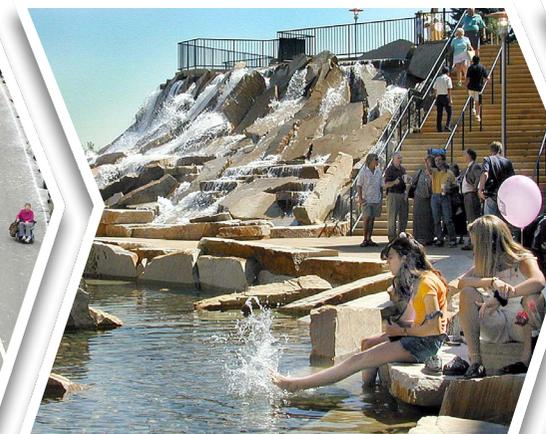


2014 COMMUNITY REPORT



BROOMFIELD



CONTACT US



Front Row, Left to Right: Sam Taylor, Kevin Jacobs, Mayor Randy Ahrens, Dennis Harward, Sharon Tessier
Back Row, Left to Right: Wayne L. Anderson, Greg Stokes, Todd Schumacher, Mike Shelton, Martha Derda, Elizabeth Law-Evans

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

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City and County of Broomfield

 www.Broomfield.org

 facebook.com/Broomfield

 twitter.com/broomfield

 linkedin.com/company/city-and-county-of-broomfield

Economic Development

 twitter.com/broomfieldbiz

A MESSAGE TO THE RESIDENTS

On behalf of the Mayor, City Council, and City and County Staff, I am pleased to submit to you this community report.

Have you heard of The Broomfield Way? It is our genuine demonstration of our core values which places all of Broomfield's residents and businesses at the cornerstone of every task, decision, and strategy the Council and staff make. This year's community report offers you a look at the highlights of 2013, what we are working on right now in 2014, and new projects or services we look forward to in 2015.

The Broomfield Way guides us on a continuous path of innovation and improvement. As such, in the coming years we are changing the format of how we report our performance measurements, The Way We Work, so that our audiences have real time and on demand information.

The Way We Work will be a webpage of quarterly updates on our progress in the categories of Safe Community, Fiscal Responsibility, Economic Vitality, Leisure, Education, and Cultural Opportunities, Facilities and Transportation, Self Sufficiency, and Environmental Stewardship.

In 2013, Broomfield's sales tax revenue was the highest in our history at more than \$47 million. During the prior year, Broomfield City Council also directed the refinancing of outstanding bonded debt. The lower interest rates will save more than \$20 million in interest payment costs over the remaining life of the replaced bonds.

Thank you for another year of allowing our City and County team to serve you, your families, and businesses. The quality programs and services you have come to expect and enjoy continue, and we are committed to continuous improvement for our residents and business community.

For additional information on each of our outcomes, visit our website at www.Broomfield.org. We seek new ways to engage your participation in your government and invite you to be a part of the conversation on [Facebook](#), [Twitter](#), Broomfield Voice (Community Engagement Tool), or signing up for our [B In The Loop newsletters](#).

Charles Ozaki
Broomfield City and County Manager



Our Mission:

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

Guiding Values:

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

TOP ACCOMPLISHMENTS IN 2013:

- University of Colorado Health purchased 66 acres in [North Park](#) for future development.
- [At Home](#) (Garden Ridge) opens in the vacant Target building at the corner of Nickel Street and Midway Boulevard.
- Sales tax revenue was the highest in Broomfield history at more than \$47 million.
- Eight companies announced expansion or relocation to Broomfield with approximately 881 new jobs expected and \$32.6 million in capital investment.
- Broomfield named [Playful City USA](#) for the second straight year.
- [Broomfield Teen Council](#) was established on a basis of involvement and interest in the community and to inspire and reach out to the Broomfield youth.
- North area lift station on the Northlands development was built to provide service to the area west of I-25 near State Highway 7.
- Opening of the new Wadsworth and [Uptown Avenue Bridge](#) replacing the old Wadsworth Parkway and Boulevard bridges.

2013

WHAT WE ARE WORKING ON NOW:

- Completion of The Bay's new [Tot Pool and Sprayground](#), replacing the existing tot pool.
- Gogo expands its operations to the EOS Building with an additional 150 employees.
- [Depot Museum](#) receives History Colorado Grant for renovation.
- Completion of the [Ruth Roberts Pedestrian Bridge](#) between Broomfield's Lake Link Trail and the Boulder County Rock Creek Trail.
- Online community engagement tool, [Broomfield Voice](#), introduced.
- [Family Place Center](#) launched at the Mamie Doud Eisenhower Library.
- Complete re-do of [Indoor Playground](#) at Paul Derda Recreation Center.
- [Sculpture Trail](#) opens In the Broomfield County Commons.
- 17th Judicial District opens a [Self-Help Resource Center](#) located in the Combined Courts building.
- [Batting Cage](#) renovation replacing equipment and adding an improved pitching system.

2014

A LOOK FORWARD:

- Plans for a new Health and Human Services building located on the northeast corner of Main Street and 1st Avenue.
- [McKay Lake/Lambertson Farms park improvements](#) and open space preservation including regional trail connections across the property.
- Lowell Boulevard improvements.
- Arts and Culture Master Plan - "Bringing Life to Great Ideas."
- Civic Center Project - a mixed use center with locally owned or otherwise desirable eateries and retail outlets, professional offices and residential opportunities.
- Comprehensive Plan update.
- Welcoming a new Chief of Police.
- Transportation planning of State Highway 7 evaluates multi-modal (car, bus, bike and walk) improvements to reduce congestion, improve operations, and enhance safety.
- SCL Health, multi-state health system based in Colorado, plans to move its headquarters to Broomfield.

FUTURE



MONEY MATTERS...

