



# The City and County of Broomfield 2012 Citizen Survey

Report of Results

January 2013



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## Executive Summary

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### SURVEY BACKGROUND AND METHODS

The City and County of Broomfield contracted with National Research Center, Inc. (NRC) to conduct a survey of citizen opinion regarding quality of life, community amenities, local government performance, service quality and community priorities in Broomfield. The 2012 Broomfield Citizen Survey is the fourth 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.

The 2012 survey was mailed to 3,000 randomly selected households in Broomfield and completed surveys were collected over a six-week period. Of the households selected to receive a survey, 97 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 1,013 completed surveys were collected, yielding a response rate of 35% and a margin of error of plus or minus three percent. To ensure that survey findings were representative of Broomfield's entire adult population, the profile of survey respondents was adjusted to reflect Broomfield's known Census profile using respondent age, gender, tenure (rent versus own) and housing unit type (attached versus detached). Detailed survey methods appear in *Appendix B: Survey Methodology*.

### SUMMARY OF FINDINGS

#### Residents appreciated the high quality of life and community in Broomfield.

- The vast majority of respondents felt that their overall quality of life in Broomfield was “excellent” or “good.”
- At least 9 in 10 gave “excellent” or “good” ratings to Broomfield as a place to live and as a place to raise children. Nearly as many gave such ratings to their neighborhood as a place to live.
- In 2012, ratings for all dimensions of community quality asked over time had increased from the 2007 survey administration and were much above the national and Front Range comparisons.
- Specific community characteristics such as recreation programs, ease of car travel and the overall appearance of Broomfield received high marks from at least 7 in 10 respondents, and also improved from the 2007 survey.
- Less than half of respondents gave ratings of “excellent” or “good” to the quality of dining opportunities, ease of bus travel or job opportunities in Broomfield, though only dining opportunities was rated below the national and Front Range benchmarks.

### **Citizen priorities focused on appearance, transportation, housing and job opportunities.**

- Importance ratings paralleled quality ratings for Broomfield’s overall appearance and the ease of car travel in Broomfield; both received high ratings of importance from residents.
- At least 7 in 10 respondents rated access to affordable quality housing and job opportunities as “essential” or “very important.” evaluations similar to those given in 2007.
- Residents most frequently described economic development and crime, police and safety as areas they felt should be the top priority for the City and County of Broomfield.

### **Broomfield citizens were active participants in their community and relied on a variety of sources for information about Broomfield.**

- Overall, resident participation in community activities increased since 2007.
- Compared to national and Front Range averages, Broomfield citizens were much more likely to have used a recreation center and to have accessed the City’s Web site, but much less likely to have recycled.
- Residents were most likely to have visited a park or open space site and least likely to have utilized Health and Human Services or viewed a City Council meeting.
- Residents relied most on word of mouth, the Broomfield Enterprise and television news for information about their community.

### **Citizens were more optimistic than in prior years regarding potential problems in Broomfield but worried about jobs and traffic congestion.**

- About half as many residents felt that population growth in Broomfield was “too fast” in 2012 compared to 2007, but more felt that jobs growth was “too slow.”
- Respondents’ perceptions of all potential problems in Broomfield, including street conditions and crime, declined from 2007 to 2012, though half of respondents still considered traffic congestion to be a “major” or “moderate” problem.
- Feelings of safety improved from 2007, with at least 7 in 10 residents feeling “somewhat” or “very” safe in various locations in Broomfield during the day. Feelings of safety both during the day and after dark were much above national averages.

### **Broomfield residents lauded the performance of the City and County of Broomfield Government.**

- Three-quarters of respondents felt that the direction Broomfield is taking was “excellent” or “good,” much above the national and Front Range benchmarks.
- Two-thirds felt that the value of services for their tax dollars deserved “good” or better ratings, also much above the national and Front Range comparisons.
- Performance characteristics related to the job the government does at listening to citizens saw an increase from 2007 to 2012, a rating that was much above the national and Front Range comparisons.

- Nine in 10 citizens who had been in contact with Broomfield employees within the last year rated their overall impression as “excellent” or “good,” much above the national and Front Range benchmarks.

**Residents rated the quality of City and County services highly and generally gave higher ratings in 2012 than in 2007, while ratings of importance remained stable over time.**

- At least 8 in 10 respondents rated services ranging from street lighting to the variety of parks to senior services as “excellent” or “good.” Most services were much above the national and Front Range comparisons.
- Most ratings of quality increased from 2007 to 2012, while property tax assessment and collection fell to 58% “excellent” or “good” from 73% in 2007.
- Respondents rated police services, water and sewer services as the most important services provided by Broomfield, similar to previous years.
- Among services not provided by Broomfield, fire, ambulance services and garbage collection were rated most highly. Assessments of garbage collection improved from 2007 to 2012.

**Broomfield residents favored plans to complete RTD FasTracks projects and to focus City and County efforts on energy and resource conservation.**

- The majority of residents favored a plan to complete both the Bus Rapid Transit line and the Commuter Rail on an accelerated timeline.
- With regard to the environment, citizens overwhelmingly favored City and County efforts to encourage energy and water conservation and to impose requirements that residential trash haulers provide recycling services to residential customers.
- More than 8 in 10 respondents supported using only the dedicated sales tax to fund Broomfield’s acquisition of open lands.

## Background and Methods

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### SURVEY PURPOSE

The City and County of Broomfield contracted with National Research Center, Inc. (NRC) to conduct its fourth community-wide resident survey since 2002. The Broomfield Citizen Survey serves as a consumer report card for the City and County by providing residents the opportunity to rate quality of life, community amenities, local government performance, service quality and community priorities in Broomfield. The survey also gives residents the opportunity to provide feedback to Broomfield on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps elected officials, staff and the public to set priorities for budget decisions and allows for comparison over time of community opinions about the core responsibilities of Broomfield government, helping to assure opportunities to act and improve.

### SURVEY METHODS

The survey was mailed to 3,000 randomly selected Broomfield households in September 2012.<sup>1</sup> Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard was mailed, residents were sent a survey packet. This packet included the 2012 survey, a letter from the Mayor explaining the study and a postage-paid pre-addressed envelope in which to return the completed survey. The cover letter included a Web link to the survey for those who preferred to complete the survey online. The same packet was sent to selected households one week after the first packet. Completed surveys were collected over a six week period. Of the 3,000 households selected to receive a survey, 97 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 1,013 residents completed a survey for a response rate of 35%. Typical response rates for general resident surveys range from 25% to 40%.

The survey results were weighted by respondent tenure (rent versus own), housing unit type (attached or detached), gender and age to ensure that the results were representative of the entire adult population in Broomfield. For more information on the methodology see *Appendix B: Survey Methodology* and for a copy of the survey see *Appendix F: Survey Materials*.

### 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,” “strongly agree” and “somewhat agree,” “essential” and “very important,” 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*

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<sup>1</sup> In addition to the scientific survey results described in this report, a follow-up, voluntary opt-in survey was posted on Broomfield’s Web site. All residents could participate in that survey and the results are not generalizable to the entire adult population. The responses are reported under separate cover.

*C: Responses to Survey Questions* and is noted beneath figures in the body of this report if it is greater than 20%. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. 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 of rounding values to the nearest whole number.

## MARGIN OF ERROR

The margin of error around results for the entire sample (1,013 respondents) is plus or minus three percentage points around any given percentage.

## COMPARING SURVEY RESULTS OVER TIME AND BY SUBGROUPS

For any questions on the 2012 survey asked in one or more previous years, results over time are displayed and discussed in the report. The margin of error for comparisons over time is plus or minus four percentage points. Selected survey results were compared to certain demographic characteristics of survey respondents and are discussed throughout the body of the report. These crosstabulations tables are presented in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*, and where differences between subgroups are statistically significant, the results in these tables are shaded grey.

## COMPARING SURVEY RESULTS TO OTHER JURISDICTIONS

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

National and Front Range<sup>2</sup> benchmark comparisons have been provided when similar questions on the Broomfield survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range.

Where comparisons for quality ratings were available, Broomfield's results were generally noted as being "above" the benchmark, "below" 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 less" or "much above"). 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 two points on the 100-point scale); "above" or "below" if the difference between Broomfield's rating and the benchmark is greater than the margin of error (greater than two points but less than four points); and "much above" or "much

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<sup>2</sup> The following local government results are included in the Front Range benchmarks: Adams County, Arapahoe County, Arvada, Aurora, Boulder County, Boulder, Castle Pines, Castle Rock, Centennial, Clear Creek County, Colorado Springs, Commerce City, Denver Public Library, Denver, Douglas County, Englewood, Estes Park, Fort Collins, Greeley, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Lone Tree, Longmont, Louisville, Northglenn, Parker, Pueblo, Thornton, Westminster, Wheat Ridge and Windsor.

below” if the difference between Broomfield’s rating and the benchmark is more than twice the margin of error (four 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.

## Survey Results

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### OVERALL COMMUNITY QUALITY

The opening questions on the Broomfield 2012 Citizen Survey captured resident perspectives on six broad aspects of living in Broomfield. Ratings of all six aspects were exceptional, with no fewer than three-quarters of respondents identifying any dimension of community quality as “excellent” or “good” and comparisons that were “much above” the national and Front Range average ratings. Ratings in 2012 were similar to or better than 2007 assessments; overall quality of life was higher in 2012 and Broomfield also was seen as having improved as a place to raise children and to retire. (Broomfield as a place to work was asked for the first time in 2012.)

At least 20% of respondents said they had no opinion about Broomfield as a place to retire (20% “no opinion”) and as a place to work (29%); percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

Ratings of the dimensions of community were compared by respondent length of residency, tenure (rent versus own), age and Ward (the comparison tables are in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Residents new to Broomfield in the last six years often gave more favorable ratings than longer-term residents; older adults (age 55 or older) felt more positively about retirement in Broomfield; and Wards 1 and 4 leaned a bit more positively than other Wards in assessing their neighborhoods and raising children and retiring in Broomfield, while Ward 2 residents tended to feel less favorable about those aspects.

Figure 1: Quality of Life Compared Over Time

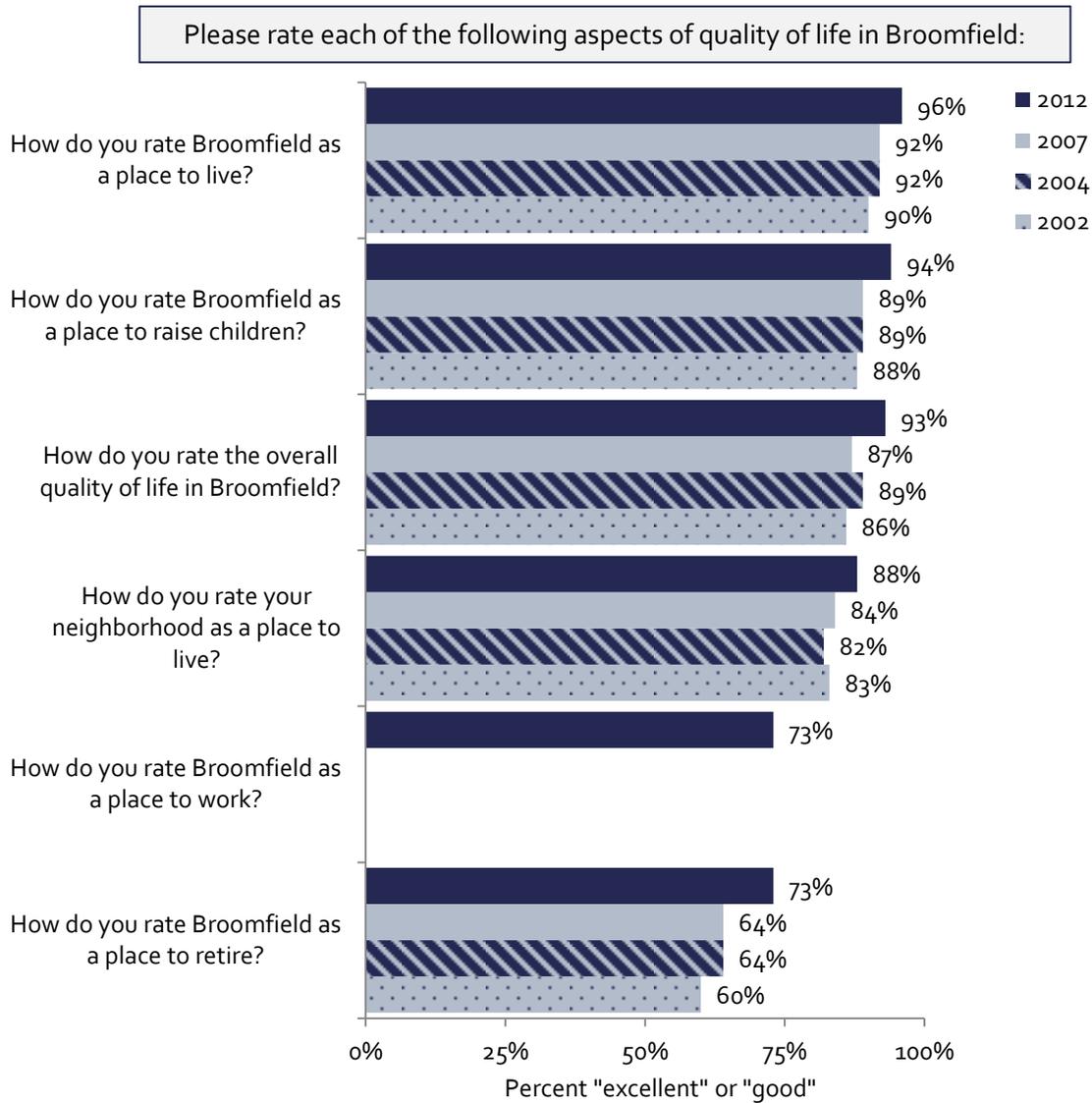


Figure 2: Quality of Life Benchmarks

|   | National comparison | Front Range comparison |
|---|---------------------|------------------------|
| Broomfield as a place to live           | Much above          | Much above             |
| Broomfield as a place to raise children | Much above          | Much above             |
| Overall quality of life in Broomfield   | Much above          | Much above             |
| Your neighborhood as a place to live    | Much above          | Much above             |
| Broomfield as a place to retire         | Much above          | Much above             |
| Broomfield as a place to work           | Much above          | Much above             |

## ASPECTS OF THE COMMUNITY

Survey respondents evaluated both the quality and importance of various features and amenities in Broomfield, as well as indicated their level of participation in community activities. Residents also shared the sources they relied on to learn about community information.

### Community Characteristics

Asking about the quality of community characteristics of Broomfield yielded ratings of “excellent” or “good” from 4 in 10 to 9 in 10 respondents. Viewed most positively were the amount of open space (88% “excellent” or “good”), the quality and availability of recreation facilities (87%), recreation programs (87%) and the overall appearance of Broomfield (86%). The fewest “good” or better ratings were given to job opportunities (37% “excellent” or “good”), ease of bus travel (43%) and quality of dining opportunities (48%). The benchmark comparisons confirm that two of the lowest rated community dimensions merit consideration for improvement; dining opportunities were much below both the nationwide and Front Range averages, and ease of bus travel was similar to jurisdictions across the country and in the region. On average, quality ratings of most community elements received a bump from 2007 to 2012, headlined by improvements to diversity acceptance, the appearance of Broomfield, affordable housing access and ease of car travel. Shopping services was rated a bit lower in 2012.

Reflecting on the importance of these characteristics, residents most valued Broomfield’s overall appearance (88% “essential” or “very important”), the ease of car travel (84%), access to affordable quality housing (82%) and job opportunities (82%). While still considered at least “very” important by about half of respondents, opportunities to attend local cultural and arts events (48%) and the availability of entertainment opportunities (53%) fell to the bottom of the list.

At least 20% of respondents said they had no opinion about the quality of job opportunities (31% “no opinion”), access to affordable quality child care (63%), ease of bus travel (43%) and ease of bicycle travel (26%); 20% or more had no opinion about the importance of access to affordable quality child care (41%) and ease of bus travel (24%); see *Appendix C: Responses to Survey Questions* for detailed percentage responses.

**Figure 3: Community Characteristics**

Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are:

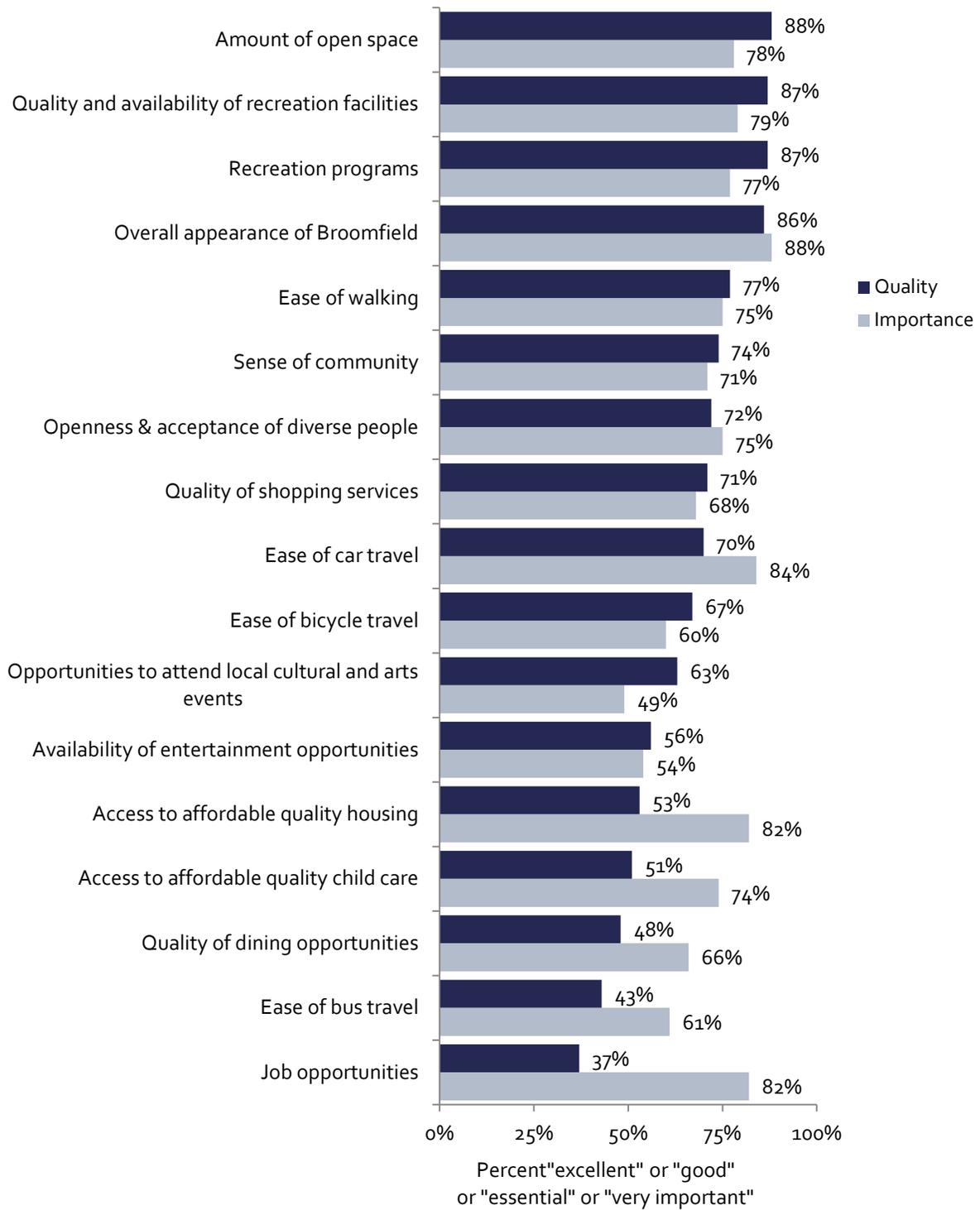


Figure 4: Community Characteristics Benchmarks

|  | National comparison | Front Range comparison |
|--|---------------------|------------------------|
| Quality and availability of recreation facilities      | Much above          | Much above             |
| Recreation programs                                    | Much above          | Much above             |
| Overall appearance of Broomfield                       | Much above          | Much above             |
| Ease of walking  | Much above          | Much above             |
| Sense of community                                     | Much above          | Much above             |
| Openness & acceptance of diverse people                | Much above          | Much above             |
| Quality of shopping services                           | Much above          | Much above             |
| Ease of car travel                                     | Much above          | Much above             |
| Ease of bicycle travel                                 | Much above          | Much above             |
| Opportunities to attend local cultural and arts events | Above               | Above                  |
| Access to affordable quality housing                   | Much above          | Much above             |
| Access to affordable quality child care                | Much above          | Much above             |
| Quality of dining opportunities                        | Much below          | Much below             |
| Ease of bus travel                                     | Similar             | Similar                |
| Job opportunities                                      | Above               | Above                  |

Figure 5: Quality and Importance of Community Characteristics Compared Over Time

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Quality<br>(Percent “excellent” or “good”) |      |      |      | Importance<br>(Percent “essential” or “very important”) |      |      |      |
|---|--|------|------|------|---|------|------|------|
|   | 2012                                       | 2007 | 2004 | 2002 | 2012  | 2007 | 2004 | 2002 |
| Amount of open space  | 88%  | NA   | NA   | NA   | 78%   | NA   | NA   | NA   |
| Quality and availability of recreation facilities   | 87%  | NA   | NA   | NA   | 79%   | NA   | NA   | NA   |
| Recreation programs   | 87%  | 81%  | 77%  | 61%  | 77%   | 81%  | 76%  | NA   |
| Overall appearance of Broomfield  | 86%  | 74%  | 70%  | NA   | 88%   | 85%  | 83%  | NA   |
| Ease of walking   | 77%  | 71%  | 73%  | 72%  | 75%   | 71%  | 64%  | NA   |
| Sense of community  | 74%  | 66%  | 70%  | 66%  | 71%   | 70%  | 73%  | NA   |
| Openness & acceptance of diverse people   | 72%  | 59%  | 62%  | 57%  | 75%   | 70%  | 68%  | NA   |
| Quality of shopping services  | 71%  | 78%  | 77%  | 78%  | 68%   | 69%  | 69%  | NA   |
| Ease of car travel  | 70%  | 60%  | 57%  | 47%  | 84%   | 84%  | 81%  | NA   |
| Ease of bicycle travel  | 67%  | 62%  | 57%  | 58%  | 60%   | 58%  | 47%  | NA   |
| Opportunities to attend local cultural and arts events  | 63%  | 56%  | 44%  | NA   | 49%   | 47%  | 39%  | NA   |
| Availability of entertainment opportunities   | 56%  | NA   | NA   | NA   | 54%   | NA   | NA   | NA   |
| Access to affordable quality housing  | 53%  | 41%  | 33%  | 25%  | 82%   | 78%  | 76%  | NA   |
| Access to affordable quality child care   | 51%  | 44%  | 44%  | 36%  | 74%   | 68%  | 70%  | NA   |
| Quality of dining opportunities   | 48%  | NA   | NA   | NA   | 66%   | NA   | NA   | NA   |
| Ease of bus travel  | 43%  | 36%  | 38%  | 41%  | 61%   | 60%  | 47%  | NA   |
| Job opportunities   | 37%  | 41%  | 28%  | 34%  | 82%   | 78%  | 78%  | NA   |

Some community characteristics were worded differently in previous survey administrations. In 2002, “Openness & acceptance of diverse people” was “Openness and acceptance of the community towards people of diverse backgrounds” and “Quality of shopping services” was “Quality of shopping opportunities.” Prior to 2012, “Recreation programs” was “Recreational opportunities” and the “Ease of...” characteristics included “in Broomfield” at the end.

## Community Participation

The survey included a list of various activities and asked about the frequency of resident participation. Park, open space and trail use were the most common, reported as having been used at least once in the 12 months prior to the survey by 91%, 83% and 83%, respectively. Viewing a City Council meeting online or on cable (19% at least once), using Health and Human Services (20%) or using public transportation (25%) were the least common. Recycling, viewing public art, conducting business with Broomfield online, visiting Broomfield Auditorium and watching a Council meeting on the Web or Channel 8 all saw the largest increases since 2007 (expanding the Council meeting viewing options on the survey to Channel 8 may have been at least partially responsible for that increase). Park use was similar, on average, to other communities across the country and in the Front Range, and fewer Broomfield residents recycled, rode the bus (or call-n-Ride) and watched a council meeting. Use of the City’s Web site, use of recreation centers and online transactions with Broomfield were more common than in other communities.

**Figure 6: Community Participation Compared Over Time**

| In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield? | 2012 | 2007 | 2004 | 2002 |
|---|------|------|------|------|
| Visited a park (active, formally landscaped areas)  | 91%  | 91%  | 89%  | NA   |
| Visited an open space site (native, undeveloped areas)  | 83%  | 76%  | 68%  | NA   |
| Used a trail in Broomfield  | 83%  | 83%  | 83%  | 80%  |
| Recycled paper, cans or bottles from your home  | 82%  | 68%  | 74%  | 74%  |
| Accessed the City’s Web site  | 77%  | 69%  | 58%  | NA   |
| Viewed any of Broomfield’s public art sites (benches, sculptures, etc.)   | 75%  | 63%  | NA   | NA   |
| Used one of the recreation centers  | 71%  | 73%  | 67%  | NA   |
| Used the Internet to conduct business with the City and County of Broomfield  | 53%  | 41%  | 33%  | 32%  |
| Used the Broomfield Auditorium or attended an event there   | 43%  | 33%  | 25%  | NA   |
| Ridden a bus or call-n-Ride within Broomfield   | 25%  | 22%  | 23%  | 24%  |
| Utilized Health and Human Services within Broomfield  | 20%  | NA   | NA   | NA   |
| Viewed a City Council meeting on the City’s Web site or Channel 8   | 19%  | 9%   | NA   | NA   |

*Percent at least once in previous 12 months*

*Prior to 2012, “Viewed a City Council meeting on the City’s Web site or Channel 8” did not reference channel 8, “Visited a park (active, formally landscaped areas)” was “Visited a Broomfield Park” and “Visited an open space site (native, undeveloped areas)” was “Visited an Open Space Site.”*

**Figure 7: Community Participation Benchmarks**

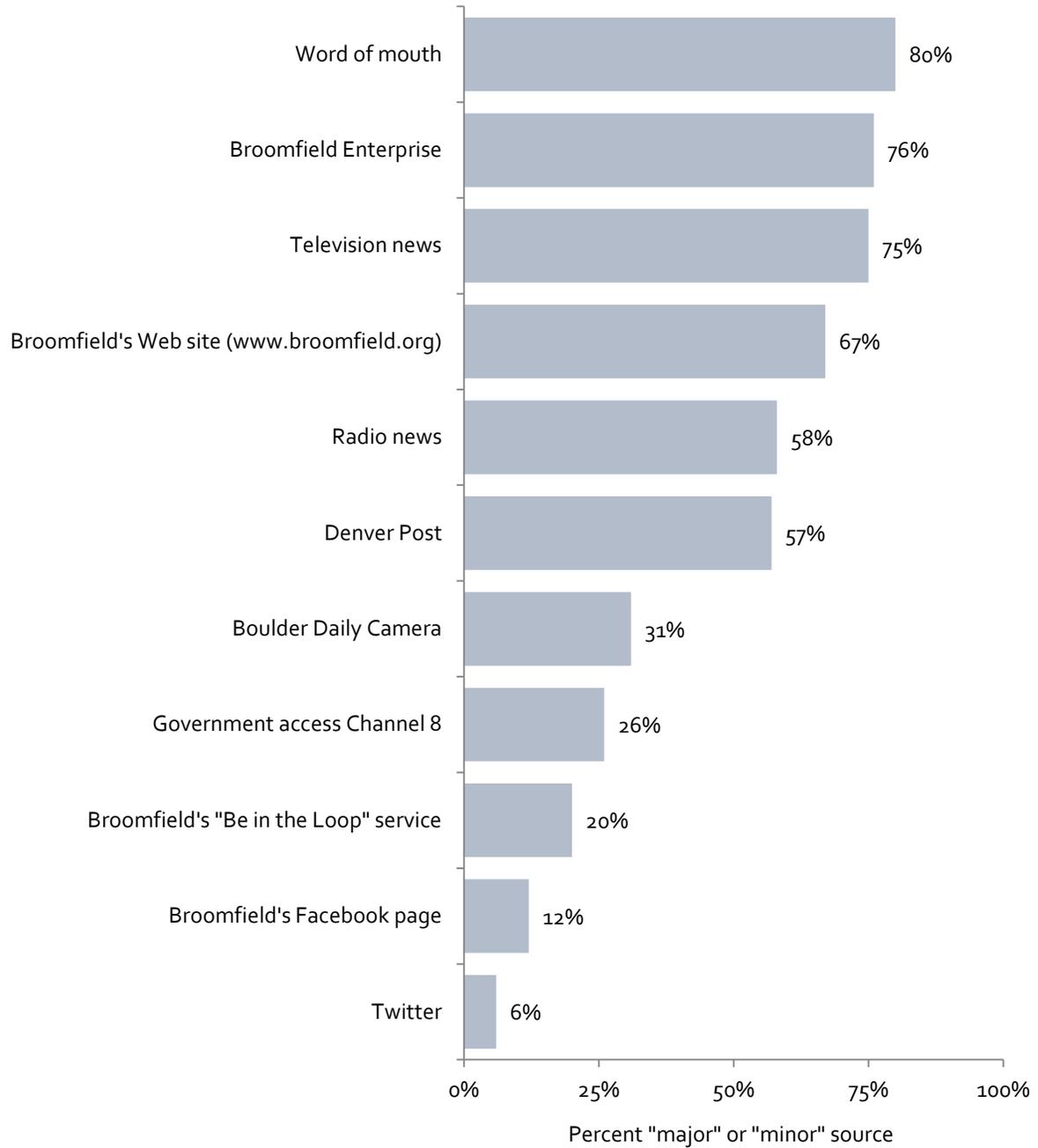
|  | National comparison | Front Range comparison |
|--|---------------------|------------------------|
| Visited a park (active, formally landscaped areas)                           | Similar             | Similar                |
| Recycled used paper, cans or bottles from your home                          | Much less           | Much less              |
| Accessed the City’s Web site   | Much more           | Much more              |
| Used one of the recreation centers   | Much more           | Much more              |
| Used the Internet to conduct business with the City and County of Broomfield | Much more           | Not available          |
| Ridden a bus or call-n-Ride within Broomfield                                | Less                | Less                   |
| Viewed a City Council meeting on the City’s Web site or Channel 8            | Much less           | Much less              |

## Information about Broomfield

Respondents were asked to indicate which sources they relied upon most for information about Broomfield. The highest percentage of respondents relied on word of mouth (80%) as a “major” or “minor” source of information in 2012. About three-quarters relied upon more formal sources such as television news and the Broomfield Enterprise, which was the most relied upon source of information in 2007. (A comparison to 2007 is not shown here due to the significant question wording and formatting changes in 2012.) About two-thirds indicated that Broomfield’s Web site was at least a “minor” source of information; however, less than a quarter relied upon other online sources such as Broomfield’s “Be in the Loop” service, Facebook page or Twitter feed. Despite the availability of these new Web-based technologies, more than half of Broomfield citizens still relied on traditional sources of information such as the Denver Post and radio news.

Figure 8: Sources of Information

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?

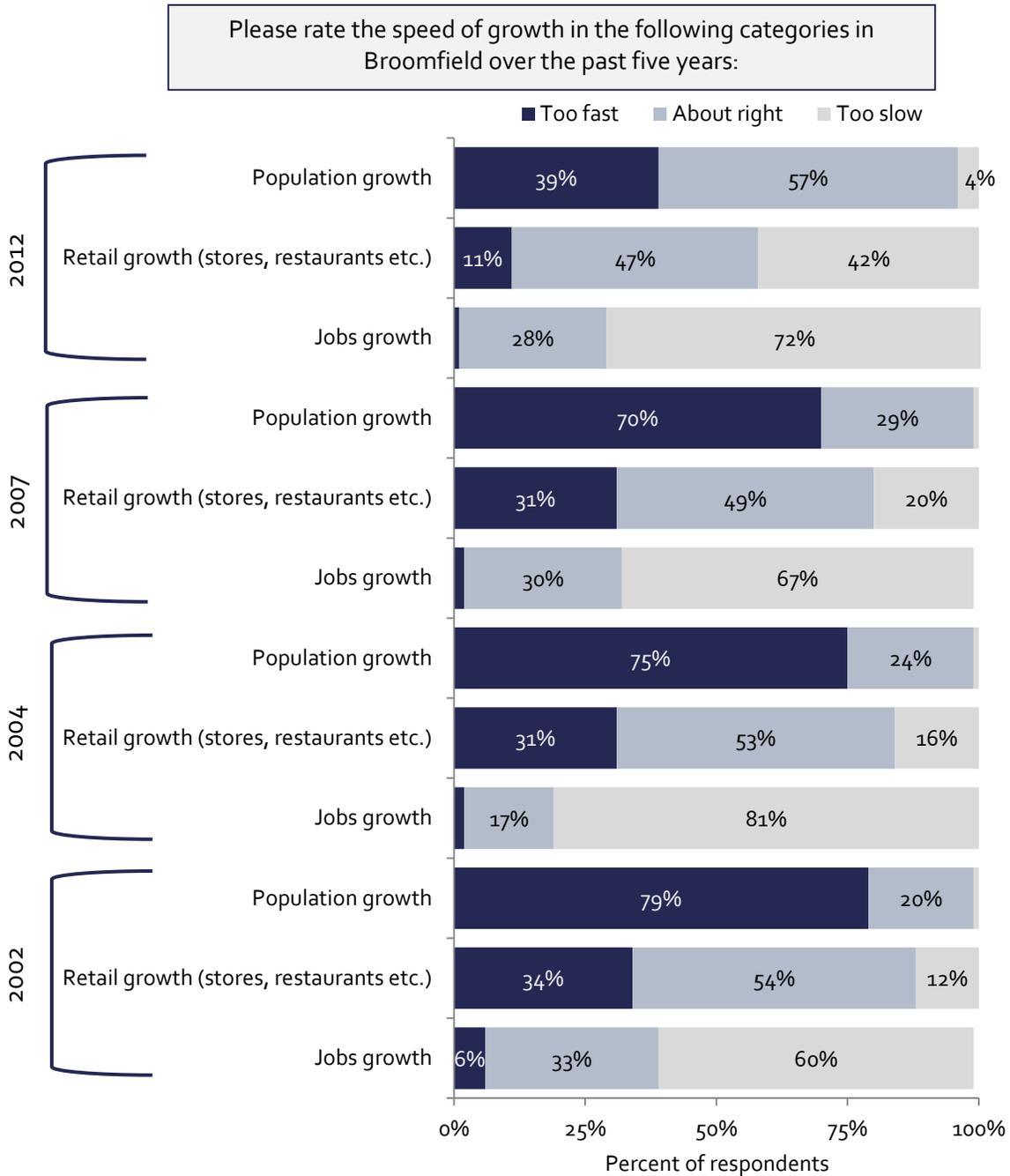


## POTENTIAL CONCERNS AND SAFETY

As a community grows and changes over time against the backdrop of larger national trends, citizen opinion may change as well. Broomfield citizens were asked to rate the speed of population, retail and job growth in the community. Since the first iteration of the Broomfield Citizen Survey in 2002, respondents' initial feeling that population growth was "too fast" had declined steadily; in 2012, 39% felt this way. Perceptions of the speed of retail growth also shifted in 2012 compared to 2007, with fewer respondents indicating that growth was "too fast" and an increasing proportion indicating "too slow" (4 in 10 respondents in 2012 compared to 2 in 10 in 2007). With regard to job growth, citizen perceptions were similar to 2007, with 7 in 10 respondents indicating that growth was "too slow." Compared with the national and Front Range averages, a similar proportion of Broomfield residents felt that population growth was "too fast," more residents felt that retail growth was "too slow" and fewer saw jobs growth as "too slow."

