city, NY.....	13,261
Brentwood city, TN.....	37,060	Dallas city, OR.....	14,583	Georgetown city, TX.....	47,400
Brighton city, CO.....	33,352	Dallas city, TX.....	1,197,816	Gilbert town, AZ.....	208,453
Bristol city, TN.....	26,702	Danville city, KY.....	16,218	Gillette city, WY.....	29,087
Broken Arrow city, OK.....	98,850	Dardenne Prairie city, MO.....	11,494	Glendora city, CA.....	50,073
Brookfield city, WI.....	37,920	Davenport city, IA.....	99,685	Globe city, AZ.....	7,532
Brookline CDP, MA.....	58,732	Davidson town, NC.....	10,944	Golden Valley city, MN.....	20,371
Broomfield city, CO.....	55,889	Decatur city, GA.....	19,335	Goodyear city, AZ.....	65,275
Brownsburg town, IN.....	21,285	Del Mar city, CA.....	4,161	Grafton village, WI.....	11,459
Bryan city, TX.....	76,201	Delray Beach city, FL.....	60,522	Grand Blanc city, MI.....	8,276
Burien city, WA.....	33,313	Denison city, TX.....	22,682	Grand Island city, NE.....	48,520
Burleson city, TX.....	36,690	Denton city, TX.....	113,383	Grass Valley city, CA.....	12,860
Cabarrus County, NC.....	178,011	Denver city, CO.....	600,158	Greeley city, CO.....	92,889