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



WHAT THIS MEANS TO YOU

The average single-family household pays monthly*:

\$57 in property tax,

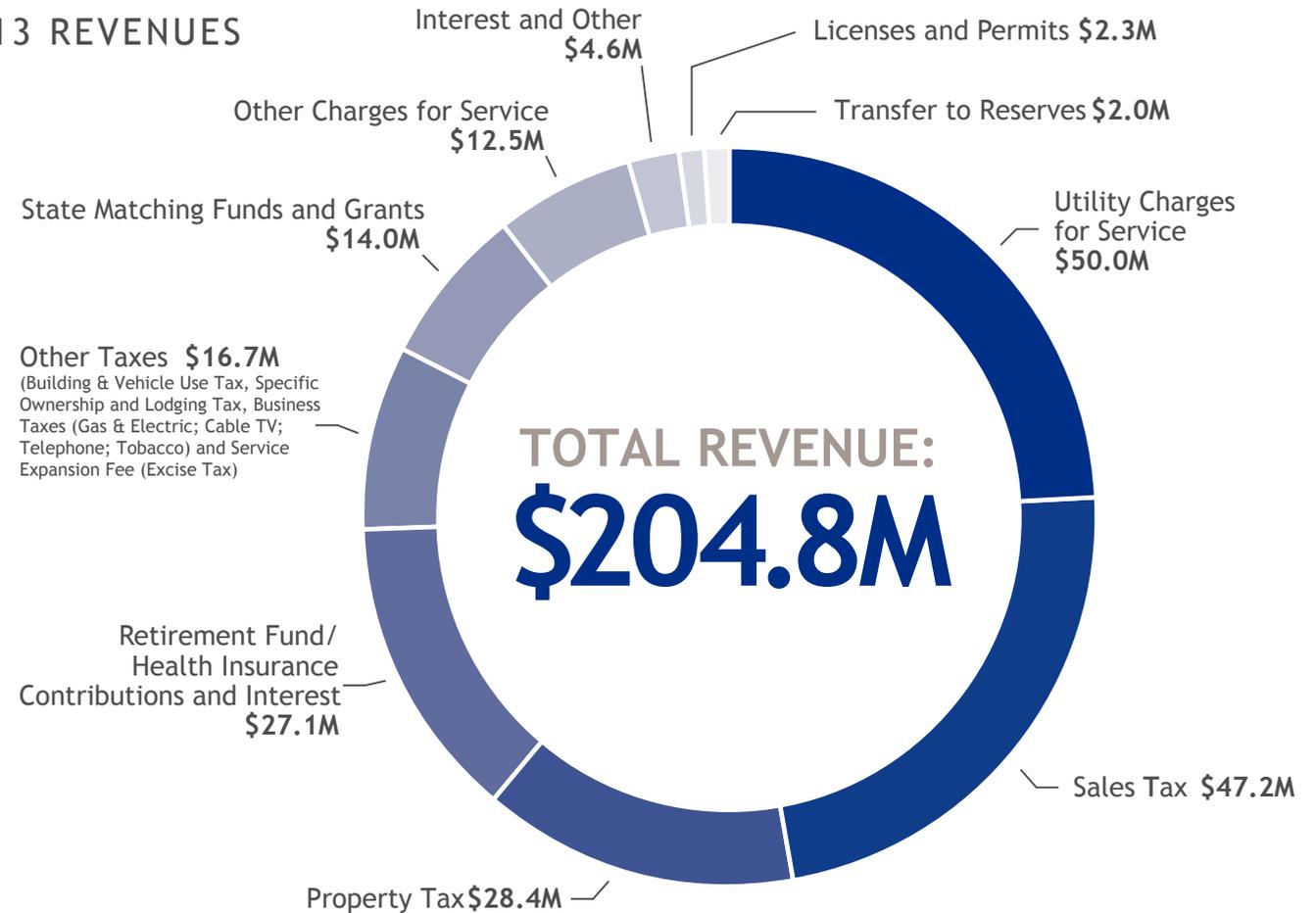
\$106 in sales taxes, or

\$163 total for basic Broomfield services

* Based on reports derived from Consumer Expenditure Surveys Bureau of Labor Statistics

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

2013 REVENUES

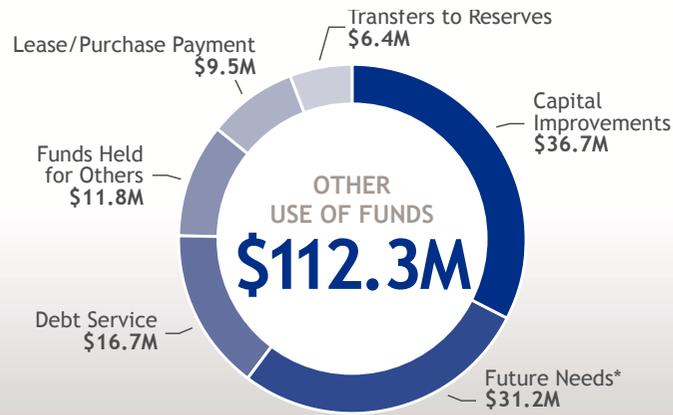


Flatiron Crossing features almost 1,500,000 square feet of retail space set in a two-level enclosed shopping mall, and an adjoining outdoor pedestrian shopping plaza called The Village.



MONEY MATTERS...

