

COMMUNITY REPORT



CITY AND COUNTY OF
BROOMFIELD
COMMUNITY
REPORT



CONTACT US



Front Row, Left to Right: Martha Derda, Stan Jezierski, Mayor Randy Ahrens, Sharon Tessier, Greg Stokes

Back Row, Left to Right: Mike Shelton, Kevin Kreeger, Elizabeth Law-Evans, David Beacom, Sam Taylor, Bette Erickson

We take pride in our beautiful community and all it has to offer, and we are honored that you have chosen to be a part of the Broomfield community. The mission of the City Council and City staff is “to work in partnership with the community to provide excellent services in an efficient, respectful, and courteous manner to enhance and protect the environment and quality of life of Broomfield citizens.” We take this mission seriously, and will do our best to meet your expectations. We hope that you engage with us to help strengthen Broomfield by serving on a committee, joining the conversation with us on social media, or enjoying a community event!

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City and County of Broomfield

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Economic Development

 twitter.com/InvestBroomfld

A MESSAGE TO THE RESIDENTS

Broomfield residents, businesses and community members, on behalf of the Mayor, City Council, and City and County Staff, I am pleased to present your 2016 Community Report ([mobile version](#)), which includes 2015 financial data.

Through project updates, accomplishments and upcoming goals, this report demonstrates how Broomfield's money is managed and how you are the cornerstone of every task, decision and strategy made by your Broomfield government. In 2015, the City and County of Broomfield focused on seven strategic outcomes to serve as a road map to guide our efforts including the following:

- **Safe Community:** Safety for residents, businesses, visitors, and the City and County workforce
- **Economic Vitality:** A diverse and sustainable economy through housing, employment, and shopping opportunities
- **Health, Leisure & Educational Opportunities:** Healthy community with a broad spectrum of opportunities for recreation, culture, education, and entertainment
- **Facilities & Transportation Infrastructure:** Safe, well-maintained, efficient and attractive facilities, streets, multi-modal opportunities, parks, trails, open space and utilities
- **Self Sufficiency:** Support for individuals and households requiring basic and temporary housing and financial assistance leading to self-sufficiency
- **Environmental Stewardship:** A regional leader in environmental stewardship, open space preservation, water, and other natural resource management
- **Engaged & Fiscally Responsible:** Innovative, responsive, efficient, and fiscally responsible government with an engaged community and workforce

While looking back, new initiatives are already underway for 2016 based on your generous feedback and direction set forth in this year's City Council priorities. These include significant progress on Broomfield's Civic Center development, Dillon Road construction, multi-modal transportation improvements, water demands, open space acquisition, financing projects, debt reduction and continued efforts on economic development opportunities.

Thank you for another year of allowing our City and County team to serve you, your families, and businesses with the quality programs and services you have come to expect and enjoy. We look forward to serving you in 2016 and hope you will join the on-going community conversation through public meetings, social media, periodic surveys and our B In The Loop e-newsletters.

Charles Ozaki
Broomfield City and County Manager



Our Mission:

Working in partnership with the community, The City and County of Broomfield provides excellent services in an efficient, respectful and courteous manner to enhance and protect the environment and quality of life of Broomfield citizens.

Guiding Values:

- We are here to serve our citizens as advocates and problem solvers
- We always treat our citizens and employees with dignity, respect and equity
- We are fiscally responsible
- We are here to help Broomfield be a safe and enjoyable community filled with opportunity for citizens and employees
- We care and we show it through our positive manner
- We respond quickly and we follow up
- We value vision, diversity and progressive thinking
- We encourage new ideas and suggestions
- We maximize opportunities to advance the interest of the community as a whole

TOP ACCOMPLISHMENTS IN 2015:

- Completion of The Bay's new [Tot Pool and Sprayground](#), replacing the existing tot pool.
- [Depot Museum](#) receives History Colorado Grant for renovation and completes its restoration.
- Completion of the [Ruth Roberts Pedestrian Bridge](#) between Broomfield's Lake Link Trail and the Boulder County Rock Creek Trail.
- Created the inaugural [Broomfield 100 Challenge](#).
- Completion of the [Broomfield Trail](#) from Sheridan to Lowell and the Ruth Roberts Connector Trail and bridge.
- [US 36 Express Lanes and bike lanes](#) opening to FlatIron Crossing completed.
- [Sculpture Trail](#) opens in the Broomfield County Commons.
- [Arts and Culture Master Plan](#) - "Bringing Life to Great Ideas."
- Broomfield was included in the newly created [North Metro Enterprise Zone](#), a program designed to provide businesses with tax credits for making investments and creating jobs in certain areas of our community.

THEN

WHAT WE ARE WORKING ON NOW:

- Design and construction of [McKay Lake/Lambertson Farms park](#), open space, park, and trail improvements.
- [Lowell Boulevard improvements](#) completion (W. 136th Avenue to W. 120th Avenue.)
- [Civic Center Project](#) - a mixed use center with locally owned or otherwise desirable eateries and retail outlets, professional offices and residential opportunities.
- [Comprehensive Plan](#) update.
- Transportation planning of State Highway 7 evaluates multi-modal (car, bus, bike and walk) improvements to reduce congestion, improve operations, and enhance safety.
- Completing the [Metzger Open Space farmstead](#) stabilization.
- The new [Health and Human Services building](#) is completed on the northeast corner of Main Street and 1st Avenue.
- Design and construction of the West Midway to Industrial Lane pedestrian overpass at [Hoyt Street](#).
- Redesign the City and County Website.
- Completing [Zuni Chlorine Station Remodel](#).
- Completing [North Community Trail](#) - W. 144th Ave. to Sheridan.
- [Broomfield Community Center](#) Phase 1 Remodel.

NOW

A LOOK FORWARD:

- Implement E-Ticket System for Municipal Court to streamline ticket administrative process.
- Begin proactive replacement of [ash trees](#) in city maintained areas.
- Evaluate options for converting street lights to LED.
- Improving our transportation systems with involvement in the Highway 7 Coalition, 120th Ave Connection, increased bus service in and around Broomfield.
- [Dillon Road improvements](#).
- [Phase 3 of Bay Aquatic Park](#) improvements.
- 2016 sanitary sewer system improvements and waterline replacement.
- 2016 playground replacement.
- Assessor/Central Records/Motor Vehicle office remodel.
- Update of the Open Space, Parks, Recreation, and Trails Master Plan.
- Implementation of Quiet Zones at railroad crossings.
- West Midway pedestrian overpass, and complete the Rock Creek Trail pedestrian underpass near 96th Street and West Midway Blvd.