At least 20% of respondents said they had no opinion about population growth (21% "no opinion") and jobs growth (36%); percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

**Figure 9: Perceptions of Growth Compared Over Time**



**Figure 10: Perceptions of Growth Benchmarks**

|   | National comparison | Front Range comparison |
|---|---------------------|------------------------|
| Population growth seen as too fast                        | Similar             | Similar                |
| Retail growth (stores, restaurants etc.) seen as too slow | More                | More                   |
| Jobs growth seen as too slow                              | Less                | Less                   |

The survey included a list of potential problems in the community and asked residents to indicate the extent to which each was a problem. In 2012, half of respondents felt that traffic congestion was at least a “moderate” problem and 46% saw property taxes as a “moderate” or “major” problem. Least problematic were trail connectivity and violent crime, cited by 17% and 16%, respectively, as a “moderate” or worse problem. Overall, each potential problem was viewed as less of a problem in 2012 than in 2007.

Twenty-five percent of respondents said they had no opinion about illegal drugs; percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

**Figure 11: Potential Problems in Broomfield Compared Over Time**

| To what degree, if at all, do you consider the following to be a problem in Broomfield: | 2012 | 2007 | 2004 | 2002 |
|---|------|------|------|------|
| Traffic congestion  | 51%  | 61%  | 65%  | 72%  |
| Property taxes  | 46%  | 52%  | 57%  | 54%  |
| Sales taxes   | 44%  | 54%  | 56%  | 54%  |
| Illegal drugs   | 36%  | 45%  | 51%  | 44%  |
| Too much growth   | 32%  | NA   | NA   | NA   |
| Property crimes (e.g., burglary, theft)   | 27%  | 44%  | 48%  | 43%  |
| Street conditions   | 26%  | 55%  | 43%  | 40%  |
| Unsupervised youth  | 22%  | 33%  | 43%  | 40%  |
| Weeds   | 21%  | 24%  | 28%  | 30%  |
| Junk vehicles   | 18%  | 29%  | 32%  | 26%  |
| Trail connectivity  | 17%  | 26%  | NA   | NA   |
| Violent crime (e.g., rape, assault, robbery)  | 16%  | 22%  | 23%  | 19%  |

*Percent "major" or "moderate" problem*

*Prior to 2012, "Illegal drugs" was "Drugs."*

Citizens reported feeling safer, on average, in Broomfield in 2012 compared to previous years, with at least 7 in 10 indicating that they felt “very” or “somewhat” safe “during the day” in various locations. Half of respondents felt at least “somewhat” safe in their neighborhood after dark, while fewer felt this way in Broomfield’s parks and in the Flatiron Crossing mall area after dark. Ratings of safety in one’s neighborhood during the day as well as after dark were much above the national and Front Range benchmarks, and ratings of safety in Broomfield’s parks during the day and after dark also were much above the national benchmark. No benchmarks comparisons are available for mall areas, like FlatIron Crossing.

Figure 12: Community Safety Compared Over Time

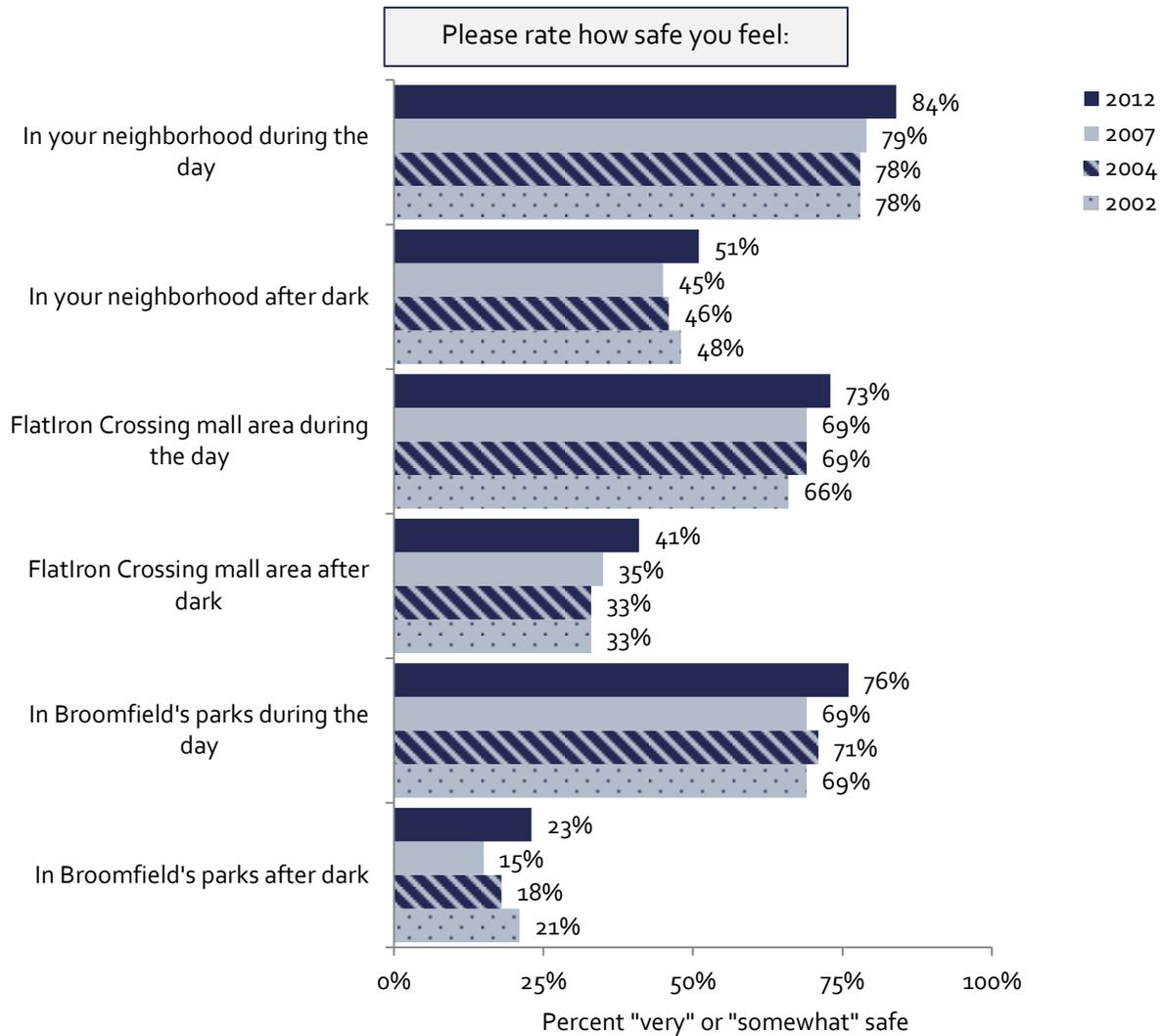


Figure 13: Community Safety Benchmarks

|                                      | National comparison | Front Range comparison |
|--------------------------------------|---------------------|------------------------|
| In your neighborhood during the day  | Much above          | Much above             |
| In your neighborhood after dark      | Much above          | Much above             |
| In Broomfield’s parks during the day | Much above          | Not available          |
| In Broomfield’s parks after dark     | Much above          | Not available          |

## QUALITY OF GOVERNMENT AND SERVICES

The survey included questions about the performance of City and County government and service delivery to Broomfield residents, both from the City and County and other providers.

The majority of survey respondents expressed favorable views of the City and County of Broomfield Government’s performance across a variety of domains. At least three-quarters rated the ease of accessing the services of the City and County of Broomfield and the overall direction that Broomfield is taking as “excellent” or “good.” Two-thirds or more of respondents gave “good” or better ratings to the City and County’s financial management through the recent recession, as well as the overall performance of City Council and the value of services for taxes paid. About 6 in 10 respondents gave “excellent” or “good” marks to the job the City and County of Broomfield government does at welcoming citizen involvement and listening to citizens. Council performance and the job Broomfield does at listening to citizens increased since 2007, while the others remained stable (the financial management question was new in 2012). This is noteworthy because the changes to the question in 2012 (converting to “excellent, good, fair and poor” responses from “agree” to “disagree” responses, along with the requisite question wording changes to fit the new scale) most commonly would show a lower total of positive percentages, even for stable results. So, in Broomfield’s case, stability with some improvement suggests even greater improvement since 2007. Where comparisons to nation and the Front Range could be made, Broomfield’s ratings were much above the benchmark.

At least 20% of respondents said they had no opinion about welcoming citizen involvement (24% “no opinion”), listening to citizens (30%), the City and County’s financial management (25%) and the overall performance of City Council (25%); percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

Government performance ratings were compared by respondent length of residency, tenure (rent versus own), age and Ward (the comparison tables are in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Differences in opinion most commonly revealed relatively new residents (less than six years in Broomfield) and renters as happier with these areas of performance.

**Figure 14: Quality of City and County Government Performance Compared Over Time**

| <b>Please rate the following aspects of City and County of Broomfield Government performance.</b> | <b>2012</b> | <b>2007</b> | <b>2004</b> | <b>2002</b> |
|---|-------------|-------------|-------------|-------------|
| Ease of accessing the services of the City and County of Broomfield                               | 79%         | 76%         | 80%         | 76%         |
| The overall direction that Broomfield is taking   | 75%         | 70%         | 70%         | 72%         |
| The City and County’s financial management through the recent recession                           | 70%         | NA          | NA          | NA          |
| The overall performance of City Council   | 69%         | 57%         | 62%         | NA          |
| The value of services for the taxes paid to Broomfield  | 67%         | 70%         | 73%         | 68%         |
| The job the City and County of Broomfield government does at welcoming citizen involvement        | 63%         | 61%         | 71%         | 65%         |
| The job the City and County of Broomfield does at listening to citizens                           | 58%         | 50%         | 58%         | 57%         |

Percent “excellent” or “good”

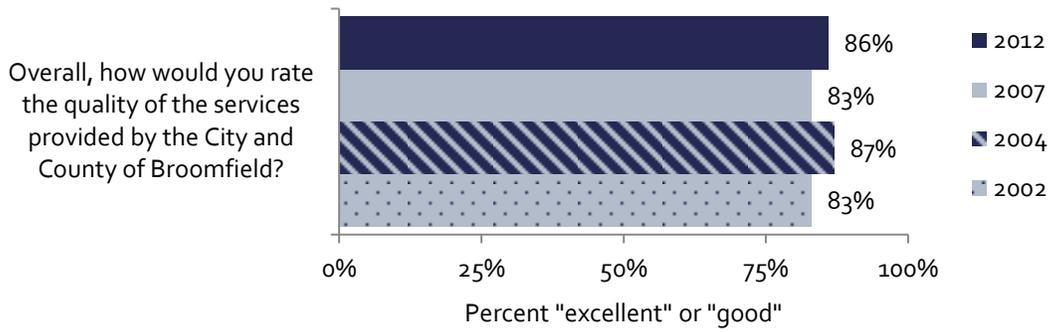
Prior to 2012, questions were asked on an agree to disagree scale and worded as “I receive good value for the Broomfield taxes I pay,” “I am pleased with the overall direction that Broomfield is taking,” “The City and County of Broomfield government welcomes citizen involvement,” “The City and County of Broomfield listens to citizens,” “The services of the City and County of Broomfield are easy to access” and “I am pleased with the overall performance of City Council.”

**Figure 15: City and County Government Performance Benchmarks**

|   | <b>National comparison</b> | <b>Front Range comparison</b> |
|---|----------------------------|-------------------------------|
| The overall direction Broomfield is taking                      | Much above                 | Much above                    |
| The overall performance of City Council                         | Much above                 | Not available                 |
| The value of services for the taxes paid to Broomfield          | Much above                 | Much above                    |
| Job Broomfield government does at welcoming citizen involvement | Much above                 | Much above                    |
| Job Broomfield government does at listening to citizens         | Much above                 | Much above                    |

Broomfield survey respondents were enthusiastic about the overall quality of services provided by the City and County, with 86% rating the overall quality as “excellent” or “good,” similar to 2007 and much above the national and Front Range benchmarks.

**Figure 16: Overall Quality of City and County Services Compared Over Time**



When evaluating 42 specific services, respondents were most positive about the appearance of parks (94% “excellent” or “good”) and the availability of parks (93%). All services received “good” or better ratings by at least 6 in 10 respondents. Of the 36 services that could be compared to 2007, 24 showed gains, 11 were stable and just one declined; property tax assessment and collection fell to 58% “excellent” or “good” ratings from 73% in 2007, though the word “assessment” was added to the question in 2012, which may at least partially explain the ratings shift. Twenty-two of the 42 services could be compared to the national benchmark; 19 were much above the national average, 2 were above and a single service (library) was similar to the national benchmark. Of the 17 services that could be compared to the Front Range, 16 were much above and library services were similar.

At least 20% of respondents said they had no opinion about Broomfield Recycling Center (20% “no opinion”), building department/inspections (46%), animal control (22%), Broomfield Workforce Center (65%), senior services (57%), Public Health and Environment (43%), Child Protection Services (67%), variety of printed library materials (25%), variety of electronic library materials (40%), availability of public computers at the library (46%), variety of library software (60%), municipal court services (53%), auditorium facility (47%), auditorium event information (39%), range/variety of recreation programs (20%), youth softball (78%), youth basketball (75%), continuous trail connections (23%), quantity of trails (20%), elections (22%), property tax assessment and collection (25%), Broomfield’s Web site (28%), Broomfield Cable Channel 8 (72%) and Broomfield’s printed publications (28%); percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

**Figure 17: Overall Quality of City and County Services Compared Over Time and Benchmarks**

| <b>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.</b> | <b>2012</b> | <b>2007</b> | <b>2004</b> | <b>2002</b> | <b>National comparison</b> | <b>Front Range comparison</b> |
|--|-------------|-------------|-------------|-------------|----------------------------|-------------------------------|
| Appearance of parks  | 94%         | 87%         | 86%         | NA          | Much above                 | Much above                    |
| Availability of parks  | 93%         | 87%         | 84%         | NA          | Not available              | Not available                 |
| Library services   | 92%         | 90%         | 90%         | 87%         | Similar                    | Similar                       |
| Sewer services   | 90%         | 87%         | 86%         | 85%         | Much above                 | Much above                    |
| Water  | 89%         | 87%         | 82%         | 85%         | Much above                 | Much above                    |
| Police services  | 88%         | 87%         | 87%         | 85%         | Much above                 | Much above                    |
| Broomfield Recycling Center  | 87%         | 80%         | NA          | NA          | Not available              | Not available                 |
| Youth softball   | 87%         | 77%         | 77%         | NA          | Not available              | Not available                 |
| City recycling events (large-item, tree limb)  | 86%         | 77%         | 75%         | 71%         | Not available              | Not available                 |
| Availability of recreation centers   | 86%         | 82%         | 82%         | NA          | Much above                 | Not available                 |
| Quality of open space  | 86%         | 69%         | 65%         | NA          | Not available              | Not available                 |
| Variety of printed library materials   | 85%         | 80%         | 78%         | 74%         | Above                      | Not available                 |
| Auditorium facility  | 85%         | 82%         | 80%         | 67%         | Not available              | Not available                 |
| Range/variety of recreation programs   | 85%         | 78%         | 79%         | NA          | Much above                 | Not available                 |
| Youth basketball   | 85%         | 77%         | 79%         | NA          | Not available              | Not available                 |
| Elections  | 85%         | 82%         | 82%         | 78%         | Not available              | Not available                 |
| Variety of parks   | 84%         | 74%         | 70%         | NA          | Not available              | Not available                 |
| Availability of open space   | 84%         | 67%         | 62%         | NA          | Not available              | Not available                 |
| Senior services  | 83%         | 75%         | 79%         | 79%         | Much above                 | Much above                    |
| Accessibility of trails  | 83%         | 72%         | 65%         | NA          | Not available              | Not available                 |

| <b>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.</b> | <b>2012</b> | <b>2007</b> | <b>2004</b> | <b>2002</b> | <b>National comparison</b> | <b>Front Range comparison</b> |
|--|-------------|-------------|-------------|-------------|----------------------------|-------------------------------|
| Public Health and Environment  | 82%         | 72%         | 69%         | 65%         | Much above                 | Much above                    |
| Variety of electronic library materials  | 82%         | NA          | NA          | NA          | Not available              | Not available                 |
| Dep't of motor vehicles (license plates)   | 82%         | 84%         | 84%         | 83%         | Not available              | Not available                 |
| Quantity of trails   | 82%         | 72%         | 64%         | NA          | Much above                 | Not available                 |
| Traffic enforcement  | 81%         | 75%         | 71%         | 66%         | Much above                 | Much above                    |
| Broomfield's Web site (www.broomfield.org)   | 81%         | 70%         | NA          | NA          | Much above                 | Much above                    |
| Street lighting  | 80%         | 71%         | 70%         | 67%         | Much above                 | Much above                    |
| Storm drainage   | 79%         | 67%         | 72%         | 66%         | Much above                 | Much above                    |
| Availability of public computers at the library  | 78%         | NA          | NA          | NA          | Not available              | Not available                 |
| Variety of library software  | 78%         | NA          | NA          | NA          | Not available              | Not available                 |
| Municipal court services   | 78%         | 73%         | 78%         | 66%         | Much above                 | Much above                    |
| Broomfield's printed publications (annual report, brochures, flyers)   | 77%         | NA          | NA          | NA          | Not available              | Not available                 |
| Animal control   | 76%         | 69%         | 67%         | 67%         | Much above                 | Much above                    |
| Child Protection Services  | 76%         | NA          | NA          | NA          | Much above                 | Much above                    |
| Continuous trail connections   | 72%         | 61%         | 54%         | NA          | Not available              | Not available                 |
| Land use, planning and zoning  | 70%         | 54%         | 49%         | 46%         | Much above                 | Much above                    |
| Auditorium event information   | 70%         | 61%         | 59%         | NA          | Not available              | Not available                 |
| Building department/inspections  | 68%         | 64%         | 62%         | 58%         | Much above                 | Much above                    |
| Broomfield Workforce Center  | 66%         | NA          | NA          | NA          | Not available              | Not available                 |
| Broomfield Cable Channel 8   | 66%         | 70%         | NA          | NA          | Above                      | Not available                 |
| Code compliance (weeds, junk, etc.)  | 60%         | 56%         | 48%         | 52%         | Much above                 | Much above                    |
| Property tax assessment and collection   | 58%         | 73%         | 67%         | 68%         | Not available              | Not available                 |

Percent "excellent" or "good"

Some services were worded differently in previous survey administrations. In 2002, "City recycling events (large-item, tree limb)" was "Recycling" and in 2004 and 2007 was "City recycling events." In 2007, "Broomfield Recycling Center" included "or Eco-cycle." In 2002, "Public Health and Environment" was "Health and Human Services" and in 2004 and 2007 was "Health Department services." Prior to 2012, "Variety of printed library materials" was "Variety of library materials." In 2002 and 2004, "Code compliance (weeds, junk, etc.)" was "Code enforcement" and in 2007 was "Code compliance." Prior to 2012, "Elections" was "Clerk and recorder's office" and "Property tax assessment and collection" was "Property tax collection."

Effective planning often involves balancing perceptions of quality and importance. Residents commonly identify core services as the most important. As in previous years, in 2012 citizens rated police services, water and sewer services as the three most important services provided by the City and County of Broomfield, with at least 9 in 10 rating these as “essential” or “very important.” At the other end of the list, less than half of those surveyed rated auditorium event information and Broomfield Cable Channel 8 as “essential” or “very important.” Generally, ratings of importance for most services were similar from 2007 to 2012. Notable increases in perceived importance from 2007 to 2012 were observed for elections and property tax assessment and collection. (As with the quality of property tax assessment and collection, the “assessment” component was new to the 2012 survey.)

At least 20% of respondents said they had no opinion about building department/inspections (23% “no opinion”), Broomfield Workforce Center (41%), senior services (27%), Child Protection Services (26%), variety of electronic library materials (20%), availability of public computers at the library (23%), variety of library software (30%), municipal court services (23%), auditorium facility (26%), auditorium event information (23%), youth softball (50%), youth basketball (48%), Broomfield’s Web site (20%), Broomfield Cable Channel 8 (48%) and Broomfield’s printed publications (20%); percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

**Figure 18: Importance of City and County Services Compared Over Time**

| <b>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.</b> | <b>2012</b> | <b>2007</b> | <b>2004</b> | <b>2002</b> |
|--|-------------|-------------|-------------|-------------|
| Police services  | 96%         | 98%         | 98%         | 98%         |
| Water  | 95%         | 97%         | 95%         | 96%         |
| Sewer services   | 93%         | 96%         | 92%         | 94%         |
| Street lighting  | 87%         | 86%         | 81%         | 80%         |
| Child Protection Services  | 87%         | NA          | NA          | NA          |
| Appearance of parks  | 87%         | 85%         | 78%         | NA          |
| Elections  | 86%         | 71%         | 68%         | 62%         |
| Storm drainage   | 85%         | 87%         | 83%         | 76%         |
| Availability of parks  | 85%         | 82%         | 75%         | NA          |
| Traffic enforcement  | 84%         | 86%         | 84%         | 85%         |
| Land use, planning and zoning  | 84%         | 89%         | 84%         | 79%         |
| Public Health and Environment  | 83%         | 84%         | 80%         | 78%         |
| Library services   | 83%         | 79%         | 78%         | 72%         |
| Municipal court services   | 83%         | 81%         | 76%         | 77%         |
| Dep’t of motor vehicles (license plates)   | 81%         | 78%         | 74%         | 74%         |
| Broomfield Recycling Center  | 80%         | 77%         | NA          | NA          |
| Property tax assessment and collection   | 80%         | 67%         | 63%         | 62%         |
| Availability of recreation centers   | 77%         | 72%         | 68%         | NA          |
| City recycling events (large-item, tree limb)  | 76%         | 70%         | 66%         | 69%         |
| Senior services  | 76%         | 80%         | 80%         | 78%         |
| Variety of printed library materials   | 76%         | 76%         | 76%         | 70%         |
| Variety of parks   | 76%         | 75%         | 65%         | NA          |
| Accessibility of trails  | 75%         | 70%         | 63%         | NA          |
| Variety of electronic library materials  | 74%         | NA          | NA          | NA          |
| Availability of open space   | 74%         | 73%         | 66%         | NA          |
| Range/variety of recreation programs   | 73%         | 71%         | 66%         | NA          |

| <b>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.</b> | <b>2012</b> | <b>2007</b> | <b>2004</b> | <b>2002</b> |
|--|-------------|-------------|-------------|-------------|
| Quality of open space  | 73%         | 73%         | 66%         | NA          |
| Quantity of trails   | 72%         | 68%         | 62%         | NA          |
| Code compliance (weeds, junk, etc.)  | 69%         | 68%         | 64%         | 62%         |
| Broomfield's Web site (www.broomfield.org)   | 69%         | 61%         | NA          | NA          |
| Building department/inspections  | 68%         | 76%         | 72%         | 68%         |
| Broomfield Workforce Center  | 68%         | NA          | NA          | NA          |
| Animal control   | 67%         | 67%         | 65%         | 58%         |
| Continuous trail connections   | 67%         | 63%         | 59%         | NA          |
| Availability of public computers at the library  | 66%         | NA          | NA          | NA          |
| Variety of library software  | 62%         | NA          | NA          | NA          |
| Auditorium facility  | 50%         | 42%         | 40%         | 35%         |
| Youth softball   | 50%         | 49%         | 50%         | NA          |
| Youth basketball   | 50%         | 52%         | 51%         | NA          |
| Broomfield's printed publications (annual report, brochures, flyers)   | 49%         | NA          | NA          | NA          |
| Auditorium event information   | 45%         | 42%         | 38%         | NA          |
| Broomfield Cable Channel 8   | 36%         | 36%         | NA          | NA          |

*Percent "essential" or "very important"*

*Some services were worded differently in previous survey administrations. In 2002, "City recycling events (large-item, tree limb)" was "Recycling" and in 2004 and 2007 was "City recycling events." In 2007, "Broomfield Recycling Center" included "or Ecocycle." In 2002, "Public Health and Environment" was "Health and Human Services" and in 2004 and 2007 was "Health Department services." Prior to 2012, "Variety of printed library materials" was "Variety of library materials." In 2002 and 2004, "Code compliance (weeds, junk, etc.)" was "Code enforcement" and in 2007 was "Code compliance." Prior to 2012, "Elections" was "Clerk and recorder's office" and "Property tax assessment and collection" was "Property tax collection."*

Broomfield residents were shown a list of services not provided by the City and County of Broomfield and asked to rate their quality as well. Overall, respondents gave high marks and indicated significant improvements in quality since 2007. In 2012, more than 9 in 10 rated the quality of fire and ambulance services as “excellent” or “good,” and at least 8 in 10 gave such ratings to garbage collection and the 1STBank Center. Although mental health services received somewhat lower marks, ratings increased since 2007 and still were much above the national benchmark. Fire services and developmentally disabled services also were much above the national average, while garbage collection and curbside recycling were similar to the national and Front Range averages.

At least 20% of respondents said they had no opinion about fire (36% “no opinion”), ambulance services (44%), K-12 education (35%), curbside recycling services (28%), developmentally disabled services (77%), mental health services (79%) and 1STBank Center (42%); percentages for all response categories appear in *Appendix C: Responses to Survey Questions*.

**Figure 19: Quality of Non-Broomfield Services Compared Over Time**

| For each of the following services not provided by the City and County of Broomfield, please rate the quality of service. | 2012 | 2007 | 2004 | 2002 |
|---|------|------|------|------|
| Fire  | 97%  | 96%  | 97%  | 95%  |
| Ambulance services  | 95%  | 92%  | 94%  | 91%  |
| Garbage collection  | 85%  | 76%  | 81%  | 80%  |
| 1STBank Center  | 82%  | 77%  | NA   | NA   |
| K-12 education  | 79%  | 78%  | NA   | NA   |
| Curbside recycling services   | 73%  | 58%  | 65%  | NA   |
| Developmentally disabled services   | 73%  | 59%  | 64%  | NA   |
| Mental health services  | 64%  | 52%  | NA   | NA   |

*Percent "excellent" or "good"*

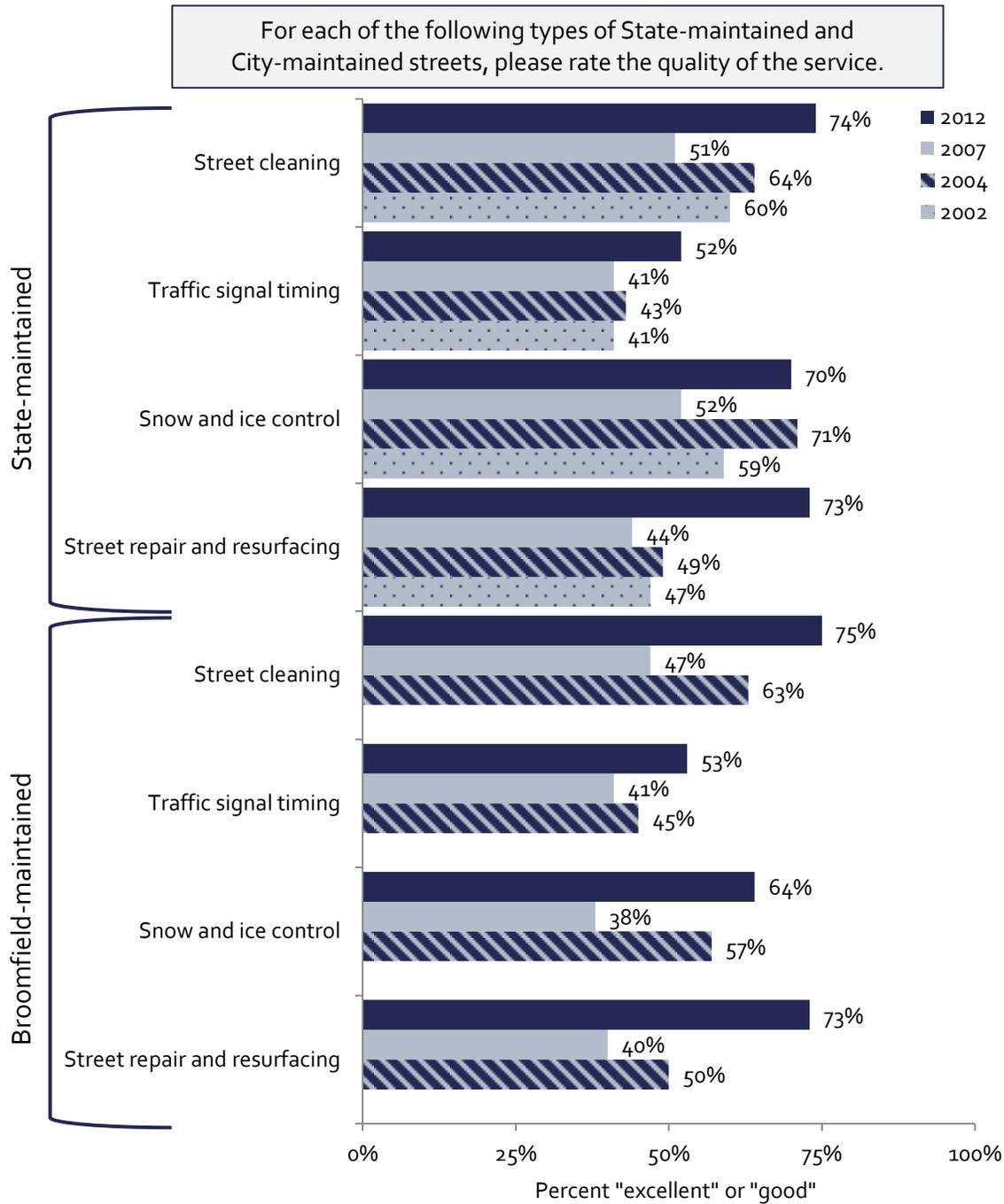
*Prior to 2012, "1STBank Center" was "Broomfield Event Center."*

**Figure 20: Quality of Non-Broomfield Services Benchmarks**

|                                   | National comparison | Front Range comparison |
|-----------------------------------|---------------------|------------------------|
| Fire                              | Much above          | Much above             |
| Ambulance services                | Above               | Not available          |
| Garbage collection                | Similar             | Similar                |
| K-12 education                    | Above               | Above                  |
| Curbside recycling services       | Similar             | Similar                |
| Developmentally disabled services | Much above          | Not available          |
| Mental health services            | Much above          | Not available          |

The final set of service-themed questions on the survey gauged the quality of four different aspects of streets services, both for Broomfield-maintained and state-maintained streets. Survey respondents saw improvements in the quality of streets from 2007 to 2012, with at least 7 in 10 assigning ratings of “excellent” or “good” to both state- and Broomfield-maintained street cleaning and street repair and resurfacing. Between half and two-thirds gave such ratings to state- and Broomfield-maintained traffic signal timing and snow and ice control, which also saw large gains in citizen ratings since 2007. The 2007 survey was conducted after a winter noteworthy for challenging snows; many Front Range jurisdictions experienced dips in their snow-related service ratings from that period. Broomfield-maintained street ratings were compared to the benchmarks; the quality of street cleaning was much above averages for the nation and the Front Range, while traffic signal timing and snow and ice control were similar to the benchmarks.

**Figure 21: Quality of Streets Compared Over Time**



*In 2002, the type of streets was not specified.*

**Figure 22: Quality of Streets Benchmarks**

|                       | National comparison | Front Range comparison |
|-----------------------|---------------------|------------------------|
| Street cleaning       | Much above          | Much above             |
| Traffic signal timing | Similar             | Similar                |
| Snow and ice control  | Similar             | Similar                |

## FROM DATA TO ACTION

Knowing where to focus limited resources to improve services or communication, and therefore also residents’ opinions of local government, requires information that targets the service areas that are most important to residents. In addition to asking Broomfield residents to rate the importance of services, a Key Driver Analysis (KDA)<sup>3</sup> was conducted for the City and County of Broomfield by examining the statistical relationships between ratings of each service and ratings of the Broomfield’s overall services. Services that correlated most highly with residents’ perceptions about overall service quality have been identified as key drivers. The strength of the correlation between individual key driver services and the overall quality of services suggests that improving ratings for key driver services may impact ratings of overall service quality.

Services with approximately 40% or more respondents answering “no opinion” were excluded from the analysis and only a single representative service for a given service area is included (a single recycling service, for example). Four services were identified as key drivers: land use, planning and zoning, availability of recreation centers, quantity of trails and police services. All four key drivers were rated higher than the national benchmark, as were most other services included in the analysis. Therefore, these are services on which the City and County may wish to keep a watchful eye to maintain the high evaluations of the overall quality of City and County services.