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

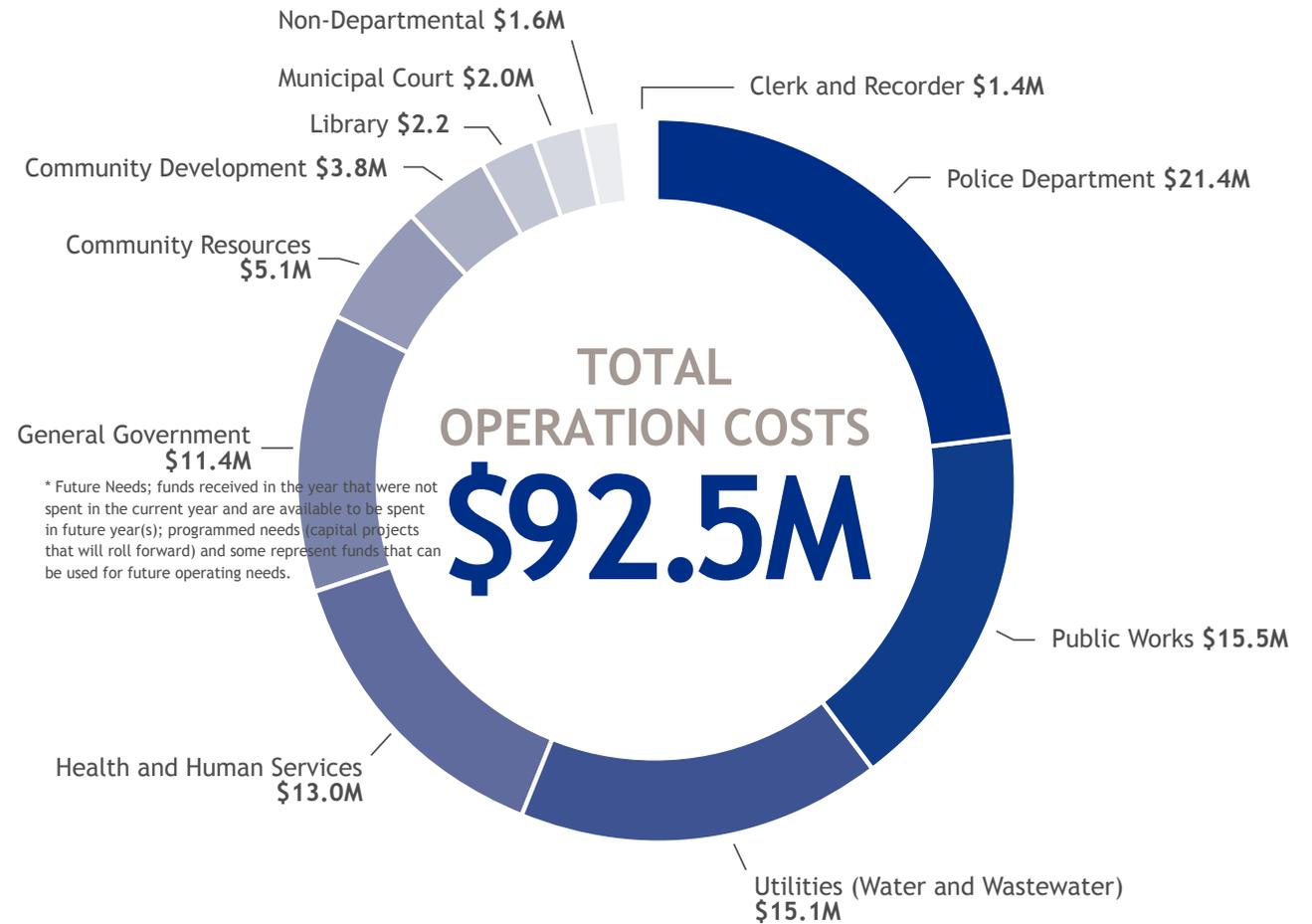


TOTAL
USE OF FUNDS
\$204.8M

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

WHERE BROOMFIELD'S MONEY GOES:

2013 EXPENDITURES



* Future Needs; funds received in the year that were not spent in the current year and are available to be spent in future year(s); programmed needs (capital projects that will roll forward) and some represent funds that can be used for future operating needs.





MONEY MATTERS...

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



DID YOU KNOW

Services provided to residents depend on property tax and sales tax revenues from businesses. The average Broomfield household pays approximately \$1,956 in sales and property taxes every year—about \$163 per month. For the average household, the cost to provide city and county services, excluding utilities, is \$4,500 per year.

The difference between the annual amount paid by residents and the total (\$2,544) comes from sales and property tax revenues paid by businesses and sales taxes paid by out-of-town retail shoppers. In 2013, 43% of the funding for services came from residents. The remaining 57% came from business property taxes and sales taxes collected through businesses.



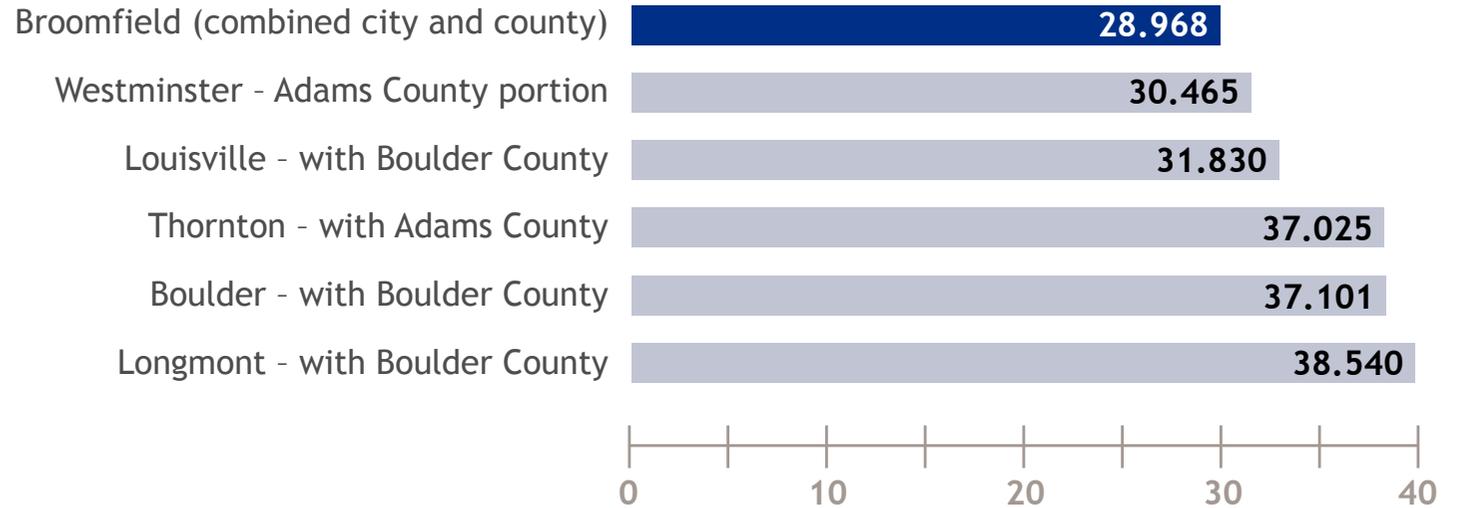
28.968 MILLS

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

PROPERTY TAXES

Broomfield's property tax mill levy is the lowest among surrounding jurisdictions.

MILL LEVY



AVERAGE ANNUAL PROPERTY TAX*



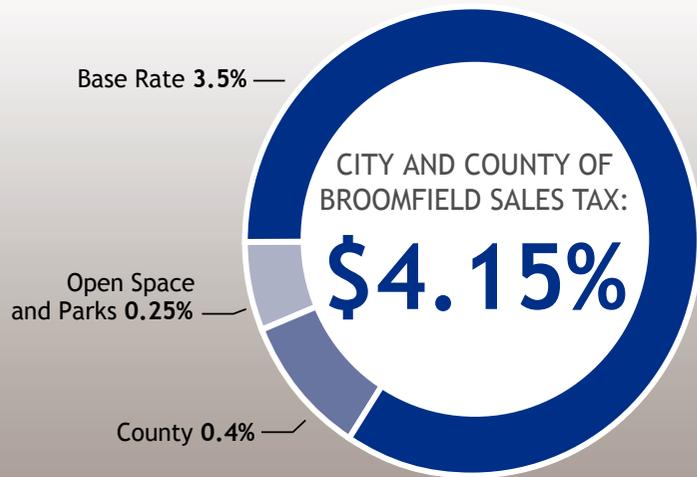
* Single-family residences only.