Green Valley CDP, AZ .....	21,391	Lafayette city, CO.....	24,453	Morristown city, TN.....	29,137
Greenville city, NC .....	84,554	Laguna Beach city, CA .....	22,723	Morrisville town, NC.....	18,576
Greenwich town, CT.....	61,171	Laguna Hills city, CA .....	30,344	Moscow city, ID.....	23,800
Greenwood Village city, CO.....	13,925	Laguna Niguel city, CA .....	62,979	Mountain Village town, CO.....	1,320
Greer city, SC.....	25,515	Lake Oswego city, OR.....	36,619	Mountlake Terrace city, WA .....	19,909
Guilford County, NC.....	488,406	Lake Stevens city, WA .....	28,069	Muscatine city, IA.....	22,886
Gunnison County, CO.....	15,324	Lake Worth city, FL.....	34,910	Naperville city, IL .....	141,853
Hailey city, ID.....	7,960	Lake Zurich village, IL .....	19,631	Needham CDP, MA .....	28,886
Haines Borough, AK .....	2,508	Lakeville city, MN .....	55,954	New Braunfels city, TX .....	57,740
Hallandale Beach city, FL .....	37,113	Lakewood city, CO .....	142,980	New Brighton city, MN .....	21,456
Hamilton city, OH .....	62,477	Lane County, OR .....	351,715	New Hanover County, NC.....	202,667
Hanover County, VA .....	99,863	Larimer County, CO.....	299,630	New Orleans city, LA.....	343,829
Harrisonburg city, VA.....	48,914	Las Cruces city, NM .....	97,618	New Smyrna Beach city, FL .....	22,464
Harrisonville city, MO.....	10,019	Las Vegas city, NV.....	583,756	Newberg city, OR.....	22,068
Hayward city, CA .....	144,186	Lawrence city, KS.....	87,643	Newport Beach city, CA.....	85,186
Henderson city, NV .....	257,729	League City city, TX.....	83,560	Newport News city, VA .....	180,719
Herndon town, VA .....	23,292	Lee's Summit city, MO.....	91,364	Newton city, IA .....	15,254
High Point city, NC.....	104,371	Lehi city, UT .....	47,407	Noblesville city, IN .....	51,969
Highland Park city, IL .....	29,763	Lenexa city, KS.....	48,190	Nogales city, AZ.....	20,837
Highlands Ranch CDP, CO.....	96,713	Lewis County, NY .....	27,087	Norfolk city, VA.....	242,803
Hillsborough town, NC.....	6,087	Lewisville city, TX.....	95,290	Northglenn city, CO .....	35,789
Holland city, MI.....	33,051	Lincoln city, NE .....	258,379	Novato city, CA .....	51,904
Honolulu County, HI.....	953,207	Lindsborg city, KS.....	3,458	Novi city, MI.....	55,224
Hooksett town, NH .....	13,451	Littleton city, CO .....	41,737	O'Fallon city, IL .....	28,281
Hopkins city, MN .....	17,591	Livermore city, CA .....	80,968	O'Fallon city, MO .....	79,329
Hopkinton town, MA.....	14,925	Lombard village, IL .....	43,165	Oak Park village, IL.....	51,878
Hoquiam city, WA.....	8,726	Lone Tree city, CO .....	10,218	Oakland Park city, FL .....	41,363
Hudson city, OH.....	22,262	Longmont city, CO .....	86,270	Oakley city, CA.....	35,432
Hudson town, CO.....	2,356	Longview city, TX .....	80,455	Ogdensburg city, NY .....	11,128
Hudsonville city, MI.....	7,116	Los Alamos County, NM .....	17,950	Oklahoma City city, OK.....	579,999
Huntersville town, NC.....	46,773	Louisville city, CO .....	18,376	Olathe city, KS .....	125,872
Hurst city, TX.....	37,337	Lynchburg city, VA .....	75,568	Old Town city, ME.....	7,840
Hutchinson city, MN .....	14,178	Lynnwood city, WA .....	35,836	Olmsted County, MN .....	144,248
