

Broomfield Citizen Survey 2007 Report of Results



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Executive Summary

Survey Background and Methods

In an effort to determine citizen attitudes about City and County services and quality of life, the City and County of Broomfield regularly conducts a citizen survey. Beginning in 2002, Broomfield contracted with National Research Center, Inc. (NRC) to implement this survey with a representative sample of its residents to monitor community sentiment. The 2007 survey was the third iteration.

A postcard was mailed to 3,000 randomly selected households in the City and County of Broomfield, notifying residents that they had been chosen to participate in the survey. A survey followed in the mail after one week, with another arriving one week later. There were 1,113 respondents to the mailed questionnaire, yielding a response rate of 39%. The margin of error was plus or minus three points around any given percentage and plus or minus two points around any average rating on the 100-point scale.

The results were weighted to reflect the demographic profile of all residents in the City and County of Broomfield. Reported responses are for those who had an opinion – “don’t know” responses were removed from the analyses.

Broomfield results were compared, when possible, to responses in NRC’s database of 29 other Front Range communities.

Results

Quality of Life

Residents of the City and County of Broomfield gave relatively high ratings to the quality of life in Broomfield, higher than the average of nearby Front Range communities. These positive perceptions have been consistent over time. “Broomfield as a place to retire” has received lower ratings each year, providing City and County leaders with an opportunity to explore what residents think about when they rate the City and County’s retirement quality potential.

Community Characteristics

Questions about the quality of specific community characteristics yielded consistent ratings across time and were mixed in terms of being above, below or similar to the norm when compared to other Front Range communities.

When residents were asked about the quality of characteristics or services, they also were asked about the importance of those characteristics or services. Those characteristics or services perceived by respondents as being of higher importance and lower quality may offer more visible opportunities for Broomfield to improve in ways that matter most to residents.

Car travel, job opportunities, affordable housing received lower ratings than some other community characteristics, but all were above the norm for the Front Range. These items also were seen as having relatively higher importance. The community's openness to people of diverse backgrounds also was rated as lower quality, though it was of higher importance to respondents.

Growth and Potential Problems

As in previous years, the majority of survey respondents felt that the population was growing too quickly in Broomfield and that job growth was moving too slowly.

Many of the problems identified as moderate or major in 2004 were identified by smaller proportions of people in the 2007 survey. These included: weeds, junk vehicles, unsupervised youth, drugs, growth, property taxes, property crime and traffic congestion. Neighborhood fence conditions and street conditions were identified as problems by a higher percentage of people in 2007 than in 2004.

Safety

Average ratings for safety in Broomfield were quite high, especially for safety during the day. All safety ratings were above average for Front Range communities. A somewhat smaller percentage of residents reported having been a victim of a crime in 2007 than in 2004, with a much higher proportion of them reporting it to the police than before.

Community Participation

The most popular community activities were outdoor activities, such as visiting parks, trails and open space, along with Internet shopping and library services. The least reported activities were the Call and Ride and City Council meeting attendance or observation. Overall, in 2007, there was more community participation reported in the activities listed on the survey than in 2004.

Services Provided to Residents

Through the years, Broomfield residents have consistently given above average ratings to the overall quality of services in Broomfield. Regarding the services provided by entities other than

the City and County of Broomfield, many residents felt they did not know how to rate them, presumably because they lacked firsthand experience with them. Garbage collection, on the other hand, was given a rating by most survey respondents. Rated as “good,” garbage services ranked below the Front Range norm. Importance of these same services was rated pretty consistently over time, with Internet services rising in importance since 2004. Those that, perhaps, demand the most attention from City and County leaders are K-12 education and Internet services; they were rated as higher in importance and lower in quality.

For about half of the services actually provided by Broomfield, a large percentage of survey respondents reported that they did not know about the quality of these services. Ratings among those who had an opinion were pretty high and either consistent with previous years’ ratings or improved, with the notable exception of street-related services on City streets and state highways. The especially difficult winter conditions in 2006-2007 may explain people’s more critical perspectives on this set of services.

Other services were generally above average for the Front Range. Maintaining these generally high quality ratings is an important task for the City and County of Broomfield, and one that will rest on continuing to explore the underlying factors that lead residents to an overall positive outlook.

Trends over time suggest that Broomfield residents may be placing more value on a wider variety of services than in the past. Many of the services provided by Broomfield were rated as more important in 2007 than in previous years. It should be noted that with higher ratings of importance may come higher expectations of quality. There were 12 services deserving attention from City and County leaders because residents rated them as more important and lower in quality. These included most street-related services, economic development, health and social services and land use planning and zoning.

City and County Employees

City and County employees were well regarded by survey respondents. More than half of those who responded to the survey had contacted City and County employees in the past 12 months and gave them high ratings. Except for courtesy, all ratings were above the norm for Front Range communities.

Public Trust

A majority of residents agreed that Broomfield services are easy to access, that they receive good value for their taxes and that they are pleased with Broomfield's overall direction. Compared to 2004, three public trust average ratings fell, however. These were Broomfield government welcoming "citizen involvement," "pleased with the overall performance of City Council" and "Broomfield listens to citizens."

Top Priority for Residents

Residents also were asked to state what they think should be the top priority for Broomfield. This open-ended question revealed that issues around planning and managing growth and traffic were hot items for residents. Road maintenance and improvements as well as whether or not Broomfield should have a new Wal-Mart were also key concerns for many residents who responded to the survey.

Overall View

Overall, quality of life and services in the City and County of Broomfield were rated positively by residents. Some services important to residents may have room for improvement. Responding to some statements about trust in government, residents were more critical in 2007 than in 2004. Based on the verbatim responses to the open-ended question about priority and the lower street services ratings, it could be that the recent controversy surrounding a possible new Wal-Mart and the dissatisfaction with street clean up offer at least a partial explanation for resident's evaluations.

Survey Background

Survey Purposes

The Broomfield Citizen Survey serves as a consumer report card for Broomfield by providing residents the opportunity to rate their satisfaction with the quality of life, local amenities and satisfaction with local government in the City and County. The survey also permits residents an opportunity to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

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

This type of survey gets at the key services that local government controls to create a quality community. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as the City and County change and grow.

This year's survey marks the third Citizen Survey for the City and County of Broomfield. The baseline survey was conducted in 2002, followed by another in 2004.

Methods

On March 18, 2007, a pre-survey notification postcard was sent to a random sample of 3,000 households. On March 23, 2007, surveys were mailed to the same residences. A reminder letter and a new survey were sent to the same households on March 30, 2007.

Of the mailed postcards, 119 were undeliverable due to vacant or "not found" addresses. Completed surveys were received from 1,113 residents, for a response rate of 39%. Compared to citizen survey response rates in general, Broomfield's response rate is relatively high, though it was lower than in previous years. (In 2004, the response rate was 44%, and in 2002, the response rate was 49%.) Broomfield's first survey administration in 2002 was on the heels of the community being established as its own City and County, rather than a City spread across multiple counties. The higher level of participation in the earlier surveys may have been a

reflection of civic enthusiasm following this change. This would suggest that the response rate may be stabilizing over time.

The results were weighted to reflect the demographic profile of all residents in Broomfield. (For more information on the survey methodology, see Appendix IV.)

“Don’t Know” Response and Rounding

On many of the questions in the survey, respondents could give an answer of “don’t know” or “unsure.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix V. However, these responses have been removed from the analyses presented in the body of the report. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item. When a large percentage of residents (20% or more) chose “don’t know,” those questions are noted in the tables.

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 percentages being rounded to the nearest whole number.

Understanding the Results

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus two percentage points around any given percent reported for the entire sample (1,113 completed surveys).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative or frequency questions were made on 4- or 5-point scales with 1 representing the best rating, the scales had different labels for 1 (e.g. “excellent,” “essential” or “not a problem”). To make comparisons easier, many of the results in this summary are reported on a common scale of averages, where 0 is the worst possible rating and

100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 0-100 scale. If the average rating for quality of life were right in the middle of the scale (“fair,” “somewhat important” or “moderate problem”), then the average score would be 50. The new scale can be thought of like the thermometer used to represent total giving to a charitable organization. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The .95 confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus two points on the 100-point scale.

Comparing Survey Results

Because certain kinds of services tend to be thought less well of than others, it is best to understand relative quality ratings by comparing services in one jurisdiction to the same services in other jurisdictions. For example, police protection tends to be better received than street maintenance by residents of most American jurisdictions, so it is better not to hold street maintenance services to the same standard as police services. This way we can better understand if “good” is good enough for City and County Broomfield service evaluations.

The jurisdictions included in the Front Range norms are: Loveland, Littleton, Boulder, Lakewood, Douglas County, Westminster, Thornton, Lafayette, Northglenn, Parker, Louisville, Greeley, Castle Rock, Broomfield, West Metro Fire Protection District, North Jeffco Park and Recreation District, Englewood, Arvada, Denver (City and County), Longmont, Boulder County, Fort Collins, Jefferson County, Larimer County, Golden, Wheat Ridge, Greenwood Village and Highlands Ranch.

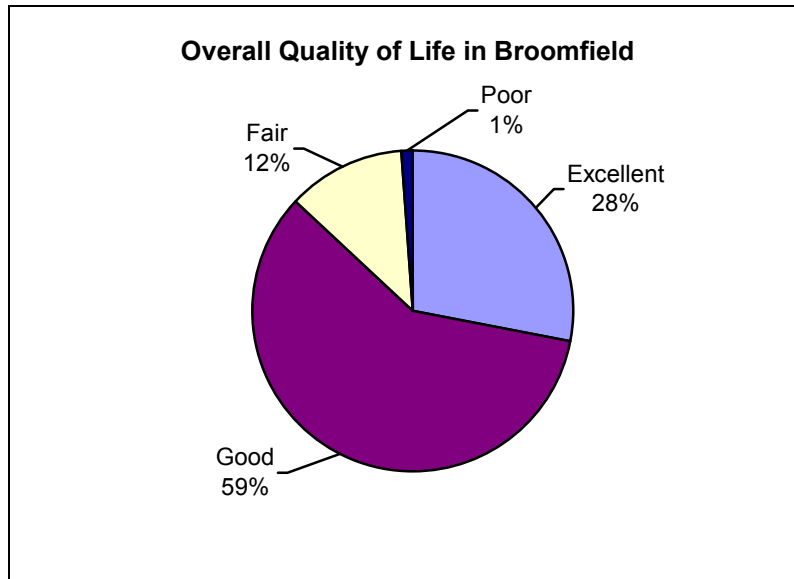
Comparisons to the Front Range are provided when similar questions are included in the database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table in addition to the mean rating. The first is the rank assigned to Broomfield’s rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions’ results, for example) translates to a percentile (in this example, the 80th percentile). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that Broomfield’s rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20% of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: “above the norm,” “below the norm” or “similar to the norm.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of your jurisdiction’s rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of three or more points on the 100-point scale between Broomfield’s ratings and the average, which is based on appropriate comparisons from the database, are considered “statistically significant,” and thus are marked as “above” or “below” the norm. When differences between Broomfield’s ratings and the normative comparison are less than three points, they are marked as “similar to” the norm.

The Front Range data are represented visually in a chart that accompanies each table. Broomfield’s percentile for each compared item is marked with a black line on the chart.

Broomfield Quality of Life

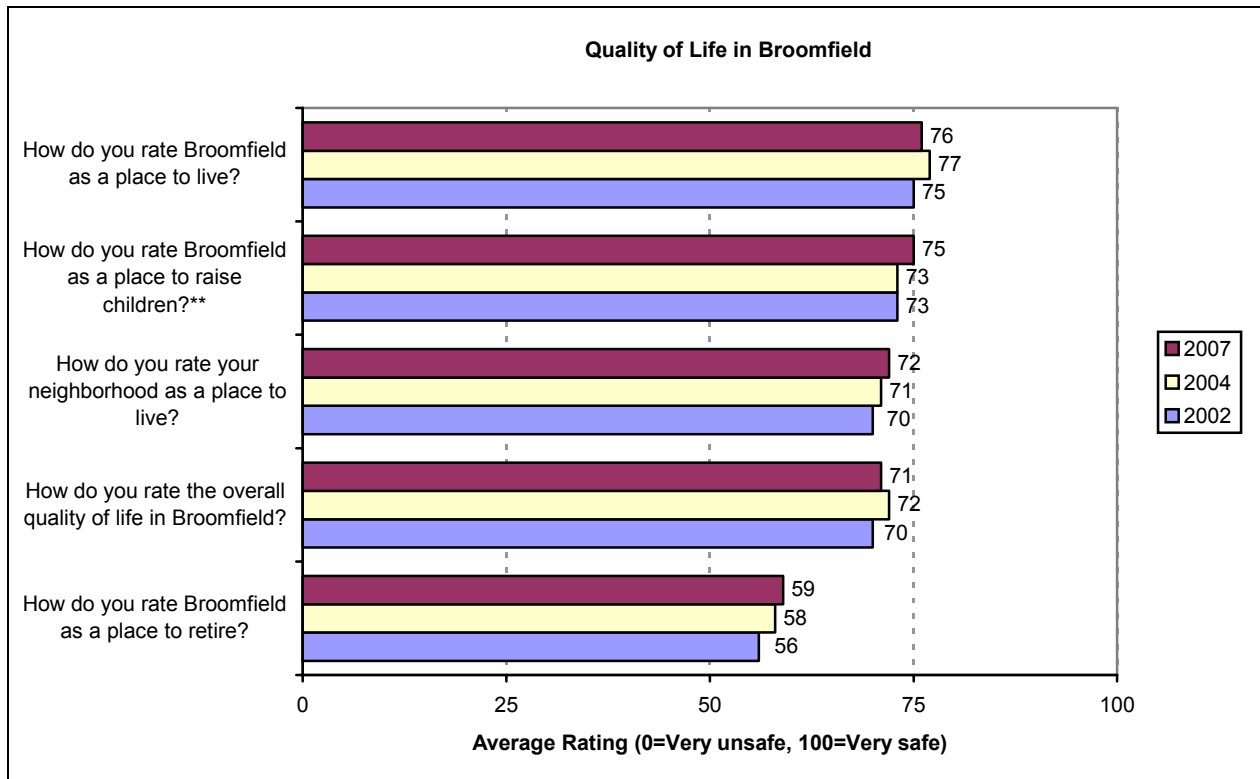
The first set of questions in the survey asked about quality of life and community in the City and County of Broomfield. Almost 90% of respondents felt that the overall quality of life in Broomfield was “excellent” or “good.”