MONEY MATTERS...

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

BROOMFIELD SALES TAX



\$47.2M
in sales tax revenues



DID YOU KNOW

For property tax purposes and by state law, a home is assessed at 7.96% of its market value. By comparison, again for property tax purposes and by state law, a business property is assessed at 29% of its market value. Consequently, a single family home valued at \$295,000 - the average value in Broomfield - has an assessed value of \$23,482. Comparatively, a business valued at the same amount - \$295,000 - has an assessed value of \$85,550. The same property tax mill levy is applied to both values, so it's easy to see that revenues from businesses are crucial to Broomfield's economic health.

For homeowners, when only the Broomfield mill levy is applied, the average annual property tax that goes to Broomfield is \$684, or 31% of the total property tax bill. The tax bill that property owners receive is always higher than that amount. Why? Because 45% of the total, on average, goes to the school districts (Adams 12, Jefferson County and Boulder Valley and other districts that cover small portions of northern Broomfield), 13% goes to the various special districts in some areas of the city, and 10% goes to the North Metro Fire Rescue District. Other, smaller taxing entities make up the rest, less than 1%.

WHERE PROPERTY TAXES GO

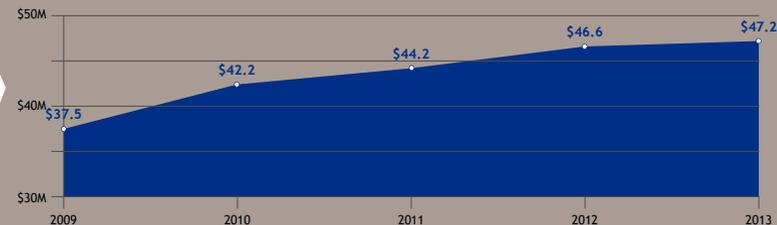


SALES TAXES

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

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

SALES TAX REVENUE





RESPONSIVE AND FISCALLY RESPONSIBLE GOVERNMENT

Highlights

- In 2013, Broomfield earned, for the 24th consecutive year, the Government Finance Officers' Certificate of Achievement for Excellence in Financial Reporting for the [Broomfield Comprehensive Annual Financial Report](#). In 2014, for the 20th year, Broomfield won GFOA's Distinguished Budget Preparation award.
- The leader in volunteer participation in 2013, [Recreation Services](#), had a 3,117 hour increase in 2013; bringing the year-end total to 25,626 hours. At minimum, this represents a personnel cost savings of more than \$200,000, in addition to the benefits derived from community involvement.



DID YOU KNOW

Total revenues in the year-end 2013 General Governmental Operating Funds are 2.1% more than 2012 revenues and 1.6% more than budgeted levels.

Broomfield's combined reserves are increased each year. At almost 20% in 2013, these monies are held to cover about two months of operations and debt service in the event of a severe economic downturn, or to deal with the potential impacts from weather such as floods, tornadoes, or blizzards.

Growth-related revenues (building permits, use tax, water and sewer license fees) in 2013 were down 21% compared to 2012, but considered still strong, specifically for multi-family residential projects. These revenues are charged to builders and developers so that growth pays its own way.

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





RESPONSIVE AND FISCALLY RESPONSIBLE GOVERNMENT

\$11M

BALANCE
\$4.6M over budget projections



General Governmental Operating Funds ended 2013 with \$11 million fund balance, which is \$4.6 million over budget projections. This amount is in excess of reserves, which are targeted to be at least 16.67% of budgeted expenditures.

The fund balance in excess of reserves at year end is available for future allocation without depleting reserves. Historically, the balance in these funds has been a critical resource for funding governmental capital projects while limiting the need to issue new debt. For example, through use of these funds as transfers to the capital project fund, Broomfield has been able to cash fund capital improvement projects amounting to approximately \$7.5 million per year.

These projects include the south section of Lowell Boulevard, \$8.4 million for the Wadsworth Interchange/120th Avenue Connection, and additions to reserve funds for the Health and Human Services Building project. By 2014 a majority of the \$16 million for this project has been funded from this resource.

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

In 2013, Broomfield’s sales tax revenue was the highest in history at more than \$47 million. During the prior year, Broomfield City Council also directed the refinancing of outstanding bonded debt. The lower interest rates will save more than \$20 million in interest payment costs over the remaining life of the replaced bonds. Debt analysis and reduction was a [City Council priority in 2013](#).

EMPLOYEE TURNOVER PERCENTAGE



The hiring process is an expensive one. The City and County of Broomfield saves money each year by having minimal employee turnover. Broomfield’s 2013 employee turnover rate was 8.95%, compared to Colorado’s average rate of 13%.



RECREATION SERVICES HAD

3,117

more volunteer hours in 2013





ECONOMIC VITALITY

QUESTION MARK DID YOU KNOW

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

- The City and County of Broomfield was recognized by CNN Money as one of the Top 25 counties for "Where the Jobs Are." CNN Money highlighted—it's still a tough job market, but opportunities have been on the rise in these counties, making them great places to live and work.
- Forbes Magazine recognized Denver-Aurora-Broomfield as one of the top 10 nationally for the "Best Big Cities for Jobs in 2013."
- Colorado was recognized as the 2nd best state for entrepreneurship and innovation - Inc. Magazine.
- Colorado is the 1st best state for labor supply - Forbes.

Broomfield's multi-family housing vacancies, at 2%, remain significantly lower than that of the metro area.