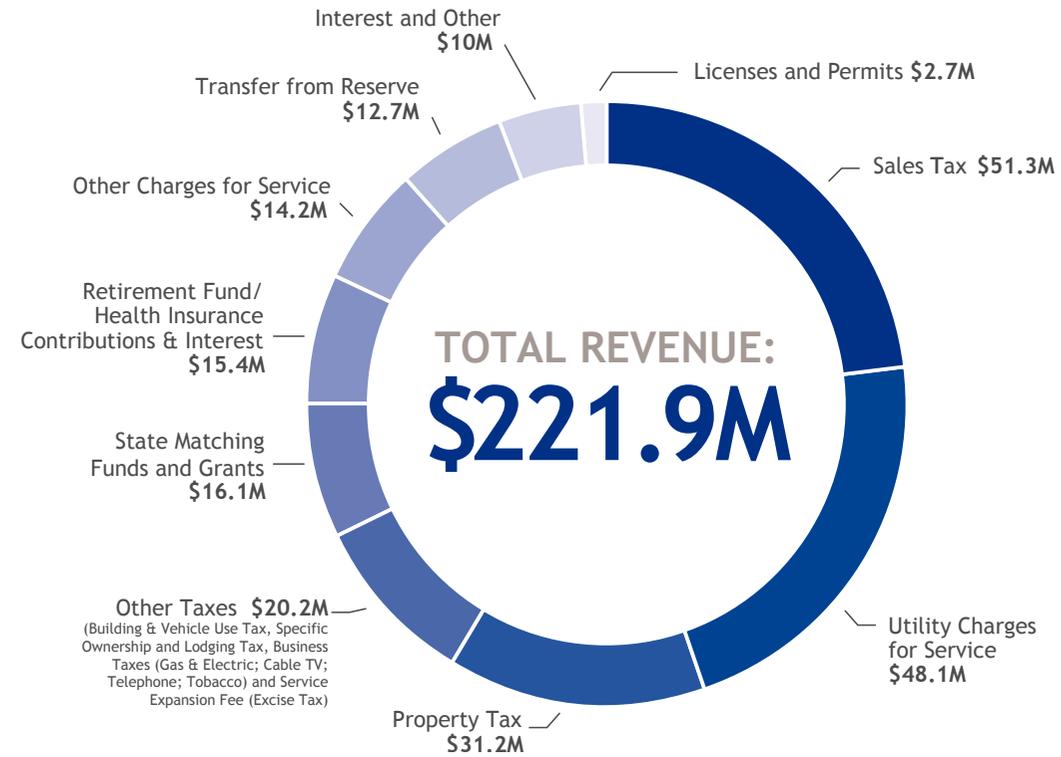
FUTURE



MONEY MATTERS...

Things to know about Broomfield's money management...

WHERE BROOMFIELD'S MONEY COMES FROM (ALL FUNDS): 2015 REVENUES



WHAT THIS MEANS TO YOU

The average single-family household pays monthly:

\$72 in Broomfield property tax,

\$108 in Broomfield sales taxes, or

\$180 total for basic Broomfield services

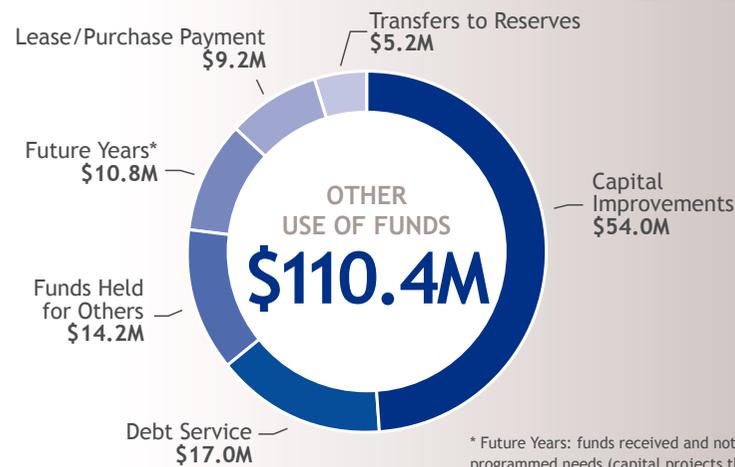
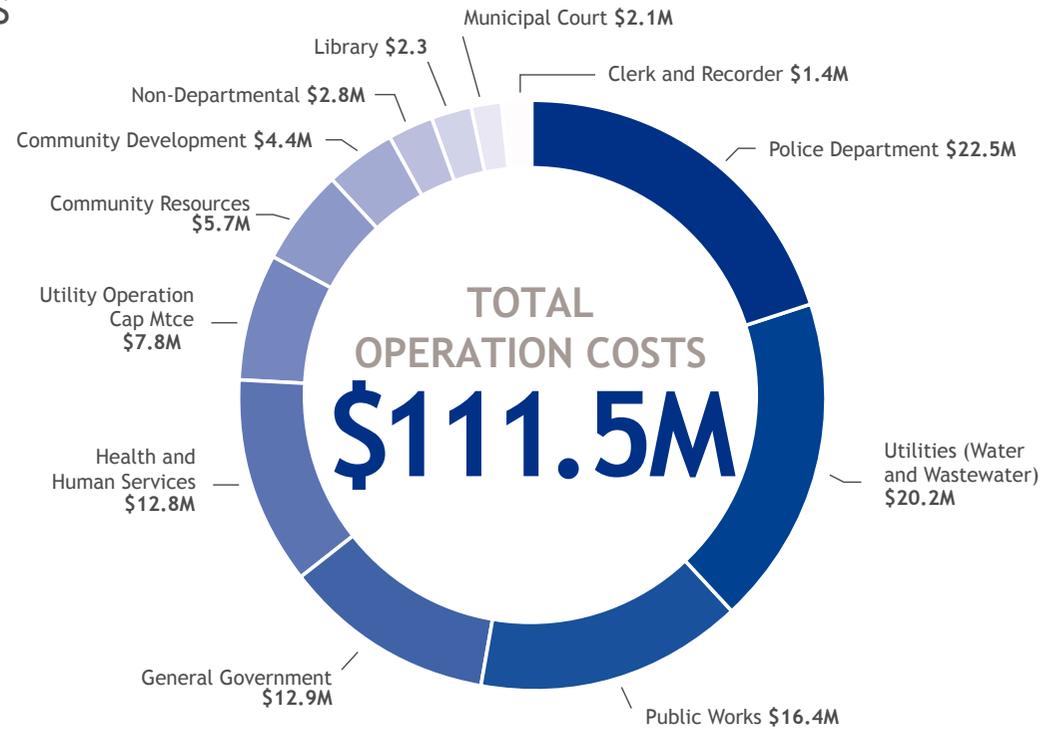


MONEY MATTERS...

Things to know about Broomfield's money management...

WHERE BROOMFIELD'S MONEY GOES:

2015 EXPENDITURES



* Future Years: funds received and not spent in the current year and are available to be spent in future year(s); programmed needs (capital projects that will roll forward) and the remaining portion represent funds that can be used for future needs of a growing community.