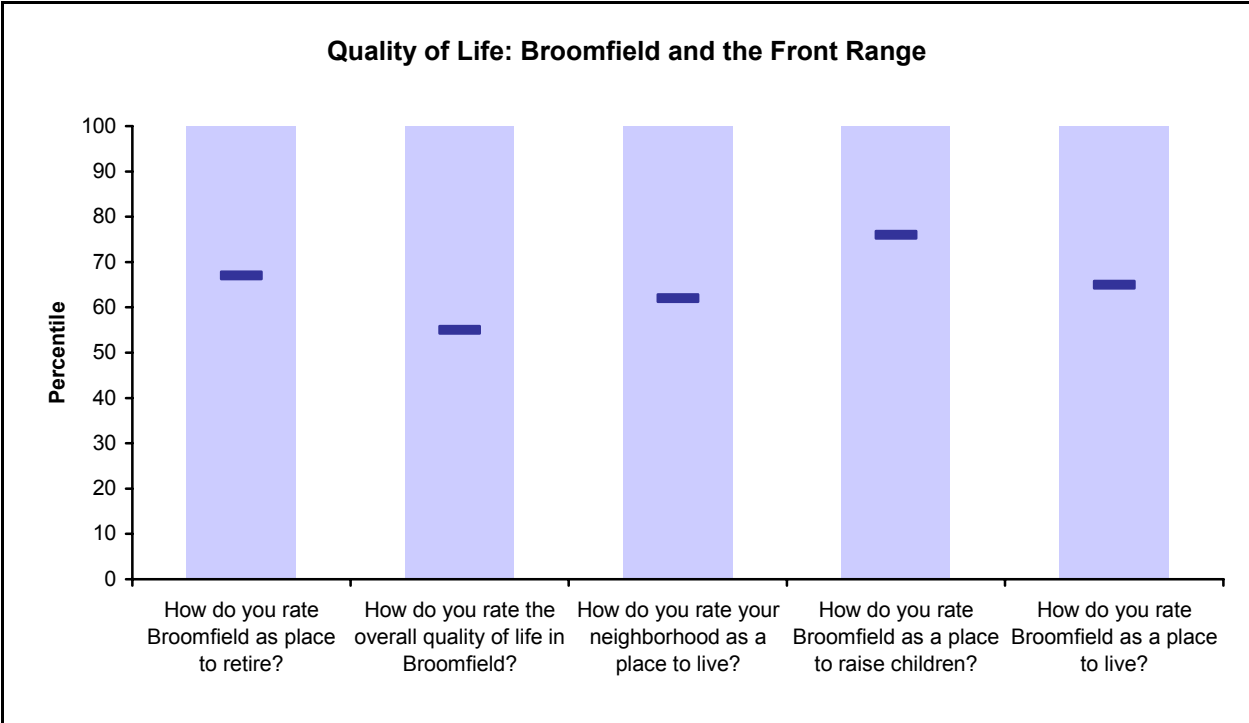
All measures of quality of life (except neighborhood as a place to live) received a rating of 71 or more, equivalent to “good” or better. On the 100-point scale, the ratings over time remained steady, except for “Broomfield as a place to raise children,” which improved from 2004. Broomfield received above average ratings among Front Range communities in all quality of life areas, except “overall quality of life,” where it was similar to the norm.

Quality of Life in Broomfield						
	Excellent	Good	Fair	Poor	Total	Average Rating (0=Poor, 100=Excellent)
How do you rate Broomfield as a place to live?	37%	55%	8%	0%	100%	76
How do you rate Broomfield as a place to raise children?	38%	52%	10%	1%	100%	75
How do you rate your neighborhood as a place to live?	33%	51%	14%	2%	100%	72
How do you rate the overall quality of life in Broomfield?	28%	59%	12%	1%	100%	71
How do you rate Broomfield as place to retire? †	22%	42%	28%	8%	100%	59

†More than 20% of respondents replied "don't know."



** indicates statistically significant differences between 2004 and 2007 results.



Quality of Life Ratings: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
How do you rate Broomfield as a place to live?	76	7	17	65%ile	Above the norm
How do you rate Broomfield as a place to raise children?	75	5	17	76%ile	Above the norm
How do you rate your neighborhood as a place to live?	72	6	13	62%ile	Above the norm
How do you rate the overall quality of life in Broomfield?	71	10	20	55%ile	Similar to the norm
How do you rate Broomfield as place to retire?	59	6	15	67%ile	Above the norm

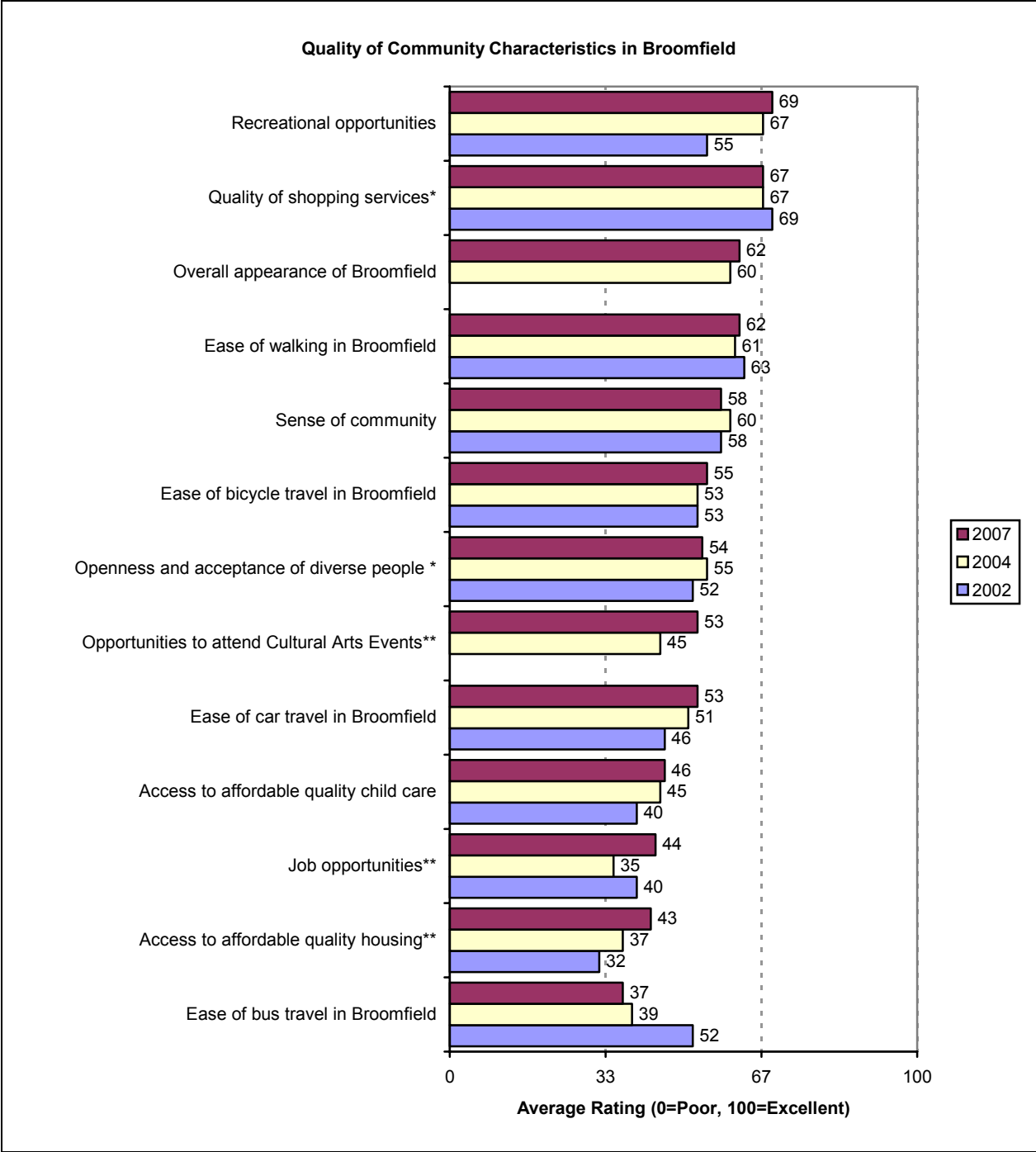
Characteristics of Broomfield

Quality of Community Characteristics

Survey respondents were asked to rate a variety of Broomfield’s characteristics. Recreational opportunities and quality of shopping services received the highest ratings (average ratings of 69 and 67 points, respectively, on a 100-point scale, or equivalent to “good”), followed by the overall appearance of Broomfield (62) and ease of walking in Broomfield (62). Ease of bus travel received the lowest average rating (37), but was seen as “good” or “fair” by 61% of respondents.

Quality of Community Characteristics in Broomfield						
	Excellent	Good	Fair	Poor	Total	Average Rating (0=Poor, 100=Excellent)
Recreational opportunities	29%	52%	17%	2%	100%	69
Quality of shopping services	28%	50%	19%	4%	100%	67
Ease of walking in Broomfield	19%	52%	24%	5%	100%	62
Overall appearance of Broomfield	16%	59%	23%	3%	100%	62
Sense of community	14%	53%	28%	6%	100%	58
Ease of bicycle travel in Broomfield†	14%	48%	27%	10%	100%	55
Openness and acceptance of diverse people	9%	50%	35%	6%	100%	54
Ease of car travel in Broomfield	11%	50%	28%	11%	100%	53
Opportunities to attend Cultural Arts Events†	10%	46%	37%	8%	100%	53
Access to affordable quality child care†	6%	39%	44%	12%	100%	46
Job opportunities†	6%	34%	44%	15%	100%	44
Access to affordable quality housing	6%	35%	41%	18%	100%	43
Ease of bus travel in Broomfield†	6%	30%	31%	33%	100%	37

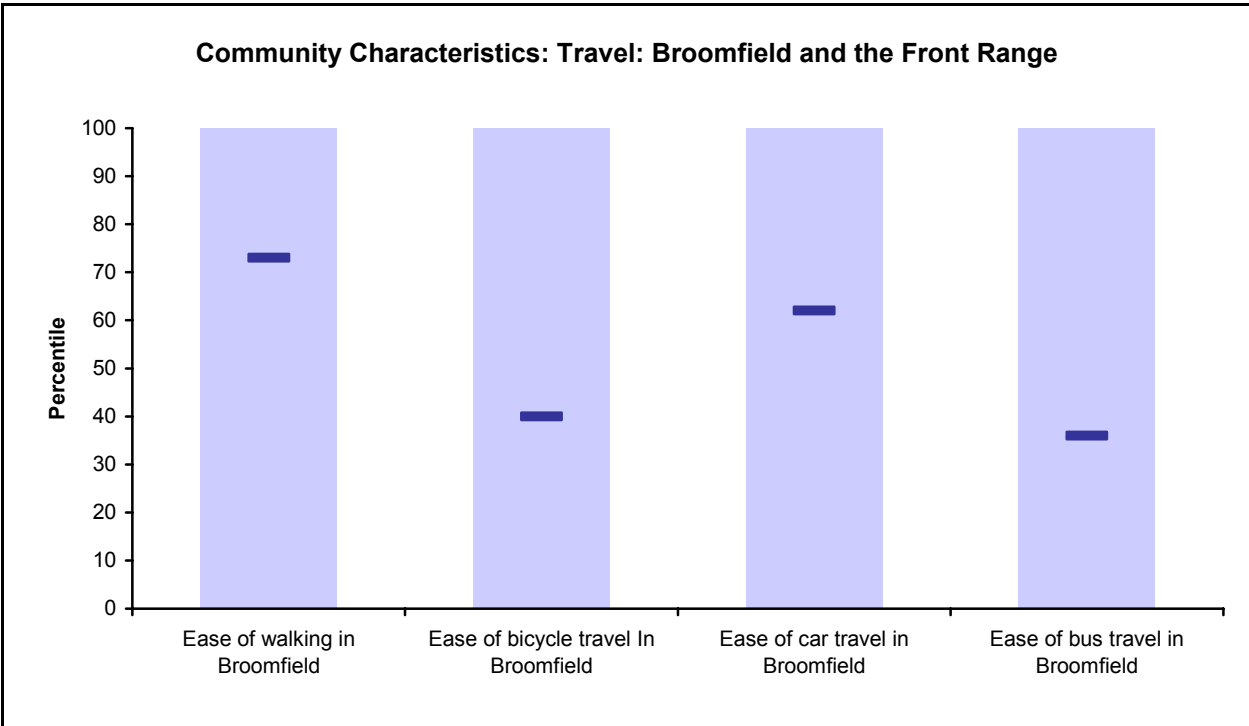
†More than 20% of respondents replied “don’t know.”