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

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

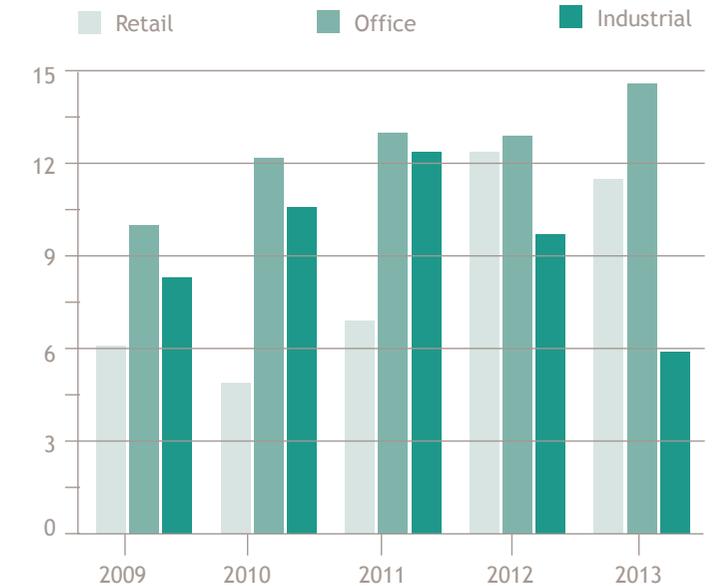
Highlights

- 94 business retention visits completed in 2013.

In 2013-2014:

- Eight companies announce expansion and relocation, bringing \$32.6 million in capital investment.
- Approximately 881 jobs expected.

VACANCY RATE OVER 5 YEARS

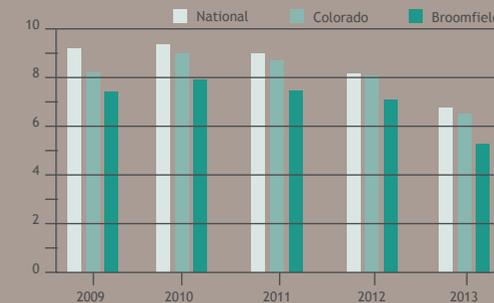


TOP 20 BEST BIG CITIES FOR JOBS

8 COMPANIES = **881** NEW JOBS

UNEMPLOYMENT RATE OVER 5 YEARS

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



* As Forbes named Denver-Aurora-Broomfield in 2013





ECONOMIC VITALITY

Highlights

- Through the Business Retention and Business Walk programs, the Mayor, staff from the City and County of Broomfield and the Broomfield Business Resource Center met with 94 businesses to develop relationships, improve the local business climate and to retain and strengthen Broomfield-based companies.
- [North Metro Small Business Development Center](#) continued to see increases in customers served and advising sessions. This resulted in 147 Broomfield customers being served through 485 advising sessions totaling 623 hours with five new business starts, 28 jobs created and/or retained, and approximately \$888,000 in capital investment.
- [The Broomfield Chamber of Commerce's Business Resource Center](#) held 28 Business Development seminars with 422 attendees and 1,611 jobs represented.
- [Broomfield Workforce Center](#) had 26,173 customer visits, posted 6,350 jobs for the local area, and hosted 65 hiring events.
- Sales tax revenue collection for 2013 was \$47,218,661 and increase of 1.23% over 2012. Total building permit valuation for 2013 was \$219,170,000
- Developers brought eight plans before decision makers that received approvals in 2013. There were two commercial projects begun in 2013, complemented by 292 single-family and 606 multi-family residential units.

NEW BUSINESS IN BROOMFIELD

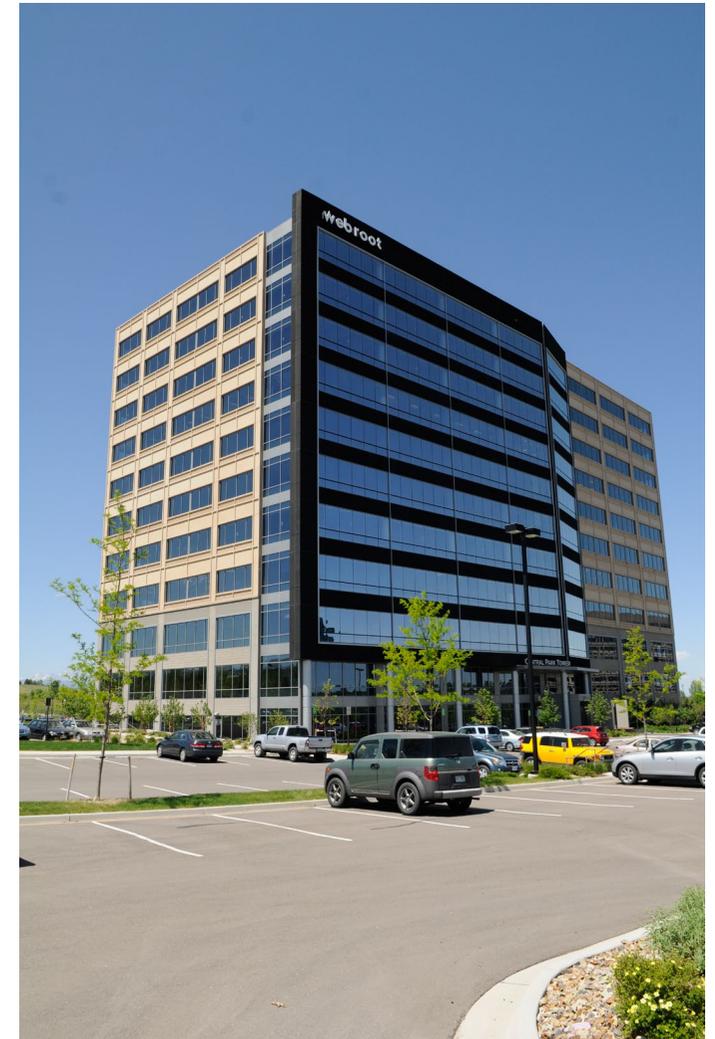
2013



2014



FUTURE

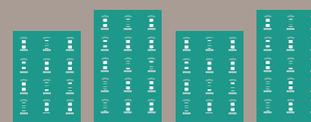


BROOMFIELD RESOURCE CENTER



147 customers served

898 RESIDENTIAL UNITS



=

2,014 NEW RESIDENTS





SAFE COMMUNITY

Highlights

- [Neighborhood Watch](#) programs have become key to emergency response planning. More than 220 block captains participate in Neighborhood Watch and cover nearly every neighborhood or subdivision.
- [Public Health and Environment Division](#) staff partnered with [North Metro Fire](#) to provide 77 free car seats to low-income Broomfield families to ensure their children have a properly secured and appropriate restraint system. This collaboration was supported by a grant from the Rotary Club of Broomfield.
- Broomfield staff serviced each of the city's 3,301 fire hydrants twice in 2013 to make sure they function properly in case of fire.
- Public Health and Environment Division staff conducted 617 [restaurant inspections](#) in 2013. The division publishes restaurant inspections online for easy access to residents.
- 5,580 code complaints resulted in voluntary compliance.
- [National Night Out](#) brought hundreds of residents to [Broomfield County Commons Park](#) in August to check out learning stations and "touch a truck" with emergency service vehicles.