**Figure 23: City and County of Broomfield Key Driver Services**

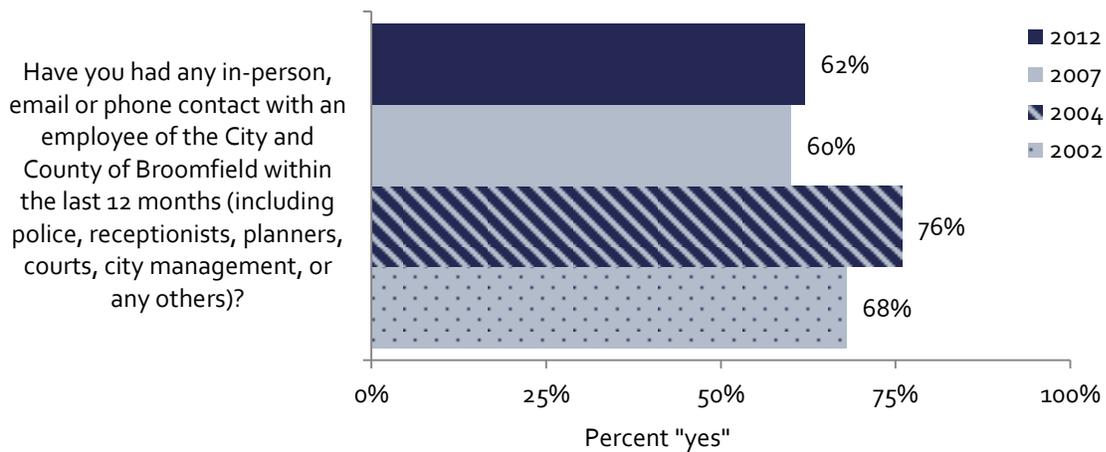
|                                    | <b>Comparison to Nation and Front Range</b> | <b>Comparison to 2007 Broomfield survey</b> |
|------------------------------------|---|---|
| Land use, planning and zoning      | Much above/Much above                       | Trending up                                 |
| Availability of recreation centers | Much above/Not available                    | Similar                                     |
| Quantity of trails                 | Much above/Not available                    | Trending up                                 |
| Police services                    | Much above/Much above                       | Similar                                     |

<sup>3</sup> In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. Air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

## CONTACT WITH EMPLOYEES

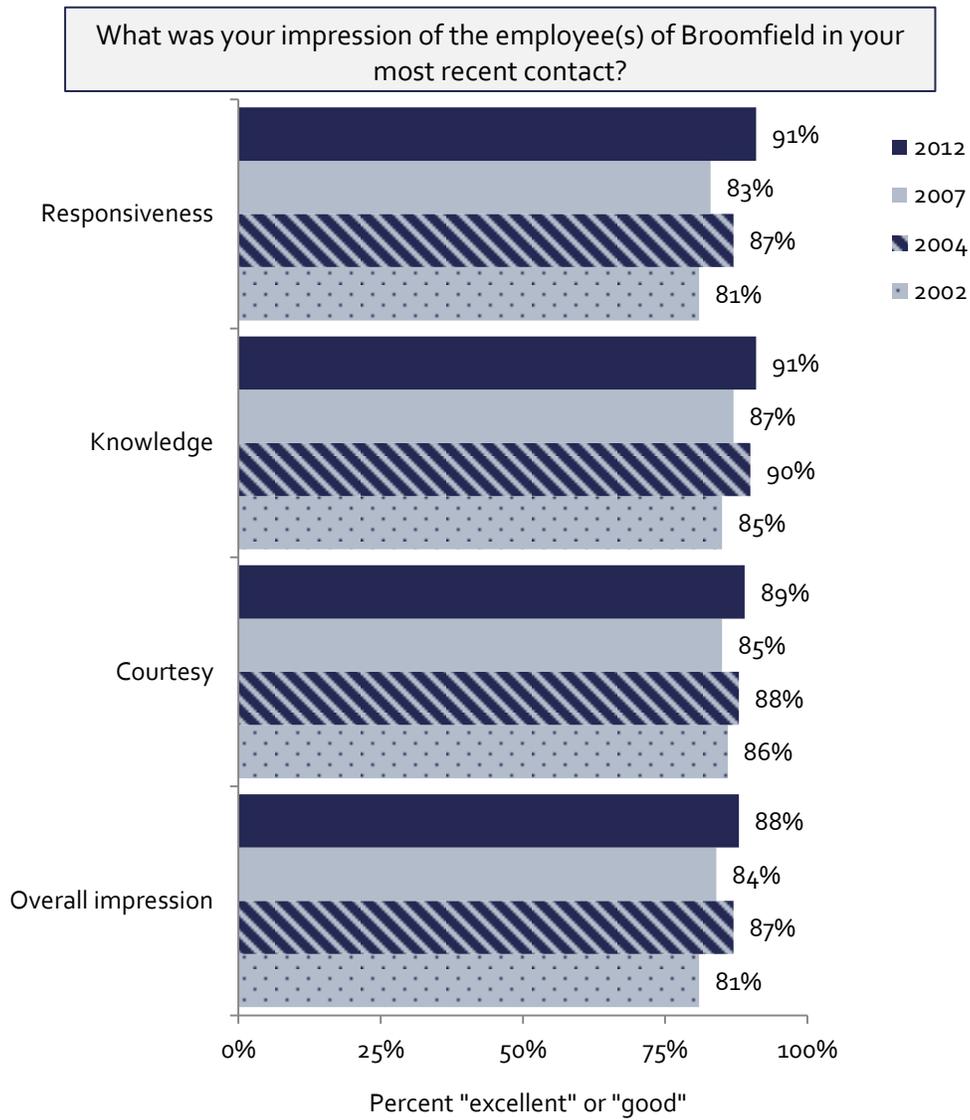
In 2012, 62% of Broomfield respondents reported having in-person, email or phone contact with an employee of the City and County of Broomfield within the 12 months prior to the survey, similar to 2007. Residents who had contact viewed their interactions with employees favorably; 9 in 10 reported having an “excellent” or “good” overall impression of the employees of Broomfield, which was similar to 2007. Specifically, about 9 in 10 felt that Broomfield employees demonstrated “excellent” or “good” responsiveness, knowledge and courtesy during their most recent contact. Ratings for these qualities in 2012 were much above national and Front Range comparisons and employee responsiveness improved from 2007.

Figure 24: Contact with City and County Employees Compared Over Time



*Prior to 2007, the question did not include email as a method of contact.*

**Figure 25: Perceptions of City and County Employees Compared Over Time**



**Figure 26: Perceptions of City and County Employees Benchmarks**

|                    | National comparison | Front Range comparison |
|--------------------|---------------------|------------------------|
| Responsiveness     | Much above          | Much above             |
| Knowledge          | Much above          | Much above             |
| Courtesy           | Much above          | Much above             |
| Overall impression | Much above          | Much above             |

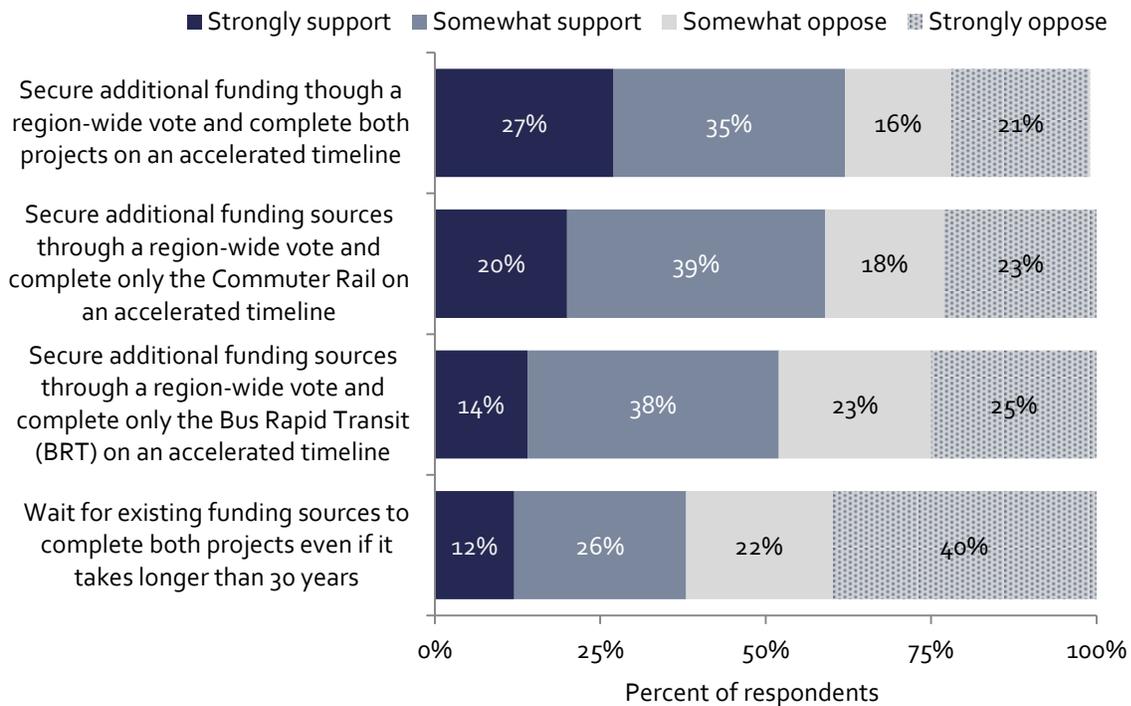
## POLICY QUESTIONS

In addition to providing ratings of quality for various aspects of their community, survey respondents were asked to consider certain policy topics facing the City and County of Broomfield. The survey described the status of the RTD FasTracks Plan and residents rated their level of support for or opposition to various funding plans to complete Bus Rapid Transit (BRT) line and Commuter Rail options. Receiving the most support was the option to secure additional funding through a region-wide vote and complete both projects on an accelerated timeline (27% “strongly” support and 35% “somewhat”). Close behind was the option to secure additional funding through a region-wide vote and complete only the Commuter Rail on an accelerated timeline (20% “strongly” and 39% “somewhat”). About half (52%) endorsed completing only the BRT on an accelerated timeline. Only 38% “strongly” or “somewhat” supported the scenario that involved waiting for existing funding sources to complete both projects, no matter how long it takes, and a similar proportion (40%) “strongly” opposed this option.

The support for each RTD FasTracks option was compared for respondents with different lengths of residency, tenure (rent versus own), age and Ward (the comparison tables are in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Renters and younger adults (18-35) were more enthusiastic than other groups about an accelerated timeline for both projects. Support for the commuter rail focused option was highest among younger adults. BRT-only support was more common among newer residents and renters. Homeowners were more likely than renters to advocate for long-term waiting using existing funding sources.

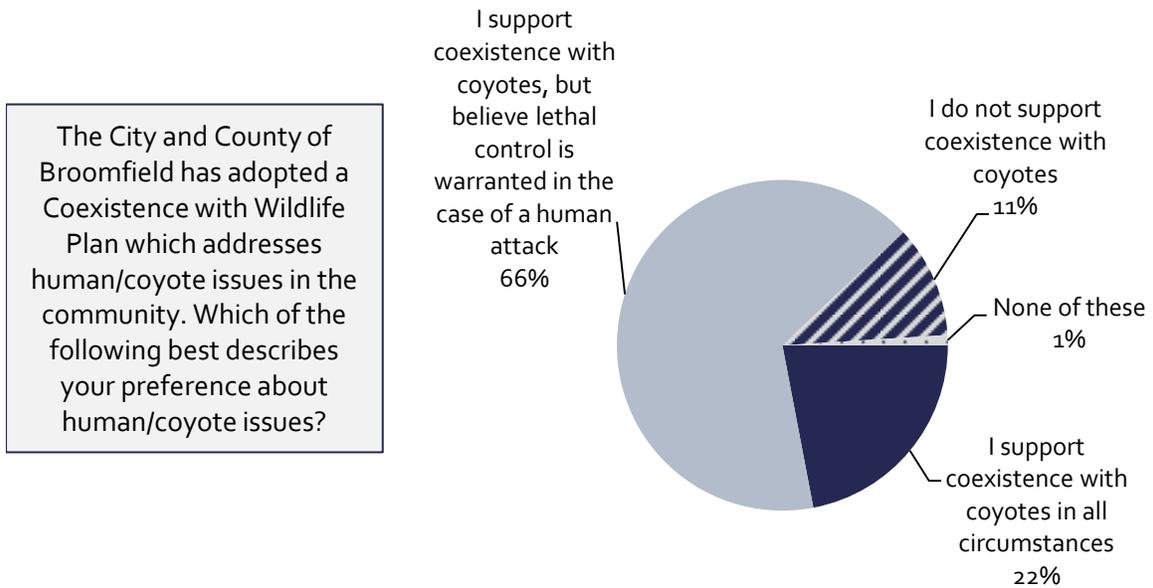
**Figure 27: Support for RTD FasTracks Plan**

In 2004, voters within the Regional Transportation District (RTD) approved a tax to fund the FasTracks Plan. The plan included a Bus Rapid Transit (BRT) line on US 36, which includes a dedicated lane and specialized vehicles with enhanced amenities running on 5-20 minute frequencies, and Commuter Rail consisting of diesel powered railroad cars operating on and next to the existing railroad tracks in Broomfield running on a 20-60 minute frequency. Neither project has been completed and it is questionable if existing funding sources are adequate to complete all of the improvements within the next 30 years. To what extent do you support or oppose each of the following scenarios?



Respondents also were asked to weigh in on additional policy issues. First, residents provided their opinion on human/coyote issues addressed in Broomfield’s Coexistence with Wildlife Plan. Two-thirds of respondents preferred the statement, “I support coexistence with coyotes, but believe lethal control is warranted in the case of a human attack,” while one-fifth supported coexistence with coyotes “in all circumstances.” Few (11%) did not support coexistence with coyotes.

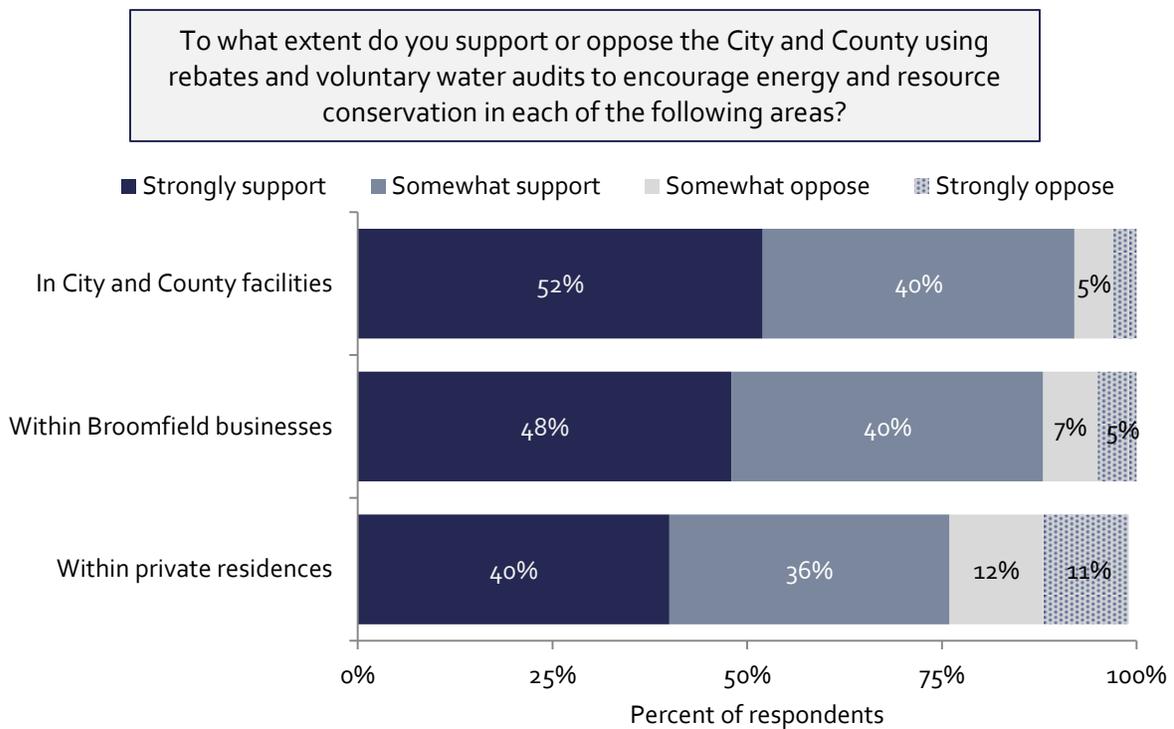
Figure 28: Human/Coyote Issues



Next in the sequence of questions about policy issues, residents were invited to share their level of support for the City and County’s use of rebates and voluntary water audits to encourage resource conservation. The majority of respondents favored using such strategies in City and County facilities (92% “somewhat” or “strongly” support), within Broomfield businesses (88% “somewhat” or “strongly” support) and within private residences (76% “somewhat” or “strongly” support). “Strong” opposition (11% of respondents) was greatest for using rebates and voluntary water audits within private residences, though “strong” supporters outnumbered “strong” opposers roughly four to one.

Responses of those with different lengths of residency, tenure (rent versus own), age and Ward are compared in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*. Those who reported living in Broomfield over 20 years, older adults (55 and older) and those in Ward 3 were the least likely to support encouraging conservation one or more of the areas.

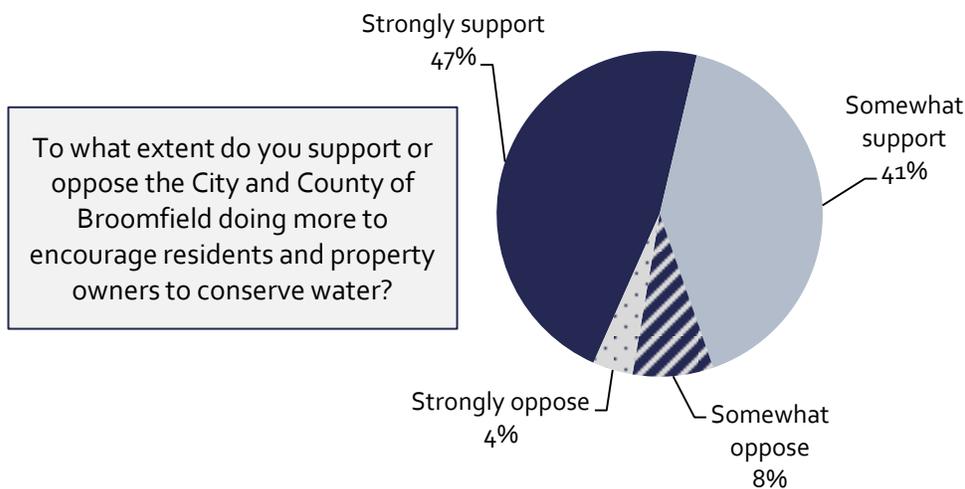
**Figure 29: Support for Energy and Resource Conservation**



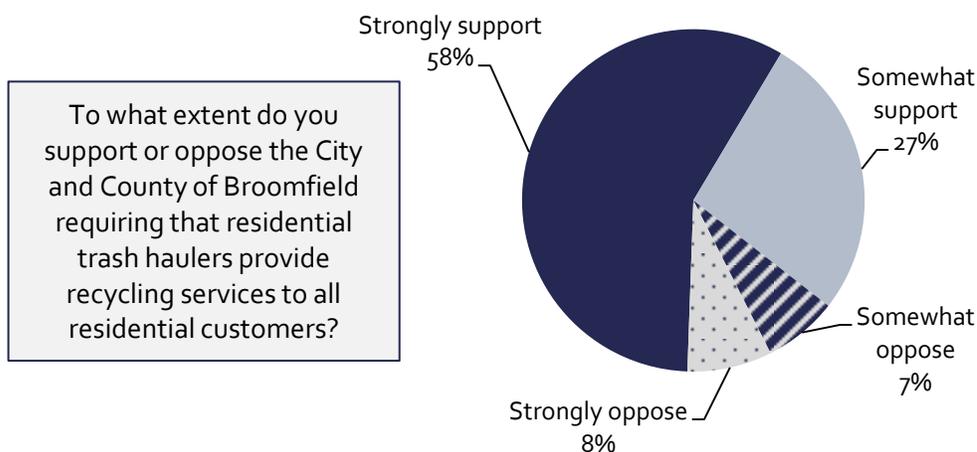
Survey respondents also rated their support for water conservation efforts and recycling services. About 9 in 10 respondents were in favor of the City and County of Broomfield doing more to encourage residents and property owners to conserve water (47% “strongly” supported and 41% “somewhat” supported). Eighty-five percent supported (58% “strongly” and 27% “somewhat”) the City and County of Broomfield requiring that residential trash haulers provide recycling services to all residential customers.

When support was compared by respondent length of residency, tenure (rent versus own), age and Ward (see comparison tables in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*), longer-term residents (over 20 years in Broomfield) were less likely than those living in Broomfield less time to support the water conservation and recycling scenarios.

**Figure 30: Support for Encouraging Water Conservation**



**Figure 31: Support for Recycling Services**

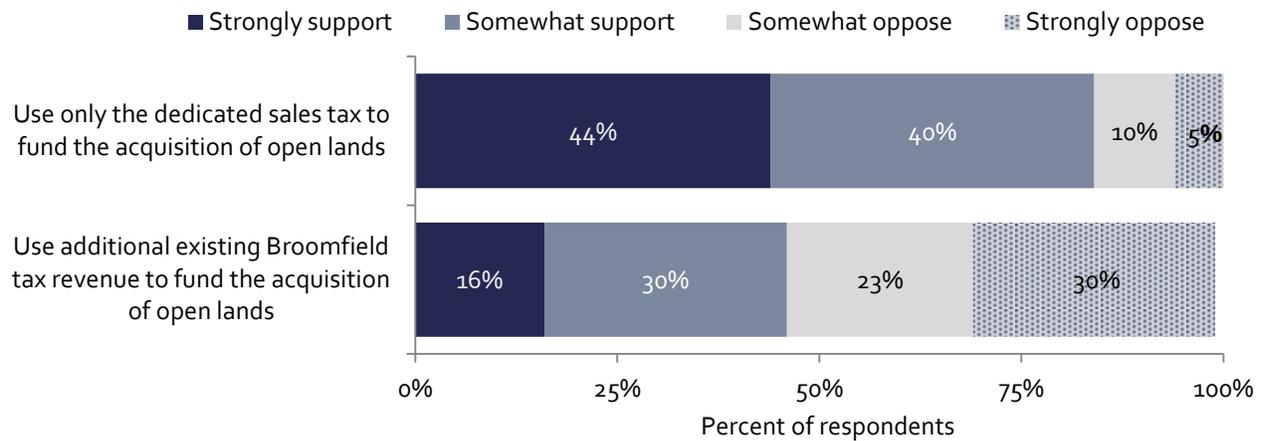


Respondents also shared their opinion regarding the current Broomfield Comprehensive Plan goal of 40% of the community’s planning area to be open lands. Of two funding scenarios presented, about twice as many respondents supported using only the dedicated sales tax to fund the acquisition of open land than supported using additional existing Broomfield tax revenue to fund the acquisition of open lands (84% versus 46% saying “strongly” or “somewhat” support).

In comparisons by respondent subgroups (comparison tables by respondent length of residency, tenure (rent versus own), age and Ward are in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*), the only differences found were Ward 3 and 5 residents being more inclined than those in other Wards to support using additional existing tax revenue for open land acquisition.

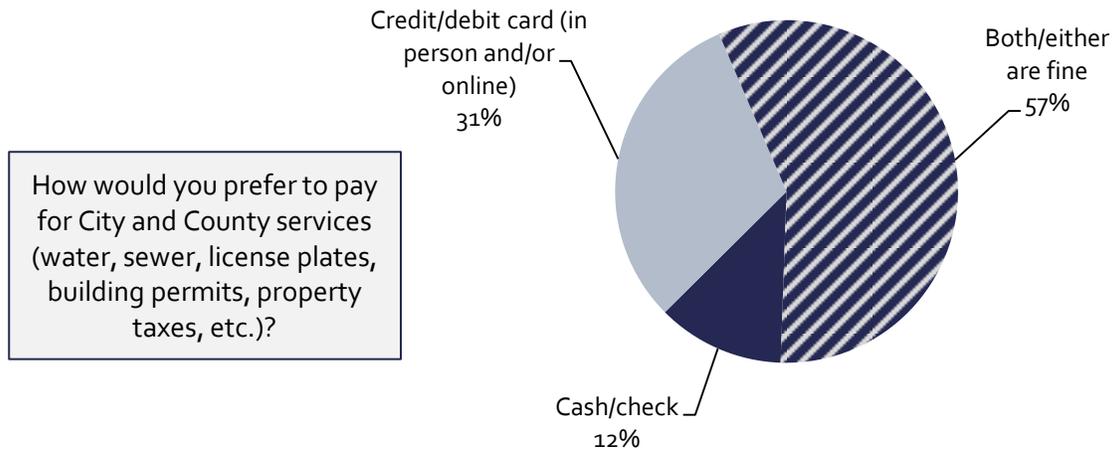
**Figure 32: Support for Acquiring Open Land**

The current Broomfield Comprehensive Plan calls for 40% of the community’s planning area to be open lands. This initiative is funded with revenue from a special, dedicated sales tax. Currently, open lands comprise 33% of the planning area. The 40% goal could be achieved more quickly with additional funding from other existing Broomfield tax revenue to acquire open space, parks and other open lands properties. To what extent do you support or oppose each of the following approaches?



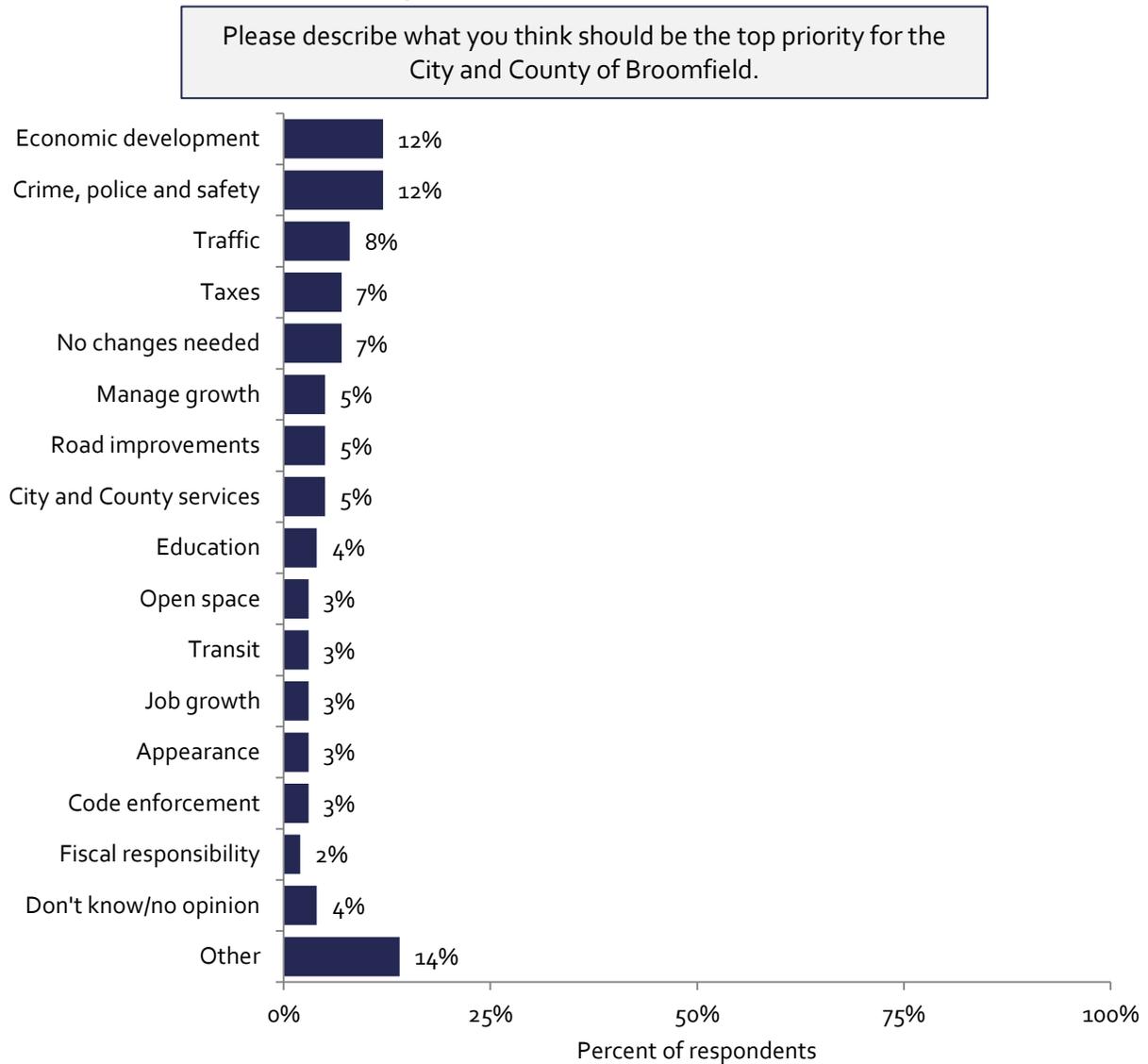
Residents were asked how they would prefer to pay for City and County services, like water, sewer, license plates and more. The survey permitted respondents to choose between a credit/debit option and cash/check, or to indicate a preference for both. Fifty-seven percent chose both, 31% singled out credit/debit and 12% liked cash/check best.

**Figure 33: Preferred Method to Pay for Services**



Respondents were asked to describe in their own words what they thought should be the top priority for the City and County of Broomfield. Full verbatim responses are included in *Appendix E: Verbatim Responses* within thematic categories. The most common themes in residents’ comments had to do with economic development (12% of respondents) and crime, police and safety (also 12% of respondents). Fourteen percent mentioned an “other” priority.

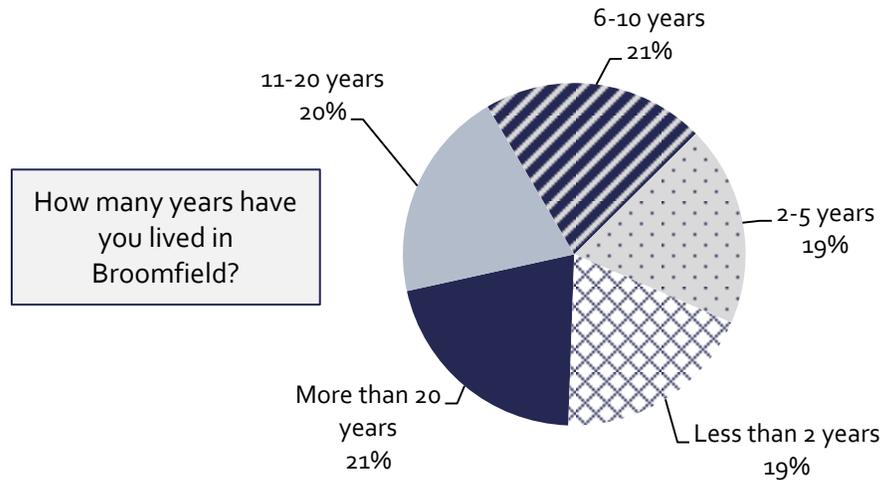
**Figure 34: Top Resident Priorities**



## Appendix A: Respondent Characteristics

Characteristics of the City and County of Broomfield 2012 Citizen Survey respondents are displayed in following charts and tables.