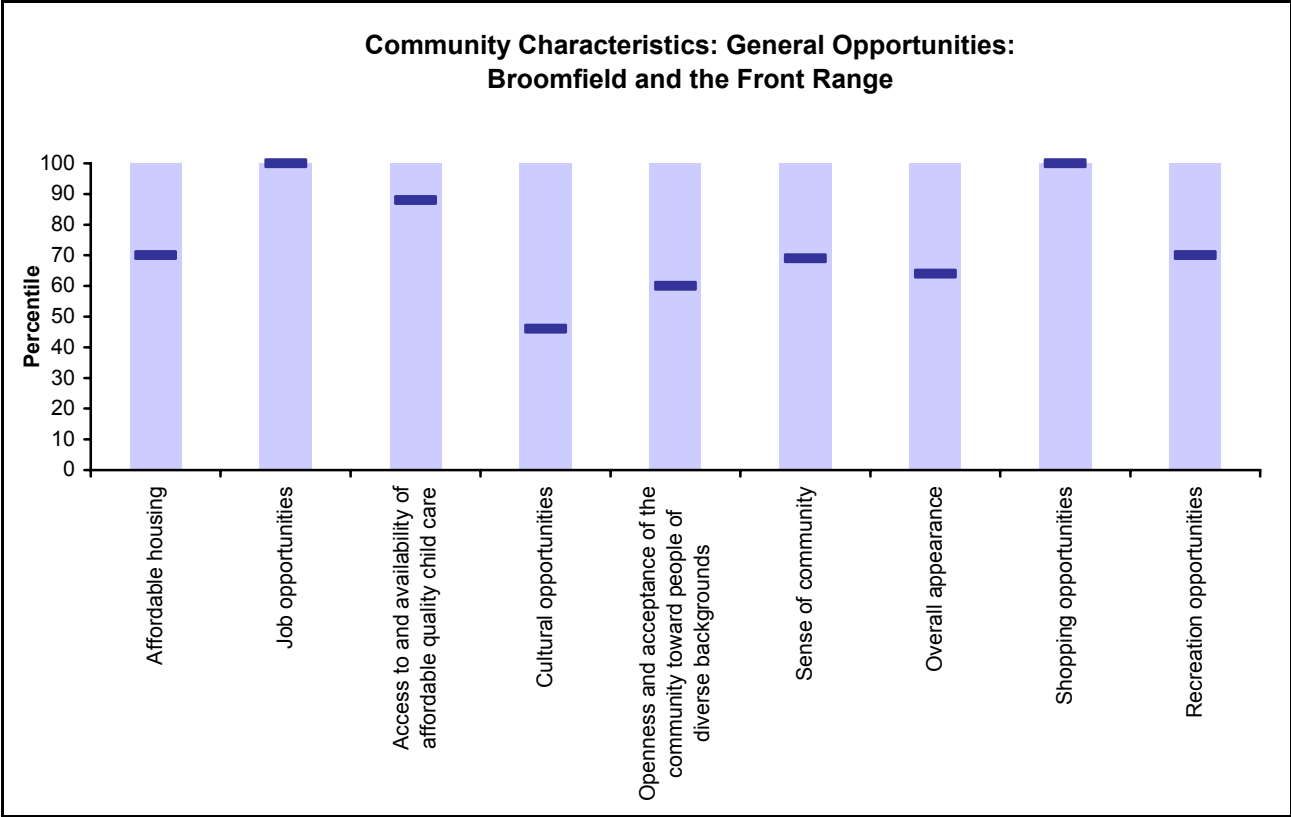
** indicate statistically significant differences between 2007 and 2004 ratings.

Ratings in 2007 were similar to those given in 2004, with a slightly upward trend overall. Opportunities to attend Cultural Arts Events increased (from 45 to 53), as did opportunities for affordable housing (37 to 43) and job opportunities (35 to 44).

All 13 characteristics were compared to average ratings from Front Range jurisdictions. Broomfield was above the norm in many areas, including ease of walking and ease of car travel, recreational opportunities, overall appearance, sense of community, availability of childcare, job opportunities and affordable housing. Among Front Range communities, Broomfield was below the norm for ease of bicycle travel, ease of bus travel and cultural opportunities. Openness and acceptance of the community toward people of diverse backgrounds was similar to the norm.



Characteristics of the Community: Travel					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Ease of walking	62	4	11	73%ile	Above the norm
Ease of bicycle travel	55	7	10	40%ile	Below the norm
Ease of car travel	53	6	13	62%ile	Above the norm
Ease of travel by bus	37	8	11	36%ile	Below the norm



Characteristics of the Community: General and Opportunities					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Recreation opportunities	69	4	10	70%ile	Above the norm
Shopping opportunities	67	1	10	100%ile	Above the norm
Overall appearance	62	5	11	64%ile	Above the norm
Sense of community	58	5	13	69%ile	Above the norm
Openness and acceptance of the community toward people of diverse backgrounds	54	5	10	60%ile	Similar to the norm
Cultural opportunities	53	8	13	46%ile	Below the norm
Access to and availability of affordable child care	46	2	8	88%ile	Above the norm
Job opportunities	44	1	12	100%ile	Above the norm
Affordable housing	43	4	10	70%ile	Above the norm

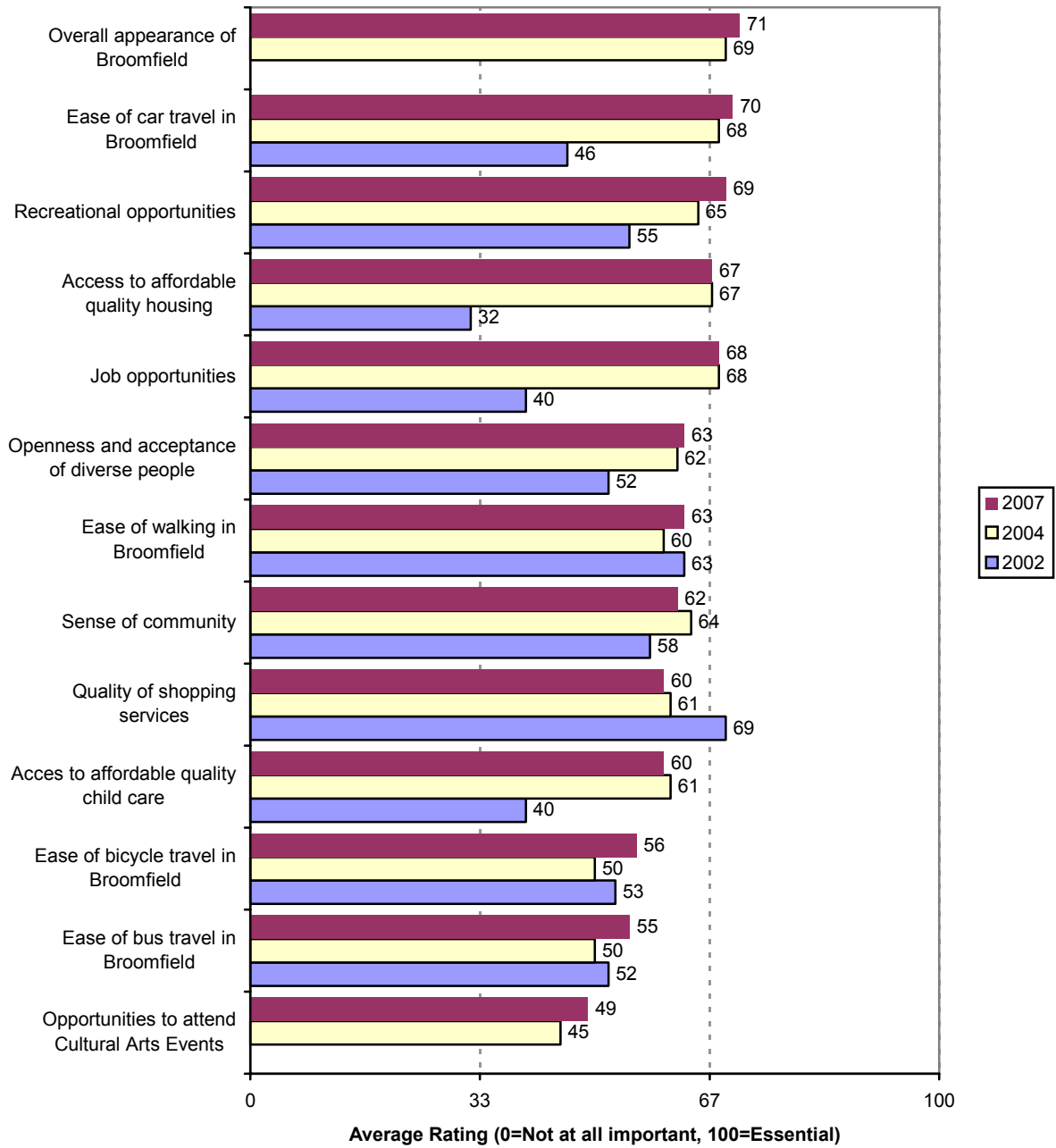
Importance of Community Characteristics

In addition to asking for quality ratings, the survey asked about the importance of various community characteristics. Characteristics rated higher in importance were overall appearance of Broomfield (71 points on the 100-point scale), ease of car travel in Broomfield (70), recreational opportunities (69), job opportunities (68) and access to affordable housing (67), all considered by residents to be “very important” or higher (on the 100-point scale). The service rated lowest in importance was opportunities to attend Cultural Arts Events (49 on a 100-point scale), perceived as between “somewhat important” and “very important.”

Importance of Community Characteristics in Broomfield						
	Essential	Very important	Somewhat important	Not at all important	Total	Average Rating (0=Not at all important, 100=Essential)
Overall appearance	30%	55%	14%	1%	100%	71
Ease of car travel	26%	59%	15%	0%	100%	70
Recreational opportunities	26%	56%	18%	1%	100%	69
Job opportunities	28%	49%	18%	4%	100%	68
Access to affordable quality housing	27%	51%	18%	4%	100%	67
Openness and acceptance of diverse people	23%	47%	26%	4%	100%	63
Ease of walking	19%	51%	28%	2%	100%	63
Sense of community	17%	52%	28%	3%	100%	62
Quality of shopping services	15%	54%	28%	3%	100%	60
Access to affordable quality child care†	24%	44%	20%	12%	100%	60
Ease of bus travel	16%	44%	29%	11%	100%	55
Ease of bicycle travel	15%	42%	37%	6%	100%	56
Opportunities to attend Cultural Arts Events	9%	38%	44%	9%	100%	49

†More than 20% of respondents replied “don’t know.”

Importance of Community Characteristics in Broomfield



Quality and Importance of Community Characteristics Compared

Identifying community characteristics perceived by residents to have relatively lower quality at the same time as relatively higher importance is helpful for government officials to know where to place its emphasis for future planning. The table on the following page illustrates which characteristics were ranked by survey respondents as highest in quality and lowest in quality as well as highest in importance and lowest in importance. Some characteristics were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some community characteristics were in the bottom half of both lists (lower in quality and lower in importance).

Ratings of importance were compared to ratings of quality (see figure on following page). Characteristics were classified as “more important” if they were rated higher than 63 points on the 100-point scale. Characteristics were rated as “less important” if they received an average rating of 63 points or lower. Characteristics receiving a quality rating of higher than 54 were considered of “higher quality” and those with an average rating of 54 or lower as “lower quality.” Each characteristic’s status relative to the Front Range average ratings are also shown in the table that follows.

Characteristics that were categorized as higher in importance and higher in quality were: recreational opportunities and overall appearance of Broomfield. These quality ratings were both above the norm for Front Range communities.

Higher in importance, lower in quality: ease of car travel in Broomfield, job opportunities and access to affordable quality housing, all above the norm. Openness of the community to people of diverse backgrounds was also considered of higher importance and lower in quality, and the quality rating Broomfield respondents gave this characteristic was below the norm for the Front Range.

Lower in importance, higher in quality: ease of walking, sense of community, quality of shopping services and ease of bicycle travel in Broomfield. Only ease of bicycle travel was below the norm for quality for the Front Range.