One of the most important things local government must do is to make sure that Broomfield is a community where residents and visitors feel safe and protected. In Broomfield, this is not just the responsibility of the [Police Department](#), the [Health and Human Services Department](#), or the [Public Works Department](#). It is something everyone contributes to.



FUTURE PROJECT

In 2012, the City Council approved a new building to house Health and Human Services. The new building will be paid for with cash that has been set aside for this purpose during the past several years and will not contribute to Broomfield's debt. The building site was selected in 2013 and purchased in May 2014. The architectural design is underway and construction is anticipated to begin in early 2015 and completed by the end of the year.

3301

FIRE HYDRANTS SERVICED



220

NEIGHBORHOOD WATCH CAPTAINS



77

FREE CAR SEAT CHECKS



617

RESTAURANT INSPECTIONS





SAFE COMMUNITY



DID YOU KNOW

Broomfield's Health and Human Services Department's [Family and Children's Services Division](#) investigated 224 cases of possible child abuse and/or neglect. The division continually met or exceeded Colorado's performance standards related to safety, permanency, and well-being for children, youth and families.

Broomfield has complied with federal drinking water standards since their inception. In 2013, Broomfield continued its 100% compliance with all federal drinking water standards.

Playground inspections are performed regularly to assure safety of equipment and to help determine the need for repair or replacement.

PROTECTING CHILDREN THROUGH FAMILY ENGAGEMENT

[Broomfield's Family and Children's Services Division](#) works to promote the safety, permanency, and well-being of Broomfield children involved in the child welfare system through evidence-based practices. Family engagement is one example that is both family-centered and strengths-based. Through this approach, the team fosters partnerships between families and systems to make decisions, set goals, and achieve desired outcomes in the best interest of children and families. It is founded on the principle of communicating openly and honestly with families in a way that supports disclosure of culture, family dynamics, and personal experiences to meet the individual needs and safety of every family and every child.

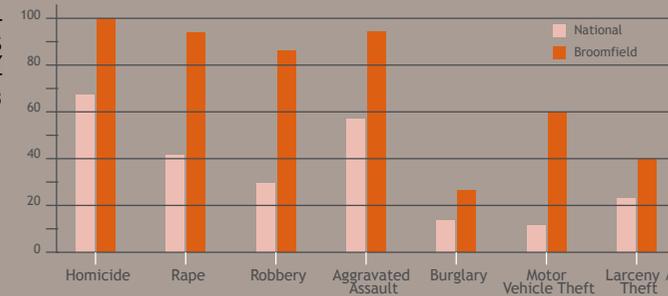
Family engagement practice reflects the core principles below:

- Promotes family/youth choice through family and youth-driven decisions.
- Focuses on the strengths and interests of the child, youth, and family.
- Ensures all families receive timely access to culturally relevant services they identify as necessary to safely care for their children and youth.
- Supports relationship building and community participation.
- Fosters mutual trust and respect between families, youth, agency, and stakeholders.
- Values individual's support network and relationships.
- Ensures information sharing is open, honest, and clear.

Broomfield works to respect and build upon each family's unique strengths to ensure a safe environment for children.



PERCENT OF CRIMES CLEARED BY ARREST IN 2013





FACILITIES AND TRANSPORTATION INFRASTRUCTURE

Highlights

- Federal Safety Funding in the amount of \$1,230,873 was secured by Broomfield to help pay for the relocation of Brainard Drive as part of the 120th Avenue Connection project. Relocating Brainard Drive will allow the BNSF Railway Company to move their train siding west so they do not block the crossings of Nickel Street and 120th Avenue, reducing congestion and improving safety. The project is expected to start in late fall 2014.
- 5,843 linear feet of waterlines were inspected and/or constructed in residential neighborhoods during 2013.
- In 2013, 248,023 feet of sewer lines were inspected for damage, cracks, and blockages with the city's TV inspection equipment.
- Monthly cleaning of sewer lift stations throughout Broomfield resulted in hauling 200,000 gallons of grease to the Wastewater Plant for proper treatment, thereby reducing odors throughout Broomfield.

Broomfield prides itself on streets and thoroughfares that are geared toward multi modal transportation - bicycles, pedestrians, and vehicles. Places where residents recreate, come to do business or get services are also part of the overall infrastructure that keeps Broomfield at the top of its game. There are 27 public buildings, more than 251 miles of streets, 5,209 acres of open space, 265 miles of trails, and 481 acres of parks and recreational fields included in Broomfield's facilities planning and maintenance programs. Included are the water treatment plant, sewer treatment plant, and the underground lines that keep Broomfield's faucets providing clean running water for residents, and lines that carry away waste water to be treated and reused to irrigate the city's parks, landscaped areas, and athletic fields.

CAPITAL IMPROVEMENT PROJECTS

	2009	2010	2011	2012	2013	TOTAL
Drainage and Storm Water	14,122	18,776	78,888	302,630	229,062	\$643,478
Transportation System	10,611,665	7,771,799	5,343,788	5,784,241	8,357,039	\$37,868,532
Water Fund	3,074,432	2,072,700	1,576,129	2,122,618	1,565,732	\$10,411,611
Sewer Fund	10,782,790	1,446,083	933,406	2,110,249	10,078,638	\$25,351,166
Water Reclamation Fund	2,522,893	731,105	577,108	382,941	316,991	\$4,531,038

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

[The 120th Avenue Connection project](#), connecting Interlocken Loop/State Highway 128 across US 36 to West 120th Avenue, will relieve traffic by providing a new road serving Arista, the Interlocken business park, and the Flatiron Crossing shopping areas. The final phase will be under construction in 2015.



71%
arterial streets
have bike lanes 



LEISURE, EDUCATION, AND CULTURAL OPPORTUNITIES



DID YOU KNOW

Broomfield has more than 481 acres of developed park and recreation areas, 5,209 acres of [open space](#) and 265 miles of trails.

In 2013, Broomfield was named a Playful City USA for the second year, by KaBoom! The recognition has been awarded again in 2014 and honors Broomfield's commitment to active living and play by providing open space, parks and play areas and connecting trails.