Hutto city, TX .....	14,698	Macomb County, MI .....	840,978	Olympia city, WA .....	46,478
Hyattsville city, MD.....	17,557	Madison city, WI.....	233,209	Orland Park village, IL .....	56,767
Independence city, MO .....	116,830	Manhattan Beach city, CA.....	35,135	Oshkosh city, WI .....	66,083
Indian Trail town, NC .....	33,518	Mankato city, MN.....	39,309	Otsego County, MI .....	24,164
Indianola city, IA .....	14,782	Maple Grove city, MN .....	61,567	Overland Park city, KS.....	173,372
Iowa City city, IA .....	67,862	Maple Valley city, WA .....	22,684	Oviedo city, FL .....	33,342
Issaquah city, WA.....	30,434	Maricopa County, AZ.....	3,817,117	Paducah city, KY .....	25,024
Jackson County, MI.....	160,248	Maryland Heights city, MO .....	27,472	Palm Coast city, FL.....	75,180
James City County, VA.....	67,009	Matthews town, NC.....	27,198	Palo Alto city, CA .....	64,403
Jefferson City city, MO.....	43,079	McAllen city, TX .....	129,877	Papillion city, NE.....	18,894
Jefferson County, CO .....	534,543	McDonough city, GA .....	22,084	Park City city, UT .....	7,558
Jefferson County, NY .....	116,229	McKinney city, TX.....	131,117	Parker town, CO.....	45,297
Jerome city, ID.....	10,890	McMinnville city, OR.....	32,187	Parkland city, FL .....	23,962
Johnson City city, TN .....	63,152	Medford city, OR.....	74,907	Pasadena city, CA .....	137,122
Johnston city, IA .....	17,278	Menlo Park city, CA .....	32,026	Pasco city, WA .....	59,781
Jupiter town, FL.....	55,156	Mercer Island city, WA.....	22,699	Pasco County, FL .....	464,697
Kalamazoo city, MI .....	74,262	Meridian charter township, MI ...	39,688	Pearland city, TX.....	91,252
Kansas City city, KS.....	145,786	Meridian city, ID .....	75,092	Peoria city, AZ .....	154,065
Kansas City city, MO .....	459,787	Merriam city, KS.....	11,003	Peoria city, IL .....	115,007
Keizer city, OR .....	36,478	Mesa County, CO.....	146,723	Peoria County, IL.....	186,494
Kenmore city, WA.....	20,460	Miami Beach city, FL.....	87,779	Petoskey city, MI.....	5,670
Kennedale city, TX.....	6,763	Miami city, FL.....	399,457	Pflugerville city, TX .....	46,936
Kennett Square borough, PA.....	6,072	Middleton city, WI .....	17,442	Phoenix city, AZ .....	1,445,632
Kettering city, OH.....	56,163	Midland city, MI.....	41,863	Pinal county, AZ .....	375,770
Key West city, FL .....	24,649	Milford city, DE.....	9,559	Pinehurst village, NC.....	13,124
King County, WA .....	1,931,249	Milton city, GA .....	32,661	Piqua city, OH .....	20,522
Kirkland city, WA .....	48,787	Minneapolis city, MN.....	382,578	Pitkin County, CO.....	17,148
Kirkwood city, MO .....	27,540	Mission Viejo city, CA .....	93,305	Platte City city, MO .....	4,691
Knoxville city, IA .....	7,313	Modesto city, CA .....	201,165	Plymouth city, MN .....	70,576
La Mesa city, CA .....	57,065	Monterey city, CA.....	27,810	Pocatello city, ID .....	54,255
La Plata town, MD .....	8,753	Montgomery County, VA.....	94,392	Polk County, IA .....	430,640
La Porte city, TX .....	33,800	Monument town, CO.....	5,530	Port Huron city, MI.....	30,184
La Vista city, NE.....	15,758	Mooreville town, NC .....	32,711	Port Orange city, FL .....	56,048