Lower in importance, lower in quality: access to affordable quality child care, ease of bus travel in Broomfield and opportunities to attend Cultural Arts Events. Access to childcare was rated above the norm, while the other two characteristics were rated below the norm.

		Quality and Importance of Community Characteristics Compared			
		Relative Perceived Importance			
		Higher Importance		Lower Importance	
Relative Perceived Quality	Higher Quality	Above the norm	<ul style="list-style-type: none"> Recreation opportunities Overall appearance 	Above the norm	<ul style="list-style-type: none"> Ease of walking Shopping opportunities Sense of community
		Similar to the norm	NA	Similar to the norm	NA
		Below the norm	NA	Below the norm	<ul style="list-style-type: none"> Ease of bicycle travel
	Lower Quality	Above the norm	<ul style="list-style-type: none"> Car travel Job opportunities Affordable housing 	Above the norm	<ul style="list-style-type: none"> Access to and availability of affordable quality childcare
		Similar to the norm	NA	Similar to the norm	NA
		Below the norm	<ul style="list-style-type: none"> Openness to people of diverse backgrounds 	Below the norm	<ul style="list-style-type: none"> Ease of bus travel Cultural opportunities

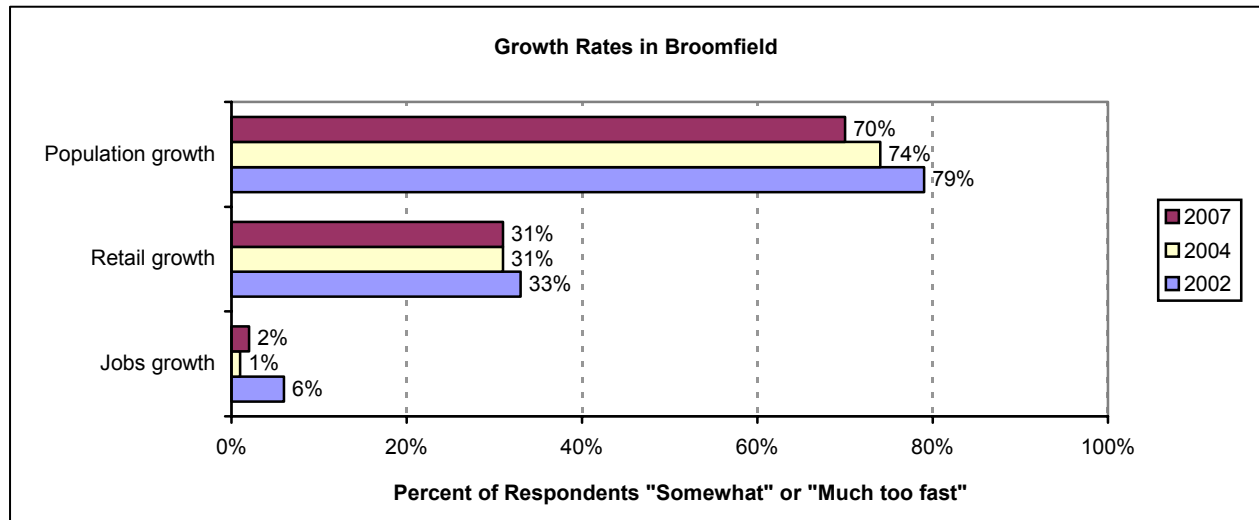
Growth in Broomfield

While respondents generally (70%) felt that population growth rates were too fast in Broomfield, about one-half of respondents (49%) felt that retail growth rate was about right, and about two-thirds of respondents who had an opinion (67%) felt that the rate of job growth was too slow. About 3 in 10 respondents (31%) felt that retail growth in Broomfield was too fast and only 3% thought that job growth was too fast.

Growth Rates in Broomfield				
	Much too slow or somewhat too slow	Right amount	Somewhat or much too fast	Total
Population growth	1%	29%	70%	100%
Retail growth	20%	49%	31%	100%
Jobs growth†	67%	30%	2%	100%

†More than 20% of respondents replied "don't know."

When compared to previous survey results, the percent of respondents who reported that population growth was too fast in Broomfield continued to trend downward.



Potential Problems

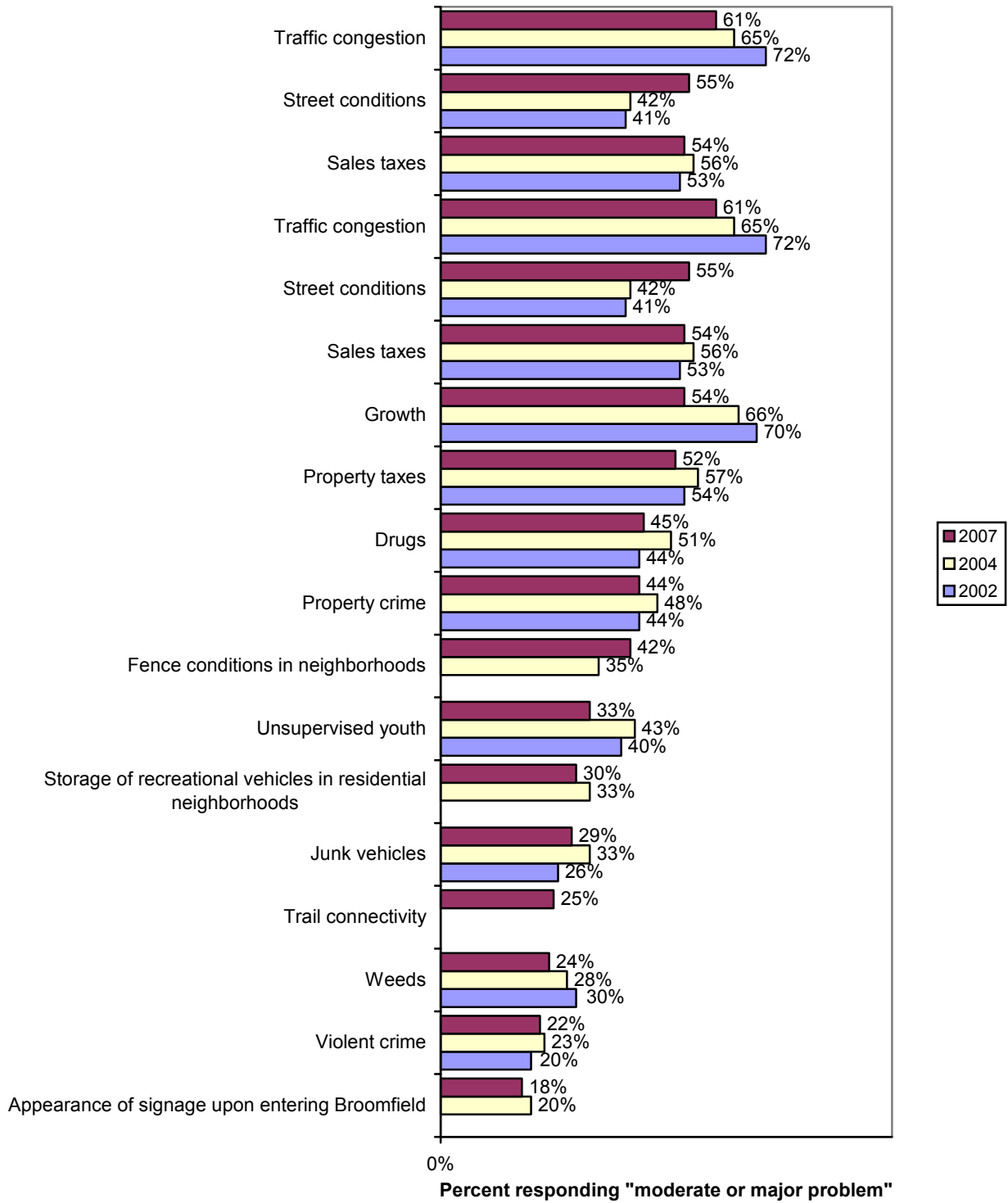
Respondents were asked to gauge various potential problems in Broomfield. More than half of residents felt that the following were a “moderate” or “major” problem: traffic congestion (61%), street conditions (55%), growth (54%), sales taxes (54%) and property taxes (52%).

Four issues were considered not very problematic by a majority of residents. Three-quarters or more of residents who had an opinion considered the following to be “not a problem” or only a “minor problem”: signage upon entering Broomfield (83%), violent crime (78%), weeds (76%) and trail connectivity (74%).

Potential Problems in Broomfield					
	Not a problem	Minor problem	Moderate problem	Major problem	Total
Traffic congestion	10%	29%	35%	26%	100%
Street conditions	12%	33%	38%	17%	100%
Growth	21%	25%	34%	20%	100%
Sales taxes	20%	26%	33%	21%	100%
Property taxes	22%	27%	30%	22%	100%
Drugs†	22%	33%	33%	12%	100%
Property crime	15%	41%	34%	10%	100%
Fence conditions in neighborhoods	24%	34%	30%	12%	100%
Unsupervised youth†	24%	43%	23%	10%	100%
Storage of recreational vehicles in residential neighborhoods	34%	36%	18%	12%	100%
Junk vehicles	28%	42%	21%	8%	100%
Trail connectivity†	42%	32%	18%	7%	100%
Weeds	32%	44%	18%	6%	100%
Violent crime†	31%	47%	17%	5%	100%
Appearance of signage upon entering Broomfield	60%	23%	13%	5%	100%

†More than 20% of respondents replied “don’t know.”