[The Paul Derda Recreation Center](#) celebrated its 10th Anniversary in November 2013, with an open house featuring information booths from each Recreation Division, prize drawings, and a 10K race.

The City and County of Broomfield's "[Broomfield Flyers](#)" [Gymnastics program](#) is the largest municipality competing in the CARA Gymnastic League in Colorado. The Broomfield CARA Tennis and Track programs are also the largest teams in the State of Colorado.

The first designated outdoor Pickleball courts in Colorado landed right here in Broomfield. There are three lighted courts located at the Broomfield Industrial Park, which are open to the public.

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

Highlights

- In 2013, Broomfield offered 17 open space educational programs for almost 2,100 participants, and coordinated nine volunteer projects with 77 participants.
- Broomfield carried out ongoing management of significant wildlife issues related to coyotes and prairie dogs, and research on natural habitats.
- Broomfield and Boulder County received a Colorado State Trails grant to complete a [trail connection](#) from the Lake Link Trail in Broomfield to the regional Rock Creek Trail in Boulder County. This connection will be completed in 2014.
- Other trail system accomplishments include the acquisition of the Lustig Property for the Rock Creek Trail corridor, finalizing a study for a State Highway 7 pedestrian underpass, constructing a trail from Anthem to the Coal Creek Trail, and coordinating major trail repairs after the September flooding.
- In 2013, [Broomfield Veterans Memorial Museum](#) has increased the hours of operation by 10% and increased programming by 30%. Almost 2,000 people visited the museum.
- In 2012, [Broomfield Depot Museum](#) received a \$15,000 grant from the State Historic Fund to complete a historic structure assessment. The assessment was completed and the first phase, addressing the foundation and other structural and safety repairs, will be completed in October 2014. In addition, the Broomfield Depot Museum received a second State Historic Fund grant in the amount of \$94,578 to address the restoration of the Depot's exterior doors, windows, and siding. This Phase 2 work is currently under design and is anticipated to start construction this fall with anticipated completion and re-opening in January 2015.
- The [Broomfield Sculpture Trail](#) located by the Dog Park at the [Broomfield County Commons](#), was dedicated on July 4, 2014, followed by a guided tour.
- Attendance at [Cultural Affairs](#)-sponsored events, both free and ticketed, increased from about 6,000 in 2012 to close to 7,800 in 2013. Twenty four pieces of public art have been installed using the 1% designated CIP funding.



481
ACRES
of developed park
and recreation areas

5,209
ACRES OF
OPEN SPACE

265
MILES OF TRAILS





LEISURE, EDUCATION, AND CULTURAL OPPORTUNITIES

Highlights

- In 2013, 1.3 miles of [open space](#) trail segments were built in Broomfield with the completion of trail segments at Spruce Meadows and along Legacy High School, and another mile is proposed for construction in 2014. In addition, 0.8 miles of damaged or narrow trails will be replaced in 2014 in the Westlake neighborhood and along Wadsworth Blvd.
- [The Early Learning Preschool Program](#) in Recreation Services graduated 265 children during the 2013-2014 school year. Of those, 88 children will move on to Kindergarten for the 2014-15 school year.
- More than 35,000 kid-visits were recorded in 2013 for [child sitting](#), reflecting a 9% increase over 2012. This is a service offered to parents using recreation services, with children ages 6 months to 10 years.
- More than 1,200 [Learn-to-Swim](#) classes were offered at the Paul Derda Recreation Center in 2013. Over 130 [fitness classes](#) were offered each week between the Paul Derda Recreation Center and Broomfield Community Center; 96 of which were general fitness offerings. Drop-in fitness classes recorded over 103,000 visits in 2013 between the two recreation facilities.

MAMIE DOUD EISENHOWER PUBLIC LIBRARY

- In 2013, technology drop-in clinics were added to provide Broomfield residents with a quick fix for their technology device or software problems. The clinics are held twice a month in the [Mamie Doud Eisenhower Library](#) lobby. Learn how to download an e-book, get tips on how to use your smart phone, and more. The library also offers one-on-one computer tutoring and technology workshops.
- Over 25,000 e-book titles were added to the library's collection in 2013 along with lending pre-loaded Nook and Kobo e-book readers. This is in addition to the library's access to the expanding Frontrange Downloadable e-book collection linked through the library's web page and catalog.
- Paying library fines was made easier (and confidential) by adding a credit-card payment option to the check-out stations.
- Other improvements to the library's technology infrastructure included a more robust, wireless service and new computers for the public internet & computing center.

RECREATION SERVICES

Drop-in use in 2013 of the [Paul Derda Recreation Center](#) increased by 1,389 visits over that in 2012, bringing the total to 82,089. Scanned passes at the center were up 7.8% over 2012 bringing the total to 372,159.

In 2014, the tot pool area of [The Bay](#) was renovated. The tot pool was relocated to the northwest corner of the site and the former tot pool location was turned into an interactive spray ground. New shade structures were also added.

TOTAL PAID VISITS

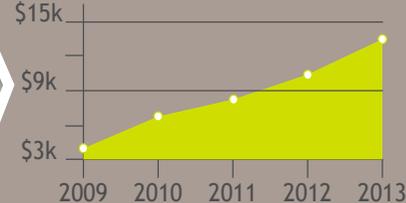
	2011	2012	2013
Paul Derda Center	398,748	425,482	454,248
Community Center	66,546	67,994	66,518

BROOMFIELD AUDITORIUM

RENTAL INCOME



TICKET REVENUE





SELF SUFFICIENCY

Public Assistance programs are provided through Broomfield's [Community Development](#) and [Health and Human Services](#) departments, a result of the combined city and county government created in 2001. These are programs that include housing assistance, food assistance, medical benefits, energy assistance, work force services, child support and much more.

? DID YOU KNOW

For every dollar of general revenue spent by Broomfield for human services, another \$3 in state and federal grants were received for use to benefit Broomfield residents.

[Senior Services](#) nutrition programs served 32,690 meals through the [Lakeshore Café](#) and [Meals-on-Wheels](#) in 2013 representing a 6.5% increase from 2012.

In 2013, more than 26,173 services were provided at the [Broomfield Workforce Center](#), assisting job seekers in their job searches and training needs.

AFFORDABLE CARE ACT

In 2013, [Broomfield's Health and Human Services Department](#) was awarded \$100,000 through Connect for Health Colorado to provide health coverage guide (HCG) services associated with the Affordable Care Act (ACA). Specifically, the funds are to provide outreach, education, and in person assistance to Broomfield residents who need to apply and enroll in health care coverage.