Portland city, OR .....	583,776	Shorewood village, WI .....	13,162	Weddington town, NC.....	9,459
Post Falls city, ID.....	27,574	Sioux Center city, IA .....	7,048	Wentzville city, MO .....	29,070
Prince William County, VA .....	402,002	Sioux Falls city, SD.....	153,888	West Carrollton city, OH.....	13,143
Prior Lake city, MN .....	22,796	Skokie village, IL.....	64,784	West Chester borough, PA .....	18,461
Provo city, UT .....	112,488	Snellville city, GA.....	18,242	West Des Moines city, IA .....	56,609
Pueblo city, CO.....	106,595	Snowmass Village town, CO .....	2,826	West Richland city, WA .....	11,811
Purcellville town, VA .....	7,727	South Kingstown town, RI .....	30,639	Western Springs village, IL .....	12,975
Queen Creek town, AZ.....	26,361	South Lake Tahoe city, CA.....	21,403	Westerville city, OH.....	36,120
Radnor township, PA .....	31,531	South Portland city, ME .....	25,002	Westlake town, TX .....	992
Ramsey city, MN.....	23,668	Southborough town, MA .....	9,767	Westminster city, CO .....	106,114
Rapid City city, SD .....	67,956	Southlake city, TX .....	26,575	Weston town, MA .....	11,261
Raymore city, MO .....	19,206	Sparks city, NV .....	90,264	White House city, TN.....	10,255
Redmond city, WA .....	54,144	Spokane Valley city, WA.....	89,755	Wichita city, KS .....	382,368
Rehoboth Beach city, DE.....	1,327	Spring Hill city, KS .....	5,437	Williamsburg city, VA .....	14,068
Reno city, NV.....	225,221	Springboro city, OH .....	17,409	Wilmington city, NC .....	106,476
Reston CDP, VA .....	58,404	Springfield city, MO.....	159,498	Wilsonville city, OR .....	19,509
Richmond city, CA .....	103,701	Springfield city, OR.....	59,403	Winchester city, VA.....	26,203
Richmond Heights city, MO.....	8,603	Springville city, UT .....	29,466	Windsor town, CO .....	18,644
Rifle city, CO.....	9,172	St. Charles city, IL .....	32,974	Windsor town, CT .....	29,044
River Falls city, WI.....	15,000	St. Cloud city, FL .....	35,183	Winnetka village, IL .....	12,187
Riverdale city, UT.....	8,426	St. Cloud city, MN.....	65,842	Winston-Salem city, NC .....	229,617
Riverside city, CA.....	303,871	St. Joseph city, MO.....	76,780	Winter Garden city, FL.....	34,568
Riverside city, MO .....	2,937	St. Louis County, MN.....	200,226	Woodbury city, MN .....	61,961
Rochester Hills city, MI.....	70,995	St. Louis Park city, MN.....	45,250	Woodland city, CA.....	55,468
Rock Hill city, SC.....	66,154	Stallings town, NC .....	13,831	Woodland city, WA .....	5,509
Rockford city, IL.....	152,871	State College borough, PA.....	42,034	Wrentham town, MA.....	10,955
Rockville city, MD .....	61,209	Steamboat Springs city, CO .....	12,088	Yakima city, WA.....	91,067
Rogers city, MN .....	8,597	Sterling Heights city, MI.....	129,699	York County, VA .....	65,464
Rolla city, MO .....	19,559	Sugar Grove village, IL .....	8,997	Yorktown town, IN .....	9,405
Roselle village, IL .....	22,763	Sugar Land city, TX.....	78,817		
Roswell city, GA.....	88,346	Summit city, NJ.....	21,457		
Round Rock city, TX.....	99,887	Summit County, UT.....	36,324		
Royal Oak city, MI.....	57,236	Sunnyvale city, CA.....	140,081		
Saco city, ME.....	18,882	Surprise city, AZ .....	117,517		
Sahuarita town, AZ .....	25,259	Suwanee city, GA .....	15,355		
Sammamish city, WA.....	45,780	Tacoma city, WA .....	198,397		
San Anselmo town, CA.....	12,336	Takoma Park city, MD .....	16,715		
San Antonio city, TX .....	1,327,407	Tamarac city, FL.....	60,427		
San Carlos city, CA.....	28,406	Temecula city, CA.....	100,097		
San Diego city, CA .....	1,307,402	Tempe city, AZ .....	161,719		
San Francisco city, CA.....	805,235	Temple city, TX .....	66,102		
San Jose city, CA.....	945,942	The Woodlands CDP, TX.....	93,847		
San Juan County, NM.....	130,044	Thornton city, CO .....	118,772		
San Marcos city, CA .....	83,781	Thousand Oaks city, CA.....	126,683		
San Marcos city, TX.....	44,894	Tigard city, OR .....	48,035		
San Rafael city, CA.....	57,713	Tracy city, CA .....	82,922		
Sandy Springs city, GA.....	93,853	Tualatin city, OR.....	26,054		
Sanford city, FL.....	53,570	Tulsa city, OK .....	391,906		
Sangamon County, IL.....	197,465	Twin Falls city, ID.....	44,125		
Santa Clarita city, CA .....	176,320	Tyler city, TX .....	96,900		
Santa Fe County, NM .....	144,170	Umatilla city, OR .....	6,906		
Santa Monica city, CA .....	89,736	Upper Arlington city, OH .....	33,771		
Sarasota County, FL.....	379,448	Urbandale city, IA .....	39,463		
Savage city, MN.....	26,911	Vail town, CO .....	5,305		
Scarborough CDP, ME .....	4,403	Vancouver city, WA .....	161,791		
Schaumburg village, IL .....	74,227	Vestavia Hills city, AL.....	34,033		
Scott County, MN .....	129,928	Victoria city, MN.....	7,345		
Scottsdale city, AZ.....	217,385	Virginia Beach city, VA.....	437,994		
Seaside city, CA .....	33,025	Wake Forest town, NC.....	30,117		
SeaTac city, WA.....	26,909	Walnut Creek city, CA.....	64,173		
Sevierville city, TN .....	14,807	Washington County, MN .....	238,136		
Shawnee city, KS .....	62,209	Washington town, NH .....	1,123		
Sheboygan city, WI.....	49,288	Washoe County, NV .....	421,407		
Shoreview city, MN.....	25,043	Watauga city, TX.....	23,497		
Shorewood city, MN .....	7,307	Wauwatosa city, WI.....	46,396		
Shorewood village, IL.....	15,615	Waverly city, IA .....	9,874		