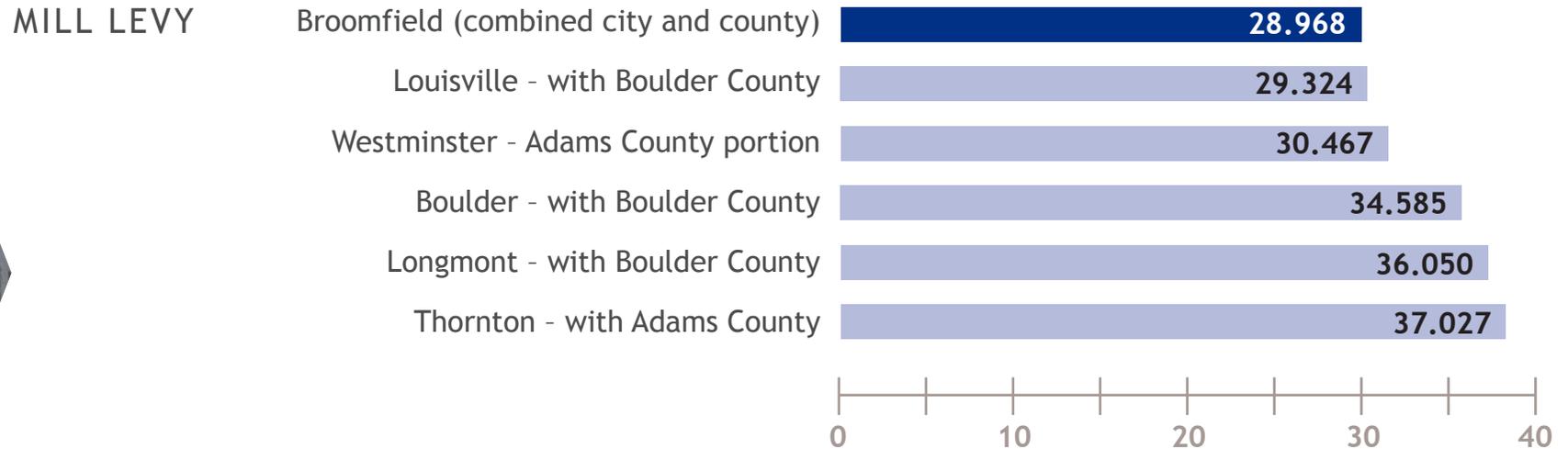
MONEY MATTERS...

Things to know about Broomfield's money management...

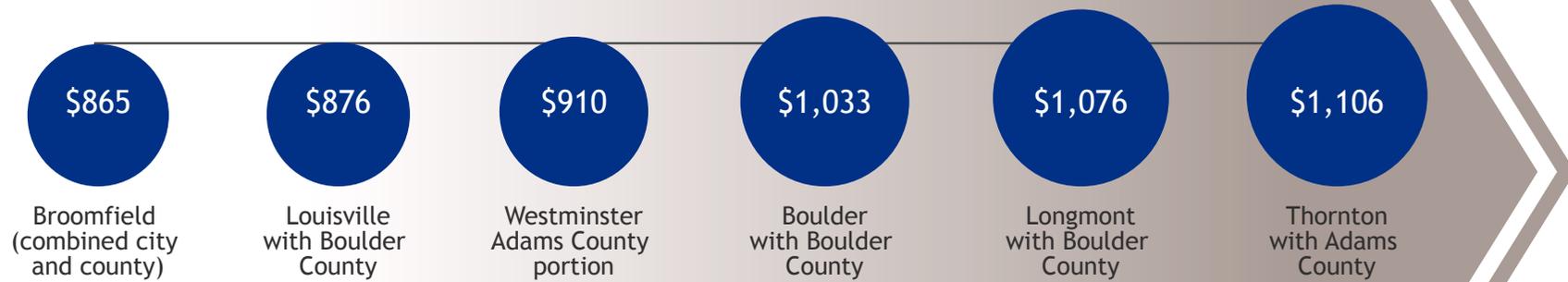
PROPERTY TAXES

Services provided to residents depend on property tax and sales tax revenues from businesses. The average Broomfield household pays approximately \$2,160 in Broomfield sales and property taxes every year—about \$180 per month. For the average household, the cost to provide city and county services, excluding utilities, is approximately \$4,500 per year.

The difference between the annual amount paid by residents and the total (\$2,340) comes from sales and property tax revenues paid by businesses and sales taxes paid by out-of-town retail shoppers. In 2015, 42% of the funding for services came from residents. The remaining 58% came from business property taxes and sales taxes collected through businesses.



AVERAGE ANNUAL PROPERTY TAXES PAID FOR CITY AND COUNTY SERVICES*



28.968 MILLS

BROOMFIELD'S PROPERTY TAX MILL LEVY, unchanged since 2001, when Broomfield became a combined city and county.

* Single-family residences only.



MONEY MATTERS...

Things to know about Broomfield's money management...



DID YOU KNOW

For property tax purposes and by state law, a home is assessed at 7.96% of its market value. By comparison, again for property tax purposes and by state law, a business property is assessed at 29% of its market value. Consequently, a single family home valued at \$375,000 - the average value in Broomfield - has an assessed value of \$29,850. Comparatively, a business valued at the same amount - \$375,000 - has an assessed value of \$108,750. The same property tax mill levy is applied to both values, so it's easy to see that revenues from businesses are crucial to Broomfield's economic health.

For homeowners, when only the Broomfield mill levy is applied, the average annual property tax that goes to Broomfield is \$865, or 29% of the total property tax bill. The tax bill that property owners receive is always higher than that amount. Why? Because 45% of the total, on average, goes to the school districts (Adams 12, Jefferson County and Boulder Valley and other districts that cover small portions of northern Broomfield), 13% goes to the various special districts in some areas of the city, and 10% goes to the North Metro Fire Rescue District. Other, smaller taxing entities make up the rest, less than 1%.

WHERE PROPERTY TAXES GO



SALES TAXES

Broomfield's sales taxes are a significant source of revenue that helps pay for the many services and programs residents enjoy. The sales tax rate has not changed in over a decade. It varies slightly by jurisdiction or shopping area because of agreements with special districts created at the time of development that call for a revenue source to pay for unique operating costs or repay infrastructure construction costs. These are in The FlatIron Improvement District and The Arista Improvement District.

Broomfield's citywide sales tax rate is 4.15%. This consists of a 3.5% base rate, .25% for open space and parks, and another 0.4% for county services. Additional sales taxes are levied by the state of Colorado, Regional Transportation District (RTD), Scientific and Cultural Facilities District (SCFD) and the special improvement districts at FlatIron and Arista.