**Figure 35: Length of Residency**



**Figure 36: Neighborhood or Apartment Complex**

| What is the name of your neighborhood or apartment complex? | Percent of respondents |
|---|------------------------|
| Westlake  | 6%                     |
| Northmoor   | 6%                     |
| Willow  | 6%                     |
| Broadlands  | 6%                     |
| Miramonte   | 5%                     |
| Brandywine  | 5%                     |
| Other   | 65%                    |

*Most common responses shown; full list appears in Appendix E: Verbatim Responses.*

Figure 37: Housing Unit Type

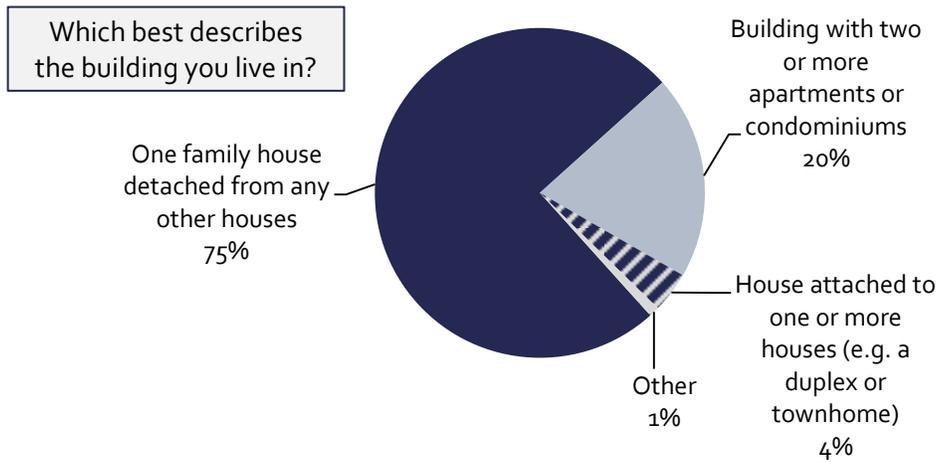


Figure 38: Housing Tenure (Rent/Own)

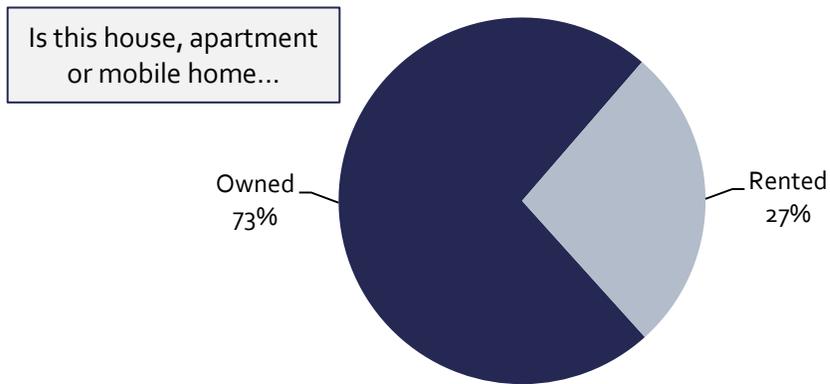
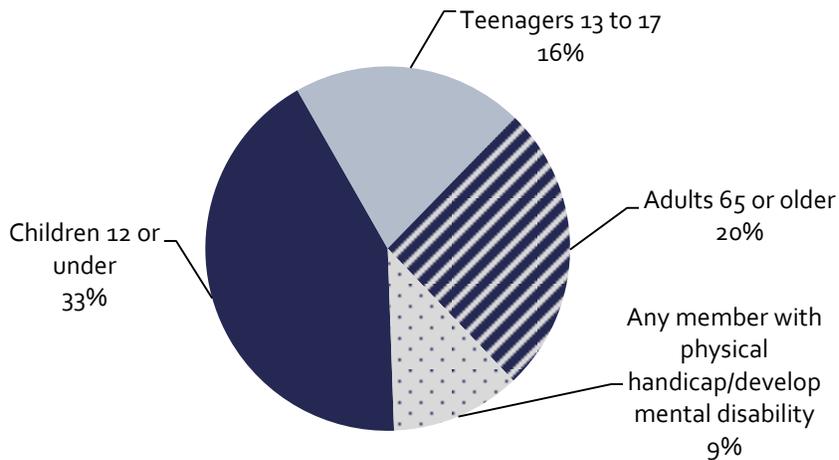
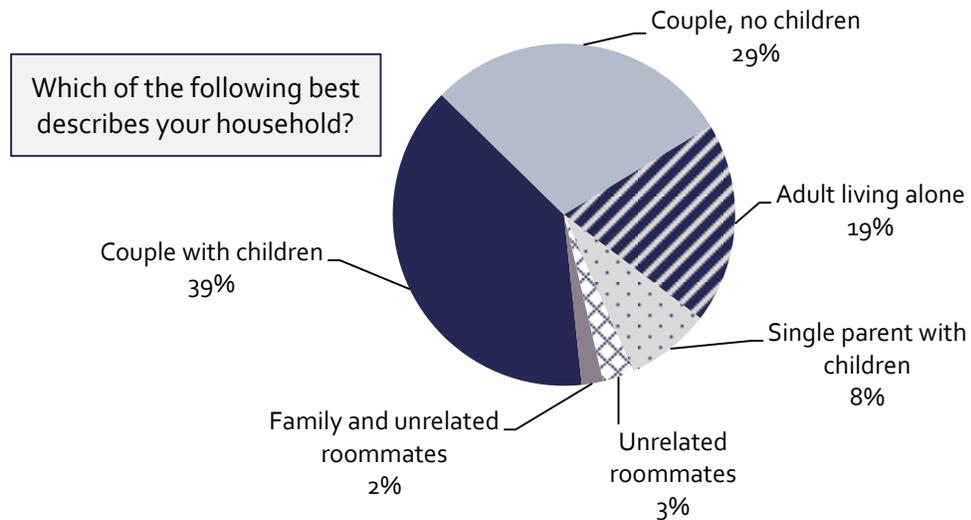


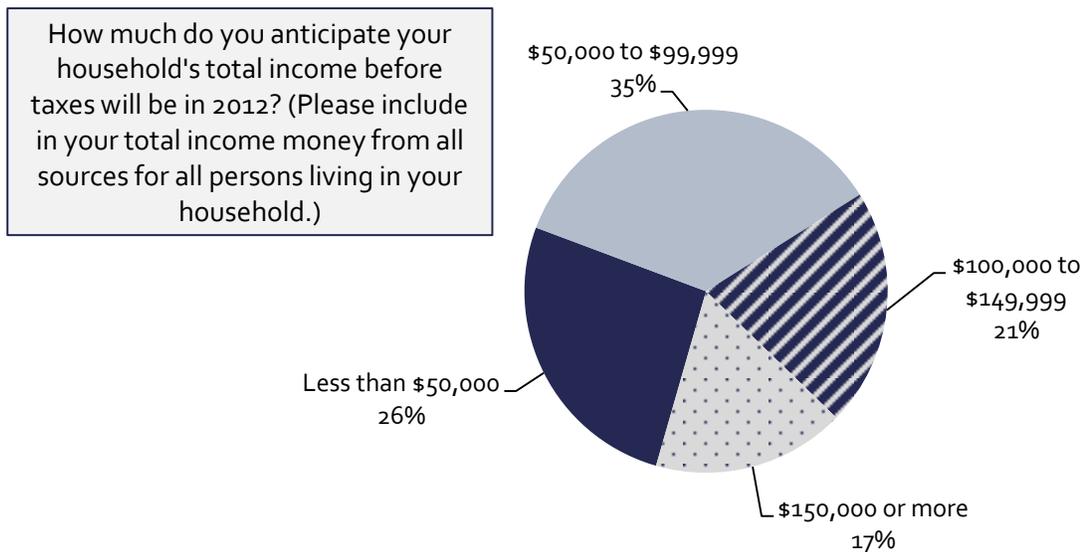
Figure 39: Household Member Characteristics



**Figure 40: Household Composition**



**Figure 41: Respondent Household Income**



**Figure 42: Respondent Race**

| What is your race? (Mark one or more races to indicate what race you consider yourself to be.) | Percent of respondents |
|--|------------------------|
| American Indian or Alaskan native  | 3%                     |
| Asian or Pacific Islander  | 7%                     |
| Black, African American  | 1%                     |
| White/Caucasian  | 88%                    |
| Other  | 6%                     |

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

Figure 43: Respondent Ethnicity

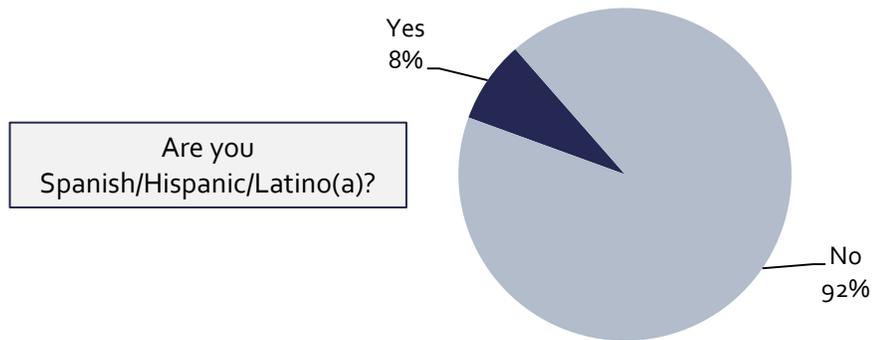


Figure 44: Respondent Age

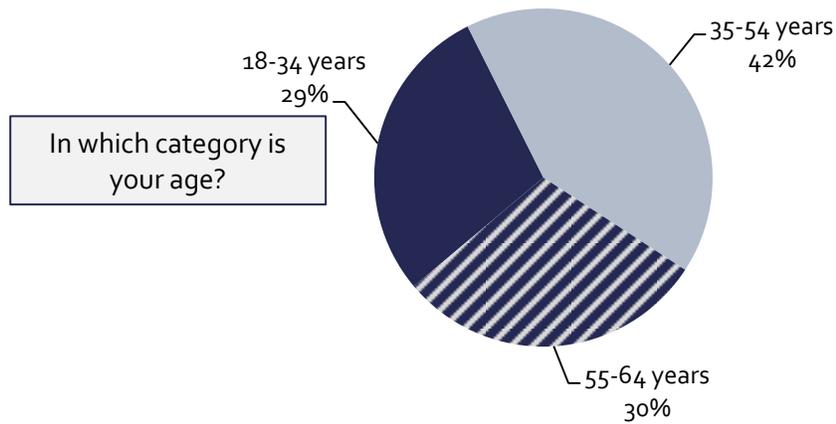
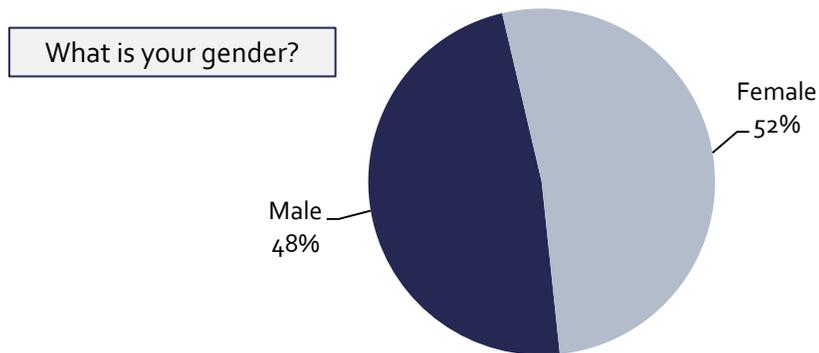


Figure 45: Respondent Gender



## Appendix B: Survey Methodology

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### DEVELOPING THE QUESTIONNAIRE

The City and County of Broomfield Citizen Survey first was administered in 2002. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in Broomfield, their use of community amenities, their opinion on policy issues facing the City and County and their assessment of City and County service delivery. The 2012 survey was created by using the 2007 survey as a starting point and revised iteratively until arriving at the final version that captured the important topics for Broomfield.

### SELECTING SURVEY RECIPIENTS

Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data as the first step in selecting the households within Broomfield.

All addresses falling into Broomfield zip codes were “geocoded” to eliminate addresses from the list that were outside the study boundaries and identify into which of Broomfield’s five wards each address was located. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. Any addresses that were outside of the city limits were removed.

An individual within each household was selected randomly 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

Each of the 3,000 households was contacted three times. First, a prenotification postcard announcement was sent, informing the household members that they had been selected to participate in the City and County of Broomfield 2012 Citizen Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the mayor enlisting participation. A second survey packet was mailed contained the same material. With this second wave of surveys, respondents were instructed to not fill out another survey and recycle the documents instead. Both waves of survey materials invited respondents to take the survey online. These packets also contained a postage-paid pre-addressed return envelope in which the survey recipients could return the completed questionnaire to NRC.

The mailings began in September 2012. Completed surveys were collected over the following six weeks. About 97 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 remaining 2,903 households that have received the survey mailings, 1,013 completed the survey, providing a response rate of 35%. The table on the following page shows the response rates by each of the five wards.

**Table 1: Response Rates by Ward**

| Ward  | Total sent | Total undeliverable | Total completed | Response rate |
|-------|------------|---------------------|-----------------|---------------|
| 1     | 555        | 13                  | 223             | 41%           |
| 2     | 878        | 50                  | 228             | 28%           |
| 3     | 521        | 12                  | 206             | 40%           |
| 4     | 586        | 14                  | 216             | 38%           |
| 5     | 460        | 8                   | 139             | 31%           |
| Total | 3,000      | 97                  | 1,013           | 35%           |

### Margin of Error

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). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some resident opinions are relied on to estimate all opinions. The margin of error around results for the entire sample (1,013 respondents) is plus or minus three percentage points around any given percentage.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents indicate that they thought something was “essential,” then a 3% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire target population is between 72% and 78%. This source of error is called sampling error. 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 desired households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Results for subgroups will have wider confidence intervals. The margin of error rises to plus or minus 14% for a sample size of 50 and plus or minus 10% for 100 completed surveys. Therefore, where estimates are given for subgroups, they are less precise than the overall margin of error.

### SURVEY PROCESSING (DATA ENTRY)

Mailed surveys were returned to NRC 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 select one response out of a list of five, but the respondent checked two; staff would choose randomly one of the two 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 was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from the Web surveys were automatically collected and stored while respondents answered the questions. The online survey data were downloaded, cleaned as necessary and appended to the mail survey data to create a final, complete dataset.

## **SURVEY ANALYSIS**

### **Weighting the Data**

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2005-2009 American Community Survey (ACS) estimates for adults in the city and county. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city and county. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent housing tenure, housing unit type, sex and age.

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.

Several different weighting “schemes” are tested to ensure the best fit for the data. The results of the weighting scheme are presented in the table on the following page.

**Table 2: City and County of Broomfield 2012 Citizen Survey Weighting Table**

| Characteristics    | Population Norm (2010 Census) | Unweighted Data | Weighted Data |
|--------------------|-------------------------------|-----------------|---------------|
| Rent               | 28%                           | 15%             | 27%           |
| Own                | 72%                           | 85%             | 73%           |
| Attached*          | 24%                           | 21%             | 24%           |
| Detached*          | 76%                           | 79%             | 76%           |
| White              | 88%                           | 88%             | 85%           |
| not White          | 12%                           | 12%             | 15%           |
| not Hispanic       | 91%                           | 94%             | 92%           |
| Hispanic           | 9%                            | 7%              | 8%            |
| Female             | 51%                           | 57%             | 52%           |
| Male               | 49%                           | 43%             | 48%           |
| Age 18-34          | 29%                           | 11%             | 28%           |
| Age 35-54          | 43%                           | 39%             | 42%           |
| Age 55 and over    | 28%                           | 50%             | 29%           |
| Female 18-34       | 14%                           | 7%              | 14%           |
| Female 35-54       | 21%                           | 22%             | 21%           |
| Female 55 and over | 15%                           | 28%             | 16%           |
| Male 18-34         | 15%                           | 4%              | 14%           |
| Male 35-54         | 21%                           | 17%             | 21%           |
| Male 55 and over   | 13%                           | 22%             | 13%           |
| Ward 1             |                               | 20%             | 22%           |
| Ward 2             |                               | 18%             | 23%           |
| Ward 3             |                               | 23%             | 20%           |
| Ward 4             |                               | 24%             | 21%           |
| Ward 5             |                               | 16%             | 14%           |

\* ACS 2005-2009

### 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 C: Responses to Survey Questions*.

Also included are results by respondent characteristics (*Appendix D: Comparisons of Select Survey Results 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.

## Appendix C: Responses to Survey Questions

### Complete Set of Frequencies Excluding “No opinion”

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

**Table 3: Question 1**

| Please rate each of the following aspects of quality of life in Broomfield: | Excellent | Good | Fair | Poor | Total |
|---|-----------|------|------|------|-------|
| How do you rate Broomfield as a place to live?                              | 50%       | 46%  | 4%   | 0%   | 100%  |
| How do you rate your neighborhood as a place to live?                       | 43%       | 45%  | 11%  | 1%   | 100%  |
| How do you rate Broomfield as a place to raise children?                    | 47%       | 47%  | 6%   | 1%   | 100%  |
| How do you rate Broomfield as a place to retire?                            | 33%       | 40%  | 20%  | 7%   | 100%  |
| How do you rate Broomfield as a place to work?                              | 29%       | 43%  | 21%  | 7%   | 100%  |
| How do you rate the overall quality of life in Broomfield?                  | 40%       | 53%  | 7%   | 1%   | 100%  |

**Table 4: Question 2 (Quality)**

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Excellent | Good | Fair | Poor | Total |
|---|-----------|------|------|------|-------|
| Sense of community  | 24%       | 51%  | 22%  | 3%   | 100%  |
| Openness & acceptance of diverse people   | 19%       | 53%  | 23%  | 4%   | 100%  |
| Quality of shopping services  | 26%       | 46%  | 23%  | 6%   | 100%  |
| Quality of dining opportunities   | 13%       | 35%  | 36%  | 16%  | 100%  |
| Recreation programs   | 39%       | 48%  | 11%  | 2%   | 100%  |
| Quality and availability of recreation facilities   | 46%       | 41%  | 10%  | 3%   | 100%  |
| Availability of entertainment opportunities   | 12%       | 45%  | 34%  | 10%  | 100%  |
| Amount of open space  | 42%       | 46%  | 10%  | 2%   | 100%  |
| Job opportunities   | 8%        | 29%  | 44%  | 18%  | 100%  |
| Access to affordable quality housing  | 9%        | 44%  | 34%  | 13%  | 100%  |
| Access to affordable quality child care   | 10%       | 41%  | 40%  | 9%   | 100%  |
| Ease of car travel  | 20%       | 50%  | 22%  | 8%   | 100%  |
| Ease of bus travel  | 9%        | 33%  | 34%  | 23%  | 100%  |
| Ease of bicycle travel  | 20%       | 47%  | 28%  | 5%   | 100%  |
| Ease of walking   | 25%       | 52%  | 17%  | 6%   | 100%  |
| Opportunities to attend local cultural and arts events  | 13%       | 50%  | 30%  | 7%   | 100%  |
| Overall appearance of Broomfield  | 32%       | 54%  | 12%  | 2%   | 100%  |

Table 5: Question 2 (Importance)

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Essential | Very important | Somewhat important | Not at all important | Total |
|---|-----------|----------------|--------------------|----------------------|-------|
| Sense of community  | 21%       | 49%            | 28%                | 2%                   | 100%  |
| Openness & acceptance of diverse people   | 24%       | 51%            | 20%                | 5%                   | 100%  |
| Quality of shopping services  | 19%       | 49%            | 30%                | 2%                   | 100%  |
| Quality of dining opportunities   | 17%       | 49%            | 32%                | 2%                   | 100%  |
| Recreation programs   | 25%       | 53%            | 21%                | 1%                   | 100%  |
| Quality and availability of recreation facilities   | 27%       | 51%            | 20%                | 1%                   | 100%  |
| Availability of entertainment opportunities   | 10%       | 43%            | 43%                | 4%                   | 100%  |
| Amount of open space  | 33%       | 46%            | 19%                | 3%                   | 100%  |
| Job opportunities   | 41%       | 41%            | 15%                | 3%                   | 100%  |
| Access to affordable quality housing  | 31%       | 51%            | 15%                | 3%                   | 100%  |
| Access to affordable quality child care   | 27%       | 46%            | 18%                | 9%                   | 100%  |
| Ease of car travel  | 29%       | 55%            | 15%                | 1%                   | 100%  |
| Ease of bus travel  | 18%       | 43%            | 30%                | 9%                   | 100%  |
| Ease of bicycle travel  | 18%       | 41%            | 34%                | 7%                   | 100%  |
| Ease of walking   | 25%       | 50%            | 23%                | 2%                   | 100%  |
| Opportunities to attend local cultural and arts events  | 9%        | 39%            | 45%                | 7%                   | 100%  |
| Overall appearance of Broomfield  | 35%       | 52%            | 11%                | 1%                   | 100%  |

Table 6: Question 3

| 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 |
|---|---------------|-------------------|--------------|-------------------|---------------|-------|
| Population growth   | 1%            | 3%                | 57%          | 30%               | 9%            | 100%  |
| Retail growth (stores, restaurants etc.)  | 7%            | 35%               | 47%          | 9%                | 2%            | 100%  |
| Jobs growth   | 18%           | 54%               | 28%          | 0%                | 0%            | 100%  |

Table 7: Question 4

| 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 |
|---|---------------|---------------|------------------|---------------|-------|
| Weeds   | 38%           | 41%           | 15%              | 6%            | 100%  |
| Illegal drugs   | 32%           | 32%           | 25%              | 10%           | 100%  |
| Junk vehicles   | 45%           | 37%           | 15%              | 3%            | 100%  |
| Street conditions   | 38%           | 37%           | 22%              | 4%            | 100%  |
| Sales taxes   | 28%           | 27%           | 27%              | 17%           | 100%  |
| Property taxes  | 27%           | 27%           | 26%              | 20%           | 100%  |
| Traffic congestion  | 17%           | 32%           | 31%              | 20%           | 100%  |
| Too much growth   | 40%           | 28%           | 22%              | 10%           | 100%  |
| Trail connectivity  | 54%           | 28%           | 14%              | 3%            | 100%  |
| Unsupervised youth  | 39%           | 39%           | 16%              | 6%            | 100%  |
| Violent crime (e.g., rape, assault, robbery)  | 43%           | 41%           | 12%              | 4%            | 100%  |
| Property crimes (e.g., burglary, theft)   | 27%           | 46%           | 21%              | 6%            | 100%  |
| Fence conditions in neighborhoods   | 33%           | 36%           | 23%              | 8%            | 100%  |
| Nuisance/unightly properties  | 31%           | 41%           | 20%              | 8%            | 100%  |

Table 8: Question 5

| Please rate how safe you feel:             | Very safe | Somewhat safe | Neither safe nor unsafe | Somewhat unsafe | Very unsafe | Total |
|--|-----------|---------------|-------------------------|-----------------|-------------|-------|
| In your neighborhood during the day        | 84%       | 14%           | 1%                      | 1%              | 0%          | 100%  |
| In your neighborhood after dark            | 51%       | 39%           | 5%                      | 4%              | 1%          | 100%  |
| FlatIron Crossing mall area during the day | 73%       | 23%           | 3%                      | 1%              | 0%          | 100%  |
| FlatIron Crossing mall area after dark     | 41%       | 39%           | 12%                     | 7%              | 1%          | 100%  |
| In Broomfield's parks during the day       | 76%       | 21%           | 3%                      | 1%              | 0%          | 100%  |
| In Broomfield's parks after dark           | 23%       | 45%           | 16%                     | 14%             | 3%          | 100%  |

Table 9: Question 6

| 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 |
|---|-------|---------------|---------------|----------------|--------------------|-------|
| Accessed the City's Web site  | 23%   | 26%           | 34%           | 12%            | 6%                 | 100%  |
| Viewed a City Council meeting on the City's Web site or Channel 8   | 81%   | 13%           | 5%            | 1%             | 0%                 | 100%  |
| Used the Internet to conduct business with the City and County of Broomfield  | 47%   | 24%           | 20%           | 5%             | 4%                 | 100%  |
| Recycled paper, cans or bottles from your home  | 18%   | 8%            | 17%           | 17%            | 41%                | 100%  |
| Ridden a bus or call-n-Ride within Broomfield   | 75%   | 9%            | 7%            | 2%             | 6%                 | 100%  |
| Used one of the recreation centers  | 29%   | 17%           | 23%           | 12%            | 19%                | 100%  |
| Utilized Health and Human Services within Broomfield  | 80%   | 11%           | 6%            | 1%             | 2%                 | 100%  |
| Visited a park (active, formally landscaped areas)  | 9%    | 13%           | 29%           | 21%            | 28%                | 100%  |
| Visited an open space site (native, undeveloped areas)  | 17%   | 18%           | 28%           | 15%            | 22%                | 100%  |
| Used a trail in Broomfield  | 17%   | 16%           | 22%           | 18%            | 27%                | 100%  |
| Used the Broomfield Auditorium or attended an event there   | 57%   | 26%           | 14%           | 2%             | 1%                 | 100%  |
| Viewed any of Broomfield's public art sites (benches, sculptures, etc.)   | 25%   | 32%           | 30%           | 8%             | 5%                 | 100%  |

Table 10: Question 7

| 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 Enterprise  | 48%          | 28%          | 24%                 | 100%  |
| Boulder Daily Camera   | 8%           | 23%          | 69%                 | 100%  |
| Denver Post  | 24%          | 33%          | 43%                 | 100%  |
| Radio news   | 23%          | 35%          | 42%                 | 100%  |
| Television news  | 45%          | 30%          | 25%                 | 100%  |
| Government access Channel 8  | 7%           | 19%          | 74%                 | 100%  |
| Broomfield's Web site (www.Broomfield.org)   | 26%          | 41%          | 33%                 | 100%  |
| Broomfield's "Be in the Loop" service  | 8%           | 12%          | 80%                 | 100%  |
| Broomfield's Facebook page   | 3%           | 9%           | 88%                 | 100%  |
| Twitter  | 2%           | 4%           | 94%                 | 100%  |
| Word of mouth  | 26%          | 55%          | 20%                 | 100%  |

Table 11: Question 8

| 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                                     | 16%       | 51%  | 28%  | 5%   | 100%  |
| The overall direction that Broomfield is taking  | 14%       | 60%  | 21%  | 5%   | 100%  |
| The job the City and County of Broomfield government does at welcoming citizen involvement | 16%       | 47%  | 28%  | 9%   | 100%  |
| The job the City and County of Broomfield does at listening to citizens                    | 10%       | 48%  | 30%  | 12%  | 100%  |
| The City and County's financial management through the recent recession                    | 17%       | 53%  | 26%  | 5%   | 100%  |
| Ease of accessing the services of the City and County of Broomfield                        | 23%       | 56%  | 18%  | 3%   | 100%  |
| The overall performance of City Council  | 11%       | 57%  | 26%  | 5%   | 100%  |

Table 12: Question 9 (Quality)

| 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. | Excellent | Good | Fair | Poor | Total |
|---|-----------|------|------|------|-------|
| Police services   | 37%       | 51%  | 8%   | 4%   | 100%  |
| Traffic enforcement   | 21%       | 60%  | 14%  | 4%   | 100%  |
| City recycling events (large-item, tree limb)   | 40%       | 46%  | 11%  | 2%   | 100%  |
| Broomfield Recycling Center   | 44%       | 43%  | 10%  | 3%   | 100%  |
| Street lighting   | 23%       | 57%  | 17%  | 3%   | 100%  |
| Storm drainage  | 21%       | 58%  | 18%  | 4%   | 100%  |
| Water   | 36%       | 53%  | 10%  | 1%   | 100%  |
| Sewer services  | 33%       | 57%  | 9%   | 1%   | 100%  |
| Land use, planning and zoning   | 17%       | 53%  | 23%  | 6%   | 100%  |
| Building department/inspections   | 16%       | 52%  | 26%  | 6%   | 100%  |
| Animal control  | 20%       | 56%  | 17%  | 7%   | 100%  |
| Broomfield Workforce Center   | 21%       | 45%  | 25%  | 8%   | 100%  |
| Senior services   | 27%       | 56%  | 15%  | 2%   | 100%  |
| Public Health and Environment   | 18%       | 64%  | 15%  | 3%   | 100%  |
| Child Protection Services   | 20%       | 57%  | 20%  | 4%   | 100%  |
| Library services  | 47%       | 45%  | 7%   | 1%   | 100%  |
| Variety of printed library materials  | 35%       | 50%  | 13%  | 2%   | 100%  |
| Variety of electronic library materials   | 33%       | 49%  | 15%  | 3%   | 100%  |
| Availability of public computers at the library   | 35%       | 43%  | 18%  | 4%   | 100%  |
| Variety of library software   | 31%       | 47%  | 18%  | 4%   | 100%  |
| Code compliance (weeds, junk, etc.)   | 13%       | 47%  | 31%  | 9%   | 100%  |
| Municipal court services  | 22%       | 56%  | 18%  | 4%   | 100%  |
| Dep't of motor vehicles (license plates)  | 40%       | 42%  | 13%  | 5%   | 100%  |
| Auditorium facility   | 35%       | 51%  | 13%  | 1%   | 100%  |
| Auditorium event information  | 21%       | 49%  | 23%  | 7%   | 100%  |
| Availability of parks   | 49%       | 44%  | 6%   | 1%   | 100%  |
| Appearance of parks   | 50%       | 45%  | 5%   | 0%   | 100%  |

| <b>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.</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Total</b> |
|--|------------------|-------------|-------------|-------------|--------------|
| Variety of parks   | 38%              | 45%         | 14%         | 2%          | 100%         |
| Range/variety of recreation programs   | 32%              | 53%         | 13%         | 2%          | 100%         |
| Availability of recreation centers   | 37%              | 49%         | 13%         | 1%          | 100%         |
| Youth softball   | 28%              | 59%         | 10%         | 3%          | 100%         |
| Youth basketball   | 24%              | 61%         | 14%         | 2%          | 100%         |
| Continuous trail connections   | 22%              | 50%         | 23%         | 5%          | 100%         |
| Quantity of trails   | 26%              | 57%         | 16%         | 2%          | 100%         |
| Accessibility of trails  | 28%              | 55%         | 15%         | 3%          | 100%         |
| Quality of open space  | 30%              | 56%         | 12%         | 2%          | 100%         |
| Availability of open space   | 30%              | 54%         | 14%         | 2%          | 100%         |
| Elections  | 27%              | 57%         | 14%         | 2%          | 100%         |
| Property tax assessment and collection   | 13%              | 45%         | 33%         | 9%          | 100%         |
| Broomfield's Web site (www.Broomfield.org)   | 22%              | 58%         | 17%         | 2%          | 100%         |
| Broomfield Cable Channel 8   | 20%              | 46%         | 27%         | 8%          | 100%         |
| Broomfield's printed publications (annual report, brochures, flyers)   | 21%              | 56%         | 20%         | 3%          | 100%         |

Table 13: Question 9 (Importance)

| <b>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.</b> | <b>Essential</b> | <b>Very important</b> | <b>Somewhat important</b> | <b>Not at all important</b> | <b>Total</b> |
|--|------------------|-----------------------|---------------------------|-----------------------------|--------------|
| Police services  | 73%              | 23%                   | 3%                        | 1%                          | 100%         |
| Traffic enforcement  | 43%              | 42%                   | 14%                       | 2%                          | 100%         |
| City recycling events (large-item, tree limb)  | 33%              | 43%                   | 21%                       | 3%                          | 100%         |
| Broomfield Recycling Center  | 38%              | 42%                   | 17%                       | 3%                          | 100%         |
| Street lighting  | 42%              | 45%                   | 13%                       | 0%                          | 100%         |
| Storm drainage   | 40%              | 46%                   | 14%                       | 1%                          | 100%         |
| Water  | 67%              | 28%                   | 5%                        | 0%                          | 100%         |
| Sewer services   | 62%              | 31%                   | 6%                        | 1%                          | 100%         |
| Land use, planning and zoning  | 33%              | 51%                   | 15%                       | 1%                          | 100%         |
| Building department/inspections  | 20%              | 48%                   | 28%                       | 4%                          | 100%         |
| Animal control   | 21%              | 45%                   | 30%                       | 3%                          | 100%         |
| Broomfield Workforce Center  | 23%              | 45%                   | 27%                       | 5%                          | 100%         |
| Senior services  | 30%              | 46%                   | 21%                       | 3%                          | 100%         |
| Public Health and Environment  | 35%              | 48%                   | 14%                       | 2%                          | 100%         |
| Child Protection Services  | 46%              | 41%                   | 10%                       | 3%                          | 100%         |
| Library services   | 39%              | 43%                   | 15%                       | 2%                          | 100%         |
| Variety of printed library materials   | 29%              | 48%                   | 21%                       | 3%                          | 100%         |
| Variety of electronic library materials  | 24%              | 50%                   | 22%                       | 4%                          | 100%         |
| Availability of public computers at the library  | 23%              | 43%                   | 26%                       | 8%                          | 100%         |

| <b>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.</b> | <b>Essential</b> | <b>Very important</b> | <b>Somewhat important</b> | <b>Not at all important</b> | <b>Total</b> |
|--|------------------|-----------------------|---------------------------|-----------------------------|--------------|
| Variety of library software  | 21%              | 41%                   | 27%                       | 11%                         | 100%         |
| Code compliance (weeds, junk, etc.)  | 23%              | 46%                   | 27%                       | 4%                          | 100%         |
| Municipal court services   | 36%              | 47%                   | 15%                       | 2%                          | 100%         |
| Dep't of motor vehicles (license plates)   | 36%              | 45%                   | 15%                       | 3%                          | 100%         |
| Auditorium facility  | 15%              | 35%                   | 41%                       | 9%                          | 100%         |
| Auditorium event information   | 12%              | 33%                   | 44%                       | 11%                         | 100%         |
| Availability of parks  | 37%              | 49%                   | 13%                       | 1%                          | 100%         |
| Appearance of parks  | 36%              | 51%                   | 12%                       | 1%                          | 100%         |
| Variety of parks   | 29%              | 48%                   | 21%                       | 2%                          | 100%         |
| Range/variety of recreation programs   | 23%              | 51%                   | 24%                       | 2%                          | 100%         |
| Availability of recreation centers   | 26%              | 51%                   | 21%                       | 1%                          | 100%         |
| Youth softball   | 12%              | 38%                   | 41%                       | 10%                         | 100%         |
| Youth basketball   | 13%              | 38%                   | 40%                       | 10%                         | 100%         |
| Continuous trail connections   | 22%              | 46%                   | 29%                       | 4%                          | 100%         |
| Quantity of trails   | 25%              | 47%                   | 25%                       | 3%                          | 100%         |
| Accessibility of trails  | 25%              | 49%                   | 22%                       | 3%                          | 100%         |
| Quality of open space  | 28%              | 46%                   | 24%                       | 3%                          | 100%         |
| Availability of open space   | 28%              | 46%                   | 24%                       | 3%                          | 100%         |
| Elections  | 47%              | 39%                   | 12%                       | 2%                          | 100%         |
| Property tax assessment and collection   | 31%              | 49%                   | 18%                       | 2%                          | 100%         |
| Broomfield's Web site (www.Broomfield.org)   | 24%              | 45%                   | 24%                       | 7%                          | 100%         |
| Broomfield Cable Channel 8   | 11%              | 26%                   | 40%                       | 24%                         | 100%         |
| Broomfield's printed publications (annual report, brochures, flyers)   | 13%              | 36%                   | 40%                       | 11%                         | 100%         |

Table 14: Question 10

| <b>For each of the following services not provided by the City and County of Broomfield, please rate the quality of service.</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Total</b> |
|--|------------------|-------------|-------------|-------------|--------------|
| Fire   | 56%              | 41%         | 3%          | 1%          | 100%         |
| Ambulance services   | 49%              | 46%         | 4%          | 1%          | 100%         |
| Garbage collection   | 36%              | 49%         | 12%         | 3%          | 100%         |
| K-12 education   | 27%              | 52%         | 16%         | 5%          | 100%         |
| Curbside recycling services  | 29%              | 44%         | 15%         | 12%         | 100%         |
| Developmentally disabled services  | 28%              | 45%         | 22%         | 5%          | 100%         |
| Mental health services   | 25%              | 39%         | 25%         | 11%         | 100%         |
| 1STBank Center   | 28%              | 54%         | 15%         | 4%          | 100%         |

Table 15: Question 11 (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 |
|--|-----------|------|------|------|-------|
| Street repair and resurfacing  | 14%       | 59%  | 21%  | 6%   | 100%  |
| Snow and ice control   | 16%       | 54%  | 24%  | 6%   | 100%  |
| Traffic signal timing  | 9%        | 43%  | 30%  | 19%  | 100%  |
| Street cleaning  | 15%       | 59%  | 21%  | 5%   | 100%  |

Table 16: Question 11 (Broomfield-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 |
|--|-----------|------|------|------|-------|
| Street repair and resurfacing  | 17%       | 56%  | 19%  | 8%   | 100%  |
| Snow and ice control   | 17%       | 47%  | 22%  | 13%  | 100%  |
| Traffic signal timing  | 12%       | 41%  | 28%  | 19%  | 100%  |
| Street cleaning  | 18%       | 58%  | 20%  | 5%   | 100%  |