Broomfield has 4,922 uninsured residents under 400% of the Federal Poverty Level, and 1,981 uninsured residents under 138%. Within the first six months, 1,714 Broomfield residents obtained health insurance through Connect for Health Colorado. Broomfield has also seen an additional 924 Medicaid clients, representing a 36% increase, since October 2013.

Providing HCG services, in conjunction with Medicaid, offers Broomfield residents a comprehensive continuum of services to obtain health care coverage.

Highlights

- In 2013, 64 Broomfield families received service through the counseling program for foreclosure prevention, budgeting and preparation for home-ownership classes.
- The number of [Meals on Wheels](#) meals increased 3.3% in 2013, serving a total of 20,014 meals.
- In the 2013 Participant Satisfaction Survey, 100% of [Easy Ride](#) transportation users rated the transportation program "excellent" or "very good."
- Broomfield's Child Support staff facilitated the collection of more than \$3 million in child support payments during 2013. This results in more collections that directly assist in the care of Broomfield's children and youth, while reducing custodial parents' need for other public assistance programs.
- [Broomfield's Workforce Center](#) had an average of 2,100 client contacts per month.
- [Public Health](#) Nurses dispensed 1,937 immunizations during 2013. This includes providing free immunizations to children under age 18 through the Vaccine for Children program.
- The [Judicial Self Help Center](#) at [Broomfield's Municipal Court](#) provides people a space to work on their cases, access to the State Judicial website to obtain forms, and assistance in locating resources and do document review for procedural correctness. Self-Represented Litigant Coordinators are available to answer basic questions on filing procedures without offering legal advice.



SENIOR SERVICES SERVED

32,690



TOTAL MEALS

1,937



IMMUNIZATIONS PROVIDED





ENVIRONMENTAL STEWARDSHIP



DID YOU KNOW

About half of the parks in Broomfield are irrigated with non-potable water—the recycled wastewater that has undergone additional treatment before it is used for irrigation.

Water released from the wastewater plant meets stringent federal and state water quality standards to protect downstream environs. During 2013, staff completed 18,417 water quality analyses to ensure the protection of Broomfield wastewater system assets and an additional 2,831 analyses to ensure the beneficial reuse of reclaimed water for irrigation and Biosolids for soil amendment.

Broomfield has a [recycling center](#) at 225 Commerce Street that offers recycling bins for cardboard, office paper, and newspapers. Other bins collect items that can be commingled like paperboard, magazines, catalogues, junk mail, phone books, aluminum cans, glass jars and bottles, and more. These recycling opportunities are available at any time. On Wednesday afternoons and Saturdays, residents can bring limbs from trees and bushes to the center too. The branches are ground into mulch, which is free for the taking by Broomfield residents for use in their landscaping projects.

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

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

Highlights

- Broomfield has a state-approved [water conservation plan](#) that outlines programs and measures that guide the efficient water use in Broomfield for residents and businesses.
- Ponds in Broomfield’s parks and open space areas are monitored routinely during the summer months to check water quality and aesthetics. They were checked 266 times in 2013.
- In 2013, more than 545 tons of material were collected over three weekends in the annual Spring Cleanup event, and more than 40 tons of the material were able to be recycled.

Earth Day Everyday!

Events and classes for a greener Broomfield:

- Spring Clean up - April and May
- [Household Hazardous Waste](#) Collection Day - May and November
- Recycling
 - [Tree Branch](#)
 - [Waste Oil and Cooking Oil](#)
- Prescription Drugs Waste Collection Day
- Gardening
 - Designing a Xeriscape Garden
 - Let’s Talk Trees
 - Rose Gardening
 - Raised Garden Beds



BROOMFIELD STAFF COMPLETED

20,542

Water Quality Analyses for Safe Drinking Water



SPRING CLEANUP COLLECTED

>545 TONS

of garbage 



40 TONS

WERE RECYCLED





COMMUNICATION AND TRANSPARENCY



www.Broomfield.org



info@broomfield.org



youtube.com/BroomfieldGovTV



broomfield.org/granicus



plus.google.com/+BroomfieldOrgColorado



<http://broomfield.org/rss.aspx>



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vine.co/City.County.of.Broomfield

Apps. Hashtags. Tweets. Crowdsourcing. Memes. A whole new language has been created due to the shift from traditional streams of communication to digital. As the landscape of communication rapidly evolves, the City and County of Broomfield has adapted, creating a new [Communications Division](#). Set within the [City and County Manager's Office](#), this team's goal is to bring engagement and communications to the forefront of City and County operations.

The Communications team recognizes residents and businesses need on-demand news and information on a variety of mediums. Our team strives to further engage our thriving community by offering multiple avenues in which they can be part of the conversation.

In addition to the multitude of engagement tools managed and monitored by the city (eg: [Facebook](#), [Twitter](#), [Google+](#), [B in the Loop](#), [LinkedIn](#), [Flickr](#),) there are plans to launch a new online public comment forum in late 2014. The aspiration is to provide a platform that will spark conversations and promote civic engagement in an open and transparent manner.

Highlights

- For the [Broomfield Bay Aquatic Park](#)'s grand re-opening, the City and County [Facebook](#) and [Twitter](#) feeds were updated with news and photos of the new areas. Both social media pages had a spike in followers and engagement, showing the need and desire for instant communication to and from the City and County of Broomfield.
 - Our Tweet had a total Impression (or reach) of 1,150 viewers.
 - Facebook's post reached 5,580 viewers, received 2,194 clicks, and had 317 likes, comments and shares.
- The City and County of Broomfield's [YouTube](#) page has received 10,699 views between March 2013 and September 2014. The most-watched YouTube video in 2014 was the "[Broomfield Spring Clean Up](#)" with 2,100 views to date.



Great news!! The new tot pool at The Bay will open to the public on Friday evening. There will be a ribbon cutting at 6 p.m. and then the tot pool and spray-ground will open for play. Friday night is "Family Night" - from 4 to 8 p.m. Immediate family members can come swim for just \$10 per family. (5 people max)



TOT POOL RE-OPENING FACEBOOK ENGAGEMENT

5,580

PEOPLE REACHED



2,194

POST CLICKS

317

LIKES, COMMENTS AND SHARES



10,699

YOUTUBE VIEWS
MAR. 2013-SEPT. 2014





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