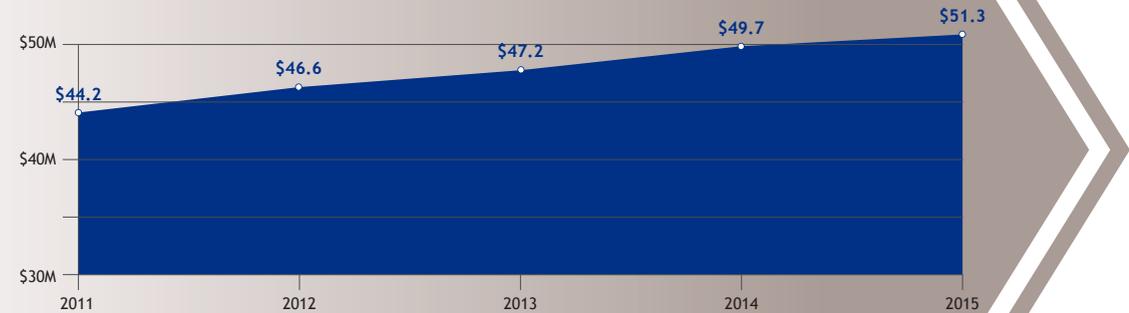
BROOMFIELD SALES TAX

\$51.3M

in sales tax revenues



SALES TAX REVENUE



STRATEGIC OUTCOMES

Each year, services to Broomfield residents are guided by the vision and goals of the Broomfield Comprehensive Plan for land use, priorities set by the City Council, along with citizen-focused mission and values statements. Management has distilled these guiding statements into seven desired outcomes. These areas are: Safe Community, Economic Vitality, Health, Leisure, and Educational Opportunities, Facilities and Transportation Infrastructure, Self-Sufficiency, Environmental Stewardship, and Engaged and Fiscally Responsible Government. Each Key Initiative report provides an update on progress toward achieving these outcomes and the value you receive for your tax dollars.



ECONOMIC VITALITY on page 10



SAFE COMMUNITY on page 13



FACILITIES AND TRANSPORTATION INFRASTRUCTURE on page 16



HEALTH, LEISURE AND CULTURAL OPPORTUNITIES on page 18



SELF SUFFICIENCY on page 21



ENVIRONMENTAL STEWARDSHIP on page 23



ENGAGED AND FISCALLY RESPONSIBLE GOVERNMENT on page 25



ECONOMIC VITALITY

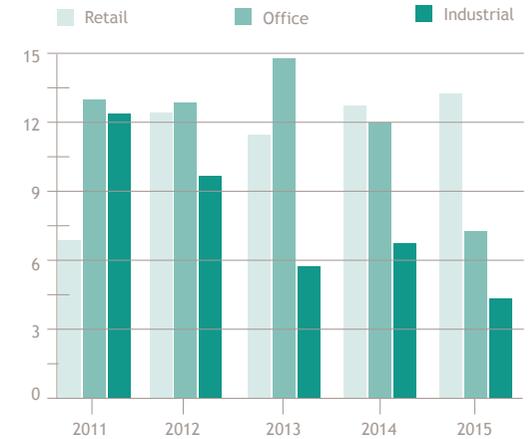
To keep Broomfield fiscally sound and one of the strongest and most resilient economies in the region and country, Broomfield City Council and staff recognize that economic vitality is the key. This translates into stable property-values, vibrant shopping and entertainment venues, beautifully master planned communities, and continued investment in infrastructure and place-making. During the planning process, economic development efforts consider a project's compliance with the 2013 Long Range Financial Plan to make sure that growth pays its way, and that future revenues will allow the continuation of high quality service and program levels as Broomfield builds out.

Whether we are building the foundation for projects to happen or working directly with our public and private sector partners to educate them on the opportunities Broomfield has to offer, we are continuously collaborating and partnering with those who choose Broomfield.

The City and County of Broomfield, Metro Denver and Colorado continue to be recognized as one of the nation's best business climates.

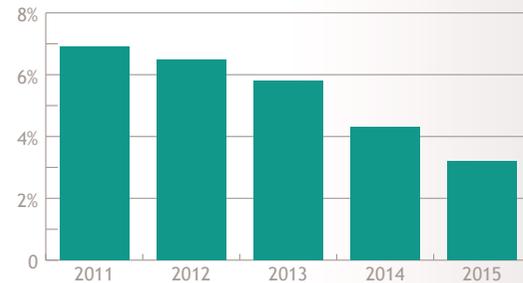
- Colorado Ranked #2 in Small Business Activity (Kauffman Index 2015)
- Metro Denver Ranked the 4th best place for business (Forbes 2015)
- Broomfield is among the top 10 suburbs for Families in Denver
- Metro Denver is the fourth fastest growing MSA in the U.S. (Forbes 2015)
- Metro Denver is a top 10 destination for people relocating (Penske 2015)
- Broomfield was the second fastest growing city in Colorado by percentage
- Broomfield continues to attract top-paying employers due to its strategic location between Boulder and Denver

VACANCY RATE OVER 5 YEARS



UNEMPLOYMENT RATE YEARS

Broomfield's unemployment rate has been below the national rate for the past five years. This trend also applies to Colorado and Denver.



18 = 1100 COMPANIES NEW JOBS

BROOMFIELD IS THE 2ND FASTEST GROWING CITY IN COLORADO

* As Forbes named Denver-Aurora-Broomfield in 2013



ECONOMIC VITALITY

2015 Highlights

- Broomfield launched InvestBroomfield.com, an economic development website designed specifically to supply businesses and real estate professionals with the information they need to invest in Broomfield.
- Eighteen companies brought 1,100 new jobs to Broomfield.
- [Enhance Broomfield](#), a building beautification program, was launched in 2015 with a \$100,000 initial allocation. Four projects were funded, providing businesses and commercial building owners with funds to help improve the exterior appearance of their facilities.
- Broomfield was included in the newly created [North Metro Enterprise Zone](#), a program designed to provide businesses with tax credits for making investments and creating jobs in certain areas of our community.
- Enterprise Zone Areas:
 - Research & Industrial Park
 - Warehouse District
 - Broomfield Station
 - Parts of 120th Avenue
- [North Metro Small Business Development Center](#) continued to serve customers through 447 business consulting sessions totaling 518 advising hours. They estimate that they have helped to create and/or retain 20.5 jobs in 2015.
- Sales tax revenue collected for 2015 was \$51,265,359, an increase of 3.1% or \$1,532,740 from 2014
- Total building permit valuation for 2015 was \$283,463,806, a slight decrease from 2014 of \$198,953.
- Apartment vacancy in the fourth quarter of 2015 was 6.2%, a decrease of 4.5 percentage points compared to the same time in 2014.
- The number of businesses in Broomfield increased 9.1% between the Q2-2014 and Q2-2015, jumping 213 businesses to 2,554.
- Workers in Broomfield saw their wages increase 13.9% between the Q2-2014 and Q2-2015, with the biggest gains in Information Technology (40.6%), and Professional Business Services (20.1%)



ACCESS
BROOMFIELD CHAMBER

 **215**
customers
served

\$328K
PRIVATE FUNDS

Leveraged
to

Beautify
BROOMFIELD





KEY INITIATIVES

HIGHLIGHTS

- Prepare a State Highway 7 economic development plan.