Safety in Broomfield



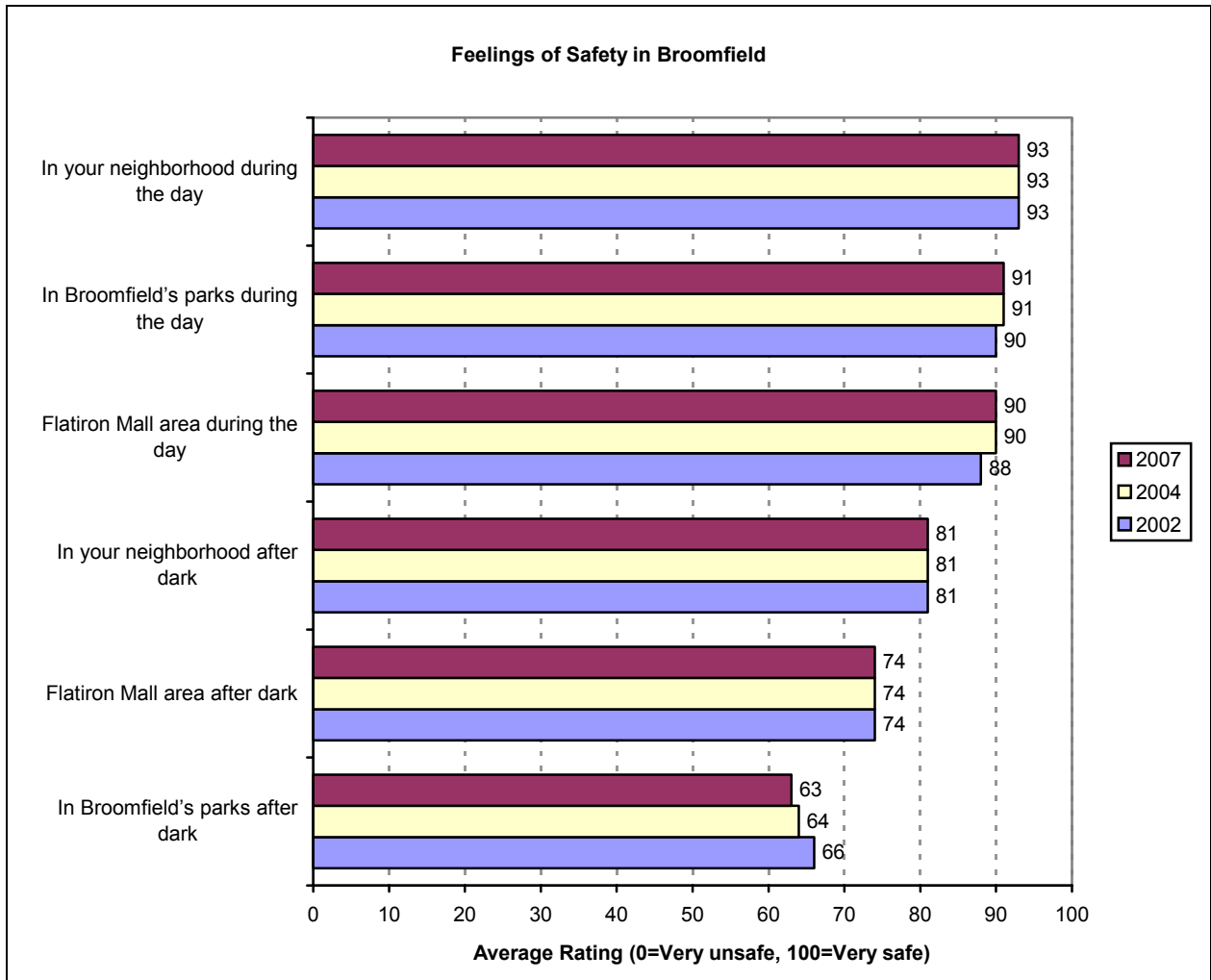
Public Safety

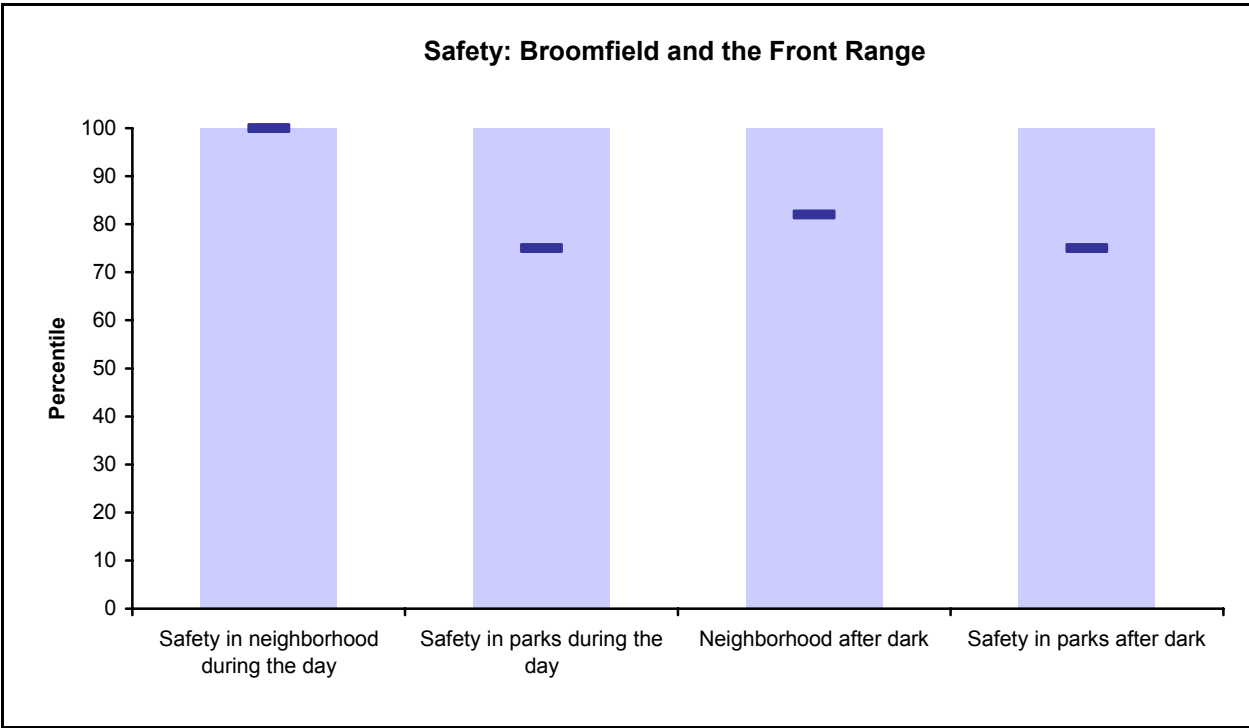
Survey participants were asked how safe they felt in a variety of places at day and at night. All locations and times received average ratings of “somewhat safe” or better. Respondents felt safest during the day and less safe at night. Residents felt most safe in their own neighborhood during the day (93 on the 100-point scale) and in Broomfield parks during the day (91) and least safe in Broomfield’s parks after dark (63).

Feelings of Safety in Broomfield							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	Average Rating (0=Very unsafe, 100=Very safe)
Neighborhood during the day	79%	17%	3%	1%	0%	100%	93
Broomfield parks during the day	69%	26%	4%	1%	0%	100%	91
Flatiron Mall area during the day	69%	24%	5%	1%	1%	100%	90
Neighborhood after dark	45%	41%	7%	7%	0%	100%	81
Flatiron Mall area after dark	35%	40%	15%	9%	2%	100%	74
Broomfield parks after dark†	15%	44%	22%	16%	3%	100%	63

†More than 20% of respondents replied “don’t know.”

Since 2002, respondents have had similar feelings about safety. Broomfield's safety ratings were all above the Front Range averages.





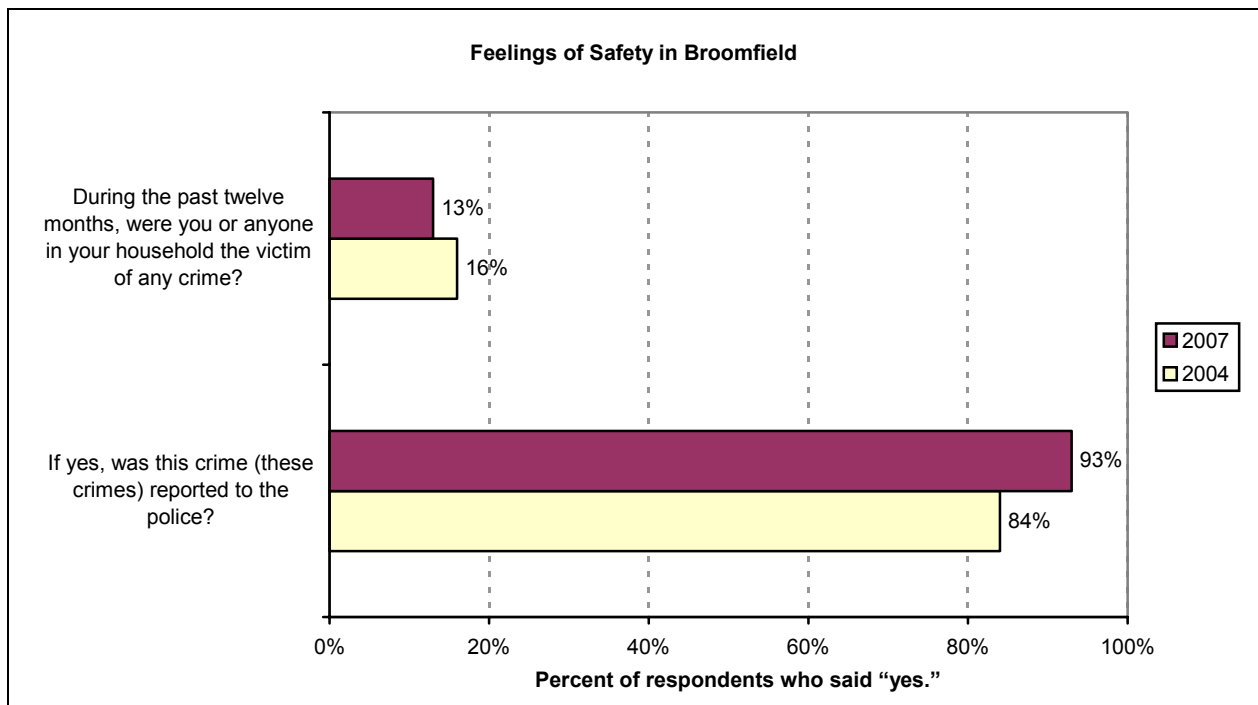
Ratings of Safety in Various Areas: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Safety in neighborhood during the day	93	1	11	100%ile	Above the norm
Safety parks day	91	3	8	75%ile	Above the norm
Safety in neighborhood after dark	81	3	11	82%ile	Above the norm
Safety parks after dark	63	3	8	75%ile	Above the norm

Residents were asked if they or anyone in their household had been a victim of any crime in the last 12 months. Nearly 9 out of 10 respondents (87%) reported that they had not been a victim of a crime in the last year. Of the 13% of respondents who reported they had been a victim of a crime, the majority (93%) said that they had reported it to the police. Satisfaction with police handling of the crime was somewhat mixed, with one-third reporting being “very satisfied,” and about half being “satisfied” or “somewhat satisfied.” One in five respondents was “not satisfied.”

Crime Victimization			
	No	Yes	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	87%	13%	100%
If yes, was this crime (these crimes) reported to the police?	7%	93%	100%

Victims' Satisfaction with Police Handling of Crime					
	Very satisfied	Satisfied	Somewhat satisfied	Not satisfied	Total
If yes, were you satisfied with the police department in the handling of the matter?	34%	23%	24%	19%	100%

Crime victimization decreased from 2004, and reporting increased.

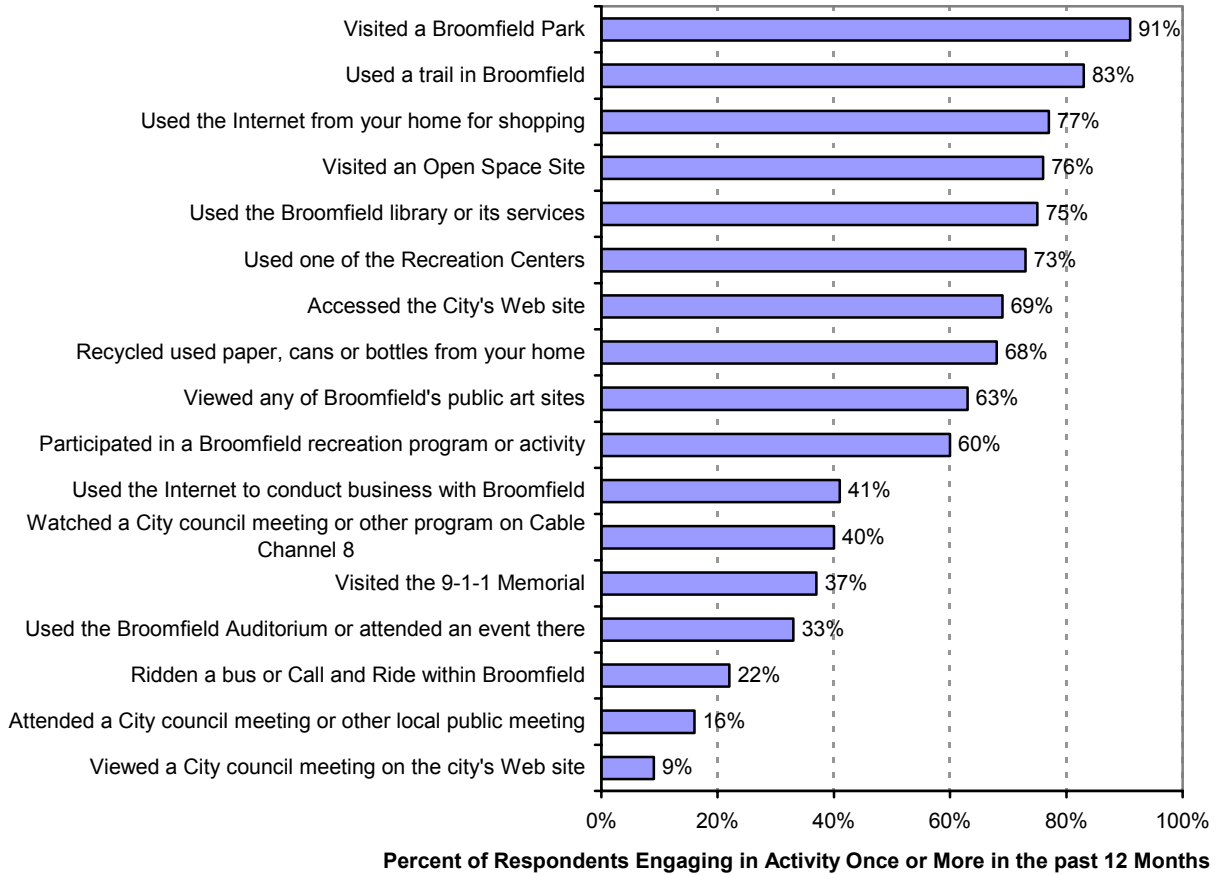


Community Participation

Study participants were asked how often they had participated in a variety of activities in the past year. Nine in ten respondents (91%) reported that they had visited a Broomfield park in the last 12 months, making it the activity with the most community participation. About 8 in 10 respondents used a trail in Broomfield (83%) once or more in the last 12 months. More than three quarters used the Internet from home for shopping (77%) and visited open space (76%), and just under three-quarters used the Broomfield library or its services (75%). The community activity that fewest respondents reported using once or more in the last 12 months was riding a bus or using Call and Ride within Broomfield (22% of respondents) and attending a City council meeting or other local public meeting (16%). Additionally, 9 out of 10 respondents had never viewed a City Council meeting on the Web site.