## Front Range Communities Benchmark Comparisons

**TABLE 113: QUALITY OF LIFE BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Broomfield as a place to live	95%	6	27	Much higher
Your neighborhood as a place to live	91%	5	26	Much higher
Broomfield as a place to raise children	92%	9	28	Much higher
Broomfield as a place to retire	80%	6	29	Much higher
Broomfield as a place to work	76%	6	28	Much higher
The overall quality of life in Broomfield	94%	7	31	Much higher
The overall sense of community in Broomfield	74%	6	23	Much higher
The openness and acceptance of diverse people in Broomfield	74%	5	19	Higher

**TABLE 114: QUALITY OF GOVERNMENT PERFORMANCE BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
The value of services for the taxes paid to Broomfield	74%	1	20	Much higher
The overall direction that Broomfield is taking	76%	4	25	Much higher
Providing opportunities for citizen involvement	77%	2	22	Much higher
The job the City and County of Broomfield does at listening to citizens	68%	2	8	Much higher
The overall performance of City Council	69%	Not available	Not available	Not available
The quality of services provided by the City and County of Broomfield	83%	7	26	Much higher

**TABLE 115: PERCEPTIONS OF SAFETY BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
In your neighborhood during the day	98%	6	19	Higher
In your neighborhood after dark	93%	2	14	Much higher
In Broomfield's parks during the day	97%	Not available	Not available	Not available
In Broomfield's parks after dark	73%	Not available	Not available	Not available

**TABLE 116: SAFE COMMUNITY SERVICES BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Traffic enforcement	81%	3	23	Much higher
Police services	90%	3	26	Much higher

**TABLE 117: PERCEPTIONS OF GROWTH BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Population growth	51%	2	7	Much higher
Retail growth (stores, restaurants, etc.)	47%	4	7	Higher
Jobs growth	60%	6	7	Much lower

**TABLE 118: QUALITY OF ECONOMIC COMMUNITY CHARACTERISTICS BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Quality of shopping services	72%	7	21	Much higher
Quality of dining opportunities	52%	Not available	Not available	Not available
Job opportunities	39%	7	25	Higher
Access to affordable quality housing	32%	14	16	Much lower
Overall appearance of Broomfield	90%	5	21	Much higher

**TABLE 119: QUALITY OF HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Open space and trails	91%	4	10	Much higher
Recreation programs	87%	5	21	Higher
Parks	93%	5	20	Much higher
Healthcare services	77%	3	9	Higher
Mental healthcare services	59%	Not available	Not available	Not available
Library services	90%	4	21	Higher
Variety of printed library materials	83%	Not available	Not available	Not available

**TABLE 120: PARTICIPATION IN HEALTH, LEISURE AND EDUCATIONAL OPPORTUNITIES BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Visited a park (active, formally landscaped areas)	93%	6	13	Similar
Visited the Broomfield Library	71%	6	13	Similar

**TABLE 121: QUALITY OF CITY AND COUNTY SERVICES: FACILITIES AND TRANSPORTATION BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Street lighting	80%	3	14	Much higher
Storm water drainage	81%	6	19	Higher
Drinking water	89%	1	15	Much higher
Sewer services	94%	2	16	Much higher
Animal Control	84%	1	21	Much higher

**TABLE 122: COMMUNITY CHARACTERISTICS: FACILITIES AND TRANSPORTATION INFRASTRUCTURE BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Ease of car travel	81%	5	22	Much higher
Ease of bus travel	45%	7	9	Much lower
Ease of bicycle travel	73%	9	21	Similar
Ease of walking	79%	6	20	Higher

**TABLE 123: PARTICIPATION IN PUBLIC TRANSPORTATION BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Ridden a bus or call-n-Ride within Broomfield	26%	Not available	Not available	Not available

**TABLE 124: QUALITY OF CITY-MAINTAINED HIGHWAYS BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Street repair	66%	5	27	Much higher
Snow removal	72%	6	27	Much higher
Traffic signal timing	60%	4	12	Higher
Street cleaning	79%	4	19	Much higher

**TABLE 125: QUALITY OF CITY AND COUNTY SERVICES: SELF SUFFICIENCY BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Senior Citizen Services	88%	2	13	Much higher
Child Protection Services	80%	3	9	Much higher
Municipal court services	83%	2	18	Much higher

**TABLE 126: CONTACT WITH CITY AND COUNTY EMPLOYEES BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Have you had any in-person, email, or phone contact with an employee of the City and County of Broomfield within the last 12 months (including police, receptionists, planners, courts, city management, or any others)?	59%	3	21	Much higher

**TABLE 127: PERCEPTIONS OF CITY AND COUNTY EMPLOYEES BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Knowledgeable	93%	1	18	Much higher
Responsive	91%	1	15	Much higher
Courteous	93%	2	7	Much higher
Overall impression	92%	2	27	Much higher

**TABLE 128: QUALITY OF NON-BROOMFIELD SERVICES BENCHMARKS**

	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Fire	95%	2	16	Much higher
Ambulance services	97%	2	14	Much higher
Garbage collection	86%	4	13	Similar
K-12 education	82%	5	14	Much higher
Curbside recycling services	74%	10	16	Similar
Developmentally disabled services	78%	Not available	Not available	Not available