LOOKING AHEAD

- Continue to create regional, national, and international brand awareness of Broomfield and its position as a regional leader in business.
- Enhance key retail districts.
- Fill vacancies in 120th Avenue corridor.
- Complete a Development Agreement for the [Civic Center](#) project.
- Work with private sector partners to develop and promote [North Park](#) and the [Colorado Applied Research and Science Park](#).
- Work to take advantage of opportunities to improve zoning/development/licensing processes to reduce barriers for new and expanding businesses.
- Continue working with local businesses to ensure retention of the local employment and tax base.
- Continue partnering with the [Broomfield Chamber of Commerce](#), the [North Metro Small Business Development Center](#), and the [Business Resource Center](#) to support the creation and sustainability of small business in the community.



SAFE COMMUNITY

2015 Highlights

- [Neighborhood Watch](#) programs have become key to emergency response planning. More than 220 block captains participate in Neighborhood Watch and cover nearly every neighborhood or subdivision.
- Broomfield contracted with the Boulder County Public Health Department to inspect Broomfield well sites to test for leaks, venting, and spills while on the well sites and ensure compliance with City and County of Broomfield Oil and Gas Regulations. [Public Health and Environment](#) then developed an inspection program, which includes process and reporting, presenting collected data, reporting and tracking complaints to state agencies, and mapping sites.
- Broomfield staff serviced each of the city’s 3,487 fire hydrants twice in 2015 to make sure they function properly in case of fire.
- The Epidemiology and Disease Control division conducted 103 communicable disease investigations and coordinated with [Colorado Department of Public Health and Environment](#) (CDPHE) on Ebola response and planning for monitoring travelers from western Africa and was awarded a CDPHE grant for Ebola-related planning.
- The Retail Food Establishment Program conducted 651 [restaurant inspections](#) and conducted [38 food establishment plan reviews](#) in 2015. Educational sessions provided retail food safety information, materials, and technical assistance to industry partners, and retail food establishment operators.
- 4,340 code complaints resulted in voluntary compliance.
- [National Night Out](#) brought 800-1,000 residents to [Broomfield County Commons Park](#) in August to check out learning stations and “touch a truck” with emergency service vehicles.
- In 2015, the [Police Department](#) secured a new records management software that combines all data entered through the dispatch, crime reports, and jail operations. The new system provides for improved information flow, data analysis, records management, and improved response to crime and community concerns in Broomfield.
- Broomfield’s new emergency radio system provides immediate communication between field units and the 911 center for police, fire, and public works. This system also provides greater reception and transmission clarity throughout Broomfield to enhance the safety of responders and delivery of services to the community.
- Broomfield opened its [Alternative Sentencing Unit](#) (work release) in January 2016. The [combined courts](#) now have a sentencing alternative that allows citizens to serve jail time while remaining employed and supporting their families. Additionally, women are the fastest growing jail population in the United States and Broomfield had limited space for female prisoners in the original portion of the detention facility. In March 2016, Broomfield P.D. was authorized to open the much larger women’s pod in the expansion portion of the facility.

3487

FIRE
HYDRANTS
SERVICED 

220 

NEIGHBORHOOD
WATCH CAPTAINS

651 

RESTAURANT
INSPECTIONS



SAFE COMMUNITY

SERVING FAMILIES THROUGH DIFFERENTIAL RESPONSE

[Broomfield's Family and Children's Services Division](#) Serving families and protecting children through Differential Response (DR). DR is an intervention to respond with more flexibility in reporting child abuse and neglect cases and to better meet individual family needs. DR, also called "alternative response" or "dual track" is a way of structuring child protection services that allows for more than one method of initial response to reports of child abuse and neglect. DR emphasizes the importance of broadly assessing all families' situations to identify and meet underlying needs with each pathway focused upon assessments of child safety and/or risk throughout the involvement of child protection services. Each pathway recognizes the benefit of responding differently to different types of reports.

DID YOU KNOW

The [Family and Children's Services Division](#) (CAFS) team exceeded state performance standards for timely responses to child maltreatment reports. 97% were seen within the designated timeframe, exceeding the 90% state standard.

Full implementation of a new child abuse hotline application and protocol was achieved in 2015. The division received 1,387 hotline calls between January 1, 2015 and February 25, 2016.

Broomfield's CAFS Division earned IV-E Demonstration Project Savings for state fiscal year 2014/2015 in the amount of \$16,491 as a result of reduced out of home placement costs. All earned savings are to be expended on additional child welfare expenses. These savings will be used to increase services to families.

1,387
CHILD ABUSE HOTLINE
CALLS RECEIVED



SAFE COMMUNITY

KEY INITIATIVES

HIGHLIGHTS

- Implement new police communication software to increase officer and other staff efficiency and effectiveness in responding to community safety needs.
-

LOOKING AHEAD

- Continue refining programs to educate citizens about safe coexistence with wildlife.
- Continue police patrol and investigation efforts in collaboration with the community to identify and resolve safety and crime concerns.
- Build data analysis capability to identify and address calls for service reported to the Police Department.
- Identify, validate, and respond to neighborhood traffic complaints reported to the Police Department. Continue to work with area schools to enhance safety within the schools.
- Evaluate the type and amount of drugs seized within Broomfield as an indicator of emerging needs for City and County resources. Increase community engagement events attended by Police Department to continue to build trust within the community.
- Provide crime victims, served by [victim advocates](#), with the support and resources necessary to recover from victimization.
- Monitor the number of inmates requiring drug/alcohol treatment within the detention facility, and design programs necessary to break their addiction with the assistance of the Courts, Health and Human Services, and other resources available throughout the community.
- Continue expanding [snow and ice control operations](#) as new street development occurs.
- Continue to monitor [water quality](#) in the water distribution system to ensure compliance with the Safe Drinking Water Act.
- Continue to implement the various programs under the Federal IV-E Initiative (e.g., Red Team, Permanency Roundtables, and Differential Response) to work to prevent child abuse and neglect in a timely fashion.



FACILITIES AND TRANSPORTATION INFRASTRUCTURE

Broomfield prides itself on streets and thoroughfares that are geared toward multi modal transportation - bicycles, pedestrians, and vehicles. Places where residents recreate, come to do business or get services are also part of the overall infrastructure that keeps Broomfield at the top of its game. There are 5,309 acres of open space, 281 miles of trails, and 802 acres of parks and recreational fields included in Broomfield’s facilities planning and maintenance programs. Infrastructure also includes the water treatment plant, sewer treatment plant, and the underground lines that keep Broomfield’s faucets providing clean running water for residents, and lines that carry away waste water to be treated and reused to irrigate the city’s parks, landscaped areas, and athletic fields.