Community Participation						
	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Visited a Broomfield Park	9%	18%	34%	21%	17%	100%
Used a trail in Broomfield	17%	17%	27%	18%	21%	100%
Used the Internet from your home for shopping	23%	11%	22%	18%	27%	100%
Visited an Open Space Site	24%	28%	25%	13%	10%	100%
Used the Broomfield library or its services	25%	25%	29%	13%	8%	100%
Used one of the Recreation Centers	27%	16%	22%	14%	20%	100%
Accessed the City's Web site	31%	21%	34%	9%	5%	100%
Recycled used paper, cans or bottles from your home	32%	7%	13%	14%	34%	100%
Viewed any of Broomfield's public art sites	37%	35%	21%	4%	3%	100%
Participated in a Broomfield recreation program or activity	40%	23%	19%	10%	7%	100%
Used the Internet to conduct business with Broomfield	59%	18%	15%	5%	3%	100%
Watched a City council meeting or other program on Cable Channel 8	60%	24%	12%	3%	1%	100%
Visited the 9-1-1 Memorial	63%	31%	6%	1%	0%	100%
Used the Broomfield Auditorium or attended an event there	67%	23%	9%	1%	0%	100%
Ridden a bus or Call and Ride within Broomfield	78%	10%	6%	2%	4%	100%
Attended a City council meeting or other local public meeting	84%	13%	3%	0%	0%	100%
Viewed a City council meeting on the city's Web site	91%	5%	3%	0%	0%	100%

Community Participation



Higher percentages of residents responding to the survey had accessed the City's Web site (up 12 percentage points over 2004), used the Internet to conduct business with Broomfield (up 8%), attended an event at the auditorium (up 8%), visited an Open Space site (up 8%), used a recreation center (up 5%) or used the Internet from home for shopping (up 3%). Residents reported recycling from home less often (down 6% from 2004).

Community Participation: Comparison by Year			
	2007	2004	2002
Visited a Broomfield Park	91%	89%	NA
Used a trail in Broomfield	83%	84%	80%
Used the Internet from your home for shopping	77%	74%	NA
Visited an Open Space Site	76%	68%	NA
Used the Broomfield library or its services	75%	75%	74%
Used one of the Recreation Centers	73%	68%	NA
Accessed the City's Web site	69%	57%	NA
Recycled used paper, cans or bottles from your home	68%	74%	74%
Viewed any of Broomfield's public art sites	63%	NA	NA
Participated in a Broomfield recreation program or activity	60%	58%	58%
Used the Internet to conduct business with Broomfield	41%	33%	31%
Watched a City council meeting or other program on Cable Channel 8	40%	38%	35%
Visited the 9-1-1 Memorial	37%	NA	NA
Used the Broomfield Auditorium or attended an event there	33%	25%	NA
Ridden a bus or Call and Ride within Broomfield	22%	24%	24%
Attended a City council meeting or other local public meeting	16%	17%	18%
Viewed a City council meeting on the City's Web site	9%	NA	NA

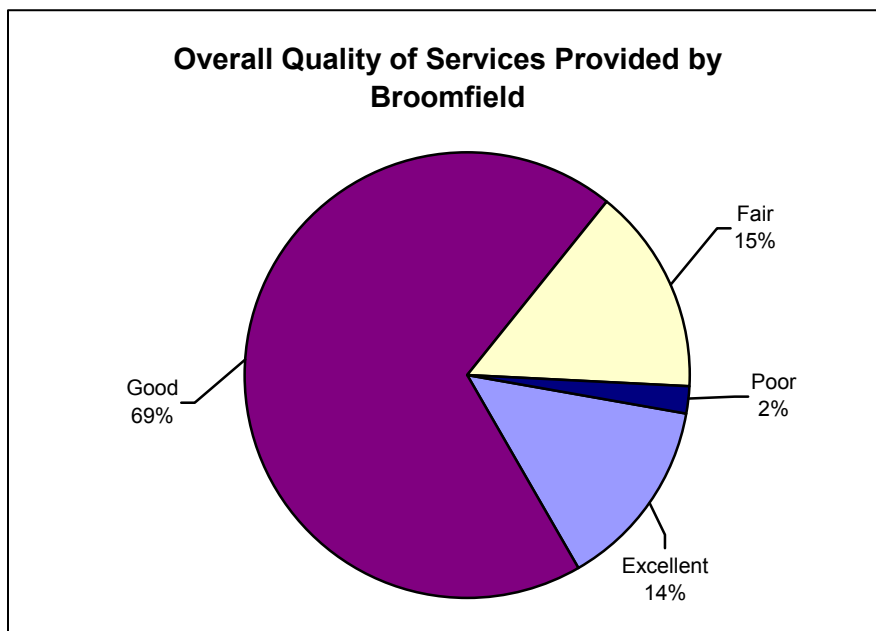
**Percent of respondents engaging in activity once or more in the past 12 months.*

Services in Broomfield

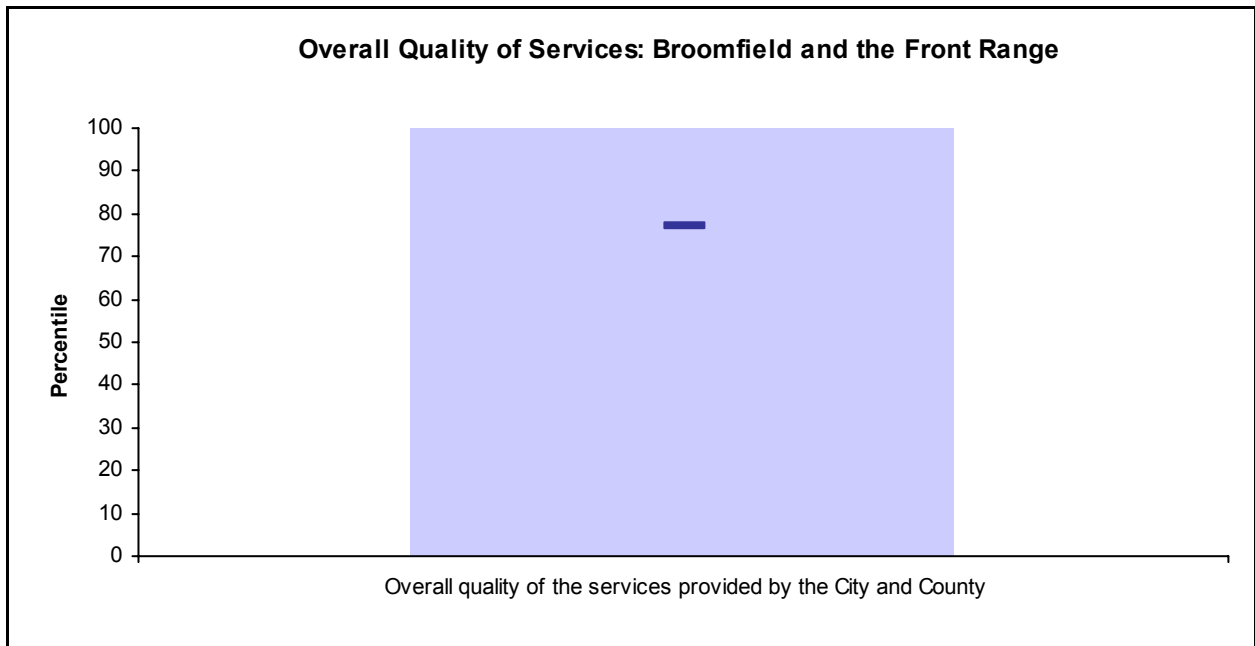
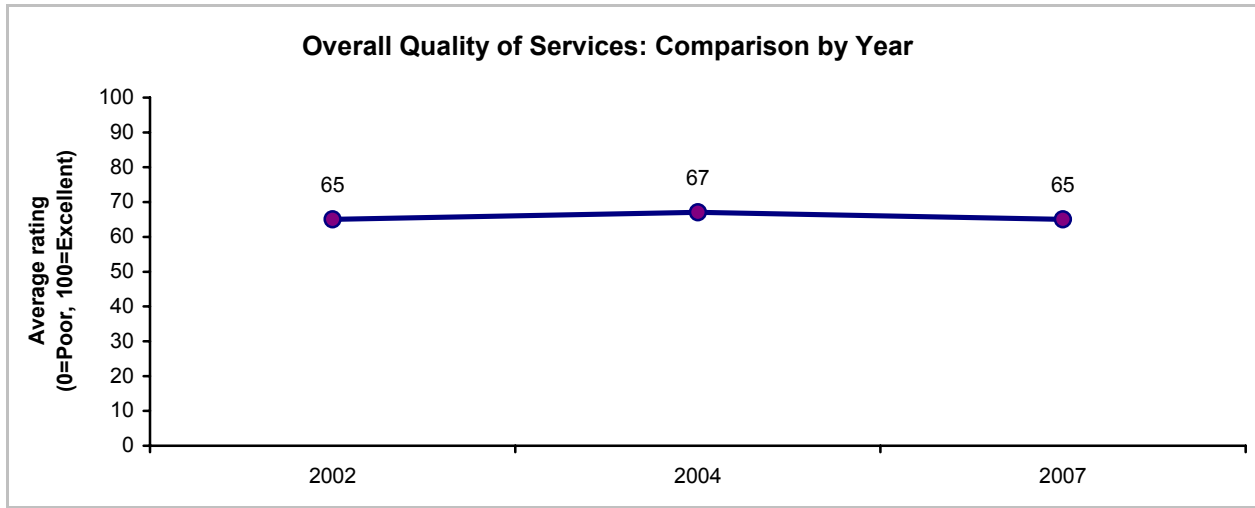
Respondents were given the opportunity to rate both the quality and importance of services provided in Broomfield by the City and County and some provided by other entities. Survey respondents were asked to rate the quality of services on the scale: excellent, good, fair or poor. These ratings were converted to the 100-point scale where 100 is equal to “excellent” and zero is equal to “poor.”

Overall Services Received by Broomfield Residents

When asked to rate the overall quality of services provided by Broomfield, 83% gave ratings of “excellent” or “good,” providing an average rating of 65 points on the 100-point scale (or about “good”).



The 2007 overall quality of services was rated similarly in 2004 and 2002. A rating of 65 for overall quality of services was higher than average ratings across the Front Range.



Overall Quality of Services: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Overall quality of the services provided by the City and County	65	4	13	77%ile	Above the norm

Services Provided in Broomfield By Other Entities

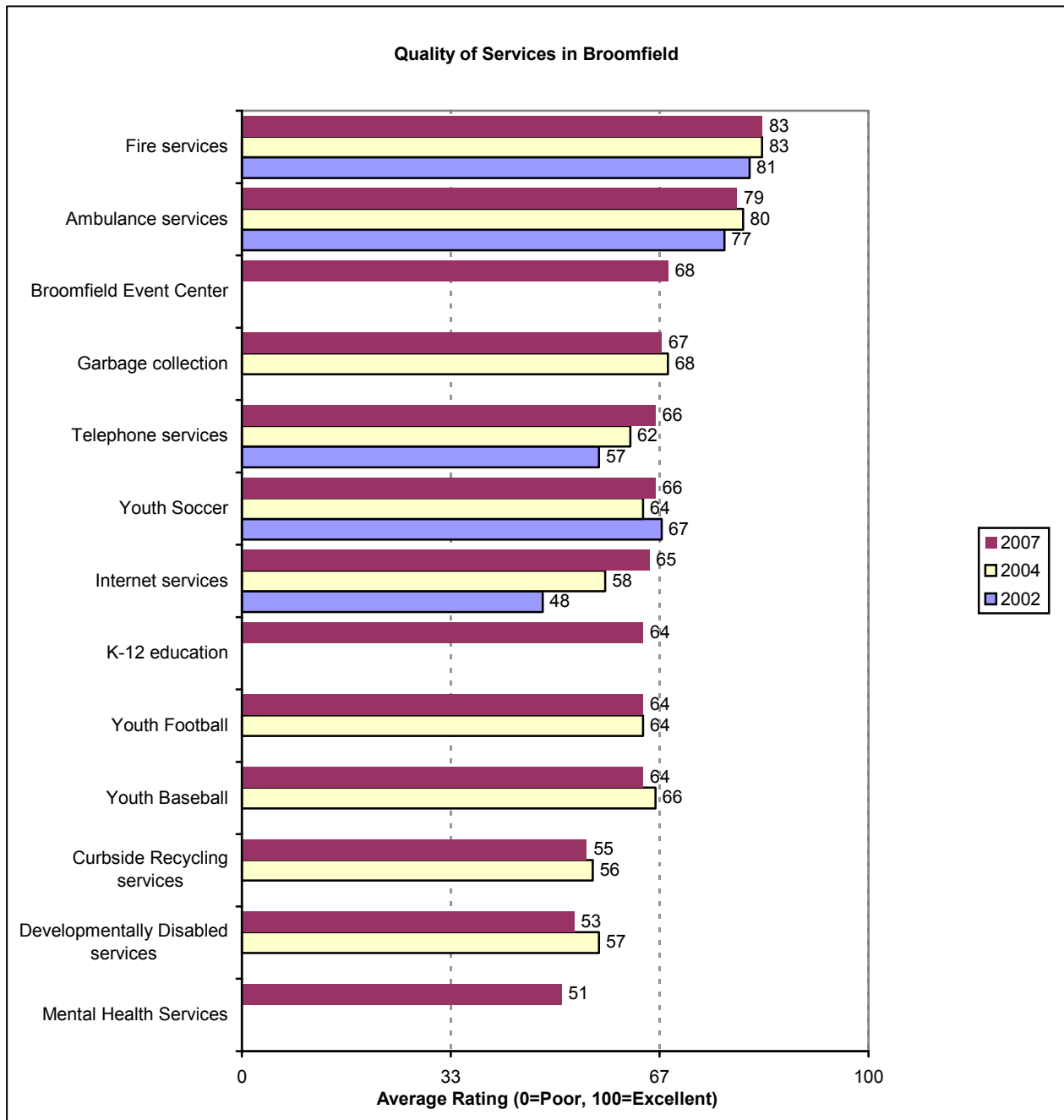
Quality of Services Provided in Broomfield by Other Entities

Of the services provided in Broomfield by entities other than Broomfield, most ratings from those who had an opinion hovered around “good.” The services rated good or better by those who had an opinion were: fire (83 points on the 100-point scale), ambulance (79), telephone (68), youth soccer (67) and garbage collection (66). Respondents gave developmentally disabled services, curbside recycling services, and mental health services the lowest ratings (55, 53 and 51, respectively). Of these services, only garbage was rated by most respondents. For the rest, from 46% to 86% of respondents said “don’t know.”