### Communities included in Front Range comparisons

The communities included in the Broomfield comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO ..... 441,603  
 Arapahoe County, CO ..... 572,003  
 Arvada city, CO ..... 106,433  
 Aurora city, CO ..... 325,078  
 Boulder city, CO ..... 97,385  
 Brighton city, CO ..... 33,352  
 Broomfield city, CO ..... 55,889  
 Castle Pines North city, CO ..... 10,360  
 Castle Rock town, CO ..... 48,231  
 Centennial city, CO ..... 100,377  
 Commerce City city, CO ..... 45,913  
 Denver city, CO ..... 600,158  
 Douglas County, CO ..... 285,465  
 Edgewater city, CO ..... 5,170  
 Englewood city, CO ..... 30,255  
 Erie town, CO ..... 18,135  
 Fort Collins city, CO ..... 143,986  
 Greeley city, CO ..... 92,889  
 Highlands Ranch CDP, CO ..... 96,713

Jefferson County, CO ..... 534,543  
 Lafayette city, CO ..... 24,453  
 Lakewood city, CO ..... 142,980  
 Larimer County, CO ..... 299,630  
 Littleton city, CO ..... 41,737  
 Lone Tree city, CO ..... 10,218  
 Longmont city, CO ..... 86,270  
 Louisville city, CO ..... 18,376  
 Monument town, CO ..... 5,530  
 Northglenn city, CO ..... 35,789  
 Parker town, CO ..... 45,297  
 Pueblo city, CO ..... 106,595  
 Thornton city, CO ..... 118,772  
 Westminster city, CO ..... 106,114  
 Windsor town, CO ..... 18,644

## APPENDIX F: SURVEY METHODOLOGY

### DEVELOPING THE QUESTIONNAIRE

General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in their communities, their use of local government amenities, their opinion on policy issues facing their city or county and their assessment of city or county service delivery. The City and County of Broomfield Citizen Survey was first administered in 2002. The 2015 survey instrument was developed by starting with the version from the previous implementation in 2012. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2015 questionnaire. In an iterative process between Broomfield staff 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 Broomfield’s boundaries were eligible for the survey. Because local governments or organizations generally do not have inclusive lists of all the residences in the community (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the survey recipients.

A larger list than needed was pulled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside Broomfield’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 Broomfield. All addresses determined to be outside the study boundaries were eliminated from the list of potential households. Each address identified as being within city and county boundaries was further identified as being within one of the five City Council Wards. A random selection was made of the remaining addresses to create a mailing list of 3,000 addresses, distributed proportionately between the five Wards.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

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.

### SURVEY ADMINISTRATION AND RESPONSE RATE

Each selected household was contacted three times. First, a prenotification announcement was sent, informing the household that it had been selected to participate in the City and County of Broomfield Citizen Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by Mayor Randy Ahrens enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey, was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Each wave of the cover letter accompanying the survey included a web link for residents to visit if they preferred to take the survey online.

The mailings were sent in May 2015. Completed surveys were collected over the following seven weeks. About 3% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was

unable to deliver the survey as addressed. Of the 2,899 households presumed to have received a survey, 867 completed the survey (94 of which were completed online), providing a response rate of 30%. Response rates by Ward ranged from a low of 18% in Ward 2 to a high of 37% in Ward 4.

#### RESPONSE RATE BY AREA

Area	Number Mailed	Number Undeliverable	Number Returned	Response Rate
Ward 1	544	14	158	30%
Ward 2	792	58	129	18%
Ward 3	592	12	207	36%
Ward 4	632	15	228	37%
Ward 5	440	2	145	33%
<b>Overall</b>	<b>3,000</b>	<b>101</b>	<b>867</b>	<b>30%</b>

### Margin of Error

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 sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three 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 (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (N=867), 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 rises to as much as plus or minus 10% for a sample size of 100 completed surveys.

## SURVEY PROCESSING (DATA ENTRY)

Mailed surveys were returned 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 all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset is 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. Survey responses submitted via the Internet were downloaded and merged with the mail responses. Range checks as well as other forms of quality control were performed on the complete dataset prior to the final analysis..