CAPITAL IMPROVEMENT PROJECTS

	2011	2012	2013	2014	2015
Drainage and Storm Water	\$78,888	\$302,630	\$229,062	\$242,295	\$158,588
Transportation System	\$5,343,788	\$5,784,241	\$8,357,039	\$5,561,556	\$11,633,216
Water Fund	\$1,576,129	\$2,122,618	\$1,565,732	\$2,096,487	\$5,488,968
Sewer Fund	\$933,406	\$2,110,249	\$10,078,638	\$2,068,270	\$2,317,822
Water Reclamation Fund	\$577,108	\$382,941	\$316,991	\$110,953	\$119,334

Transportation Infrastructure also includes Broomfield’s participation in state and regional roadway, transit, and bicycle projects. [The US 36 Express Lanes Project](#) includes new managed lanes, accommodates the Regional Transportation District’s [FasTracks](#) Bus Rapid Transit operations, and constructs a bike lane along US 36. The Wadsworth Parkway Bridge was replaced and the new [Uptown Avenue Bridge](#) was constructed as part of this project. Broomfield is participating in planning for future improvements to State Highway 7 and Interstate 25.

[The 120th Avenue Connection project](#), connecting Interlocken Loop/State Highway 128 across US 36 to West 120th Avenue, will relieve traffic by providing a new road serving Arista, the Interlocken business park, and the FlatIron Crossing shopping areas. The next phase is under construction.

2015 Highlights

- In 2015 the [wastewater treatment facility](#) successfully treated 2,316.23 million gallons of wastewater and achieved 100% compliance with permit requirements.
- Updated the [Broomfield Trails Map](#) and hosted the 1st [Broomfield 100 Challenge](#), with 800 participants.
- Completed Trail Connections: Broomfield Trail section from Sheridan Blvd. to Lowell Blvd., adding 1 mile of new trail; Ruth Roberts connector trail and bridge, connecting the Lake Link Trail to the Rock Creek Trail; trail connections from Greenway Park to 120th Avenue; and reconstructed a trail adjacent to Wadsworth Blvd. near the Ball Corporation.
- 5,057 linear feet of waterlines were inspected and/or constructed in residential neighborhoods during 2015.
- In 2015, 331,320 feet of sewer lines were inspected for damage, cracks, and blockages with the city’s TV inspection equipment.
- Monthly cleaning of sewer lift stations throughout Broomfield resulted in hauling 250,000 gallons of grease to the Wastewater Plant for proper treatment, thereby reducing odors throughout Broomfield.





FACILITIES AND TRANSPORTATION INFRASTRUCTURE

KEY INITIATIVES

HIGHLIGHTS

- Complete construction of the new [Health and Human Services Building](#) without issuing new debt.

LOOKING AHEAD

- Design and Construction of the [West Midway to Industrial Lane pedestrian overpass](#) at Hoyt Street.
- Work with the State of Colorado to complete the [120th Avenue Connection Final Phase](#).
- Complete widening and improvements to [Lowell Boulevard](#) from East Midway to 136th.
- Complete intersection improvements and lane-widening on [Dillon Road / 144th Avenue](#) to begin improving traffic flow and improving safety for pedestrians and cyclists.
- Complete annual pavement preservation work planned to resurface 26 miles of street and water line replacement program to replace approximately 5,000 feet of aged and deteriorating water mains.
- Continue to fund cash reserves to pay for the next planned facility addition, the Public Works Service Center.
- Partner with Regional Transportation district (RTD) to begin operation of expanded Call-n-Ride to northeast neighborhoods.
- Complete the South Preble Creek Lift station.



HEALTH, LEISURE AND CULTURAL OPPORTUNITIES

Broomfield residents are educated, active, and healthy, and they expect a well-rounded menu of opportunities to satisfy their interests. These include learning opportunities, history, cultural performances, library services, public art, open space and trails, quality parks and athletic fields, and varied recreational opportunities. The expectations for these opportunities are outlined in the [Comprehensive Plan](#) in sub-area plans and topic-area plans including: [Creative Broomfield](#)—A Master Plan for Cultural Development, [Public Art Master Plan](#) and the [Open Space, Parks, Recreation and Trails Master Plan](#).

2015 Highlights

- In 2015, Broomfield Open Space offered 24 educational programs for approximately 3,300 participants, and coordinated 12 volunteer projects with 110 participants.
- Broomfield carried out ongoing management of significant wildlife issues related to coyotes and prairie dogs, and research on natural habitats.
- Broomfield and Boulder County received a Colorado State Trails grant to complete a [trail connection](#) from the Lake Link Trail in Broomfield to the regional Rock Creek Trail in Boulder County.
- In 2015, the [Broomfield Depot Museum](#) received a second State Historic Fund grant in the amount of \$94,578 to address the restoration of the Depot’s exterior doors, windows, and siding. This work was completed in early 2015.
- The arts and culture master plan, [Creative Broomfield](#), was updated in a public process that included approximately 1,000 residents, artists, and business and civic leaders.
- Thirty pieces of public art have been installed using the 1% designated CIP funding. Visitors to the Broomfield Depot Museum increased from just over 400 in 2011 to almost 1,300 in 2015.
- The City and County of Broomfield received the [Playful City USA](#) designation for the fourth year in a row.
- Broomfield began construction of the [Broomfield County Commons Yellow Pod Athletic Fields](#). The approximately 12.7 acres will be constructed of synthetic turf allowing for year-round use and water and maintenance cost savings. Completion estimated for Spring 2016.

802
ACRES
of developed park
and recreation areas

5,309
ACRES OF
OPEN SPACE

24 Open Space
EDUCATIONAL
Events

12
VOLUNTEER
Events

281
MILES OF TRAILS



HEALTH, LEISURE AND CULTURAL OPPORTUNITIES

2015 Highlights

- Broomfield Recreation started offering the nationally recognized "Note to Float" learn-to-swim program. The Pool's outdated lifejackets were replaced along with racks to keep them dry and well maintained. Lifejackets are now available at all swimming pools for customers to use for free.
- The Broomfield Therapeutic Recreation Program participated in nine different special Olympics team competitions in 2015. These sports include: basketball, swim team, track & field, gymnastics, soccer, softball, golf, bocceball and bowling.
- Recreation programs continued to see large participation numbers; Gymnastics averaged 900 participants per session and is the largest program in the state; Youth Basketball had 1,212 participants (K-8th grade); Pickleball had over 6,000 drop-in participations; Youth and teen camp programs saw 435 kids; The Mini-Mini HaHa had 200 registered participants; the Youth Diving program had over 50 participants; and over 13,000 children and adults enrolled in swim lessons.
- Recreation offered 188 drop-in fitness classes in 24 different formats and 32 water aerobics classes every week between the Paul Derda Recreation Center and Broomfield Community Center. The facilities saw 109,354 drop-in fitness participations, with the youngest being 12 years old and the oldest 87 years young.