Table 17: Question 12

| Overall, how would you rate the quality of the services provided by the City and County of Broomfield? | Percent of respondents |
|--|------------------------|
| Excellent  | 23%                    |
| Good   | 63%                    |
| Fair   | 13%                    |
| Poor   | 1%                     |
| Total  | 100%                   |

Table 18: Question 13

| 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 of respondents |
|---|------------------------|
| No  | 38%                    |
| Yes   | 62%                    |
| Total   | 100%                   |

Table 19: Question 14

| What was your impression of the employee(s) of Broomfield in your most recent contact? | Excellent | Good | Fair | Poor | Total |
|--|-----------|------|------|------|-------|
| Knowledge  | 51%       | 40%  | 6%   | 3%   | 100%  |
| Responsiveness   | 54%       | 37%  | 6%   | 3%   | 100%  |
| Courtesy   | 57%       | 32%  | 9%   | 3%   | 100%  |
| Overall impression   | 53%       | 36%  | 8%   | 3%   | 100%  |

Table 20: Question 15

| In 2004, voters within the Regional Transportation District (RTD) approved a tax to fund the FasTracks Plan. The plan included a Bus Rapid Transit (BRT) line on US 36, which includes a dedicated lane and specialized vehicles with enhanced amenities running on 5-20 minute frequencies, and Commuter Rail consisting of diesel powered railroad cars operating on and next to the existing railroad tracks in Broomfield running on a 20-60 minute frequency. Neither project has been completed and it is questionable if existing funding sources are adequate to complete all of the improvements within the next 30 years. To what extent do you support or oppose each of the following scenarios? | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose | Total |
|--|------------------|------------------|-----------------|-----------------|-------|
| Wait for existing funding sources to complete both projects even if it takes longer than 30 years  | 12%              | 26%              | 22%             | 40%             | 100%  |
| Secure additional funding though a region-wide vote and complete both projects on an accelerated timeline  | 27%              | 35%              | 16%             | 21%             | 100%  |
| Secure additional funding sources through a region-wide vote and complete only the Bus Rapid Transit (BRT) on an accelerated timeline  | 14%              | 38%              | 23%             | 25%             | 100%  |
| Secure additional funding sources through a region-wide vote and complete only the Bus Rapid Transit (BRT) on an accelerated timeline  | 14%              | 38%              | 23%             | 25%             | 100%  |

Table 21: Question 16

| The City and County of Broomfield has adopted a Coexistence with Wildlife Plan which addresses human/coyote issues in the community. Which of the following best describes your preference about human/coyote issues? | Percent of respondents |
|---|------------------------|
| I support coexistence with coyotes in all circumstances   | 22%                    |
| I support coexistence with coyotes, but believe lethal control is warranted in the case of a human attack   | 66%                    |
| I do not support coexistence with coyotes   | 11%                    |
| None of these   | 1%                     |
| Total   | 100%                   |

Table 22: Question 17

| To what extent do you support or oppose the City and County using rebates and voluntary water audits to encourage energy and resource conservation in each of the following areas? | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose | Total |
|--|------------------|------------------|-----------------|-----------------|-------|
| In City and County facilities  | 52%              | 40%              | 5%              | 3%              | 100%  |
| Within Broomfield businesses   | 48%              | 40%              | 7%              | 5%              | 100%  |
| Within private residences  | 40%              | 36%              | 12%             | 11%             | 100%  |

Table 23: Question 18

| To what extent do you support or oppose the City and County of Broomfield doing more to encourage residents and property owners to conserve water? | Percent of respondents |
|--|------------------------|
| Strongly support   | 47%                    |
| Somewhat support   | 41%                    |
| Somewhat oppose  | 8%                     |
| Strongly oppose  | 4%                     |
| Total  | 100%                   |

Table 24: Question 19

| To what extent do you support or oppose the City and County of Broomfield requiring that residential trash haulers provide recycling services to all residential customers? | Percent of respondents |
|---|------------------------|
| Strongly support  | 58%                    |
| Somewhat support  | 27%                    |
| Somewhat oppose   | 7%                     |
| Strongly oppose   | 8%                     |
| Total   | 100%                   |

Table 25: Question 20

| The current Broomfield Comprehensive Plan calls for 40% of the community’s planning area to be open lands. This initiative is funded with revenue from a special, dedicated sales tax. Currently, open lands comprise 33% of the planning area. The 40% goal could be achieved more quickly with additional funding from other existing Broomfield tax revenue to acquire open space, parks and other open lands properties. To what extent do you support or oppose each of the following approaches? | Strongly support   | Somewhat support | Somewhat oppose | Strongly oppose | Total |
|--|--|------------------|-----------------|-----------------|-------|
|  | Use only the dedicated sales tax to fund the acquisition of open lands | 44%              | 40%             | 10%             | 6%    |
| Use additional existing Broomfield tax revenue to fund the acquisition of open lands   | 16%  | 30%              | 23%             | 30%             | 100%  |

Table 26: Question 21

| How would you prefer to pay for City and County services (water, sewer, license plates, building permits, property taxes, etc.)? | Percent of respondents |
|--|------------------------|
| Cash/check   | 12%                    |
| Credit/debit card (in person and/or online)  | 31%                    |
| Both/either are fine   | 57%                    |
| Total  | 100%                   |

Table 27: Question 22

| Please describe what you think should be the top priority for the City and County of Broomfield. | Percent of respondents |
|--|------------------------|
| Code enforcement   | 3%                     |
| Crime, police and safety   | 12%                    |
| Economic development   | 12%                    |
| Education  | 4%                     |
| Appearance   | 3%                     |
| City and County services   | 5%                     |
| Fiscal responsibility  | 2%                     |
| Job growth   | 3%                     |
| No changes needed  | 8%                     |
| Transit  | 3%                     |
| Open space   | 3%                     |
| Road improvements  | 5%                     |
| Manage growth  | 5%                     |
| Taxes  | 7%                     |
| Traffic  | 9%                     |
| Other  | 15%                    |
| Total  | 100%                   |

Table 28: Question D1

| How many years have you lived in Broomfield? | Percent of respondents |
|--|------------------------|
| Less than 2 years                            | 19%                    |
| 2-5 years                                    | 19%                    |
| 6-10 years                                   | 21%                    |
| 11-20 years                                  | 20%                    |
| More than 20 years                           | 21%                    |
| Total  | 100%                   |

Table 29: Question D2

| What is the name of your neighborhood or apartment complex? | Percent of respondents |
|---|------------------------|
| 1st or 2nd filing   | 1%                     |
| Amlie   | 4%                     |
| Anthem  | 4%                     |
| Aspen Creek   | 2%                     |
| Birch   | 1%                     |
| Boulders  | 0%                     |
| Brandywine  | 5%                     |
| Broadlands  | 6%                     |
| Broomfield Estates  | 4%                     |
| Broomfield Greens   | 0%                     |
| Camden  | 1%                     |
| Catania   | 1%                     |
| Columbine Meadows   | 1%                     |

| What is the name of your neighborhood or apartment complex? | Percent of respondents |
|---|------------------------|
| Corlin manor  | 0%                     |
| Courtyard   | 1%                     |
| Crofton   | 1%                     |
| Deer Crest  | 1%                     |
| Eagle Trace   | 3%                     |
| Fairwinds   | 0%                     |
| Garden Center   | 0%                     |
| Gate n Green  | 1%                     |
| Greenway  | 3%                     |
| Highland  | 4%                     |
| Khol  | 0%                     |
| Lac Amora   | 3%                     |
| Legend Trails   | 0%                     |
| Marqi   | 1%                     |
| Maryel Manor  | 0%                     |
| McKay   | 3%                     |
| Miramonte   | 5%                     |
| North Ridge   | 1%                     |
| Northmoor   | 6%                     |
| Outlook   | 1%                     |
| Red Leaf  | 4%                     |
| Ridgeview   | 1%                     |
| Sandalwood  | 0%                     |
| Silver Crest  | 0%                     |
| Stonegate   | 1%                     |
| Sunny Slope   | 0%                     |
| Sunridge  | 0%                     |
| Town Center   | 1%                     |
| Trails  | 2%                     |
| Vantage Point   | 1%                     |
| Village Square  | 0%                     |
| Westlake  | 6%                     |
| Wilcox  | 0%                     |
| Wildgrass   | 2%                     |
| Willow  | 6%                     |
| Country Vista   | 3%                     |
| Other   | 5%                     |
| NA  | 2%                     |
| Total   | 100%                   |

Table 30: Question D3

| Which best describes the building you live in?                   | Percent of respondents |
|--|------------------------|
| One family house detached from any other houses                  | 75%                    |
| House attached to one or more houses (e.g. a duplex or townhome) | 4%                     |
| Building with two or more apartments or condominiums             | 20%                    |

| Which best describes the building you live in? | Percent of respondents |
|--|------------------------|
| Mobile home                                    | 0%                     |
| Other  | 1%                     |
| Total  | 100%                   |

Table 31: Question D4

| Is this house, apartment or mobile home... | Percent of respondents |
|--|------------------------|
| Rented                                     | 27%                    |
| Owned                                      | 73%                    |
| Total                                      | 100%                   |

Table 32: Question D5

| Do any children 12 or under live in your household? | Percent of respondents |
|---|------------------------|
| No  | 67%                    |
| Yes   | 33%                    |
| Total   | 100%                   |

Table 33: Question D6

| Do any teenagers aged between 13 and 17 live in your household? | Percent of respondents |
|---|------------------------|
| No  | 84%                    |
| Yes   | 16%                    |
| Total   | 100%                   |

Table 34: Question D7

| Are you or any other members of your household aged 65 or older? | Percent of respondents |
|--|------------------------|
| No   | 80%                    |
| Yes  | 20%                    |
| Total  | 100%                   |

Table 35: Question D8

| Does any member of your household have a physical handicap or is anyone developmentally disabled? | Percent of respondents |
|---|------------------------|
| No  | 91%                    |
| Yes   | 9%                     |
| Total   | 100%                   |

Table 36: Question D9

| Which of the following best describes your household? | Percent of respondents |
|---|------------------------|
| Adult living alone                                    | 19%                    |
| Couple, no children                                   | 29%                    |
| Couple with children                                  | 39%                    |

| Which of the following best describes your household? | Percent of respondents |
|---|------------------------|
| Single parent with children                           | 8%                     |
| Unrelated roommates                                   | 3%                     |
| Family and unrelated roommates                        | 2%                     |
| Total   | 100%                   |

Table 37: Question D10

| How much do you anticipate your household's total income before taxes will be in 2012? (Please include in your total income money from all sources for all persons living in your household.) | Percent of respondents |
|---|------------------------|
| Less than \$24,999  | 8%                     |
| \$25,000 to \$49,999  | 18%                    |
| \$50,000 to \$99,999  | 35%                    |
| \$100,000 to \$149,999  | 21%                    |
| \$150,000 to \$199,999  | 11%                    |
| \$200,000 or more   | 6%                     |
| Total   | 100%                   |

Table 38: Question D11

| What is your race? (Mark one or more races to indicate what race you consider yourself to be.) | Percent of respondents |
|--|------------------------|
| American Indian or Alaskan native  | 3%                     |
| Asian or Pacific Islander  | 7%                     |
| Black, African American  | 1%                     |
| White/Caucasian  | 88%                    |
| Other  | 6%                     |

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

Table 39: Question D12

| Are you Spanish/Hispanic/Latino(a)? | Percent of respondents |
|-------------------------------------|------------------------|
| No                                  | 92%                    |
| Yes                                 | 8%                     |
| Total                               | 100%                   |

Table 40: Question D13

| In which category is your age? | Percent of respondents |
|--------------------------------|------------------------|
| 18-24 years                    | 6%                     |
| 25-34 years                    | 23%                    |
| 35-44 years                    | 19%                    |
| 45-54 years                    | 23%                    |
| 55-64 years                    | 14%                    |
| 65-74 years                    | 9%                     |
| 75 years or older              | 7%                     |
| Total                          | 100%                   |

Table 41: Question D14

| What is your gender? | Percent of respondents |
|----------------------|------------------------|
| Female               | 52%                    |
| Male                 | 48%                    |
| Total                | 100%                   |

### Complete Set of Frequencies Including “No opinion”

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 42: Question 1

| Please rate each of the following aspects of quality of life in Broomfield: | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|---|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| How do you rate Broomfield as a place to live?                              | 50%       | 502    | 46%     | 466    | 4%      | 36     | 0%      | 5      | 0%         | 1      | 100%    | 1,009  |
| How do you rate your neighborhood as a place to live?                       | 43%       | 432    | 45%     | 452    | 11%     | 110    | 1%      | 7      | 0%         | 3      | 100%    | 1,004  |
| How do you rate Broomfield as a place to raise children?                    | 40%       | 396    | 39%     | 395    | 5%      | 48     | 1%      | 6      | 16%        | 158    | 100%    | 1,003  |
| How do you rate Broomfield as a place to retire?                            | 26%       | 261    | 32%     | 318    | 16%     | 158    | 6%      | 59     | 20%        | 204    | 100%    | 1,001  |
| How do you rate Broomfield as a place to work?                              | 21%       | 207    | 31%     | 303    | 15%     | 144    | 5%      | 48     | 29%        | 289    | 100%    | 991    |
| How do you rate the overall quality of life in Broomfield?                  | 40%       | 399    | 53%     | 529    | 7%      | 67     | 1%      | 5      | 0%         | 4      | 100%    | 1,004  |

Table 43: Question 2 (Quality)

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|---|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Sense of community  | 23%       | 224    | 49%     | 484    | 22%     | 214    | 3%      | 31     | 4%         | 38     | 100%    | 991    |
| Openness & acceptance of diverse people   | 18%       | 176    | 49%     | 483    | 22%     | 214    | 4%      | 38     | 7%         | 72     | 100%    | 985    |
| Quality of shopping services  | 25%       | 249    | 46%     | 448    | 22%     | 220    | 6%      | 58     | 1%         | 8      | 100%    | 984    |
| Quality of dining opportunities   | 13%       | 125    | 35%     | 342    | 35%     | 347    | 16%     | 153    | 2%         | 18     | 100%    | 984    |
| Recreation programs   | 35%       | 349    | 43%     | 429    | 9%      | 94     | 2%      | 20     | 10%        | 98     | 100%    | 990    |
| Quality and availability of recreation facilities   | 42%       | 422    | 38%     | 374    | 10%     | 95     | 2%      | 24     | 8%         | 82     | 100%    | 997    |
| Availability of entertainment opportunities   | 11%       | 110    | 43%     | 427    | 33%     | 324    | 9%      | 91     | 4%         | 42     | 100%    | 993    |

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|---|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Amount of open space  | 41%       | 407    | 45%     | 451    | 10%     | 98     | 2%      | 16     | 3%         | 27     | 100%    | 1,000  |
| Job opportunities   | 6%        | 54     | 20%     | 199    | 30%     | 299    | 13%     | 125    | 31%        | 304    | 100%    | 982    |
| Access to affordable quality housing  | 8%        | 75     | 37%     | 371    | 29%     | 286    | 11%     | 113    | 15%        | 148    | 100%    | 993    |
| Access to affordable quality child care   | 4%        | 37     | 15%     | 149    | 15%     | 146    | 3%      | 33     | 63%        | 617    | 100%    | 982    |
| Ease of car travel  | 20%       | 198    | 49%     | 488    | 22%     | 214    | 8%      | 79     | 1%         | 14     | 100%    | 993    |
| Ease of bus travel  | 5%        | 53     | 19%     | 190    | 19%     | 193    | 13%     | 132    | 43%        | 421    | 100%    | 989    |
| Ease of bicycle travel  | 15%       | 144    | 35%     | 347    | 21%     | 204    | 4%      | 36     | 26%        | 250    | 100%    | 980    |
| Ease of walking   | 24%       | 235    | 49%     | 491    | 16%     | 155    | 6%      | 57     | 5%         | 54     | 100%    | 992    |
| Opportunities to attend local cultural and arts events  | 11%       | 113    | 42%     | 416    | 25%     | 250    | 6%      | 62     | 15%        | 153    | 100%    | 994    |
| Overall appearance of Broomfield  | 32%       | 314    | 54%     | 533    | 12%     | 123    | 2%      | 18     | 1%         | 7      | 100%    | 996    |

Table 44: Question 2 (Importance)

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Essential |        | Very important |        | Somewhat important |        | Not at all important |        | No opinion |        | Total   |        |
|---|-----------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
| Sense of community  | 21%       | 182    | 48%            | 419    | 27%                | 235    | 2%                   | 16     | 3%         | 24     | 100%    | 875    |
| Openness & acceptance of diverse people   | 23%       | 203    | 49%            | 428    | 19%                | 167    | 5%                   | 40     | 4%         | 37     | 100%    | 875    |
| Quality of shopping services  | 19%       | 166    | 48%            | 416    | 30%                | 257    | 2%                   | 14     | 2%         | 13     | 100%    | 866    |
| Quality of dining opportunities   | 17%       | 143    | 48%            | 412    | 32%                | 272    | 2%                   | 19     | 2%         | 16     | 100%    | 862    |
| Recreation programs   | 23%       | 202    | 50%            | 431    | 20%                | 176    | 1%                   | 11     | 6%         | 50     | 100%    | 869    |
| Quality and availability of recreation facilities   | 26%       | 228    | 49%            | 425    | 19%                | 167    | 1%                   | 11     | 5%         | 45     | 100%    | 874    |
| Availability of entertainment opportunities   | 10%       | 87     | 42%            | 362    | 41%                | 357    | 4%                   | 31     | 3%         | 27     | 100%    | 864    |
| Amount of open space  | 32%       | 276    | 44%            | 385    | 18%                | 159    | 3%                   | 22     | 3%         | 25     | 100%    | 868    |
| Job opportunities   | 35%       | 303    | 35%            | 303    | 13%                | 114    | 2%                   | 21     | 14%        | 121    | 100%    | 862    |

| Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are: | Essential |        | Very important |        | Somewhat important |        | Not at all important |        | No opinion |        | Total   |        |
|---|-----------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
| Access to affordable quality housing  | 28%       | 242    | 47%            | 405    | 13%                | 116    | 3%                   | 27     | 8%         | 73     | 100%    | 863    |
| Access to affordable quality child care   | 16%       | 138    | 27%            | 237    | 10%                | 90     | 5%                   | 45     | 41%        | 354    | 100%    | 865    |
| Ease of car travel  | 28%       | 245    | 54%            | 470    | 14%                | 123    | 1%                   | 10     | 2%         | 14     | 100%    | 863    |
| Ease of bus travel  | 14%       | 117    | 32%            | 278    | 22%                | 193    | 7%                   | 61     | 24%        | 209    | 100%    | 859    |
| Ease of bicycle travel  | 15%       | 132    | 35%            | 300    | 28%                | 243    | 6%                   | 49     | 15%        | 132    | 100%    | 857    |
| Ease of walking   | 24%       | 204    | 48%            | 416    | 22%                | 189    | 2%                   | 16     | 4%         | 36     | 100%    | 860    |
| Opportunities to attend local cultural and arts events  | 8%        | 72     | 36%            | 311    | 41%                | 353    | 6%                   | 52     | 9%         | 75     | 100%    | 864    |
| Overall appearance of Broomfield  | 35%       | 303    | 52%            | 447    | 11%                | 95     | 1%                   | 9      | 1%         | 10     | 100%    | 863    |

Table 45: Question 3

| 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   |        |
|---|---------------|--------|-------------------|--------|--------------|--------|-------------------|--------|---------------|--------|------------|--------|---------|--------|
|   | Percent       | Number | Percent           | Number | Percent      | Number | Percent           | Number | Percent       | Number | Percent    | Number | Percent | Number |
| Population growth   | 1%            | 5      | 3%                | 25     | 46%          | 445    | 24%               | 231    | 7%            | 69     | 21%        | 204    | 100%    | 979    |
| Retail growth (stores, restaurants etc.)  | 6%            | 63     | 30%               | 295    | 41%          | 399    | 8%                | 75     | 2%            | 18     | 13%        | 124    | 100%    | 974    |
| Jobs growth   | 11%           | 110    | 35%               | 337    | 18%          | 171    | 0%                | 3      | 0%            | 1      | 36%        | 346    | 100%    | 968    |

Table 46: Question 4

| 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   |        |
|---|---------------|--------|---------------|--------|------------------|--------|---------------|--------|------------|--------|---------|--------|
|   | Percent       | Number | Percent       | Number | Percent          | Number | Percent       | Number | Percent    | Number | Percent | Number |
| Weeds   | 36%           | 355    | 38%           | 376    | 14%              | 139    | 5%            | 52     | 7%         | 75     | 100%    | 997    |
| Illegal drugs   | 24%           | 244    | 24%           | 239    | 19%              | 191    | 8%            | 77     | 25%        | 246    | 100%    | 997    |
| Junk vehicles   | 40%           | 392    | 33%           | 325    | 13%              | 129    | 3%            | 28     | 12%        | 115    | 100%    | 989    |
| Street conditions   | 37%           | 368    | 36%           | 358    | 21%              | 212    | 4%            | 41     | 2%         | 18     | 100%    | 996    |
| Sales taxes   | 27%           | 264    | 26%           | 254    | 26%              | 256    | 16%           | 159    | 6%         | 63     | 100%    | 995    |
| Property taxes  | 23%           | 231    | 23%           | 232    | 22%              | 221    | 17%           | 170    | 14%        | 140    | 100%    | 995    |
| Traffic congestion  | 16%           | 163    | 31%           | 314    | 30%              | 301    | 20%           | 198    | 2%         | 23     | 100%    | 998    |
| Too much growth   | 35%           | 345    | 25%           | 244    | 19%              | 191    | 9%            | 91     | 12%        | 123    | 100%    | 993    |
| Trail connectivity  | 45%           | 445    | 23%           | 233    | 12%              | 116    | 3%            | 28     | 17%        | 174    | 100%    | 995    |
| Unsupervised youth  | 32%           | 321    | 32%           | 315    | 13%              | 130    | 5%            | 49     | 18%        | 182    | 100%    | 997    |
| Violent crime (e.g., rape, assault, robbery)  | 38%           | 376    | 36%           | 358    | 11%              | 106    | 3%            | 33     | 13%        | 125    | 100%    | 999    |
| Property crimes (e.g., burglary, theft)   | 24%           | 240    | 42%           | 411    | 19%              | 185    | 5%            | 53     | 10%        | 100    | 100%    | 990    |
| Fence conditions in neighborhoods   | 30%           | 301    | 33%           | 323    | 21%              | 208    | 7%            | 74     | 9%         | 86     | 100%    | 992    |
| Nuisance/unsightly properties   | 29%           | 288    | 39%           | 386    | 19%              | 186    | 8%            | 76     | 6%         | 64     | 100%    | 1,000  |

Table 47: Question 5

| Please rate how safe you feel:             | Very safe |        | Somewhat safe |        | Neither safe nor unsafe |        | Somewhat unsafe |        | Very unsafe |        | No opinion |        | Total   |        |
|--|-----------|--------|---------------|--------|-------------------------|--------|-----------------|--------|-------------|--------|------------|--------|---------|--------|
|  | Percent   | Number | Percent       | Number | Percent                 | Number | Percent         | Number | Percent     | Number | Percent    | Number | Percent | Number |
| In your neighborhood during the day        | 84%       | 840    | 14%           | 138    | 1%                      | 13     | 1%              | 7      | 0%          | 1      | 0%         | 2      | 100%    | 1,001  |
| In your neighborhood after dark            | 51%       | 508    | 39%           | 388    | 5%                      | 49     | 4%              | 37     | 1%          | 11     | 1%         | 6      | 100%    | 1,000  |
| FlatIron Crossing mall area during the day | 65%       | 652    | 21%           | 207    | 3%                      | 30     | 1%              | 6      | 0%          | 3      | 10%        | 100    | 100%    | 998    |
| FlatIron Crossing mall area after dark     | 34%       | 340    | 33%           | 323    | 10%                     | 99     | 6%              | 61     | 1%          | 10     | 16%        | 159    | 100%    | 991    |
| In Broomfield's parks during the day       | 72%       | 715    | 20%           | 197    | 3%                      | 26     | 1%              | 6      | 0%          | 2      | 5%         | 53     | 100%    | 999    |
| In Broomfield's parks after dark           | 19%       | 188    | 37%           | 369    | 13%                     | 131    | 11%             | 115    | 2%          | 22     | 17%        | 172    | 100%    | 998    |

Table 48: Question 6

| 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   |        |
|---|---------|--------|---------------|--------|---------------|--------|----------------|--------|--------------------|--------|---------|--------|
|   | Percent | Number | Percent       | Number | Percent       | Number | Percent        | Number | Percent            | Number | Percent | Number |
| Accessed the City's Web site  | 23%     | 228    | 26%           | 256    | 34%           | 340    | 12%            | 115    | 6%                 | 57     | 100%    | 996    |
| Viewed a City Council meeting on the City's Web site or Channel 8   | 81%     | 801    | 13%           | 132    | 5%            | 45     | 1%             | 9      | 0%                 | 4      | 100%    | 991    |
| Used the Internet to conduct business with the City and County of Broomfield  | 47%     | 462    | 24%           | 236    | 20%           | 202    | 5%             | 48     | 4%                 | 42     | 100%    | 989    |
| Recycled paper, cans or bottles from your home  | 18%     | 175    | 8%            | 84     | 17%           | 164    | 17%            | 164    | 41%                | 404    | 100%    | 990    |
| Ridden a bus or call-n-Ride within Broomfield   | 75%     | 747    | 9%            | 94     | 7%            | 71     | 2%             | 18     | 6%                 | 61     | 100%    | 991    |
| Used one of the recreation centers  | 29%     | 283    | 17%           | 167    | 23%           | 231    | 12%            | 121    | 19%                | 186    | 100%    | 989    |
| Utilized Health and Human Services within Broomfield  | 80%     | 792    | 11%           | 112    | 6%            | 58     | 1%             | 14     | 2%                 | 16     | 100%    | 992    |
| Visited a park (active, formally landscaped areas)  | 9%      | 92     | 13%           | 126    | 29%           | 293    | 21%            | 206    | 28%                | 276    | 100%    | 992    |
| Visited an open space site (native, undeveloped areas)  | 17%     | 169    | 18%           | 179    | 28%           | 283    | 15%            | 147    | 22%                | 219    | 100%    | 997    |
| Used a trail in Broomfield  | 17%     | 164    | 16%           | 160    | 22%           | 221    | 18%            | 178    | 27%                | 269    | 100%    | 992    |
| Used the Broomfield Auditorium or attended an event there   | 57%     | 563    | 26%           | 259    | 14%           | 137    | 2%             | 19     | 1%                 | 14     | 100%    | 992    |
| Viewed any of Broomfield's public art sites (benches, sculptures, etc.)   | 25%     | 253    | 32%           | 324    | 30%           | 300    | 8%             | 76     | 5%                 | 48     | 100%    | 1,000  |

Table 49: Question 7

| 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   |        |
|--|--------------|--------|--------------|--------|---------------------|--------|---------|--------|
|  | Percent      | Number | Percent      | Number | Percent             | Number | Percent | Number |
| Broomfield Enterprise  | 48%          | 474    | 28%          | 282    | 24%                 | 239    | 100%    | 996    |
| Boulder Daily Camera   | 8%           | 79     | 23%          | 229    | 69%                 | 676    | 100%    | 984    |
| Denver Post  | 24%          | 235    | 33%          | 327    | 43%                 | 423    | 100%    | 985    |
| Radio news   | 23%          | 221    | 35%          | 347    | 42%                 | 413    | 100%    | 980    |
| Television news  | 45%          | 451    | 30%          | 293    | 25%                 | 250    | 100%    | 994    |
| Government access Channel 8  | 7%           | 67     | 19%          | 189    | 74%                 | 731    | 100%    | 987    |
| Broomfield's Web site (www.Broomfield.org)   | 26%          | 258    | 41%          | 404    | 33%                 | 332    | 100%    | 993    |
| Broomfield's "Be in the Loop" service  | 8%           | 76     | 12%          | 119    | 80%                 | 795    | 100%    | 990    |
| Broomfield's Facebook page   | 3%           | 28     | 9%           | 91     | 88%                 | 873    | 100%    | 992    |
| Twitter  | 2%           | 22     | 4%           | 41     | 94%                 | 926    | 100%    | 988    |
| Word of mouth  | 26%          | 255    | 55%          | 542    | 20%                 | 196    | 100%    | 993    |

Table 50: Question 8

| Please rate the following aspects of City and County of Broomfield Government performance  | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| The value of services for the taxes paid to Broomfield                                     | 14%       | 141    | 46%     | 459    | 25%     | 251    | 4%      | 44     | 9%         | 92     | 100%    | 988    |
| The overall direction that Broomfield is taking  | 13%       | 129    | 55%     | 538    | 19%     | 184    | 4%      | 42     | 9%         | 92     | 100%    | 985    |
| The job the City and County of Broomfield government does at welcoming citizen involvement | 12%       | 119    | 35%     | 351    | 22%     | 213    | 7%      | 69     | 24%        | 238    | 100%    | 990    |
| The job the City and County of Broomfield does at listening to citizens                    | 7%        | 67     | 34%     | 335    | 21%     | 206    | 9%      | 86     | 30%        | 295    | 100%    | 990    |
| The City and County's financial management through the recent recession                    | 13%       | 126    | 39%     | 388    | 19%     | 189    | 3%      | 34     | 25%        | 250    | 100%    | 987    |
| Ease of accessing the services of the City and County of Broomfield                        | 20%       | 195    | 48%     | 476    | 15%     | 149    | 3%      | 25     | 15%        | 144    | 100%    | 990    |
| The overall performance of City Council  | 8%        | 84     | 43%     | 428    | 20%     | 197    | 4%      | 36     | 25%        | 246    | 100%    | 992    |

Table 51: Question 9 (Quality)

| 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. | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|---|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Police services   | 35%       | 312    | 48%     | 426    | 8%      | 71     | 4%      | 31     | 5%         | 46     | 100%    | 886    |
| Traffic enforcement   | 19%       | 166    | 56%     | 485    | 13%     | 115    | 4%      | 36     | 8%         | 72     | 100%    | 873    |
| City recycling events (large-item, tree limb)   | 35%       | 306    | 39%     | 344    | 10%     | 87     | 2%      | 18     | 14%        | 124    | 100%    | 878    |
| Broomfield Recycling Center   | 35%       | 306    | 34%     | 302    | 8%      | 73     | 2%      | 21     | 20%        | 174    | 100%    | 876    |
| Street lighting   | 23%       | 202    | 56%     | 492    | 16%     | 143    | 3%      | 28     | 2%         | 18     | 100%    | 883    |
| Storm drainage  | 19%       | 167    | 53%     | 464    | 16%     | 141    | 3%      | 30     | 9%         | 77     | 100%    | 880    |
| Water   | 36%       | 314    | 52%     | 459    | 10%     | 86     | 1%      | 12     | 1%         | 12     | 100%    | 883    |
| Sewer services  | 30%       | 264    | 53%     | 463    | 8%      | 73     | 1%      | 7      | 8%         | 71     | 100%    | 879    |
| Land use, planning and zoning   | 14%       | 125    | 44%     | 387    | 19%     | 169    | 5%      | 45     | 17%        | 147    | 100%    | 873    |
| Building department/inspections   | 9%        | 78     | 28%     | 243    | 14%     | 123    | 3%      | 27     | 46%        | 399    | 100%    | 870    |
| Animal control  | 16%       | 137    | 44%     | 387    | 13%     | 116    | 5%      | 48     | 22%        | 189    | 100%    | 877    |
| Broomfield Workforce Center   | 7%        | 64     | 16%     | 136    | 9%      | 77     | 3%      | 25     | 65%        | 569    | 100%    | 872    |
| Senior services   | 12%       | 102    | 24%     | 207    | 6%      | 55     | 1%      | 8      | 57%        | 504    | 100%    | 877    |
| Public Health and Environment   | 10%       | 90     | 36%     | 316    | 9%      | 76     | 2%      | 14     | 43%        | 372    | 100%    | 868    |
| Child Protection Services   | 6%        | 56     | 19%     | 161    | 7%      | 57     | 1%      | 11     | 67%        | 584    | 100%    | 869    |
| Library services  | 40%       | 351    | 38%     | 332    | 6%      | 55     | 1%      | 6      | 16%        | 137    | 100%    | 882    |
| Variety of printed library materials  | 26%       | 232    | 38%     | 330    | 10%     | 84     | 2%      | 14     | 25%        | 218    | 100%    | 878    |
| Variety of electronic library materials   | 20%       | 174    | 30%     | 258    | 9%      | 78     | 2%      | 17     | 40%        | 345    | 100%    | 872    |
| Availability of public computers at the library   | 19%       | 166    | 23%     | 203    | 10%     | 85     | 2%      | 20     | 46%        | 401    | 100%    | 874    |
| Variety of library software   | 12%       | 107    | 19%     | 165    | 7%      | 62     | 2%      | 14     | 60%        | 518    | 100%    | 866    |
| Code compliance (weeds, junk, etc.)   | 11%       | 96     | 39%     | 337    | 25%     | 220    | 7%      | 65     | 18%        | 153    | 100%    | 871    |
| Municipal court services  | 10%       | 89     | 26%     | 229    | 8%      | 74     | 2%      | 18     | 53%        | 461    | 100%    | 871    |
| Dep't of motor vehicles (license plates)  | 36%       | 318    | 39%     | 338    | 12%     | 105    | 5%      | 40     | 8%         | 73     | 100%    | 875    |
| Auditorium facility   | 18%       | 159    | 27%     | 232    | 7%      | 60     | 1%      | 6      | 47%        | 406    | 100%    | 863    |
| Auditorium event information  | 13%       | 111    | 30%     | 253    | 14%     | 121    | 4%      | 35     | 39%        | 334    | 100%    | 854    |
| Availability of parks   | 46%       | 402    | 42%     | 364    | 6%      | 52     | 1%      | 5      | 6%         | 51     | 100%    | 873    |
| Appearance of parks   | 48%       | 428    | 43%     | 383    | 5%      | 44     | 0%      | 4      | 3%         | 24     | 100%    | 883    |

| 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. | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|---|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Variety of parks  | 36%       | 315    | 43%     | 372    | 13%     | 115    | 2%      | 18     | 6%         | 52     | 100%    | 873    |
| Range/variety of recreation programs  | 25%       | 222    | 42%     | 369    | 11%     | 93     | 1%      | 13     | 20%        | 178    | 100%    | 874    |
| Availability of recreation centers  | 31%       | 271    | 41%     | 359    | 11%     | 95     | 1%      | 11     | 15%        | 133    | 100%    | 870    |
| Youth softball  | 6%        | 53     | 13%     | 110    | 2%      | 19     | 1%      | 5      | 78%        | 675    | 100%    | 864    |
| Youth basketball  | 6%        | 52     | 15%     | 131    | 3%      | 29     | 0%      | 3      | 75%        | 641    | 100%    | 856    |
| Continuous trail connections  | 17%       | 146    | 39%     | 334    | 17%     | 151    | 4%      | 32     | 23%        | 203    | 100%    | 868    |
| Quantity of trails  | 21%       | 180    | 45%     | 392    | 13%     | 110    | 1%      | 12     | 20%        | 171    | 100%    | 865    |
| Accessibility of trails   | 23%       | 196    | 45%     | 390    | 12%     | 105    | 2%      | 19     | 18%        | 155    | 100%    | 865    |
| Quality of open space   | 27%       | 231    | 50%     | 431    | 10%     | 91     | 2%      | 18     | 11%        | 97     | 100%    | 868    |
| Availability of open space  | 26%       | 227    | 48%     | 413    | 12%     | 106    | 2%      | 17     | 12%        | 104    | 100%    | 867    |
| Elections   | 21%       | 184    | 44%     | 383    | 11%     | 91     | 1%      | 12     | 22%        | 194    | 100%    | 864    |
| Property tax assessment and collection  | 10%       | 85     | 34%     | 292    | 25%     | 215    | 6%      | 56     | 25%        | 217    | 100%    | 865    |
| Broomfield's Web site (www.Broomfield.org)  | 16%       | 138    | 42%     | 364    | 12%     | 107    | 2%      | 14     | 28%        | 244    | 100%    | 868    |
| Broomfield Cable Channel 8  | 5%        | 47     | 13%     | 110    | 7%      | 64     | 2%      | 18     | 72%        | 625    | 100%    | 864    |
| Broomfield's printed publications (annual report, brochures, flyers)  | 15%       | 128    | 41%     | 350    | 15%     | 125    | 2%      | 18     | 28%        | 237    | 100%    | 858    |