## WEIGHTING THE DATA

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting “schemes” are tested to ensure the best fit for the data. The variables used for weighting were respondent sex and age, race, ethnicity, housing unit type (attached or detached), housing tenure (rent or own) and Ward. The results of the weighting scheme are presented in the following table.

## ANALYZING THE DATA

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Survey Frequencies*.

Also included are results by respondent characteristics (*Appendix D: Responses to Selected Survey Questions by Respondent Subgroups*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected 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. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

**2015 BROOMFIELD CITIZEN SURVEY WEIGHTING TABLE**

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	28%	19%	27%
Own home	72%	81%	73%
Detached unit	72%	93%	77%
Attached unit	28%	7%	23%
<b>Race and Ethnicity</b>			
White	88%	88%	88%
Not white	12%	12%	12%
Not Hispanic	91%	94%	92%
Hispanic	9%	6%	8%
<b>Sex and Age</b>			
Female	51%	59%	50%
Male	49%	40%	50%
Other	NA	0%	1%
18-34 years of age	29%	11%	27%
35-54 years of age	43%	32%	40%
55+ years of age	28%	57%	33%
Females 18-34	14%	7%	12%
Females 35-54	22%	20%	21%
Females 55+	15%	32%	17%
Males 18-34	15%	4%	15%
Males 35-54	21%	12%	20%
Males 55+	13%	24%	15%
<b>Area</b>			
Ward 1	21%	18%	20%
Ward 2	21%	15%	21%
Ward 3	21%	24%	21%
Ward 4	22%	26%	23%
Ward 5	16%	17%	15%

<sup>1</sup> Source: 2010 Census

## APPENDIX G: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected Broomfield households.

# COMMUNITY SURVEY



Dear Broomfield Resident, .....

Your household has been selected at random to participate in an anonymous survey about the City and County of Broomfield. You will receive a copy of the survey next week in the mail with instructions for completing and returning it.

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

Sincerely,

*Mayor Randy Ahrens*



City and County of Broomfield  
One DesCombes Dr.  
Broomfield, CO 80020  
[www.Broomfield.org](http://www.Broomfield.org)

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Permit NO. 94



May 2015

Dear Broomfield Resident,

The City and County of Broomfield wants to know what you think about your community and local government. You have been randomly selected to participate in the City and County of Broomfield's 2015 Citizen Survey.

Please take a few minutes to fill out the enclosed citizen survey. This is your opportunity to give your honest opinion of City and County services and your answers will help your City and County government make decisions that affect your community.

To get a scientifically reliable sample of Broomfield residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. Your household has been selected at random to participate in the survey. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:

[www.n-r-c.com/survey/broomfield2015.htm](http://www.n-r-c.com/survey/broomfield2015.htm)

Completing this survey is very important; especially since your household is one of only 3,000 households being surveyed. If you have any questions about this survey, please contact Jennifer Hoffman, Director of Communication and Governmental Affairs at [media-communications@broomfield.org](mailto:media-communications@broomfield.org) or (303) 438-6355.

Your participation helps build an even stronger Broomfield! Thank you for your feedback!

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Ahrens".

Randy Ahrens  
Mayor



May 2015

Dear Broomfield Resident,

About a week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response.

The City and County of Broomfield wants to know what you think about your community and local government. You have been randomly selected to participate in the City and County of Broomfield's 2015 Citizen Survey.

Please take a few minutes to fill out the enclosed citizen survey. This is your opportunity to give your honest opinion of City and County services and your answers will help your City and County government make decisions that affect your community.

To get a scientifically reliable sample of Broomfield residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. Your household has been selected at random to participate in the survey. **Your responses will remain completely anonymous.**

**You may complete the survey online if you would prefer, at:**

**[www.n-r-c.com/survey/broomfield2015.htm](http://www.n-r-c.com/survey/broomfield2015.htm)**

Completing this survey is very important; especially since your household is one of only 3,000 households being surveyed. If you have any questions about this survey, please contact Jennifer Hoffman, Director of Communication and Governmental Affairs at [media-communications@broomfield.org](mailto:media-communications@broomfield.org) or (303) 438-6355.

Your participation helps build an even stronger Broomfield! Thank you for your feedback!

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Ahrens", with a long, sweeping underline.

Randy Ahrens  
Mayor



# CITY AND COUNTY OF BROOMFIELD

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