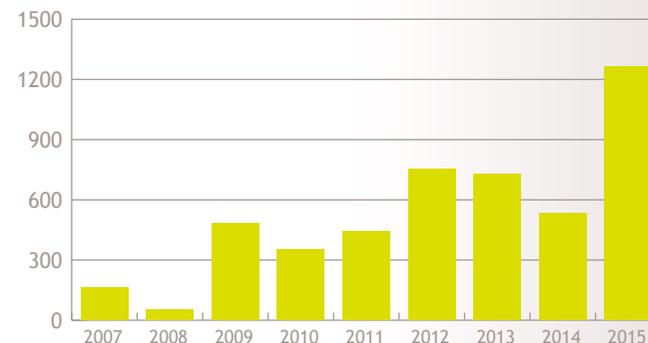
BROOMFIELD PUBLIC LIBRARY

- 5,589 children and youth participated in the 2015 Summer Reading Programs.
- The Mamie Doud Eisenhower Public Library hosted a month long "Discover Tech: Engineers Make a Difference" inter-active exhibit throughout the building for all ages to learn from and enjoy.
- A Maker Space called the "Discovery Lab" was created in the library for youth to experience hands-on activities led by local "Makers-in-Residence." Activities ranged from woodworking, to coding; from fabric art to 3-D printing. The program has now been expanded to include sessions for adults.
- In 2015, the Flatirons Library Consortium (FLC) was officially registered as a Colorado non-profit corporation allowing the Mamie Doud Eisenhower Public Library Broomfield to team up with other area libraries to maximize library services and cost savings. Using the leverage of size, the non-profit will allow participating libraries access to more materials, one automated system to improve redundancy and additional saving via cooperative purchasing of other services and products such as databases and e-books.



Flatirons Library Consortium

BROOMFIELD DEPOT MUSEUM ATTENDANCE



RECREATION SERVICES TOTAL PAID VISITS

	2013	2014	2015
Paul Derda Center	454,248	456,122	462,271
Community Center	66,518	70,008	71,492
Bay Aquatic Park	78,000	82,000	85,000



HEALTH, LEISURE AND CULTURAL OPPORTUNITIES

KEY INITIATIVES

HIGHLIGHTS

- Complete basic renovations at The Bay Aquatic Park to ensure continued compliance with current safety and customer service requirements.
 - Install new athletic fields with artificial turf at the [Broomfield County Commons](#) to provide needed practice and game fields.
-

LOOKING AHEAD

- Implement a new Auditorium booking/reservation program to efficiently handle increased use.
- Construct phase 1 of [McKay/Lambertson Park Master Plan](#).
- Expand the Library's electronic resources (e-books, downloadable audio books, data bases, and learning apps)
- Continue improving and expanding Broomfield's [Early Learning and Parenting Outreach program](#) and [Summer Reading](#) programs.
- Expand "Maker Space" programs to include adults and additional community partners.
- Continue structural improvements and restoration of the Depot Museum.
- Continue to implement the Open Space and Trails signage program.
- Continue to collaborate and provide staff support for volunteer outreach groups such as the [Broomfield Nature Program](#), [Wildlife Masters](#), and [Coyote Crew](#).
- Complete renovation of the locker rooms and elevator at the [Broomfield Community Center](#) as part of a multi-year plan to ensure compliance with current safety and customer service requirements.
- Continue to implement the [Broomfield Public Health Improvement Plan](#) in an effort to reduce obesity by increasing community outreach and awareness and promoting nutrition and physical activity.
- Public health will work to reduce the number of unintended pregnancies through education, access to screenings, and reproductive services.



SELF SUFFICIENCY

Public Assistance programs are provided through Broomfield's Housing Authority and Health and Human Services department, a result of the combined city and county government created in 2001. These are programs that include housing assistance, food assistance, medical benefits, energy assistance, work force services, child support and much more.

2015 Highlights

- The [Broomfield Workforce Center](#) successfully began implementing the Workforce Innovation and Opportunity Act (WIOA) to bring policies and practices into compliance with this complex legislation.
- The Workforce Center's Adult Job Fair brought 300 job seekers and 58 employers together in 2015. The 2015 Youth Job Fair had 61 employers and 450 youth in attendance.
- Public Assistance achieved a 97% timeliness application processing rate for the Food Assistance program, exceeding the federal standard of 95%.
- [Health and Human Services](#) fully implemented the [Employment First program](#) to assist Food Assistance clients find jobs and become self sufficient. As a result of the success of this program, Broomfield's Food Assistance case loads continue to drop.
- Despite a 60% reduction in funding for Health Care Navigators across the state, Broomfield received funding for state fiscal year 2015/2016 through [Connect For Health Colorado](#) in 2015. Broomfield's Health Care Navigator has assisted residents to research health care options on the national health care exchange and obtain health care coverage.

ADULT JOB FAIR BROUGHT
300 
JOB SEEKERS

DID YOU KNOW

- Medical Assistance cases increased 29% in 2015, yet Health and Human Services continued to meet the demand for services.
- Health and Human Services assisted almost 5,000 households with Medical Assistance benefits in 2015.

MEDICAL ASSISTANCE TO
5,000 
HOUSEHOLDS



SELF SUFFICIENCY

KEY INITIATIVES

HIGHLIGHTS

- Complete construction of the new [Health and Human Services Building](#) without issuing new debt.
-

LOOKING AHEAD

- Continue to manage the increasing demand for transportation services through the [Easy Ride program](#) and through coordination with other regional providers.
- Manage the increasing Medicaid case load associated with implementation of the federal [Affordable Health Care Act](#).
- Increase the number of clients receiving [Employment First Services](#) in an effort to increase client self-sufficiency.
- Continue to work to develop and administer federal [housing assistance programs](#) for low - and moderate-income residents.





ENVIRONMENTAL STEWARDSHIP

Caring for the community includes care for the land and resources. Fulfillment of this duty is reflected in many ways from preservation of open lands and trails to extensive recycling initiatives throughout the year. Residents have many opportunities to contribute to these efforts through the annual [Spring Cleanup](#), [Household Hazardous Waste Collection](#), and [Drug Take Back](#) events.

Broomfield's Sustainability Plan, located within the [Comprehensive Master Plan](#), outlines the community-authored expectations that define the stewardship expected for Broomfield's contribution to protecting the environment. These include opportunities for recycling, shredding, drug take-back, neighborhood cleanup, and hazardous waste events, compliance with regulations for drinking water and waste water, and overall attention to proper environmental best practices.

2015 Highlights

- Ponds in Broomfield's parks and open space areas are monitored routinely during the summer months to check water quality and aesthetics. They were checked 341 times in 2015.
- In 2013, more than 634 tons of material were collected over three weekends in the annual Spring Cleanup event, and more than 46 tons of the material were able to be recycled.
- The 132-acre Harmer-Galasso Open Space property was acquired.
- City Council approved the [McKay-Lambertson](#) Open Lands Master Plan Phase I improvements, and started design work.
- Completed the design of the new Tom Frost Reservoir trailhead in coordination with the [Lowell Boulevard improvements](#).

Earth Day Everyday!