Table 52: Question 9 (Importance)

| 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. | Essential |        | Very important |        | Somewhat important |        | Not at all important |        | No opinion |        | Total   |        |
|---|-----------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
| Police services   | 72%       | 577    | 23%            | 181    | 3%                 | 26     | 1%                   | 5      | 2%         | 13     | 100%    | 802    |
| Land use, planning and zoning   | 30%       | 237    | 46%            | 363    | 14%                | 108    | 1%                   | 9      | 9%         | 74     | 100%    | 791    |
| Building department/inspections   | 15%       | 120    | 37%            | 292    | 21%                | 166    | 3%                   | 25     | 23%        | 181    | 100%    | 783    |
| Animal control  | 19%       | 152    | 41%            | 318    | 27%                | 212    | 3%                   | 24     | 10%        | 77     | 100%    | 783    |

| 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. | Essential |        | Very important |        | Somewhat important |        | Not at all important |        | No opinion |        | Total   |        |
|---|-----------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
| Broomfield Workforce Center   | 13%       | 105    | 27%            | 206    | 16%                | 122    | 3%                   | 23     | 41%        | 321    | 100%    | 777    |
| Senior services   | 22%       | 172    | 33%            | 261    | 16%                | 122    | 2%                   | 16     | 27%        | 210    | 100%    | 781    |
| Public Health and Environment   | 28%       | 221    | 39%            | 302    | 12%                | 90     | 2%                   | 15     | 19%        | 151    | 100%    | 779    |
| Child Protection Services   | 34%       | 267    | 30%            | 236    | 8%                 | 59     | 2%                   | 18     | 26%        | 200    | 100%    | 780    |
| Library services  | 37%       | 291    | 41%            | 321    | 14%                | 113    | 2%                   | 14     | 6%         | 47     | 100%    | 786    |
| Variety of printed library materials  | 25%       | 195    | 42%            | 325    | 18%                | 142    | 3%                   | 21     | 13%        | 98     | 100%    | 781    |
| Variety of electronic library materials   | 19%       | 150    | 40%            | 312    | 18%                | 139    | 3%                   | 27     | 20%        | 154    | 100%    | 782    |
| Availability of public computers at the library   | 18%       | 139    | 33%            | 261    | 20%                | 155    | 6%                   | 50     | 23%        | 176    | 100%    | 780    |
| Variety of library software   | 15%       | 113    | 28%            | 219    | 19%                | 146    | 8%                   | 58     | 30%        | 234    | 100%    | 770    |
| Code compliance (weeds, junk, etc.)   | 21%       | 166    | 42%            | 331    | 25%                | 192    | 3%                   | 27     | 9%         | 67     | 100%    | 784    |
| Municipal court services  | 27%       | 212    | 36%            | 282    | 11%                | 86     | 2%                   | 14     | 23%        | 179    | 100%    | 773    |
| Dep't of motor vehicles (license plates)  | 35%       | 271    | 43%            | 339    | 15%                | 114    | 3%                   | 25     | 5%         | 37     | 100%    | 785    |
| Auditorium facility   | 11%       | 85     | 26%            | 201    | 30%                | 232    | 7%                   | 52     | 26%        | 199    | 100%    | 770    |
| Auditorium event information  | 9%        | 73     | 25%            | 195    | 34%                | 260    | 8%                   | 65     | 23%        | 179    | 100%    | 771    |
| Availability of parks   | 35%       | 278    | 47%            | 371    | 13%                | 102    | 1%                   | 9      | 3%         | 25     | 100%    | 785    |
| Appearance of parks   | 36%       | 281    | 50%            | 393    | 12%                | 93     | 1%                   | 8      | 2%         | 17     | 100%    | 792    |
| Variety of parks  | 28%       | 216    | 46%            | 360    | 21%                | 162    | 2%                   | 18     | 3%         | 27     | 100%    | 784    |
| Range/variety of recreation programs  | 20%       | 154    | 44%            | 347    | 21%                | 167    | 2%                   | 17     | 12%        | 96     | 100%    | 781    |
| Availability of recreation centers  | 24%       | 186    | 47%            | 363    | 19%                | 149    | 1%                   | 10     | 9%         | 72     | 100%    | 781    |
| Youth softball  | 6%        | 45     | 19%            | 147    | 20%                | 158    | 5%                   | 38     | 50%        | 386    | 100%    | 774    |
| Youth basketball  | 7%        | 50     | 20%            | 150    | 21%                | 160    | 5%                   | 39     | 48%        | 368    | 100%    | 767    |
| Continuous trail connections  | 18%       | 143    | 39%            | 305    | 24%                | 190    | 3%                   | 27     | 15%        | 117    | 100%    | 782    |
| Quantity of trails  | 22%       | 168    | 41%            | 324    | 22%                | 170    | 3%                   | 21     | 12%        | 98     | 100%    | 781    |
| Accessibility of trails   | 22%       | 175    | 44%            | 342    | 20%                | 153    | 3%                   | 23     | 11%        | 85     | 100%    | 779    |
| Quality of open space   | 25%       | 197    | 42%            | 328    | 22%                | 168    | 3%                   | 22     | 8%         | 62     | 100%    | 777    |
| Availability of open space  | 25%       | 197    | 42%            | 325    | 22%                | 168    | 3%                   | 21     | 9%         | 67     | 100%    | 778    |
| Elections   | 41%       | 319    | 34%            | 265    | 10%                | 79     | 2%                   | 17     | 12%        | 97     | 100%    | 776    |
| Property tax assessment and collection  | 26%       | 202    | 41%            | 317    | 15%                | 115    | 2%                   | 14     | 17%        | 129    | 100%    | 777    |

| 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. | Essential |        | Very important |        | Somewhat important |        | Not at all important |        | No opinion |        | Total   |        |
|---|-----------|--------|----------------|--------|--------------------|--------|----------------------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent        | Number | Percent            | Number | Percent              | Number | Percent    | Number | Percent | Number |
| Broomfield's Web site (www.Broomfield.org)  | 19%       | 147    | 36%            | 283    | 20%                | 152    | 5%                   | 42     | 20%        | 154    | 100%    | 777    |
| Broomfield Cable Channel 8  | 5%        | 42     | 13%            | 102    | 21%                | 159    | 12%                  | 95     | 48%        | 375    | 100%    | 773    |
| Broomfield's printed publications (annual report, brochures, flyers)  | 10%       | 79     | 29%            | 217    | 32%                | 241    | 9%                   | 66     | 20%        | 155    | 100%    | 759    |

Table 53: Question 10

| For each of the following services not provided by the City and County of Broomfield, please rate the quality of service. | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|---|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|   | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Fire  | 36%       | 348    | 26%     | 257    | 2%      | 17     | 1%      | 5      | 36%        | 350    | 100%    | 976    |
| Ambulance services  | 28%       | 270    | 26%     | 250    | 2%      | 21     | 1%      | 5      | 44%        | 425    | 100%    | 972    |
| Garbage collection  | 32%       | 316    | 45%     | 439    | 11%     | 109    | 3%      | 27     | 9%         | 83     | 100%    | 974    |
| K-12 education  | 18%       | 170    | 34%     | 330    | 10%     | 100    | 3%      | 33     | 35%        | 334    | 100%    | 968    |
| Curbside recycling services   | 21%       | 200    | 32%     | 310    | 10%     | 102    | 9%      | 87     | 28%        | 275    | 100%    | 974    |
| Developmentally disabled services   | 7%        | 64     | 11%     | 103    | 5%      | 50     | 1%      | 11     | 77%        | 743    | 100%    | 971    |
| Mental health services  | 5%        | 51     | 8%      | 81     | 5%      | 53     | 2%      | 23     | 79%        | 765    | 100%    | 973    |
| 1STBank Center  | 16%       | 159    | 31%     | 306    | 8%      | 83     | 2%      | 20     | 42%        | 410    | 100%    | 978    |

Table 54: Question 11 (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   |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Street repair and resurfacing  | 14%       | 135    | 58%     | 574    | 21%     | 207    | 6%      | 59     | 2%         | 16     | 100%    | 991    |
| Snow and ice control   | 15%       | 150    | 51%     | 509    | 22%     | 223    | 6%      | 56     | 5%         | 53     | 100%    | 991    |
| Traffic signal timing  | 9%        | 85     | 42%     | 419    | 29%     | 289    | 18%     | 182    | 1%         | 11     | 100%    | 987    |
| Street cleaning  | 14%       | 141    | 56%     | 553    | 20%     | 195    | 4%      | 44     | 5%         | 52     | 100%    | 985    |

Table 55: Question 11 (Broomfield-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   |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Street repair and resurfacing  | 17%       | 166    | 55%     | 543    | 19%     | 186    | 8%      | 74     | 2%         | 18     | 100%    | 986    |
| Snow and ice control   | 16%       | 161    | 45%     | 441    | 21%     | 206    | 13%     | 125    | 5%         | 52     | 100%    | 986    |
| Traffic signal timing  | 12%       | 114    | 41%     | 402    | 28%     | 273    | 18%     | 181    | 2%         | 15     | 100%    | 985    |
| Street cleaning  | 17%       | 170    | 55%     | 547    | 19%     | 191    | 4%      | 43     | 4%         | 36     | 100%    | 987    |

Table 56: Question 12

| Overall, how would you rate the quality of the services provided by the City and County of Broomfield? | Percent | Number |
|--|---------|--------|
| Excellent  | 23%     | 230    |
| Good   | 62%     | 615    |
| Fair   | 13%     | 124    |
| Poor   | 1%      | 12     |
| No opinion   | 1%      | 9      |
| Total  | 100%    | 990    |

Table 57: Question 13

| 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  | 38%     | 367    |
| Yes   | 62%     | 611    |
| Total   | 100%    | 978    |

Table 58: Question 14

| What was your impression of the employee(s) of Broomfield in your most recent contact? | Excellent |        | Good    |        | Fair    |        | Poor    |        | No opinion |        | Total   |        |
|--|-----------|--------|---------|--------|---------|--------|---------|--------|------------|--------|---------|--------|
|  | Percent   | Number | Percent | Number | Percent | Number | Percent | Number | Percent    | Number | Percent | Number |
| Knowledge  | 51%       | 313    | 39%     | 240    | 6%      | 39     | 3%      | 16     | 0%         | 2      | 100%    | 610    |
| Responsiveness   | 54%       | 329    | 36%     | 221    | 6%      | 37     | 3%      | 16     | 1%         | 6      | 100%    | 610    |
| Courtesy   | 57%       | 348    | 32%     | 193    | 8%      | 52     | 3%      | 16     | 0%         | 1      | 100%    | 610    |
| Overall impression   | 53%       | 321    | 36%     | 218    | 8%      | 52     | 3%      | 19     | 0%         | 1      | 100%    | 610    |

Table 59: Question 15

| In 2004, voters within the Regional Transportation District (RTD) approved a tax to fund the FasTracks Plan. The plan included a Bus Rapid Transit (BRT) line on US 36, which includes a dedicated lane and specialized vehicles with enhanced amenities running on 5-20 minute frequencies, and Commuter Rail consisting of diesel powered railroad cars operating on and next to the existing railroad tracks in Broomfield running on a 20-60 minute frequency. Neither project has been completed and it is questionable if existing funding sources are adequate to complete all of the improvements within the next 30 years. To what extent do you support or oppose each of the following scenarios? | Strongly support |        | Somewhat support |        | Somewhat oppose |        | Strongly oppose |        | No opinion |        | Total   |        |
|--|------------------|--------|------------------|--------|-----------------|--------|-----------------|--------|------------|--------|---------|--------|
|  | Percent          | Number | Percent          | Number | Percent         | Number | Percent         | Number | Percent    | Number | Percent | Number |
| Wait for existing funding sources to complete both projects even if it takes longer than 30 years  | 11%              | 101    | 22%              | 210    | 19%             | 181    | 34%             | 323    | 15%        | 144    | 100%    | 959    |
| Secure additional funding through a region-wide vote and complete both projects on an accelerated timeline   | 24%              | 229    | 31%              | 295    | 14%             | 135    | 18%             | 175    | 13%        | 128    | 100%    | 961    |
| Secure additional funding sources through a region-wide vote and complete only the Bus Rapid Transit (BRT) on an accelerated timeline  | 12%              | 110    | 31%              | 295    | 19%             | 181    | 21%             | 198    | 17%        | 161    | 100%    | 945    |
| Secure additional funding sources through a region-wide vote and complete only the Bus Rapid Transit (BRT) on an accelerated timeline  | 12%              | 110    | 31%              | 295    | 19%             | 181    | 21%             | 198    | 17%        | 161    | 100%    | 945    |

Table 60: Question 16

| The City and County of Broomfield has adopted a Coexistence with Wildlife Plan which addresses human/coyote issues in the community. Which of the following best describes your preference about human/coyote issues? | Percent | Number |
|---|---------|--------|
| I support coexistence with coyotes in all circumstances   | 21%     | 204    |
| I support coexistence with coyotes, but believe lethal control is warranted in the case of a human attack   | 63%     | 615    |
| I do not support coexistence with coyotes   | 11%     | 106    |
| None of these   | 1%      | 9      |
| No opinion  | 5%      | 47     |
| Total   | 100%    | 982    |

Table 61: Question 17

| To what extent do you support or oppose the City and County using rebates and voluntary water audits to encourage energy and resource conservation in each of the following areas? | Strongly support |        | Somewhat support |        | Somewhat oppose |        | Strongly oppose |        | No opinion |        | Total   |        |
|--|------------------|--------|------------------|--------|-----------------|--------|-----------------|--------|------------|--------|---------|--------|
|  | Percent          | Number | Percent          | Number | Percent         | Number | Percent         | Number | Percent    | Number | Percent | Number |
| In City and County facilities  | 47%              | 457    | 36%              | 349    | 5%              | 45     | 3%              | 30     | 10%        | 99     | 100%    | 980    |
| Within Broomfield businesses   | 43%              | 418    | 36%              | 352    | 6%              | 62     | 4%              | 42     | 10%        | 101    | 100%    | 976    |
| Within private residences  | 36%              | 352    | 33%              | 323    | 11%             | 110    | 10%             | 102    | 10%        | 94     | 100%    | 981    |

Table 62: Question 18

| To what extent do you support or oppose the City and County of Broomfield doing more to encourage residents and property owners to conserve water? | Percent | Number |
|--|---------|--------|
| Strongly support   | 45%     | 448    |
| Somewhat support   | 39%     | 390    |
| Somewhat oppose  | 8%      | 78     |
| Strongly oppose  | 4%      | 42     |
| No opinion   | 3%      | 31     |
| Total  | 100%    | 989    |

Table 63: Question 19

| To what extent do you support or oppose the City and County of Broomfield requiring that residential trash haulers provide recycling services to all residential customers? | Percent | Number |
|---|---------|--------|
| Strongly support  | 55%     | 541    |
| Somewhat support  | 25%     | 248    |
| Somewhat oppose   | 6%      | 64     |
| Strongly oppose   | 8%      | 75     |
| No opinion  | 7%      | 65     |
| Total   | 100%    | 993    |

Table 64: Question 20

| The current Broomfield Comprehensive Plan calls for 40% of the community’s planning area to be open lands. This initiative is funded with revenue from a special, dedicated sales tax. Currently, open lands comprise 33% of the planning area. The 40% goal could be achieved more quickly with additional funding from other existing Broomfield tax revenue to acquire open space, parks and other open lands properties. To what extent do you support or oppose each of the following approaches? | Strongly support |        | Somewhat support |        | Somewhat oppose |        | Strongly oppose |        | No opinion |        | Total   |        |
|--|------------------|--------|------------------|--------|-----------------|--------|-----------------|--------|------------|--------|---------|--------|
|  | Percent          | Number | Percent          | Number | Percent         | Number | Percent         | Number | Percent    | Number | Percent | Number |
| Use only the dedicated sales tax to fund the acquisition of open lands   | 39%              | 375    | 36%              | 344    | 9%              | 85     | 5%              | 48     | 10%        | 99     | 100%    | 952    |
| Use additional existing Broomfield tax revenue to fund the acquisition of open lands   | 15%              | 139    | 27%              | 254    | 21%             | 197    | 27%             | 253    | 12%        | 110    | 100%    | 953    |

Table 65: Question 21

| How would you prefer to pay for City and County services (water, sewer, license plates, building permits, property taxes, etc.)? | Percent | Number |
|--|---------|--------|
| Cash/check   | 12%     | 118    |
| Credit/debit card (in person and/or online)  | 30%     | 298    |
| Both/either are fine   | 55%     | 543    |
| No opinion   | 3%      | 31     |
| Total  | 100%    | 990    |

Table 66: Question 22

| Please describe what you think should be the top priority for the City and County of Broomfield. | Percent | Number |
|--|---------|--------|
| Code enforcement   | 3%      | 17     |
| Crime, police and safety   | 12%     | 71     |
| Economic development   | 12%     | 73     |
| Education  | 4%      | 26     |
| Appearance   | 3%      | 18     |
| City and County services   | 5%      | 28     |
| Fiscal responsibility  | 2%      | 14     |
| Job growth   | 3%      | 20     |
| No changes needed  | 7%      | 45     |
| Transit  | 3%      | 18     |
| Open space   | 3%      | 18     |
| Road improvements  | 5%      | 32     |
| Manage growth  | 5%      | 31     |
| Taxes  | 7%      | 44     |
| Traffic  | 8%      | 51     |
| Other  | 14%     | 89     |
| Don't know/no opinion  | 4%      | 24     |
| Total  | 100%    | 617    |

Table 67: Question D1

| How many years have you lived in Broomfield? | Percent | Number |
|--|---------|--------|
| Less than 2 years                            | 19%     | 187    |
| 2-5 years                                    | 19%     | 187    |
| 6-10 years                                   | 21%     | 209    |
| 11-20 years                                  | 20%     | 203    |
| More than 20 years                           | 21%     | 207    |
| Total  | 100%    | 993    |

Table 68: Question D2

| What is the name of your neighborhood or apartment complex? | Percent | Number |
|---|---------|--------|
| 1st or 2nd filing   | 1%      | 13     |
| Amlı  | 4%      | 34     |
| Anthem  | 4%      | 32     |
| Aspen Creek   | 2%      | 14     |
| Birch   | 1%      | 9      |
| Boulders  | 0%      | 3      |
| Brandywine  | 5%      | 46     |
| Broadlands  | 6%      | 51     |
| Broomfield Estates  | 4%      | 33     |
| Broomfield Greens   | 0%      | 3      |
| Camden  | 1%      | 9      |
| Catania   | 1%      | 13     |
| Columbine Meadows   | 1%      | 10     |
| Corlin manor  | 0%      | 1      |
| Courtyard   | 1%      | 10     |
| Crofton   | 1%      | 11     |
| Deer Crest  | 1%      | 7      |
| Eagle Trace   | 3%      | 25     |
| Fairwinds   | 0%      | 1      |
| Garden Center   | 0%      | 3      |
| Gate n Green  | 1%      | 11     |
| Greenway  | 3%      | 23     |
| Highland  | 4%      | 38     |
| Khol  | 0%      | 2      |
| Lac Amora   | 3%      | 32     |
| Legend Trails   | 0%      | 2      |
| Marqi   | 1%      | 6      |
| Maryl Manor   | 0%      | 3      |
| McKay   | 3%      | 23     |
| Miramonte   | 5%      | 47     |
| NA  | 2%      | 15     |
| North Ridge   | 1%      | 7      |

| What is the name of your neighborhood or apartment complex? | Percent | Number |
|---|---------|--------|
| Northmoor   | 6%      | 57     |
| Outlook   | 1%      | 13     |
| Red Leaf  | 4%      | 35     |
| Ridgeview   | 1%      | 9      |
| Sandalwood  | 0%      | 2      |
| Silver Crest  | 0%      | 2      |
| Stonegate   | 1%      | 10     |
| Sunny Slope   | 0%      | 3      |
| Sunridge  | 0%      | 3      |
| Town Center   | 1%      | 11     |
| Trails  | 2%      | 14     |
| Vantage Point   | 1%      | 6      |
| Village Square  | 0%      | 1      |
| Westlake  | 6%      | 58     |
| Wilcox  | 0%      | 4      |
| Wildgrass   | 2%      | 16     |
| Willow  | 6%      | 55     |
| Country Vista   | 3%      | 28     |
| Other   | 5%      | 45     |
| Total   | 100%    | 910    |

Table 69: Question D3

| Which best describes the building you live in?                   | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses                  | 75%     | 748    |
| House attached to one or more houses (e.g. a duplex or townhome) | 4%      | 35     |
| Building with two or more apartments or condominiums             | 20%     | 204    |
| Mobile home  | 0%      | 0      |
| Other  | 1%      | 7      |
| Total  | 100%    | 994    |

Table 70: Question D4

| Is this house, apartment or mobile home... | Percent | Number |
|--|---------|--------|
| Rented                                     | 27%     | 266    |
| Owned                                      | 73%     | 723    |
| Total                                      | 100%    | 989    |

Table 71: Question D5

| Do any children 12 or under live in your household? | Percent | Number |
|---|---------|--------|
| No  | 67%     | 667    |
| Yes   | 33%     | 324    |
| Total   | 100%    | 991    |

Table 72: Question D6

| Do any teenagers aged between 13 and 17 live in your household? | Percent | Number |
|---|---------|--------|
| No  | 84%     | 835    |
| Yes   | 16%     | 158    |
| Total   | 100%    | 992    |

Table 73: Question D7

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No   | 80%     | 793    |
| Yes  | 20%     | 201    |
| Total  | 100%    | 994    |

Table 74: Question D8

| Does any member of your household have a physical handicap or is anyone developmentally disabled? | Percent | Number |
|---|---------|--------|
| No  | 91%     | 902    |
| Yes   | 9%      | 91     |
| Total   | 100%    | 993    |

Table 75: Question D9

| Which of the following best describes your household? | Percent | Number |
|---|---------|--------|
| Adult living alone                                    | 19%     | 187    |
| Couple, no children                                   | 29%     | 284    |
| Couple with children                                  | 39%     | 386    |
| Single parent with children                           | 8%      | 78     |
| Unrelated roommates                                   | 3%      | 28     |
| Family and unrelated roommates                        | 2%      | 21     |
| Total   | 100%    | 985    |

Table 76: Question D10

| How much do you anticipate your household's total income before taxes will be in 2012? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|---|---------|--------|
| Less than \$24,999  | 8%      | 75     |
| \$25,000 to \$49,999  | 18%     | 168    |
| \$50,000 to \$99,999  | 35%     | 327    |
| \$100,000 to \$149,999  | 21%     | 198    |
| \$150,000 to \$199,999  | 11%     | 100    |
| \$200,000 or more   | 6%      | 56     |
| Total   | 100%    | 924    |

Table 77: Question D11

| What is your race? (Mark one or more races to indicate what race you consider yourself to be.) | Percent | Number |
|--|---------|--------|
| American Indian or Alaskan native  | 3%      | 25     |
| Asian or Pacific Islander  | 7%      | 69     |
| Black, African American  | 1%      | 12     |
| White/Caucasian  | 88%     | 855    |
| Other  | 6%      | 55     |

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

Table 78: Question D12

| Are you Spanish/Hispanic/Latino(a)? | Percent | Number |
|-------------------------------------|---------|--------|
| No                                  | 92%     | 891    |
| Yes                                 | 8%      | 76     |
| Total                               | 100%    | 967    |

Table 79: Question D13

| In which category is your age? | Percent | Number |
|--------------------------------|---------|--------|
| 18-24 years                    | 6%      | 54     |
| 25-34 years                    | 23%     | 226    |
| 35-44 years                    | 19%     | 185    |
| 45-54 years                    | 23%     | 231    |
| 55-64 years                    | 14%     | 135    |
| 65-74 years                    | 9%      | 88     |
| 75 years or older              | 7%      | 66     |
| Total                          | 100%    | 984    |

Table 80: Question D14

| What is your gender? | Percent | Number |
|----------------------|---------|--------|
| Female               | 52%     | 502    |
| Male                 | 48%     | 468    |
| Total                | 100%    | 971    |

## Appendix D: Comparisons of Select Survey Results by Respondent Subgroups

The following tables compare select survey responses by a number of respondent characteristics. Due to the small number of respondents in certain subgroups, comparisons of results for some questions have been omitted from this analysis. Cells shaded grey indicate statistically significant differences ( $p \leq .05$ ).

**Table 81: Quality of Life Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| Please rate each of the following aspects of quality of life in Broomfield: (Percent "excellent" or "good") | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|---|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|   | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| How do you rate Broomfield as a place to live?  | 98%                 | 96%           | 93%                | 98%            | 95% | 97%            | 96%   | 95% | 97%  | 97% | 95% | 95% | 94% | 96%     |
| How do you rate your neighborhood as a place to live?   | 92%                 | 87%           | 83%                | 83%            | 90% | 85%            | 89%   | 90% | 94%  | 80% | 91% | 92% | 83% | 88%     |
| How do you rate Broomfield as a place to raise children?  | 95%                 | 93%           | 92%                | 93%            | 94% | 94%            | 94%   | 92% | 95%  | 89% | 94% | 97% | 94% | 94%     |
| How do you rate Broomfield as a place to retire?  | 75%                 | 72%           | 71%                | 72%            | 73% | 65%            | 72%   | 79% | 77%  | 69% | 77% | 75% | 63% | 73%     |
| How do you rate Broomfield as a place to work?  | 79%                 | 73%           | 58%                | 77%            | 71% | 73%            | 74%   | 68% | 71%  | 80% | 72% | 67% | 68% | 73%     |
| How do you rate the overall quality of life in Broomfield?  | 97%                 | 92%           | 87%                | 96%            | 92% | 94%            | 93%   | 90% | 96%  | 93% | 92% | 93% | 88% | 93%     |

**Table 82: Quality of City and County Government Performance Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| Please rate the following aspects of City and County of Broomfield Government performance (Percent "excellent" or "good") | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|---|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|   | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| The value of services for the taxes paid to Broomfield  | 77%                 | 64%           | 57%                | 75%            | 65% | 67%            | 64%   | 71% | 70%  | 68% | 72% | 63% | 60% | 67%     |
| The overall direction that Broomfield is taking   | 87%                 | 72%           | 60%                | 88%            | 70% | 79%            | 74%   | 73% | 77%  | 80% | 78% | 69% | 68% | 75%     |
| The job the City and County of Broomfield government does at welcoming citizen involvement                                | 72%                 | 59%           | 56%                | 69%            | 60% | 60%            | 62%   | 67% | 61%  | 60% | 67% | 60% | 67% | 63%     |
| The job the City and County of Broomfield does at listening to citizens   | 73%                 | 52%           | 48%                | 72%            | 53% | 61%            | 55%   | 60% | 55%  | 61% | 61% | 55% | 57% | 58%     |
| The City and County's financial management through the recent recession   | 78%                 | 69%           | 59%                | 72%            | 69% | 71%            | 68%   | 72% | 70%  | 68% | 79% | 66% | 64% | 70%     |
| Ease of accessing the services of the City and County of Broomfield   | 83%                 | 80%           | 72%                | 81%            | 79% | 73%            | 80%   | 84% | 78%  | 77% | 86% | 80% | 76% | 79%     |
| The overall performance of City Council   | 82%                 | 64%           | 59%                | 78%            | 66% | 71%            | 69%   | 68% | 69%  | 72% | 72% | 67% | 62% | 69%     |

**Table 83: Support for RTD FasTracks Plan Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| In 2004, voters within the Regional Transportation District (RTD) approved a tax to fund the FasTracks Plan. The plan included a Bus Rapid Transit (BRT) line on US 36, which includes a dedicated lane and specialized vehicles with enhanced amenities running on 5-20 minute frequencies, and Commuter Rail consisting of diesel powered railroad cars operating on and next to the existing railroad tracks in Broomfield running on a 20-60 minute frequency. Neither project has been completed and it is questionable if existing funding sources are adequate to complete all of the improvements within the next 30 years. To what extent do you support or oppose each of the following scenarios?<br>(Percent "strongly" or "somewhat" support) | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|--|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|  | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| Wait for existing funding sources to complete both projects even if it takes longer than 30 years  | 36%                 | 38%           | 41%                | 29%            | 42% | 37%            | 38%   | 40% | 39%  | 34% | 37% | 42% | 40% | 38%     |
| Secure additional funding though a region-wide vote and complete both projects on an accelerated timeline  | 67%                 | 62%           | 59%                | 73%            | 60% | 73%            | 63%   | 54% | 64%  | 66% | 68% | 57% | 58% | 63%     |
| Secure additional funding sources through a region-wide vote and complete only the Bus Rapid Transit (BRT) on an accelerated timeline  | 61%                 | 48%           | 42%                | 66%            | 47% | 56%            | 52%   | 47% | 49%  | 56% | 57% | 47% | 46% | 52%     |
| Secure additional funding sources through a region-wide vote and complete only the Commuter Rail on an accelerated timeline  | 61%                 | 60%           | 53%                | 62%            | 58% | 64%            | 61%   | 52% | 54%  | 61% | 62% | 56% | 61% | 59%     |

**Table 84: Support for Energy and Resource Conservation Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| To what extent do you support or oppose the City and County using rebates and voluntary water audits to encourage energy and resource conservation in each of the following areas?<br>(Percent "strongly" or "somewhat" support) | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|--|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|  | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| In City and County facilities  | 94%                 | 92%           | 86%                | 93%            | 91% | 94%            | 93%   | 86% | 94%  | 91% | 88% | 91% | 95% | 92%     |
| Within Broomfield businesses   | 90%                 | 89%           | 82%                | 90%            | 87% | 95%            | 87%   | 83% | 94%  | 87% | 84% | 85% | 90% | 88%     |
| Within private residences  | 78%                 | 78%           | 69%                | 79%            | 75% | 80%            | 76%   | 75% | 73%  | 78% | 73% | 78% | 80% | 76%     |

**Table 85: Support for Encouraging Water Conservation Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| (Percent "strongly" or "somewhat" support)   | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|--|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|  | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| To what extent do you support or oppose the City and County of Broomfield doing more to encourage residents and property owners to conserve water? | 89%                 | 89%           | 82%                | 88%            | 87% | 88%            | 86%   | 89% | 85%  | 86% | 89% | 92% | 86% | 87%     |

**Table 86: Support for Recycling Services Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| (Percent "strongly" or "somewhat" support)  | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|---|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|   | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| To what extent do you support or oppose the City and County of Broomfield requiring that residential trash haulers provide recycling services to all residential customers? | 90%                 | 85%           | 76%                | 88%            | 84% | 94%            | 82%   | 83% | 86%  | 86% | 83% | 85% | 84% | 85%     |

**Table 87: Support for Acquiring Open Land Compared by Respondent Length of Residency, Housing Tenure, Age and Ward**

| The current Broomfield Comprehensive Plan calls for 40% of the community's planning area to be open lands. This initiative is funded with revenue from a special, dedicated sales tax. Currently, open lands comprise 33% of the planning area. The 40% goal could be achieved more quickly with additional funding from other existing Broomfield tax revenue to acquire open space, parks and other open lands properties. To what extent do you support or oppose each of the following approaches? (Percent "strongly" or "somewhat" support) | Length of residency |               |                    | Housing tenure |     | Respondent age |       |     | Ward |     |     |     |     | Overall |
|---|---------------------|---------------|--------------------|----------------|-----|----------------|-------|-----|------|-----|-----|-----|-----|---------|
|   | Less than 6 years   | 6 to 20 years | More than 20 years | Rent           | Own | 18-34          | 35-54 | 55+ | 1    | 2   | 3   | 4   | 5   |         |
| Use only the dedicated sales tax to fund the acquisition of open lands  | 85%                 | 85%           | 80%                | 83%            | 85% | 85%            | 85%   | 82% | 84%  | 85% | 85% | 88% | 79% | 84%     |
| Use additional existing Broomfield tax revenue to fund the acquisition of open lands.   | 46%                 | 48%           | 45%                | 44%            | 47% | 48%            | 47%   | 44% | 43%  | 38% | 58% | 44% | 54% | 47%     |

## Appendix E: Verbatim Responses

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Following are verbatim responses to questions 22 and D1. Responses are presented here in verbatim form, including any typographical, grammatical or other mistakes. Responses are in alphabetical order within any thematic grouping.