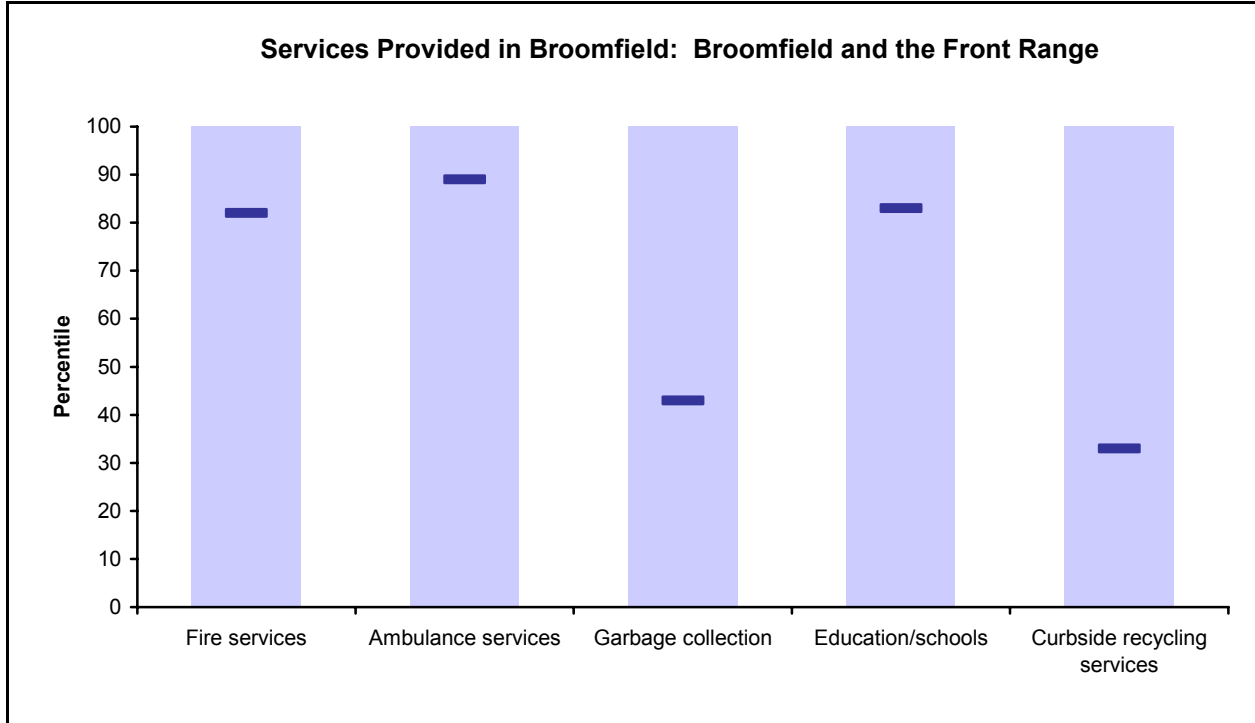
Quality of Services in Broomfield						
	Excellent	Good	Fair	Poor	Total	Average Rating (0=Poor, 100=Excellent)
Fire services†	53%	43%	3%	0%	100%	83
Ambulance services†	46%	46%	7%	1%	100%	79
Telephone services	23%	58%	16%	2%	100%	68
Youth Soccer†	26%	51%	19%	3%	100%	67
Broomfield Event Center†	28%	49%	16%	7%	100%	66
Garbage collection	28%	48%	18%	6%	100%	66
K-12 education†	23%	55%	17%	5%	100%	65
Youth Football†	23%	49%	25%	3%	100%	64
Youth Baseball†	22%	50%	27%	2%	100%	64
Internet services	21%	55%	21%	4%	100%	64
Developmentally Disabled services†	14%	45%	33%	8%	100%	55
Curbside Recycling services†	18%	40%	24%	18%	100%	53
Mental Health Services†	12%	39%	38%	10%	100%	51

†More than 20% of respondents replied “don’t know.”

Three additional services were added to the survey in 2007: Broomfield Event Center, K-12 education and mental health services. Services asked about in 2007 were rated similarly in 2004 and 2002. Services rated significantly higher in 2007 than in 2004 were telephone and Internet services and youth soccer. The average rating for quality of curbside recycling decreased from 2004.



Five services could be compared to Front Range norms. Ambulance, fire services and K-12 education received ratings above averages in the Front Range; garbage collection and curbside recycling services were rated lower than Front Range averages for those services.



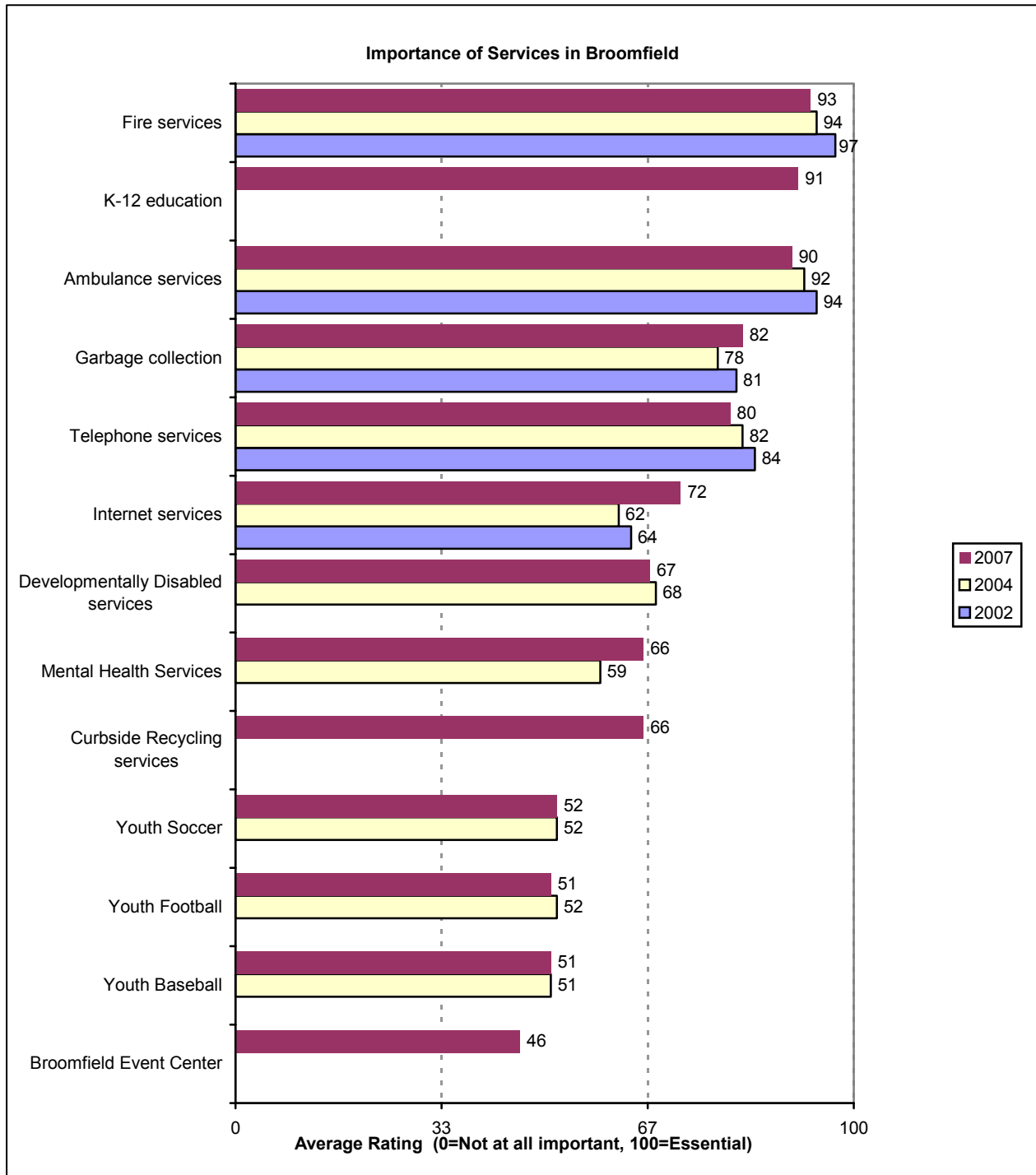
Services Provided in Broomfield: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Fire services	83	3	11	82%ile	Above the norm
Ambulance services	79	2	9	89%ile	Above the norm
Garbage collection	66	5	7	43%ile	Below the norm
Education/schools	65	2	6	83%ile	Above the norm
Curbside recycling services	53	7	9	33%ile	Below the norm

Importance of Services Provided in Broomfield by Other Entities

As well as rating the quality of services in Broomfield, respondents were asked to rate their importance. Of the services not provided by Broomfield, fire services (93 points on a 100-point scale), K-12 (91) and ambulance services (90) were deemed to be most important. Youth sports and the Broomfield Events Center received the lowest average ratings, but were still considered more than “somewhat important” by survey respondents.

Importance of Services in Broomfield						
	Essential	Very important	Somewhat important	Not at all important	Total	Average Rating (100=Essential, 0=Not at all Important)
Fire services	82%	16%	2%	0%	100%	93
K-12 education	78%	18%	3%	1%	100%	91
Ambulance services	75%	21%	3%	0%	100%	90
Garbage collection	55%	35%	9%	1%	100%	82
Telephone services	57%	31%	10%	3%	100%	80
Internet services	39%	41%	18%	2%	100%	72
Developmentally Disabled services	31%	44%	20%	5%	100%	67
Curbside Recycling services	30%	42%	25%	3%	100%	66
Mental Health Services	31%	42%	22%	5%	100%	66
Youth Soccer	12%	40%	39%	8%	100%	52
Youth Baseball	13%	39%	39%	10%	100%	51
Youth Football	13%	38%	39%	11%	100%	51
Broomfield Event Center	9%	34%	42%	14%	100%	46

All but three services could be compared to the 2004 survey ratings. Average ratings of importance for ambulance and telephone services were slightly lower in 2007 than in 2004. Garbage collection, Internet services and curbside recycling services were rated as more important in 2007, compared to 2004. For all other services, where comparisons were available, ratings between the two survey years were similar, as can be seen in the chart on the following page.



Quality and Importance of Services Provided in Broomfield by Other Entities

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists (lower in quality and lower in importance).

Ratings of importance were compared to ratings of quality (see figure on following page). Services were classified as “more important” if they were rated higher than 67 on the 100-point scale. Services were rated as “less important” if they received an average rating of 67 or lower.

Services receiving a quality rating of higher than 65 were considered of “higher quality” and those with an average rating of 65 or lower as “lower quality.” The table below also shows how each of these services aligned with Front Range norms, where available.

Services that were categorized as higher in importance and higher in quality were: fire services, ambulance services (both above the norm), garbage collection (below the norm) and telephone services.

Higher in importance, lower in quality: K-12 education (above the norm) and Internet services (below the norm).

Lower in importance, higher in quality: youth soccer.

Lower in importance, lower in quality: curbside recycling services (below the norm), developmentally disabled services, mental health services, Broomfield Event Center, youth baseball and youth football.

		Quality and Importance of Services Provided by Other Entities Compared			
		Relative Perceived Importance			
		Higher Importance		Lower Importance	
Relative Perceived Quality	Higher Quality	Above the norm	<ul style="list-style-type: none"> ▪ Fire services ▪ Ambulance services 	Above the norm	NA
		Similar to the norm	NA	Similar to the norm	NA
		Below the norm	<ul style="list-style-type: none"> ▪ Garbage collection 	Below the norm	NA
		No norm available for: telephone services		No norm available for: youth soccer	
	Lower Quality	Above the norm	<ul style="list-style-type: none"> ▪ K-12 education 	Above the norm	NA
		Similar to the norm	NA	Similar to the norm	NA
		Below the norm	<ul style="list-style-type: none"> ▪ Internet services 	Below the norm	<ul style="list-style-type: none"> ▪ Curbside recycling services
		No norm available for: NA		No norm available for: youth football, youth baseball, developmentally disabled services, mental health services, event center	

Services Provided by Broomfield

Residents also were asked to rate the quality of services provided by the City and County of Broomfield.