- Spring Clean up - April 30 and May 7 & 14 , 2016
- [Household Hazardous Waste](#) Collection Day - May 14 and Oct. 1, 2016
- Year-round Recycling Programs
 - [Tree Branch](#)
 - [Waste Oil and Cooking Oil](#)
- [Prescription Drugs Waste Collection Day](#) - April 30, 2016
- Gardening [Calendar](#)
 - Rose Gardening (April 30, 2016)
 - Species/Noxious Weeds (April 23, 2016)
 - Sprinkler System Efficiency Workshop (May 21, 2016)

BROOMFIELD STAFF COMPLETED

20,258

Water Quality Analyses for Safe Drinking Water 

SPRING CLEANUP COLLECTED

634 TONS

of garbage 

 **46 TONS** WERE RECYCLED

GOAL:
40%
OPEN LANDS
(9,617 ACRES)

33.6%
OPEN LANDS
(8,078 ACRES)



ENVIRONMENTAL STEWARDSHIP

KEY INITIATIVES

HIGHLIGHTS

- Implement preventive measures to protect and replace the [Emerald Ash tree](#) species.
-

LOOKING AHEAD

- Complete the permitting phase and begin design of the Windy Gap Water Regional Firming Project.
- Review land acquisition goals outlined in the [Open Space, Parks, Recreation, and Trails \(OSPRT\) Master Plan](#) and update the financial strategy for acquisition by collaborating with the Finance staff, City Manager's Office staff, City Council, and the Open Space and Trails Citizens' Advisory Committee.
- Continue progress toward Broomfield's goal of preserving 40% of its land area as open lands by acquiring land strategically located to compliment the system and using revenues dedicated for this purpose.
- Continue offering voluntary [water audits](#) and incentives to residents interested in installing low-use water appliances in order to conserve water and energy.
- Increase participation in the Spring Clean-up program, in which Broomfield collects hundreds of tons of difficult-to-dispose of items at no charge to citizens. Broaden publicity efforts to include more advertisement and social media.
- Continue offering two local household hazardous waste drop-off events for legal, safe and environmentally sound disposal of household chemical and electronic waste.
- Continue to improve wastewater treatment facilities to meet air and water quality standards.
- Complete design and construction documents for the [McKay Lake/Lambertson Farms](#) Open Lands Phase I improvements.
- Continue to participate in the Urban Prairies Project through our partnership with the Butterfly Pavilion, Broomfield Open Space Foundation, City of Westminster, and Denver Botanic Gardens.
- Complete the [Metzger Farm building stabilization](#) and apply for an Adams County Open Space Grant to augment funding.



ENGAGED AND FISCALLY RESPONSIBLE GOVERNMENT



DID YOU KNOW

Total revenues in the year-end 2015 General Governmental Operating Funds are 4.6% more than 2014 revenues and 0.9% more than budgeted levels.

Broomfield's combined reserves are increased each year. At almost 20% in 2015, these monies are held to cover about two months of operations and debt service in the event of a severe economic downturn, or to deal with the potential impacts from weather such as floods, tornadoes, or blizzards.

Growth-related revenues (building permits, use tax, water and sewer license fees) in 2015 were down 8% compared to 2014, but considered still strong, specifically for multi-family residential projects. These revenues are charged to builders and developers so that growth pays its own way.

As the economy continues to improve, Broomfield's revenue picture also is positive. Broomfield continues to be a great place to live, work and play. Its financial condition remains stable and strong. Broomfield continues to live within its means, meeting all statutory requirements. Efforts at all levels of local government are guided by [Broomfield's Comprehensive Plan](#) and the [Mission Statement](#), and are geared to advance the [Long Range Financial Plan](#) and the [City Council's priorities](#).

2015 Highlights

- In 2015, Broomfield earned, for the 26th consecutive year, the Government Finance Officers' Certificate of Achievement for Excellence in Financial Reporting for the [Broomfield Comprehensive Annual Financial Report](#). For the 21st year, the City and County of Broomfield has received the Government Finance Officers Association (GFOA) Distinguished Budget Preparation Award for its 2015 Budget.
- In 2015, Broomfield Purchasing Division's average savings for formal solicitations (using ICMA's calculations) was 15.2% on \$6,581,729 budgeted spend, saving the city over \$1 million.

ENGAGE WITH US!



www.Broomfield.org



info@broomfield.org



www.youtube.com/TheBroomfieldChannel



broomfield.org/granicus



plus.google.com/+CityCountyBroomfieldColorado



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ENGAGED AND FISCALLY RESPONSIBLE GOVERNMENT

Comprehensive Plan

Led by a citizen Task Force, Broomfield is [updating the 2005 Broomfield Comprehensive Plan](#). The update process began in the fall of 2015 with the selection of a 15 member Task Force and guidance from City Council regarding four guiding themes and several focus areas. Feedback from residents and businesses owners was solicited and compiled and then analyzed together with data provided by staff and Broomfield's consultants on each of the ten topic elements within the Plan. Task Force members were then split into working groups to dive deep into each of the topic elements identified in the Plan. A revised Plan is scheduled for review and comments by the City Council and the public early this summer and the process is expected to be completed by late summer / fall of 2016.



DID YOU KNOW

The "Broomfield Way" is characterized by the staff's commitment to responsive service provision. The tenets for the Broomfield Way include excellence in customer service, fair and ethical behavior at all times, continuous innovation, and fiscal responsibility. Broomfield employees take great pride in these commitments and how they provide service to residents. They genuinely care about the community.

In 2015, Broomfield's sales tax revenue was the highest in history at more than \$51 million.

General Governmental Operating Funds ended 2015 with \$7.4 million fund balance, which is \$4.2 million over budget projections. This amount is in excess of reserves, which are targeted to be at least 16.67% of budgeted expenditures.

The fund balance in excess of reserves at year end is available for future allocation without depleting reserves. Historically, the balance in these funds has been a critical resource for funding governmental capital projects while limiting the need to issue new debt. For example, through use of these funds as transfers to the capital project fund, Broomfield has been able to cash fund capital improvement projects amounting to approximately \$8 million per year.

These projects include the south section of Lowell Boulevard, \$8.4 million for the Wadsworth Interchange/120th Avenue Connection, and additions to reserve funds for the Health and Human Services Building project. By 2015 the \$16 million for this project was funded from this resource, and \$3.2 million for the acquisition of property to facilitate the [Civic Center project](#).

GENERAL OPERATING FUNDS HAD A

\$7.4M

BALANCE

\$4.2M over budget projections



SOCIAL MEDIA INCREASED

132%



In Total Citizen Engagement



KEY INITIATIVES

HIGHLIGHTS

- Complete the 2015 property tax reappraisal in such a way that inspires confidence that properties are valued fairly and consistently with the market.

LOOKING AHEAD

- Complete the Information Technology strategic plan with the goal of establishing an ongoing governance model for optimizing technology investments through stakeholder consensus on strategy.
- Continue building community engagement strategies to inform and foster dialogue about community and policy matters.
- Keep up with evolving election law and related Secretary of State rules and continue refining policies and practices in a transparent manner.
- Update records management policy to ensure compliance with current regulatory requirements and address demands associated with the electronic records environment.
- Work across the organization to continuously improve processes.
- Develop and implement strategies to improve employee engagement and satisfaction.
- Promote [online voter registration](#) for enhanced citizen engagement and convenience.
- Promote voter registration at Broomfield Motor Vehicle office and State driver license offices (Motor Voter).



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