### **Question 22: Please describe what you think should be the top priority for the City and County of Broomfield.**

#### *Code Enforcement*

- Ach bili pay from checking account. Snow removal. Leash laws & huge fines to owners letting their pets crap all over yards and parks !!
- Address nuisance punsiglty property, enforce animal ordinances in a timely manner.
- Better enforcement of existing codes especially animal control, weed control, parking etc.
- Clean up the mobile home parks
- Clean up trash! rentor to keep property neat! alful mess in our neighbourhood!
- Code enforcement Don't chg codes to avoid problems. Retail growth not what is wanted or needed Get rid of wal mart which destroyed other shopping no decent restaurants For families i.e., golden corral.
- Community involvement and code compliance "Main street" pedestrian friendly location with shops, dining, music, parks similar to Louisville Require businesses to maintain their parking lots, s side 120th nothing but pot holes
- Enforcing home & property maintenance and upkeep. It isn't fair to home owners who care and maintain the appearance of their home to have to live next door to a yard full of weeds. There must be away to enforce upkeep.
- Get those god damn beggars off our streets! homeowners can be fined if they allow unsightly appearances. The c & c should not allow these beggars to be our representatives!
- I know its stupid but it's my only complaint. Noise control. Too many barking dogs in my area and a little trafic noise from 120th.
- I think there is a large threat in many neighborhoods when codes are not enforced and the neighborhood becomes "run down". Additionally, addressing the problem of many Broomfield residents shopping at Westminster superstores ( ie walmart on 136 & 144th that don't help our tax base in Broomfield.
- Just to keep our neighborhoods cooking neat & tidy
- More code enforcement for dilapidated properties.
- Property should be kept in order to at least to blond in with surrounding propertys.
- To continue to enforce code laws & notify people of their violations and follow thru w/ fines and penallies

*Crime, police and safety*

- A place to live happily, safe, a securely. Top priority should be that friendly people live in a friendly community with friendly neighbours
- Children in all areana's safety 1st birth thus 18 yrs.
- Childrens safety
- Citizen safety/law enforcement.
- Citizen safety; fiscal solvency; responsible development
- Community uniting for safety of its citizens esp the children.
- Continued safety and better roads.
- Crime
- Crime control as first priority. Tree & shrubry planting as a priority to keep city looking family oriented & parklike encourage job growth with in Broomfield.
- Educate people about the dangers of driving while texting, talking on cell phones.
- Eliminate the arrogance and hostility of the Broomfield police force against its citizen's. This reputation is known state wide.
- Focus on resident safety (police/fire)
- Halt the cops from pulling over people for staipeck things.!
- Hold election for sheriff, police setting bad examples driving while using cell phones, texting, etc. Fix traffic lights to allow clearer flow.
- I am writing this after Jessica, so safety of our children.
- Keep law enforcement levels and standards add more business to improve tax base cut corners be conservative in operation until tax base improves
- Keep the streets safe
- Keeping crime down helping the people who need it.
- Keeping older neighbourhoods nice crime prevention, increase speed limits, recreation, decrease taxes similar to neighboring cities, more jobs
- Keeping our city safe! To have top notch schools for every child. Maintain the beautiful tree lined streets of Broomfield.
- Kid safety more police presence at bus stops and enroutes of children's routes to school. Why are schools starting at 6:30 am (dark out) when safety is such an issue?
- Law enforcement - Protecting citizens
- Make sure city is a safe place to live keep taxes so social see people car for
- More police patrol to stop speeding cars
- One thing is the safety of the residents keeping this a middle class community keeping open space
- Please remind citizens to wear light colors while walking or riding a bike at light. (A bike light sure does help.)
- Police & fire agencies

- Police need more training to get higher quality
- Police, Fire & Ambulance services, road safety & lighting & water service & libraries.
- Police, law enforcement
- Police, streets p & rec
- Providing a safe and healthy community
- Public safety
- Public safety, roads, sidewalks, water, schools
- Reducing crime
- Safe & close neighborhoods & city. Keep a balanced budget. Widen 144th ave!
- Safe and convenient living conditions. Property taxes to re revised to reflect a current economy state.
- Safe community
- Safety
- Safety
- Safety too many breaking cars thefts, road safetycrazy drivers traffic lightning how many times do you have to sit through your green light because the other goes through their red, blocks the intersection.
- Safety & security
- Safety & security
- Safety & welfare of people
- Safety / balaneed budget / initiatives that promote growth and economic development
- Safety and crime. Its becoming scary.
- Safety and land conservation
- Safety and open spaces for me would be very important. Thank you for the opportunity to fill out this survey. My general thinking and speaking about Broomfield is always great I love it!
- Safety and protection of neighborhoods and children. Always have fun, of course!
- Safety and quality of life of citizens. Would like to see better mosquito control; all children, even low income, should be able to learn how to swim or use community center facility not just the rich.
- Safety Conservation
- Safety for our children there are very few training teaching opportunities to teach children how to be safe from strangers.
- Safety for residents
- Safety I am impressed with the police department. Their visible presence makes me feel secure. I have called twice & needful prompt service
- Safety of children.
- Safety of citizens ; reduce takes ; have a city with trash collector to keep protect our roads 35 different trade trucks each weak are hard roads.

- Safety of citizens from crime
- Safety of city residents and an affordable area to live in
- Safety of our children, clean parks & trails, traffic needs looking at 120th & Sheridan are terrible!
- Safety of our kids, schools, cleanliness of neighborhoods and parks, snow removal in the, neighborhoods.
- Safety of residences which is directly effected by police, fire, and medical facilities
- Safety of residents.
- Safety to all citizens widen the roads, open lands
- Safety, clean city, a sense of bonding within the community
- Safety, cleanliness, trails & open space.
- Safety, education & job growth (where possible)
- Safety, solvency & the environmental responsibility
- Saftety, better schools.
- Safty, traffic, crime, taxes
- School safety of children to & from home to school & backuse whatever to be out on all streets to watch (high profile) our children.
- Stop drug sales schools keeping kids in by providing immediate consequences for skipping
- The top priority is to increase the security and policemen should react more quickly to all calls.
- There shouldn't be just one priority. I believe there should be safety in all aspects of growth in Broomfield.
- Toll gov. Hickenlooper to pass "Jessica's law" how ironic the same name!!
- Too many cops with nothing to do. Broomfield enterprise is a waste needs to be optional. Goes from driveway to trash
- Welfare of citizens

#### *Economic Development*

- 1. Attracting business to create jobs. 2. Providing good services
- A central shopping area with an emphasis on privately owned retail stores and restaurants. How about in the open space for sale by the library and fire station!?
- A lot of businesses are crossing need to find new tenants
- Allow for private owned unique restaurants and local bars, this is Broomfields biggest weakness. All we have is franchises. Horrible dinning. I drive to other cities for a quality experience. Who is the road block!!!
- Attract more business
- Attract more business to Broomfield.
- Attracting hq's of major corporations or other large business operations. This is to raise the tax base and bring jobs.

- Attracting new businesses restaurants, shops.
- Attracting small, locally owned businesses. As a business owner I have never considered moving my business (retail) to Broomfield because of the lack of a walkable downtown. Broomfield is missing out and other communities are attracting these businesses.
- Bring in more restaurants/breakfast places, steak house lower property taxes
- Central gathering area a "Main street" to shop & dine
- Commercial & industrial development
- Continue with the excellent work you are doing of attracting businesses to Broomfield. We need more jobs! advertise the work force center more. It's a privilege to live in Broomfield!
- Continued growth & making sure when business closes down that it doesn't just get left unattended & make our community look run down/poor.
- Create a true main street down town area with high quality restaurants shops & cultural venues similar to Louisville, Lafayette or Boulder or Lakewood.
- Creating a sense of community - creating a "Main Street" with locally owned restaurants/shops that is pedestrian friendly (such as old town Louisville). Not a fan of the Orchard with its chains.
- Creating viable opportunity for small business expansions. Begin to establish a "main st." Small town feeling. More culture, the Town is very plain with no diversity or mom/pop feeling.
- Cut down on strip mall retail focus on education improvement, jobs (higher end) business development, and limit population growth.
- Design and planning of retail space. What will happen to the target building and surrounding buildings? Also, more services for seniors and disabled.
- Develop commercial tax base. Promote diverse commercial development. Both big box & small local business.
- Development of flatiron mall & it's area. Too many uncam stores & not enough traffic.
- development of locally owned businesses
- Development of shopping dining in north east Broomfield
- Economic development develop a whitecollar job base, more Independent businesses in particular restaurants. Broomfield downtown not civic buildings people shop, play and eat.
- Economic growth is jobs
- Economic/job growth and fiscal responsibility
- Encourage small business owners to fill empty store fronts.
- Encourage small business, take control of schools & better educate our children, encourage clean energy
- Encouraging new businesses, especially mid- to large-size, to come to Broomfield.
- Engineering more mean & pop business to open and remain open to serve the community. Not so many big box businesses
- Expand number and quality of city shopping enters.

- Expand opportunities for and increase growth of healthy fast food and dinein restaurants within city limits.
- Fill the empty buildings with anything to help the community
- Footering a sense of community through the support of local business and cuntining to make this a great place to maise a family
- Get businesses to come into the city that will utilize existing vacant buildings
- Getting businesses into empty retail spacesold target, lcart, flatirons
- Good retail options for former target & kmart sites. Candidates should get same tax breaks as Walmart.
- Health restaurants & grocery stores (whole foods) Less fast food (mcdonald's etc) Less walmarts !!!
- Healthy fast food alternatives, i.e., Garbonzo, Mad Greens, and/or Chioptle, and the addition of a large Whole Foods store!!! Not by the Flat Irons area but closer to residents near 136th, 144th, Sheridan areas.
- I think it would be great for community & business to have a main st. With shops & restaurants tor facilities and community.
- If you truly want us to shop Broomfield don't expect those of us on the eastern edge, esp to drive to flatirons. The 120th corridor needs more than walmart to entire us sporting goods office depots hoe stores movie theatre Flat irons is hot user friendly to anyone who rarely visits especially the street layout herefore we do not visit, nothing there that we can't find more conveniently elsewhere. I have always wonderland at the design of the periphery shopping areas. Pretty much hate it as you may have surprised. Than as.
- Improve the business dist on 120th, empty car lots now.
- Keeping businesses/job opportunities in Broomfield. Also maintaining a high expectation that even well established neighborhoods will keep a clean, neat and safe atmosphere.
- Less open space, more buisness & restaurants, better streets & maintenance, less government
- Lost kmart & target now what?
- Maintain current level of city services/seek to attract retail growth/limit expanding acciss over i25 to reduce passthru traffic
- Maintain high quality of life, do more to attract business to the northern suburbs. Large enterprises seen to be more prevaleatin the south.
- Make sure empty sold building are occupied within 1 year keeping business like target & mart close to residents.
- Make sure north area develops primarily as business ( like a second interlocken)
- More businesses coming in. There are two many large empty buildings
- More dining that don't fast food. Whole foods
- More diverse retail, entertainment & culture. Maintain parks more frequently, mean cleanliness
- More restaurants we have lost several of them. Bloom, red lobster

- Need a community "down town", i.e. Louisville much more revenue would stay here if it were created (developed)
- New retail I miss target/walmart is our only choice for discount shopping. Quality restaurants with bloom gone new I go to village town of out of bloomfield to dinner. Rec new center with adult pool & lap own times.
- No more special provisions for houre/nd retail/restaurants working communities i.e., shopping & retail in retirement communities
- Not to kill small business with dumb stores like walmart!!!
- Providing job opportunities Protecting the rights of residents Cutting down on waste in the city and county operations.
- Refill vacated retail spaces before building new sites.
- Regarding the plaza, by hobby lobby and pearl wok restaurant, Get other retail back into the kmart building and support that complex area. Also other retail in target bldg.
- Retaining business & jobs it is a shame that we lost target, kmart, storage tec, sun, etc. We need to bring more business for jobs.
- Small business located in Broomfield support them
- Spurring economic growth
- Stop bringing in big box stores (esp. Walmart!) and work harder for small business./Get more open space, not sport fields.
- Stop discouraging new business (i.e., sales tax, revenue) to come and stop driving any business (e.g. Kmart). To Broomfield (e.g., cabela's). Stop telling us what they want (e.g., new walmart, only three transit collection options).
- Support for small businesses & job creation & retention
- Supporting and encouraging business development, especially attracting businesses that will employ skilled labor/ professionals.
- Thriving businesseslg & small, to include retail
- To develop a town or main street, with shops, like Louisville or Lafayette.
- To get more family eating establishments, we need more retail bussines, we are only down to wal mart, we knew this world happen. Not every one wants to go to the mall.
- To maintain the beauty of our city & county. Attract new business and manufactures
- Update strategic plan. Better retail development. Cone services review
- Would like to see lees "big box" stout and create more community retail space like "old town" louisville

#### *Education*

- Add quality teachers to the schools and raise rating and performance so our kids can compete with the nations good schools and help kids for better college life.

- Allocate higher percentage of taxes for schools and education. We have enough parks of open space. Developers can pay these development costs. Lower taxes if possible however if at existing levels, Schools are most important.
- Continue to focus on the viability of our k8 educational facilities to keep them strong financially.
- Control growth while providing essential services with priority given to education and open space.
- Education
- Education & conservation
- Education and safety of Broomfield.
- Education and safety
- Education and things for our kids to do that is free or very inexpensive
- Education for the future of our great community since this is only area for comments I would like to strongly disagree with the "control" of prairie dogs they are vital to our eco system as prey for birds and fox coyote population (not cats)
- Education moderate growth wise usage of building permits limiting industrial growth to industrial areas not schools not neighborhoods
- Education of children resources such as library, parks, recreation
- Education!
- Education/quality of live.
- Forming one school district, controlling growth, widening dillion road
- Improving education
- Inproving schools and education
- Schools
- Schools, road traffic/congestion, traffic light on 120th & sharidain going e & w needs more time over abundance of prairie dogs & rabbits
- Schools, sense of community, overall appearance
- Schoolskeep them strong!
- Single school district
- Smaller class sizes education.
- We need to make this a safe, happy place for our kids by supporting schools and urging them to adopt the best security places available.
- With the increased growth do or does the county have plans to ensure proper facilities for school.

*Appearance*

- (1) Planting trees in the Broomfield common. (2) Connecting 470 nw loop (3) Balancing budget (4) Develop 120th st corrridor properly.

- Beautify the area called "the field" plant trees, paths, natural vegetation something like newyork central park.
- Beauty of the city. The streets should be solid and clean while the parks look we loving and accessible. Best examples are main street between 120th & 136th plus 287 and midway by running that hotel.
- Clean up blighted areas where buildings are empty / or falling apart it gives a bad appearance to our city
- Community beautification & appearance along with safety
- Do not allow a mall to be built that has better access for superior/ Louisville do not allow ugly strip malls with poor traffic flow home depot/ king soopers 120th sheridan new walmart 121st
- Greenway park should learn to grow grass on their green belts, and remove junk cars from the streets.
- I would like to see all electrical in the ground as opposed to poles.
- I would suggest focusing on making Broomfield more aesthetically pleasing, like westminster parts of Broomfield remind me of a long, dated strip mall.
- Improve appearang of Broomfield along 120th street. Bury power lines etc. This through fare is all same people set of the city and looks terrible by comparison to westminster on snow side of 120th.
- Improve the appearance of 120th ave between main and wadsworth.
- Making a beautiful, safe Broomfield
- Not a top prioritybut / would like to see week control under the overpass at 28% & 120th. West of s c terhar this may not be city (and but is very ugly!!
- Renew/renovate/new
- Requiring any builders to plant and landscape extensively.
- The fences are a huge issue. Especially in westlake. No more spending money on sculptures from aegon.

#### *City and County services*

- (1) Public services (police fine ), (2) Snow removal & street repairs, (3) Fair tax assessment
- 1) Make sure we have water for the future. 2 Connect all trails
- 1)Less government regulation of our neighborhoods 2)Community gardens 3)Intergenerational services & activities 4)Look at the 2010 Census
- Ambulance services
- Basic services, with focus on reducing gang activity and drug use.
- Build the reservoir
- Clean up or rebuild 120th are from main to 287.
- Completion of civic center plan & expand auditorium.
- Conserving resources recycle, reduce & reuse!
- Consolidation of curbside. Recycling & garbage collection. Enforce weekly recycling to all.

- Convert & or raze old Target & kmart & other empty properties & redo business on 120th from hwy 36 to main st.
- Do something with unused comd near library/fire stations
- Education!
- Essential services.
- Helping the aging population to stay independent.
- I would like to see the city to take bids from trash/recycling haulers to provide I service for all residents. We do not like so many trucks in the neighborhood it breakdown the street surfaces & creates noise several days a week.
- Maintenance of existing land, structures, streets, programs while maintaining our budget. Expansion, new services, etc. Should not be a priority in this economy
- Making info as to what help is available to sr. Citizens, low income families, homeless, people who need help w/medical care, lunches for school children (can parents afford them?) etc.
- New reservoir in wildgrass area
- One thing is improve trash service. BFI is one of the worst trash carriers you have in the city.
- Police & fire agencies
- Properly maintain infrastructure.
- Providing a safe and healthy community
- Providing essential services at the highest level, enforcement of laws/codes more than writing new ones, maintaining secondary services at a good level (as currently) but with regard to cost & where possible look at lower taxes too high! (property & sales)
- Recycling in all of the city a requirement.
- Recycling Service be a required thing for residents
- Recycling along with Trash removal.
- Restarting construction of Broomfield reservoir
- Securing and improving water resources for the future.
- Size, cleanliness
- Taking care of the older generation.
- Tighter water control for landscape.
- To update and maintain infrastructure
- Trash & recycling by the city street cleaning in summer more often. Control ice & snow removal more often.
- Water conservation
- Water conservation I live next to a hoarder and am frustrated that city can't do anything about it.
- Water conservation, Broomfield reservoir

*Fiscal responsibility*

- 1 Financial health and stability of the city 2 Citizen protection
- Balanced budget, top county relief
- Balanced budgeting
- Conseritive budgeting
- Cut spending
- Don't spend money we do not have. Act life its yours
- Fiscal balance stay within budget
- Fiscal responsibility
- Fiscal responsibility
- Fiscal responsibility and attention tax payer interests
- Have a balanced budget, attract more businesses, keep taxes low.
- Plan & provide community services efficiently without excess cost
- Plan financially for another recession in the near future.
- Provide basic services efficiently, review taxes, and keep the community unit with social programs.
- Responsible handling of city finances.
- Spending less : getting out of RTD and buying no more open land
- Stay fiscally responsible keep marijauna businesses out of Broomfield
- Submitting, maintaining, & keeping balanced a budget.
- To be fiscally responsible
- To keep providing an above average quality of life and to do that by making sure every branch of government is using monies without waste.
- To stop permitting "Nonrevenue producing properties to be built ie. Lowell from 120144 too many churches. 144th sheriden eastholly family & A huge complex east of lowell.

*Job growth*

- Bringing jobs to the area; Having the schools not be part of BVSD.
- Continue job growth and open space (trails, parks, etc)
- Creating more job opportunities.
- Creation of jobs through business in countries
- Employment growth
- Est. Sense of community and job geneation
- Housing, jobs availability maintain the good management & good financial oversight.
- Job development
- Job growth & small business support
- Job growth and public transportation.
- Job growth in the private sector, attract new manufacturing to the area

- Jobs
- Jobs
- Jobs (professional) in the city; safety of residents & children
- Jobs availability; more recycling; easier/better access to reduced medical access/availability
- Jobs, better library with more computers
- Providing job opportunities Protecting the rights of residents Cutting down on waste in the city and county operations.
- So promote more employment opportunities in Broomfield & secondly to control to provide this great recreational programs.

*No changes needed.*

- Broomfield is a beautiful city in which I am proud to live in. It has most anything a person could ask for.
- Broomfield is a great place to live. Keep it up!
- Continue to build on Broomfield as a safe & fun community w/ lots of opportunities for all we love it here!
- Continue to focus on existing plans to move forward/keep tax base status quo/complete E 470 to golden/continue to attract jobs to real estate interlocken/more senior neighbor hoods housing/tax break for seniors real estate
- Continue to keep this a great place for families FYI I live in the extreme NE part of Broomfield do at least 90% of shopping outlands of the city limits.
- Continue with moderate population growth and moderate government growth.
- Continue with the excellent job the city is doing.
- Everything is good.
- From the little I know about the functioning of the City and County, and having lived here only since 2008, I find almost nothing to complain about. That said, I would like the snowplows to do a better job clearing my street; specifically, not leaving a ridge in front of my driveway. This isn't really a top priority, but it's the only thing I can think of.
- I think Broomfield is a great place to live. I think there should be more "safe" fun for the kids.
- Keep doing what you're doing
- Keep it clean & safe
- Keep it safe and beautiful, as it is.
- Keep it safe and pleasant
- Keep up the good work you have been doing
- Keeping is the user friendly city it is and using judicious judgement for expression and taking of residents
- Lets us work together in making Broomfield the number 1 place in America to live
- Maintain Broomfield's assets & services
- Maintain crime enforcement

- Maintain current standards. Do not become mini boulder
- Maintain level of services tax bicyclists for increased revenue share the road & tades
- Maintain quality & quantity of services!
- Maintain small tower appeal.
- Maintain the high quality at life in Broomfield
- Maintain your community. Broomfield is a great place to live. Keep it that way
- Maintaining and upsidng public services (transit, rec centers, open space, etc.)
- Maintaining current status
- Maintaining high quality of current services
- Maintaining sustainable government services to keep Broomfield a desireable place to live, work and shop for many years into the future.
- Maintaining the level of quality services which Broomfield residents presently enjoy.
- Maintaining/improving current quality of life for the citizens.
- Mantaning existing services at current funding not overreaching (i.e.1st back has a mistake) (1) overall you do a great job
- Mantaning existing services at current funding not overreaching (i.e.1st back has a mistake) (1) overall you do a great job
- Mantaining quality of services and life in Broomfield but keeping affordable
- None
- Over all because very happy to live in place like Broomfield city and county of Broomfield is doing everything great. In simple words this place is "heaven."
- Planning for the future based on current economic trends. How can the county continue to maintain the excellent service and community that we know and appreciate in depressed economic conditions.
- Provide sustainable services. Overall I'm impressed with the quality of life that Broomfield offers, take care that the city can continue to maintain it. Evaluate additions against the costs - don't over commit.
- Stay the course,
- Think they are doing a great job; that's why we live here! Would like to see recreation services kept at affordable prices, also would love to have a single day trash day so there are not so many trash trucks going through the neighborhood.
- To continue doing what your doing, because I feel like it's working fine.
- To continue the fine planning and implementation programs now being done.
- Your doing a good jobkeep it up God bless America! & hopefully & prayfully a new president

#### *Transit*

- A bus rapid transit can be designed to take people where they want to go. It should be a top priority. I strongly oppose mean during, slow, terribly expensive to construct & maintain heavy rail. Lots Its 19th technology that worked just fine where the option was a horse & buggy!

- Better mass transit! I live in anthem ranch & we need bus service to our area please!!!
- Bringing rail light or heavy into Broomfield. World class communities all have world class alternative transportation
- Bus service with park and ride on one side of us 36. Handicapped people can not walk across the highway on bridges or over passes
- Complete the west midway extension support the rail line build out that was promised to us expand the Derda Center and Re-Build the Bay. Build an Olympic Quality Swimming Center
- Completion of the commuter rail & reaching the 40% open land goal.
- Contunity to create & strong community and public transportation.
- Get rtd to fulfill it's committment we get our rail (As promised) or get out and save our tax monies.
- Getting hwy 36 Bus/Rail situation figured out
- I think future planning of rtd is vital and Broomfield is a powerful player. Also completing toll road.
- Increasing public transportation to get from Broomfield to boulder denver especilly with the road construction@wadsworth 36
- KTD commuter rail
- Light rail needs to be extended to park & rode at 1st bank center. Also, fill the empty store froats!
- Resolving the rtd issue
- Rtd services
- Secure commuter rail to down town to attend events at denver center for performing arts the maintenance of flower beds & pots is outstanding!
- Support of sustainable initiatives such as public transport, walking, bicycles, recycling.
- The majority of residents enjoy living in Broomfield for the community feel but work else wherefocus should be on easing community (RTD, Lightrail, 144th corridor) while maintainging/improving the "hometown" feel.
- Transportation; completing beltway; train (rail) to Denverdeliver on earlin promises

#### *Open space*

- Acquire and protect open space & minimize devlopment of land in the country.
- Acquiring open space and connectivity of trails, of particular importance is the bike access across hwy 36 between old Broomfield and inter locken. Also natural trails(gravel/dirt) are preferrable.
- Although not necessarily top priority maintenance of the open lands needs to be appropriately budgets and done particularly state listed noxious weeds.
- Continue to invest in open space and overall appearance.
- Continue to invest in open space and overall appearance.
- Floundefree water open space.

- Keep/maintain as much open space as possible and strive to uphold the original constitution (U.S) at all costs
- Maintain greenery on open space. Improve snow removal on secondary streets.
- Maintain open space create a downtown shopping/eating/artast. Artast like hot st mall. Pead st or lafayette arvada has. Continue creating & connecting bike with paths. Have one unified trash pick up company to eliminate so many trucks on roads. Reinstate local dmV office
- More open space. Quit building houses
- Open space & accessaride
- Open space acquisition not golf courses develop better, police /community relations better educated police department.
- Open space/trails. We're the best at this. It's a public treasure.
- Open space/trails. We're the best at this. It's a public treasure.
- Open spaces, trails & trail connections
- Openspace MarshallsTJ max Ross
- To preserve and expand open space, also, the city should address homes which are unkempt with, high weeds, or total neglect (example on asper street.
- Trail across the "egg farm" anthem ranch to connect to coal creek and rock crack trains in lafayette
- Work on developing space properly

#### *Road improvements*

- (1) Widen dian rd. (2) Economy for small business nonfrasonised
- (1) Widen dillon road III (2) Try to bring more businesses into Broomfield.
- Better maintained city roads
- Cleaning and maintenance of streets
- Come up with a plan to widen dillon road all the way. Trying to discourage people from using it ridiculous.
- Complete 470 and 144th
- Completion of the 120th ave protect
- Continue to maintain and grow the infrastructure of the City to accomodate the growth in residents and non-resident travelers through the City. As we continue to see additional people in the City on a daily basis then it is crucial to keep up with infrastructure. It is also crucial to maintain our existing infrastructure. For example, my street is a lake when it rains and turns into the community ice skating rink when it freezes. We need to continue to maintain what we have!
- Continued upgrade of roads & open space. I would like the city council to be more responsive to its citizens, other then that Broomfield is a wonderful place to live!!

- Create real arterial roads widen 144th, synchronize traffic lights so you don't get stopped every block, don't immediately trip lights for side roads traffic, get rid of cross walks in the middle of streets (not at intersections)
- Creating safe bike lanes especially 144th ave dillon for commuters
- Expand 144th ave from I25 to ns. 287
- Expand dillon rd (144) between pheridan & 287
- Expand dillon road to 4 lanes
- Expansion/widening of 144th ave. From sheraden blvd to hwy 287; and adjusting the wait time on the traffic signals on 144th ave from zuni st. To sheraden blvd.
- Finish e470 through the west corridor through golden
- Fix streets I like open space/parks
- Improve the paved infrastructure throughout the city and county, especially at flat irons. Improve all youth programs at rec center. Youth programs are pitiful.
- Improve works at contrywaup to city (120th st rough!)
- Repairing streets and sidewalks
- Road repair
- Roads traffic control
- Roadsplease see attached sheet
- Street maintenance
- Street repair
- Streets & property values we think Broomfield provides excellent living opportunities for seniors and considers them an important part of the community
- Take care of streets
- Transportation / streets / bike lanes
- Widen 144th /dillon road it is a huge, obvious bottleneck during commuting hours.
- Widen 144th between sheridan & 287
- Widen major roadways to 2 lanes on each side of the street (ie. midway, lowell, zuni, 14th, main street)
- Widening 144th (Dillon) to remove traffic from 136th as well as midway. Stop resurfacing roads that don't need it.
- Widening 144th/Dillon road from holy family its to 287. Horrible commuter congestion
- Widening dillon road to 4 lance with mo fancy medians, excessive lighting
- Widening. Dillon rd/144th between sheridan and 287.
- Work harder to complete the 120th ave to hwy 287 Intersectionessential!!
- Work on 187 road & 120 ave

*Manage growth*

- Allow only unique residential growth, more space between house, ensure schools are in place to support growth.
- Better playground equipment careful growth & the reservoir on sheridan
- Budget for future growth
- Continued well planned zoning, open space development and smart growth. Continued wellplanned retail development (few strip malls). Property tax control. Open space
- Control growth
- Control growth trails need to be multi use and opened to houses. We pay taxes just like other residents but are prohibbited from trails.
- Control growth while providing essential services with priority given to education and open space.
- Control growth!
- Control growth, encourage business to feel empty streets and people to buy empty houses instead of building
- Controlling growth (It's now too fast) and preserving open space.
- Curbing unneeded commercial growth. When half of it sits empty we don't need more. No more walmarts! Isn't 3 enough?
- Environmental citizenship along with handling population growth.
- Fill the existing empty homes. Do not need to build more complexes, etc.
- Growth management
- If and when the economy recovers, don't resort back to the suburban sprawl that was taking place in Broomfield prior to 2008
- Keep growth down affordable living. It is expensive to live in Reasonable taxes (too high) Broomfield
- Limit growth
- Limit growth and traffic flow of nonresidents thru Broomfield such as 144th/dillon road when hwys such as 470 and 36 are available.
- Limit public fireless growth and reallocate fundings to separate cms divisionnot fire basid! and move funding instead to other city funded projects (schools, police, libraries, etc.) Too many property taxes going to fire/ems (n. Metro) wilckluster medical training! establish a city/county based cms service for our citizens!
- Limiting development and widening 144th from sheridan to hwy 287
- Manage growth wisely
- Manageal growth
- Managing growth and emphasizing safety
- Managing/planing growthaffects water, traffic, quality of services, quality of life.
- No northwest park way!!!

- Not to grow to fast, keep a safe environment for all.
- Not to increase residential housing construction.
- PlaY for and control growth
- Resposible growth with an eye towards keeping Broomfield a desireable place to live: more undeveloped open space, better public transporation & perhaps recreating a "heart of Broomfield" for a stronger sense of community.
- Show the groth down! Too many people
- Slow building homes, developments Stop game many to walmart & big businessafter we vote no!
- Slow development & growth, no more walmarts moderate
- Slower growth lower takes balanced budget spend wisely
- Smart growth, fillin empty buildings n/new business (kmart bldg for example)
- Too fast and too much growth, causing traffic congestion and overcrowding.

#### Taxes

- (1) Improve your DMV. I have seen many state DMV is bad. Colarado is absolutely a jike. 2) Eliminate home rule sale tax
- (1) Property taxes are too high (2) Work w/ local schools as cooperation w/ PRA was very poor. (3) Education
- (1) We've been cited by animal control but we have a dog that barks constantly in our neighborhood. Animal control needs to gather more data (not just i complaint) before taking action. (2) Assessed valuations (and therefore property taxes) are significantly higher than home values. (3) Concestion on 287 over us 36 during rush hour.
- \* Lower property taxes \* Create Broomfield school district
- Adjustment of residential prooerty tax that do not have childern in the school systems. Expanding growth in commercial & industrial areas to broaden tax base and allow relief for residential taxpayears.
- Cut property takes for seniors
- Cut taxes in house hold residential and cut taxes specially in all foods.
- I would like to see an effort to look for more ways to lower taxes (property sale etc.) by cutting unnecessary purchases. There are many of us on limited incomes because of job loss, the recession, higher costs, Etc.
- Keep it afordable to live here don't tax so much that we can't aford to be here
- Keep property, sales taxes affordable while maintaning. The quality of seruices we have come to rely on.
- Keep sales, property taxes as low as possible
- Keep taxes low eliminate govt. Waste freedom
- Keeping taxes low, including car registration, use buildings/vacant retail spaces before allowing new construction!

- Less taxes unless more services
- Look for ways to lower property taxes. Continue to maintain facilities, parks & open spaces.
- Lower property taxes
- Lower property taxes
- Lower property taxes
- Lower property taxes Broadlands west. Commuter rail within 30 yrs to denver.
- Lower property taxes.
- Lower sales tax rate have 3 tax free shopping days/year
- Lower takes in these pass times
- Lower tax rate. Broomfield is a wonderful place to love we have to move to afford houses.
- Lower taxes in anthem area & provide buses in area
- Lower taxes nighttime patrols to lower maicious damage
- Lower taxes, sales, home ect. Spending controns
- Lowering taxes
- Lowering taxes and reducing the size/scope of government. Also, stop the horrible music playing in the streets in the first bank center area!
- Lowering taxes and regulations to create a business friendly community.
- Maintain the excellence that exists without raising taxes until the recession is over and we realize a signigant recovery
- Make if easier for people to build here & stop making rediculous & costly requirements for building. It cost us several thousand dollars more to build here & all of it was unnecessary. Property taxes an too high.
- Making taxes the same throughout Broomfield. Making neighborhoods and fences match and look classy. Takeout all of low income ghetto apartments. Make city look new.
- Manage budget to keep property taxes low.
- No new taxes
- Property taxes
- Rationalise sales tax (one g the highest in the country) to improve spending.
- Reduce open space expenditures & percentage of planning area 40% is a tracious!
- Reduce taxes (property)
- Reduce taxes (property)
- Reduce taxes and increase services.
- Reduction of property tax. Flatirons crossing brought in lots of new revenue, but property tax was not lowered. Elected leaders spent it instead. And contiune to do so.
- Saving & to reduce taxes & sales tax so consumers would want to shop in Broomfield
- Supporting and Improving the quality of life in Broomfield. In Anthem we are removed from Broomfield Central, but need a nearby grocery (whole foods?), taxes seem unfairly high, and the agreements with NW expressway hurt us (to expensive and no expansion of 160th. I

would also hope we could get the anthem bike trails connected (in a couple of spots) to the Lafayette-Erie Coal Creek Trail expansion being completed this winter (otherwise we are isolated from being able to staying off of major roads)

- Taxes

### *Traffic*

- (1) Improve traffic flow on dillon rd. create a paved bike lane and turning lanes. (2) Add jobs by courting corporations.
- (1) Relieving traffic congestion on major thoroughfares such as 144th avenue at times of peak use. (2) Really look at traffic controls esp 136th & lowell and the short yellow lights
- (1) Traffic congestion on the dillon/144th corridor (2) use of empty big box store real estate
- (1) Traffic control way too many traffic lights unsynchronized (2) Connection & extension of trail system
- 1) Traffic congestion and roads 2) Weeds in sidewalks or medians make city look bad
- 120th blvd Beautification street repair
- 144th Traffic Congestion Very poor stoplight timing should be fixed.
- 287/wadsworth/hwy 36 interchange
- Additional traffic enforcement on sheridan blvd. For 136th to midway. Broomfield has created a "racetrack" and we never see any active speed enforcement!
- Adjust traffic lights / signage to ensure better traffic flow, especially in flatiron crossing. I.e. Eliminate many "left on green arrow only" signs.
- Better control of traffic on midway during rush hours
- Better east west travel options. Better quality, locally owned restaurants. More connections with neighborhoods. I sometimes feel people think of their neighborhoods name as where they live not a connected Broomfield.
- Build infrastructure coincident on before development & fix 144th ! ( traffic widen it)
- City and traffic planning in Broomfield are horrible. Broomfield spends too much on appearances and too little on function & safety.
- Completing traffic construction and improving problem traffic areas.
- Easing traffic congestion on Hwy 286 and the turning lane to access 120th St. Can a light similar to what is used at the on ramps be utilized for that area?
- Fix traffic issues on 120th, especially the light at sheridan deal w/287/36 over pass, disintegrating & horrible traffic is 24 hours a day.
- Fix traffic light timing!!! Complete the bridge to nowhere get rid of prairie dogs between rockcreek dr/miramonte & the railroad tracks.
- Get 36 done soon with any influence the city has on the project
- Have city council not use trails & try to push a loaded stroller from lac amora to walgreens on 287 & main. Avoid 287 because too much traffic.

- Hwy 36 interchange on/off ramps need more lanes Economic development / new businesses
- I think the interchange at hwy 36 & wadsworth needs to be completed asap. Traffic there is a nightmare at rush hour in both the a.m and p.m.
- Improving traffic flow and traffic light timing. This is by far the biggest aggravation I find in Broomfield and surrounding areas.
- Overpass @ 287, traffic congestion
- Renovating the 36/ hwy 287 interchange. It is old, ugly and in need of repair. Also, finding a use for the old target store.
- Repair and maintain good structure do a better job of beginning all structure drivable better storms occur
- Right now, the traffic signals around town seem to not take in to account the traffic at the current time...Sometimes waiting way too long at lights when there is no traffic coming the other way. Wasting gas, having us sit there!!
- safety, traffic management, keeping the beautiful appearance of Broomfield (potted flowers on corners) library upkeep. Broomfield is my home therefore it is my castle. I want to keep cherishing my castle.
- Street signal timing should be addressed. Poor timing leads to more red light running and more wait times
- The 287 bridge over u.s. 36 needs replaced the ally & cously should be lobbying for a new bridge through the state.
- The bridge over hwy 36 and the congestion there.
- The connection to 36 needs to be the highest of all priorities. Vacant buildings along 120th are not only an eye sore but an invitation for trouble. Listening to the residents. Did the majority of residents approve Wal-Mart? nope. I am extremely saddened to see the closing of businesses in Broomfield - Target, Aaron Brothers, Tuesday Morning (yes, still in Broomfield, but Flatirons is a very different locale), K-Mart, etc. Let's pay attention to the older parts of Broomfield - 1st Filing and Broomfield Heights could stand some lighting updates, as well as the west end of 120th. What a nasty looking entrance to our city.
- The timing of traffic lights. A left turn light on 10th e 287, a clear driver path to 287 from 10th ave I witnessed 3 people theiving into north bound traffic. Easier access to all stores especially miramante & 287 stores.
- Time lights more retail spice
- timing of the traffic lights so that I'm not waiting for the light to turn (more than a minute) when there is no traffic (30 seconds). More on-demand traffic lights instead of timed.
- Traffic midway main 136th & 144th
- Traffic & growth
- Traffic and roads

- Traffic flow, traffic safety perhaps over/ under passes for peoples by schools No more raised medians! reasons: visibility (Safety) maint. Costs, challenging snow removal, slow to melt, splash back, extra car washing; revisions costly
- Traffic light & congestion.
- Traffic lights and police cops here are horrible brutality! (way too many red lights keep main roads moving!)
- Traffic on 144th & traffic on wadsworth overpass.
- Traffic signal timing mostly at westlake & lowell traffic on 120 ave & 144 ave. & 136 ave.
- Traffic solution(s) for 144th. Increase police (traffic) presence on residential streets
- Traffic speed on 144th Poor repair on 144th the repaving made the road even noiser. Made more ridges & It's louder than ever
- Traffic: way too many no left turn lights. Street design around the Iron flats mall is horreudous.
- Traffic build arterial roads with 4 lanes & turn lanes instead of wasting money on medians, circles & stamped concrete. Improve traffic flow by basing traffic light timing on traffic volume instead of giving priority to side road traffic (e.g. Kohl & midway) widen 144th!
- Traffic chopren clous! slum yards!
- Wadsworth interchange and more jobs
- We live in lacamora & 120th is a mess. I would like to see the city help small businesses with support. There is no draw for people to go to this part of town causing good businesses to close. Brings back variety stores in areas in my neighborhood no target no market only walmart.
- Widening. Dillon rd/144th between sheridan and 287.
- With state dot resolve I36/ hy 287 bridge congestion during rush hour, adjust light timing up / dwn 120th ave during rush hour

*Other*

- (2) Transportation (1) Recycling, water conservation
- 1. Anti-drug programs continuing - rejecting "medical" marijuana sales 2. Openness and encouragement of a more diverse population
- Addressing mental health issues! substance abuse issues next get out of the denial.
- Affordable housing
- Affordable housing Broomfield is a difficult place to find affordable places to live.
- Affordable housing, control property for increase, attract better jobs
- Affordable housing
- Ambulance services
- Aside from all of the obvious, passing a by law to allow backyard chickens maybe goats (minor what denver does).
- Assistance to lower income residents thru fish, precious chiff, etc.
- Best quality of life for its residents.

- City & County of Broomfield need to have an inclusive community approach to attract more diversity and more younger people to live here than a aging population of baby boomers.
- Clean house at health & human services and restaff. Explore better mental health services. Listen to residents about installing lights and removing crosswalks.
- Connecting trails to Lafayette/Louisville, etc.
- Conservation of environment and resources, safety
- Continue excellent programs for our youth, also keep up the effort to eliminate illegal drugs.
- Continued up grading of facilities
- Create a "downtown" Broomfield, finish light rail, school improvements
- Cut back on effected such rd launches you can't it on and do more for the needy.
- Do not turn our city into a hoal!!! Did not listen to voter's, over ruled & put in a walmart!!!
- Don't do what the private sector does better.
- Don't let special interest groups take control of Broomfield as they have in Boulder
- Drainage, drainage. Drainage plans for master community development (Ex. Antham ranch, highland anthem) Have flawed drainage plans, water not moving effectively from backyards thrice from yards to streets. Watering is excessive to maintain yards & green spaces. Much of water runs off tube into streets.
- Driver's license office
- Email alerts, facebook, text messages opt in for specific service. Improved technology in the library. Dedicated IT staff and IT director for library. Additional library buildings or bookmobile. Improve websites for all city services (recreation library city govt)
- Employees working for the city should be better informed. The front deck employees could not tell us where the republic primary was or they chose not to.
- Energy & resource use reduction
- Energy training to help people preserve water, heating resources, etc.
- Equal representation of all citizens. No more discrimination against Christians.
- Establish a downtown area to bring more community. Figure out how to get fast tracks to bromfield w/out additional taxes and on time. We put in our money!
- Expand the recreation centers and decrease cost of the rec centers. Compared to neighboring cities, Broomfield is very pricey.
- Get a fuckin real d.m.v. One that takes care of all our needs.
- Get rid of the bums that hang up at intersections begging for hand outs. Get rid of the bums that hang up at intersections begging for hand outs. Get rid of the bums that hang up at intersections begging for hand outs. Complete to improvements to the bridge at Rt. 36 to alleviate the traffic congestion.
- Get rid of the damn coyotes they have caused too many problems to belan that coexistence works
- I

- I would care to see an "old town center" with art galleries, natarworlds along indway, priority should be (1) environmental (2) economy
- I would like to be able to walk my dog on any available path without worrying about her being attacked by coyotes.
- Improve customer service and respect due a resident of Broomfield !
- Keep prefering for green energy (solar, recycling, new/emerging technologies (now, after filling out this survey,realize how luckey we are to live in such a neat city and neighborhood. Thanks!
- Less expensive recreation servicesrec centers free for residents
- Less over head noise from air planer less travel
- Linking bike trails with surrounding communities and providing adult swimmers with access to an adequate swimming pool. Too many resources are geared to child recreation only!
- Maintain a sense of community appreciate our " young people"
- Make it a priority to complete sidewalks and curb cuts for difficult residents access and enjoyment. Evergreen street in greenway park lacks complete sidewalks and curb cuts.
- Maybe not top priority But our bike paths are a joke! Some one throws a bunch of spouett at a map. At near corners "Bike path ends" (lots of luck)
- More & better news & information online & printed pieces
- Needs more of a town not so suburban feel
- New pool for exercise, not recreation. Bcc needs to be updated bay & derda are nice, but Bhs & lap swimmers need some love!
- Over planing & paving every thing (too much)
- Overall quality of life for residents
- Panhandlers all the time on 287 @ 36 287 & dillon, sheridan & 1st ave please stop them!
- Please remove crosswalks from sheridan where there are no lightsvery dangerous
- Possibly have a public golf course someday. Would be nice to "purchase on manage"eagle trace.(night in the heart of Broomfield)
- Pray & ask god for his help, & for what his will is. The fear of the lord is the beginning of wisdom. Humble yourselves under god's mighty hand.
- Program for kids with special needsespecially athletic programs.
- Provide a better dog park for citizens.
- Put some portable toilets (privys, latrines) in some of the parks, stay out of debt
- Quality of life for citizens. And putting a stop to the overrunning of beggars at intersections.
- Quieting the train whistles/horns
- Reduce support for brunnel house and open space
- Removing the fluoride out of tap water. Google scholar water fluoridation and it will be noted how bad it is for citizens; especially children. Avoiding the democratic driven policy implementation of vaccinations to children and society.

- Rents to high will be moving out of Broomfield
- Require contractors doing city & county work to use % Broomfield residents
- Residents
- See sheets
- Snow removal on residential streets. It's rare that my streets get cleared at all!
- Stop "sustainable" government, agenda 21 nonsense. The government should be kept as small as possible.
- Stop giving benefits/tax benefits to walmart. You've taken away our shopping choices as a result. Businesses have closed since 3 walmart in Broomfield.
- Sun control
- The biggest complaint I hear is that there is no 'downtown' area. I'm not sure what can be done at this point, but it is a noticeable lack here in Broomfield. Love all the parks though!
- The people
- There needs to be a dedicated infrastructural panel to see to it the needs of the people and the town are taken care of!
- To have our DMN back to Broomfield, so we can recover our driver license here.
- To provide a safe, reasonably priced facilities wise & well maintained town.
- To remove unsightly trailer courts and rethink the use of properties for sightly affordable housing.
- Trust
- We need city county officials that fear god!! Get backK to what this country was founded on!!
- Work even harder to make Broomfield one of the best cities to live in colorado.
- Youth activities, sports, youth services and recreational facilities

*Don't know/no opinion*

- ?
- Don't care
- Don't care
- N/a
- NA
- N/a
- NA
- NA
- NA
- NA
- NA
- NA
- No opinion
- No opinion

- No opinion
- No opinion
- No opinion
- No opinion
- No opinion
- No opinion
- No opinion
- Not sure
- Not sure.
- To new to the area only here 9mos.
- Unsure what my #1 would be.







- |                              |                                |                 |
|------------------------------|--------------------------------|-----------------|
| • Eagle trace                | • First filing                 | • Greenway park |
| • Eagle trace                | • First filing                 | • Greenway park |
| • Eagle trace                | • First filing                 | • Greenway Park |
| • Eagle trace                | • First Filing                 | • Greenway park |
| • Eagle trace                | • First filling                | • Greenway park |
| • Eagle trace                | • Garden center                | • Greenway park |
| • Eagle trace                | • garden center                | • Greenway park |
| • Eagle trace                | • Garden center apts           | • Greenway park |
| • Eagle Trace                | • Garden ctr                   | • Greenway park |
| • Eagle Trace                | • Gate & green                 | • Greenway park |
| • Eagle trace enclave        | • Gate and green               | • Greenway park |
| • Eagle trace III            | • Gate and green               | • Greenway park |
| • Eagle trace north          | • Gate n green retirement area | • Greenway park |
| • Eagle trace north          | • Gate n green                 | • Greenway park |
| • Eagle trace north          | • Gate n green                 | • Greenway Park |
| • Eagle trace north          | • Gate n green                 | • Greenway park |
| • Eagle trace north          | • Gate n green                 | • Grofton park  |
| • Eagle trace north          | • Gate n green                 | • Grofton park  |
| • Eagle trace north          | • Gate n green                 | • Highland      |
| • Eagle tracesprings         | • Gate n green                 | • Highland park |
| • Emerald hill               | • Gate n green                 | • Highland park |
| • Enale trace                | • Gate n green                 | • Highland park |
| • Fair wind townhomes        | • Gate n green                 | • Highland park |
| • Fairway oaks @ broad lands | • Gate n green                 | • Highland park |
| • Fairwinds at mckay landing | • Gate N Green                 | • Highland park |
| • Fairwinds condominiums     | • Gate 'n' green               | • Highland park |
| • Fairwinds/mckay landing    | • Gate'n green                 | • Highland park |
| • Falk at legend trail       | • Gate'n green                 | • Highland park |
| • Falls at legend trail      | • Gates & green                | • Highland park |
| • Falls at legend trail      | • Green way                    | • Highland park |
| • Filing #2                  | • Greenway                     | • Highland park |
| • Filing 2 I believe         | • Greenway Park                | • Highland park |
| • First filing               | • Greenway park                | • Highland park |
| • First filing               | • Greenway park                | • Highland park |
| • First filing               | • Greenway park                | • Highland park |
| • First filing               | • Greenway park                | • Highland park |
| • First filing               | • Greenway park                | • Highland park |







- |  |                     |                               |
|--|---------------------|-------------------------------|
| • The trails                             | • West 6th ave area | • Westlake                    |
| • The trails                             | • West lake         | • Westlake                    |
| • The trails                             | • West lake         | • Westlake                    |
| • The Trails                             | • West lake         | • westlake                    |
| • The trails                             | • West lake         | • Westlake                    |
| • The trails                             | • West lake         | • Westlake                    |
| • The trails north                       | • West lake         | • Westlake                    |
| • The trails @westlake                   | • West lake         | • Westlake townhomes.         |
| • The trails at westlake                 | • West lake         | • Westlake village            |
| • Town center                            | • West lake         | • Westlake village            |
| • Town center services                   | • West lake         | • Westlake village            |
| • Town centre                            | • West lake         | • Westlake village            |
| • Town centre senior apts.               | • West lake         | • Westlake village            |
| • Town house sr apts                     | • West lake         | • Westlake village            |
| • Trails                                 | • West lake         | • Westlake village            |
| • Trails                                 | • West lake village | • Westlake village            |
| • Trails @ Westlake                      | • West lake.        | • Westlake village            |
| • Trails north                           | • West lakes        | • Westlake village/the trails |
| • Unknown                                | • Westlake          | • Westridge                   |
| • Unknown                                | • Westlake          | • Wilcox                      |
| • Unknown                                | • Westlake          | • Wilcox                      |
| • Unknown                                | • Westlake          | • Wilcox fed 144th            |
| • Vantage point                          | • Westlake          | • Wilcox sub                  |
| • Vantage point                          | • Westlake          | • Wilcox sub division         |
| • Vantage point                          | • Westlake          | • Wild grass                  |
| • Vantage Point                          | • Westlake          | • Wildgrass                   |
| • Vantage pointe                         | • Westlake          | • Wildgrass                   |
| • Village square                         | • Westlake          | • Wildgrass                   |
| • Village square                         | • Westlake          | • Wildgrass                   |
| • Villas at country estates              | • Westlake          | • Wildgrass                   |
| • Villas at the boulders                 | • Westlake          | • Wildgrass                   |
| • Villas at the Boulders<br>(broadlands) | • Westlake          | • Wildgrass                   |
| • W 3rd ave drive                        | • Westlake          | • Wildgrass                   |
| • W. 6 ave & quartz.                     | • Westlake          | • Wildgrass                   |
| • Was broadlandsnow<br>country estates   | • Westlake          | • Wildgrass                   |



## Appendix F: Survey Materials

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The following pages contain the survey instrument for the City and County of Broomfield 2012 Citizen Survey.

# The City and County of Broomfield 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please circle the number that comes closest to your opinion for each of the following questions:**

|  | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| How do you rate Broomfield as a place to live? .....             | 1                | 2           | 3           | 4           | 5                 |
| How do you rate your neighborhood as a place to live? .....      | 1                | 2           | 3           | 4           | 5                 |
| How do you rate Broomfield as a place to raise children? .....   | 1                | 2           | 3           | 4           | 5                 |
| How do you rate Broomfield as a place to retire? .....           | 1                | 2           | 3           | 4           | 5                 |
| How do you rate Broomfield as a place to work? .....             | 1                | 2           | 3           | 4           | 5                 |
| How do you rate the overall quality of life in Broomfield? ..... | 1                | 2           | 3           | 4           | 5                 |

**2. Please rate each of the following characteristics as they relate to Broomfield as a whole and how important they are:**

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> | <u>Essential</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not at all important</u> | <u>No opinion</u> |
|---|------------------|-------------|-------------|-------------|-------------------|------------------|-----------------------|---------------------------|-----------------------------|-------------------|
| Sense of community .....                                    | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Openness & acceptance of diverse people..                   | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Quality of shopping services .....                          | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Quality of dining opportunities.....                        | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Recreation programs .....                                   | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Quality and availability of recreation facilities .....     | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Availability of entertainment opportunities .....           | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Amount of open space.....                                   | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Job opportunities.....                                      | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Access to affordable quality housing.....                   | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Access to affordable quality child care .....               | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Ease of car travel .....                                    | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Ease of bus travel.....                                     | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Ease of bicycle travel .....                                | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Ease of walking .....                                       | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Opportunities to attend local cultural and arts events..... | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |
| Overall appearance of Broomfield.....                       | 1                | 2           | 3           | 4           | 5                 | 1                | 2                     | 3                         | 4                           | 5                 |

**3. Please rate the speed of growth in the following categories in Broomfield over the past five years:**

|  | <u>Much too slow</u> | <u>Somewhat too slow</u> | <u>Right amount</u> | <u>Somewhat too fast</u> | <u>Much too fast</u> | <u>No opinion</u> |
|--|----------------------|--------------------------|---------------------|--------------------------|----------------------|-------------------|
| Population growth .....                        | 1                    | 2                        | 3                   | 4                        | 5                    | 6                 |
| Retail growth (stores, restaurants etc.) ..... | 1                    | 2                        | 3                   | 4                        | 5                    | 6                 |
| Jobs growth.....                               | 1                    | 2                        | 3                   | 4                        | 5                    | 6                 |

**4. To what degree, if at all, do you consider the following to be a problem in Broomfield:**

|  | <u>Not a problem</u> | <u>Minor problem</u> | <u>Moderate problem</u> | <u>Major problem</u> | <u>No opinion</u> |
|--|----------------------|----------------------|-------------------------|----------------------|-------------------|
| Weeds .....  | 1                    | 2                    | 3                       | 4                    | 5                 |
| Illegal drugs.....                                 | 1                    | 2                    | 3                       | 4                    | 5                 |
| Junk vehicles .....                                | 1                    | 2                    | 3                       | 4                    | 5                 |
| Street conditions.....                             | 1                    | 2                    | 3                       | 4                    | 5                 |
| Sales taxes.....                                   | 1                    | 2                    | 3                       | 4                    | 5                 |
| Property taxes.....                                | 1                    | 2                    | 3                       | 4                    | 5                 |
| Traffic congestion .....                           | 1                    | 2                    | 3                       | 4                    | 5                 |
| Too much growth.....                               | 1                    | 2                    | 3                       | 4                    | 5                 |
| Trail connectivity .....                           | 1                    | 2                    | 3                       | 4                    | 5                 |
| Unsupervised youth.....                            | 1                    | 2                    | 3                       | 4                    | 5                 |
| Violent crime (e.g., rape, assault, robbery) ..... | 1                    | 2                    | 3                       | 4                    | 5                 |
| Property crimes (e.g., burglary, theft) .....      | 1                    | 2                    | 3                       | 4                    | 5                 |
| Fence conditions in neighborhoods.....             | 1                    | 2                    | 3                       | 4                    | 5                 |
| Nuisance/unsightly properties.....                 | 1                    | 2                    | 3                       | 4                    | 5                 |

**5. Please rate how safe you feel:**

|  | <u>Very safe</u> | <u>Somewhat safe</u> | <u>Neither safe nor unsafe</u> | <u>Somewhat unsafe</u> | <u>Very unsafe</u> | <u>No opinion</u> |
|--|------------------|----------------------|--------------------------------|------------------------|--------------------|-------------------|
| In your neighborhood during the day.....         | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| In your neighborhood after dark .....            | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| FlatIron Crossing mall area during the day ..... | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| FlatIron Crossing mall area after dark .....     | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| In Broomfield's parks during the day.....        | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| In Broomfield's parks after dark .....           | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |

**6. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?**

|   | <u>Never</u> | <u>Once or twice</u> | <u>3 to 12 times</u> | <u>13 to 26 times</u> | <u>More than 26 times</u> |
|---|--------------|----------------------|----------------------|-----------------------|---------------------------|
| Accessed the City's Web site .....  | 1            | 2                    | 3                    | 4                     | 5                         |
| Viewed a City Council meeting on the City's Web site or Channel 8.....            | 1            | 2                    | 3                    | 4                     | 5                         |
| Used the Internet to conduct business with the City and County of Broomfield..... | 1            | 2                    | 3                    | 4                     | 5                         |
| Recycled paper, cans or bottles from your home.....                               | 1            | 2                    | 3                    | 4                     | 5                         |
| Ridden a bus or call-n-Ride within Broomfield .....                               | 1            | 2                    | 3                    | 4                     | 5                         |
| Used one of the recreation centers.....   | 1            | 2                    | 3                    | 4                     | 5                         |
| Utilized Health and Human Services within Broomfield .....                        | 1            | 2                    | 3                    | 4                     | 5                         |
| Visited a park (active, formally landscaped areas) .....                          | 1            | 2                    | 3                    | 4                     | 5                         |
| Visited an open space site (native, undeveloped areas) .....                      | 1            | 2                    | 3                    | 4                     | 5                         |
| Used a trail in Broomfield .....  | 1            | 2                    | 3                    | 4                     | 5                         |
| Used the Broomfield Auditorium or attended an event there .....                   | 1            | 2                    | 3                    | 4                     | 5                         |
| Viewed any of Broomfield's public art sites (benches, sculptures, etc.) .....     | 1            | 2                    | 3                    | 4                     | 5                         |

**7. 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?**

|  | <u>Major source</u> | <u>Minor source</u> | <u>Not at all a source</u> |
|--|---------------------|---------------------|----------------------------|
| Broomfield Enterprise.....                       | 1                   | 2                   | 3                          |
| Boulder Daily Camera .....                       | 1                   | 2                   | 3                          |
| Denver Post.....                                 | 1                   | 2                   | 3                          |
| Radio news.....                                  | 1                   | 2                   | 3                          |
| Television news.....                             | 1                   | 2                   | 3                          |
| Government access Channel 8.....                 | 1                   | 2                   | 3                          |
| Broomfield's Web site (www.broomfield.org) ..... | 1                   | 2                   | 3                          |
| Broomfield's "Be in the Loop" service .....      | 1                   | 2                   | 3                          |
| Broomfield's Facebook page .....                 | 1                   | 2                   | 3                          |
| Twitter .....                                    | 1                   | 2                   | 3                          |
| Word of mouth .....                              | 1                   | 2                   | 3                          |

**8. Please rate the following aspects of City and County of Broomfield government performance.**

|  | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| The value of services for the taxes paid to Broomfield .....                                     | 1                | 2           | 3           | 4           | 5                 |
| The overall direction that Broomfield is taking .....  | 1                | 2           | 3           | 4           | 5                 |
| The job the City and County of Broomfield government does at welcoming citizen involvement ..... | 1                | 2           | 3           | 4           | 5                 |
| The job the City and County of Broomfield does at listening to citizens.....                     | 1                | 2           | 3           | 4           | 5                 |
| The City and County's financial management through the recent recession.....                     | 1                | 2           | 3           | 4           | 5                 |
| Ease of accessing the services of the City and County of Broomfield .....                        | 1                | 2           | 3           | 4           | 5                 |
| The overall performance of City Council .....  | 1                | 2           | 3           | 4           | 5                 |

**9. 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.**

|  | Excellent | Good | Fair | Poor | No opinion | Essential | Very important | Somewhat important | Not at all important | No opinion |
|--|-----------|------|------|------|------------|-----------|----------------|--------------------|----------------------|------------|
| Police services.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Traffic enforcement.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| City recycling events (large-item, tree limb).....                           | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Broomfield Recycling Center.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Street lighting.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Storm drainage.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Water.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Sewer services.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Land use, planning and zoning.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Building department/inspections.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Animal control.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Broomfield Workforce Center.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Senior services.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Public Health and Environment.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Child Protection Services.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Library services.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Variety of printed library materials.....                                    | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Variety of electronic library materials.....                                 | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Availability of public computers at the library.....                         | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Variety of library software.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Code compliance (weeds, junk, etc.).....                                     | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Municipal court services.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Dep't of motor vehicles (license plates).....                                | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Auditorium facility.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Auditorium event information.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Availability of parks.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Appearance of parks.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Variety of parks.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Range/variety of recreation programs.....                                    | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Availability of recreation centers.....                                      | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Youth softball.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Youth basketball.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Continuous trail connections.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Quantity of trails.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Accessibility of trails.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Quality of open space.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Availability of open space.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Elections.....   | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Property tax assessment and collection.....                                  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Broomfield's Web site (www.broomfield.org).....                              | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Broomfield Cable Channel 8.....  | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |
| Broomfield's printed publications<br>(annual report, brochures, flyers)..... | 1         | 2    | 3    | 4    | 5          | 1         | 2              | 3                  | 4                    | 5          |

**10. 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 |
|--|-----------|------|------|------|------------|
| Fire.....                              | 1         | 2    | 3    | 4    | 5          |
| Ambulance services.....                | 1         | 2    | 3    | 4    | 5          |
| Garbage collection.....                | 1         | 2    | 3    | 4    | 5          |
| K-12 education.....                    | 1         | 2    | 3    | 4    | 5          |
| Curbside recycling services.....       | 1         | 2    | 3    | 4    | 5          |
| Developmentally disabled services..... | 1         | 2    | 3    | 4    | 5          |
| Mental health services.....            | 1         | 2    | 3    | 4    | 5          |
| 1STBank Center.....                    | 1         | 2    | 3    | 4    | 5          |

**11. For each of the following types of State-maintained and City-maintained streets, please rate the quality of the service.**

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| <u>State-maintained Highways (such as 120<sup>th</sup> Ave, Hwy 128, Hwy 7, US 287, Hwy 121/Wadsworth/US 36):</u> |                  |             |             |             |                   |
| Street repair and resurfacing.....  | 1                | 2           | 3           | 4           | 5                 |
| Snow and ice control .....  | 1                | 2           | 3           | 4           | 5                 |
| Traffic signal timing.....  | 1                | 2           | 3           | 4           | 5                 |
| Street cleaning .....   | 1                | 2           | 3           | 4           | 5                 |
| <u>City-maintained Streets:</u>   |                  |             |             |             |                   |
| Street repair and resurfacing.....  | 1                | 2           | 3           | 4           | 5                 |
| Snow and ice control .....  | 1                | 2           | 3           | 4           | 5                 |
| Traffic signal timing.....  | 1                | 2           | 3           | 4           | 5                 |
| Street cleaning .....   | 1                | 2           | 3           | 4           | 5                 |

**12. Overall, how would you rate the quality of the services provided by the City and County of Broomfield?**

- Excellent     Good     Fair     Poor     No opinion

**13. 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)?**

- No → Go to question 15     Yes → Go to question 14

**14. What was your impression of employee of the City and County of Broomfield in your most recent contact? (Rate each characteristic below.)**

|                          | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> |
|--------------------------|------------------|-------------|-------------|-------------|-------------------|
| Knowledge .....          | 1                | 2           | 3           | 4           | 5                 |
| Responsiveness.....      | 1                | 2           | 3           | 4           | 5                 |
| Courtesy.....            | 1                | 2           | 3           | 4           | 5                 |
| Overall impression ..... | 1                | 2           | 3           | 4           | 5                 |

**15. In 2004, voters within the Regional Transportation District (RTD) approved a tax to fund the FasTracks Plan. The plan included a Bus Rapid Transit (BRT) line on US 36, which includes a dedicated lane and specialized vehicles with enhanced amenities running on 5-20 minute frequencies, and Commuter Rail consisting of diesel powered railroad cars operating on and next to the existing railroad tracks in Broomfield running on a 20-60 minute frequency. Neither project has been completed and it is questionable if existing funding sources are adequate to complete all of the improvements within the next 30 years. To what extent do you support or oppose each of the following scenarios?**

|   | <u>Strongly support</u> | <u>Somewhat support</u> | <u>Somewhat oppose</u> | <u>Strongly oppose</u> | <u>No opinion</u> |
|---|-------------------------|-------------------------|------------------------|------------------------|-------------------|
| Wait for existing funding sources to complete both projects even if it takes longer than 30 years .....                                     | 1                       | 2                       | 3                      | 4                      | 5                 |
| Secure additional funding through a region-wide vote and complete both projects on an accelerated timeline.....                             | 1                       | 2                       | 3                      | 4                      | 5                 |
| Secure additional funding sources through a region-wide vote and complete only the Bus Rapid Transit (BRT) on an accelerated timeline ..... | 1                       | 2                       | 3                      | 4                      | 5                 |
| Secure additional funding sources through a region-wide vote and complete only the Commuter Rail on an accelerated timeline .....           | 1                       | 2                       | 3                      | 4                      | 5                 |

**16. The City and County of Broomfield has adopted a Coexistence with Wildlife Plan which addresses human/coyote issues in the community. Which of the following best describes your preference about human/coyote issues?**

- I support coexistence with coyotes in all circumstances  
 I support coexistence with coyotes, but believe lethal control is warranted in the case of a human attack  
 I do not support coexistence with coyotes  
 None of these  
 No opinion

**17. To what extent do you support or oppose the City and County using rebates and voluntary water audits to encourage energy and resource conservation in each of the following areas?**

|                                     | <u>Strongly support</u> | <u>Somewhat support</u> | <u>Somewhat oppose</u> | <u>Strongly oppose</u> | <u>No opinion</u> |
|-------------------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------|
| In City and County facilities ..... | 1                       | 2                       | 3                      | 4                      | 5                 |
| Within Broomfield businesses .....  | 1                       | 2                       | 3                      | 4                      | 5                 |
| Within private residences .....     | 1                       | 2                       | 3                      | 4                      | 5                 |

**18. To what extent do you support or oppose the City and County of Broomfield doing more to encourage residents and property owners to conserve water?**

- Strongly support     Somewhat support     Somewhat oppose     Strongly oppose     No opinion

**19. To what extent do you support or oppose the City and County of Broomfield requiring that residential trash haulers provide recycling services to all residential customers?**

- Strongly support     Somewhat support     Somewhat oppose     Strongly oppose     No opinion

**20. The current Broomfield Comprehensive Plan calls for 40% of the community's planning area to be open lands. This initiative is funded with revenue from a special, dedicated sales tax. Currently, open lands comprise 33% of the planning area. The 40% goal could be achieved more quickly with additional funding from other existing Broomfield tax revenue to acquire open space, parks and other open lands properties. To what extent do you support or oppose each of the following approaches?**

|  | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose | No opinion |
|--|------------------|------------------|-----------------|-----------------|------------|
| Use only the dedicated sales tax to fund the acquisition of open lands .....           | 1                | 2                | 3               | 4               | 5          |
| Use additional existing Broomfield tax revenue to fund the acquisition of open lands.. | 1                | 2                | 3               | 4               | 5          |

**21. How would you prefer to pay for City and County services (water, sewer, license plates, building permits, property taxes, etc.)?**

- Cash/check     Credit/debit card (in person and/or online)     Both/either are fine     No opinion

**22. Please describe what you think should be the top priority for the City and County of Broomfield.**

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

**D1. How many years have you lived in Broomfield?**

- Less than 2 years     11-20 years  
 2-5 years     More than 20 years  
 6-10 years

**D2. What is the name of your neighborhood or apartment complex?**

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**D3. Which best describes the building you live in?**

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

**D4. Is this house, apartment or mobile home...**

- Rented     Owned

**D5. Do any children 12 or under live in your household?**

- No     Yes

**D6. Do any teenagers aged between 13 and 17 live in your household?**

- No     Yes

**D7. Are you or any other members of your household aged 65 or older?**

- No     Yes

**D8. Does any member of your household have a physical handicap or is anyone developmentally disabled?**

- No     Yes

**D9. Which of the following best describes your household?**

- Adult living alone  
 Couple, no children  
 Couple with children  
 Single parent with children  
 Unrelated roommates  
 Family and unrelated roommates

**D10. How much do you anticipate your household's total income before taxes will be in 2012? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999     \$100,000 to \$149,999  
 \$25,000 to \$49,999     \$150,000 to \$199,999  
 \$50,000 to \$99,999     \$200,000 or more

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan native  
 Asian or Pacific Islander  
 Black, African American  
 White/Caucasian  
 Other

**D12. Are you Spanish/Hispanic/Latino(a)?**

- No     Yes

**D13. In which category is your age?**

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

**D14. What is your gender?**

- Female     Male

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., 2955 Valmont Road, Suite 300, Boulder, CO 80301**