Quality of Services Provided by Broomfield

Respondents gave the highest quality ratings (“good” or better on the 100-point scale), to the following services: library services (75 points), police services (73), appearance of parks (72), availability of parks (72), the Department of Motor Vehicles (72), water (71), availability of recreation centers (70), sewer services (69), auditorium facility (68), Broomfield Recycling Center or Ecocycle (67), recreation programs (67), variety of library materials (67) and the clerk and recorder’s office (67).

The lowest quality ratings primarily were for streets, which generally received average ratings around 50 or lower (equivalent to between “fair” and “good” or lower).

Quality of Services Provided by Broomfield						
	Excellent	Good	Fair	Poor	Total	Average Rating (0=Poor, 100=Excellent)
Library services	35%	56%	9%	1%	100%	75
Police services	36%	51%	10%	3%	100%	73
Department of motor vehicles	35%	48%	14%	2%	100%	72
Availability of parks	30%	57%	12%	1%	100%	72
Appearance of parks	30%	57%	12%	1%	100%	72
Water	27%	60%	10%	2%	100%	71
Availability of recreation centers	29%	52%	17%	2%	100%	70
Sewer services	22%	66%	11%	1%	100%	69
Auditorium facility†	24%	58%	17%	1%	100%	68
Variety of library materials†	24%	57%	18%	2%	100%	67
Range/variety of recreation programs†	24%	55%	19%	3%	100%	67
Broomfield Recycling Center or Ecocycle†	26%	53%	16%	4%	100%	67
Clerk and recorder’s office†	20%	62%	17%	2%	100%	67
City recycling events†	27%	50%	19%	5%	100%	66
Services to seniors†	22%	53%	23%	2%	100%	65
Variety of parks	22%	52%	23%	4%	100%	64
Youth Softball†	15%	62%	22%	1%	100%	64
Youth Basketball†	15%	62%	22%	1%	100%	63
Services to youth†	17%	56%	22%	4%	100%	62
Traffic enforcement	16%	58%	19%	6%	100%	62

Quality of Services Provided by Broomfield						
	Excellent	Good	Fair	Poor	Total	Average Rating (0=Poor, 100=Excellent)
Municipal court services†	15%	59%	23%	4%	100%	61
Quantity of trails†	16%	56%	24%	4%	100%	61
Appearance of open space	14%	58%	25%	3%	100%	61
Property tax collection†	12%	61%	24%	3%	100%	61
Health Department services†	15%	58%	23%	5%	100%	61
Accessibility of trails†	14%	58%	23%	5%	100%	61
Street lighting	13%	58%	24%	4%	100%	60
Quality of open space	14%	56%	27%	4%	100%	60
Broomfield's Web site†	12%	58%	27%	4%	100%	59
Broomfield Cable Channel 8†	12%	58%	27%	4%	100%	59
Animal control†	15%	54%	24%	7%	100%	59
Availability of open space	14%	53%	27%	6%	100%	58
Assessor's office†	10%	56%	31%	3%	100%	58
Storm drainage	10%	56%	26%	7%	100%	57
Public communication services†	9%	55%	32%	3%	100%	57
Building department/inspections†	11%	53%	28%	8%	100%	56
Social Services†	12%	51%	29%	8%	100%	56
Auditorium event information†	12%	48%	30%	10%	100%	55
Continuous trail connections†	11%	50%	30%	9%	100%	54
Economic development†	8%	47%	36%	9%	100%	51
Code compliance	6%	49%	32%	12%	100%	50
Land use, planning, zoning	8%	45%	32%	14%	100%	49
Street cleaning on state highways	5%	46%	38%	11%	100%	48
Snow and ice control on state highways	7%	45%	32%	16%	100%	47
Street cleaning on city streets	4%	43%	37%	16%	100%	45
Street repair on state highways	4%	40%	39%	17%	100%	44
Traffic signal timing on state highways	5%	36%	36%	23%	100%	41
Traffic signal timing on city streets	5%	36%	36%	23%	100%	41
Street repair on city streets	4%	36%	38%	22%	100%	40
Snow and ice control on city streets	6%	32%	34%	28%	100%	39

†More than 20% of respondents replied "don't know."

Most of the services that were asked across time were rated the same or more positively in 2007 than in 2004. The largest significant positive increases were in ratings of water (66 in 2004 on the 100-point scale and 71 in 2007), quality of trails (56 in 2004 to 61 in 2007), park variety (60

in 2004 to 64 in 2007), property tax collection (57 in 2004 to 61 in 2007) and code enforcement (46 in 2004 to 50 in 2007). Ratings of several street services decreased in 2007: Street cleaning on state highways (55 in 2004 to 48 in 2007), snow and ice control on state highways (59 in 2004 to 47 in 2007), street cleaning on City streets (54 in 2004 to 45 in 2007), street repair on City streets (48 in 2004 to 40 in 2007), traffic signal timing on City streets (44 in 2004 to 41 in 2007), and snow and ice control on City streets (52 in 2004 to 39 in 2007).

The larger drops in average ratings on street and highway snow removal and cleaning are not surprising given the record snowfalls in the winter of 2006 and 2007.

Quality of Broomfield Services: Comparison by Year			
	Average Rating (0=Poor, 100=Excellent)		
	2007	2004	2002
Library services	75	74	73
Police services	73	73	72
Appearance of parks	72	69	NA
Department of motor vehicles	72	69	69
Availability of parks	72	69	NA
Water	71	66	69
Availability of recreation centers*	70	69	65
Sewer services	69	67	69
Auditorium facility	68	67	59
Variety of library materials	67	66	64
Range/variety of recreation programs	67	65	NA
Clerk and recorder's office	67	65	64
Services to seniors	65	64	66
Youth softball	64	63	NA
Variety of parks	64	60	NA
Youth basketball	64	65	NA
Services to youth	62	60	52
Municipal court services	61	62	57
Traffic enforcement	61	60	58
Appearance of open space	61	59	NA
Property tax collection	61	57	58
Quantity of trails	61	56	NA
Street lighting	60	58	57
Quality of open space	60	58	NA
Health Department Services*	60	57	55
Accessibility of trails	60	57	NA
Animal control	59	56	57
Availability of open space	58	56	NA
Assessor's office	58	55	58
Storm drainage	57	59	57
Public communication services***	57	57	54
Building department/inspections	56	55	53
Social Services	56	56	54
Auditorium event information	55	53	NA
Continuous trail connections	54	51	NA
Economic development	51	49	54
Code enforcement‡	50	46	49
Land use, planning and zoning	49	48	44
Street cleaning on state highways**	48	55	NA

Snow and ice control on state highways**	47	59	NA
Street cleaning on City streets**	45	54	54
Street repair on state highways**	44	46	NA
Traffic signal timing on City streets**	41	44	40
Traffic signal timing on state highways**	41	42	NA
Street repair on City streets**	40	48	46
Snow and ice control on City streets**	39	52	52

* These items were worded differently in 2002.

**Street services were not differentiated between City streets and state highways in 2002.

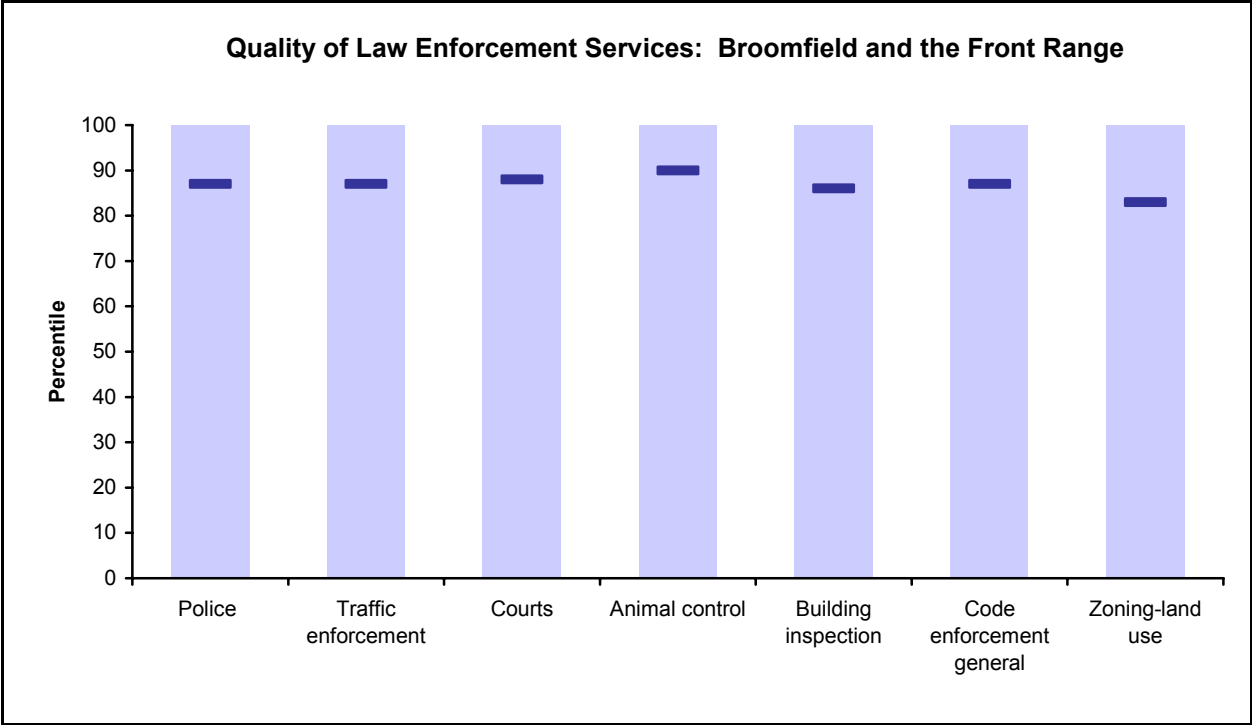
***This question was worded as “public information services” in 2002 and 2004.

‡ This question was worded as “code compliance” in 2004.

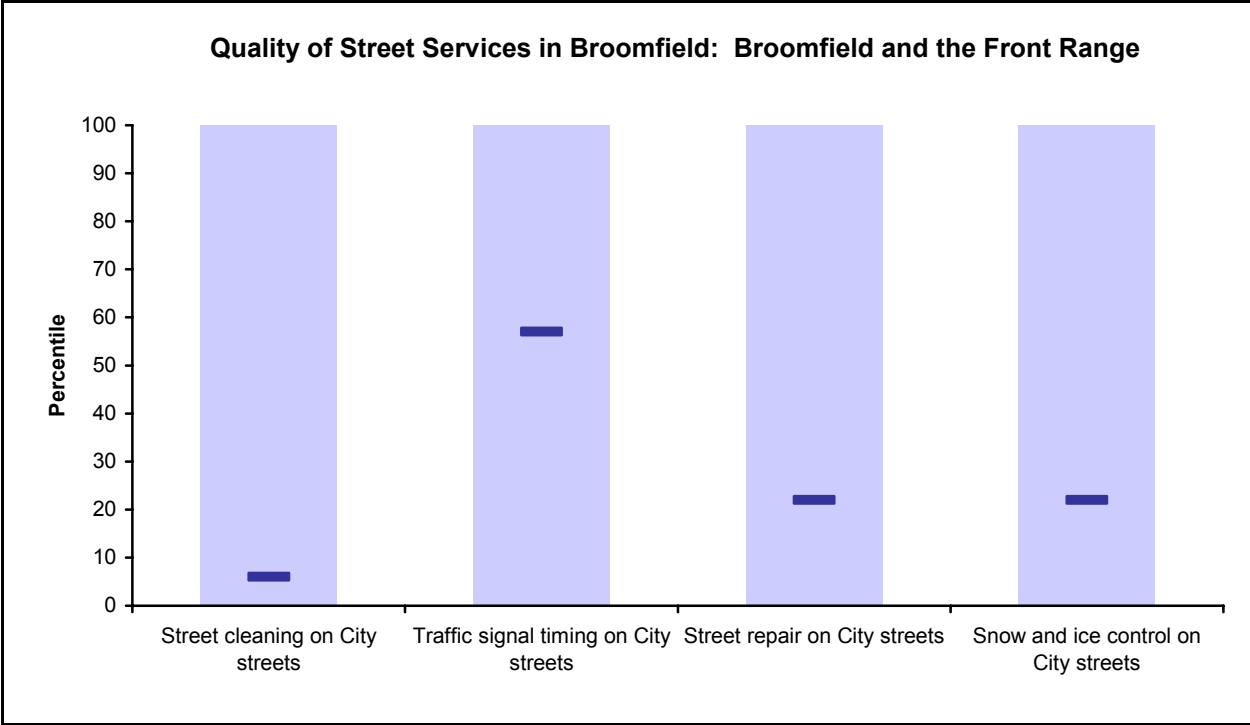
Cells shaded in gray indicate statistically significant differences between 2007 and 2004 ratings.

Of the 25 services for which comparisons to the Front Range were available, Broomfield was above average for all law enforcement services (police, traffic enforcement, municipal courts services, animal control, code enforcement and land use/zoning), for most utility and sanitation services (water, sewer, street lighting), for park maintenance, for all services to people with special needs (seniors, youth, health department) and for most public information and economic development services (public information services, cable channel, economic development).

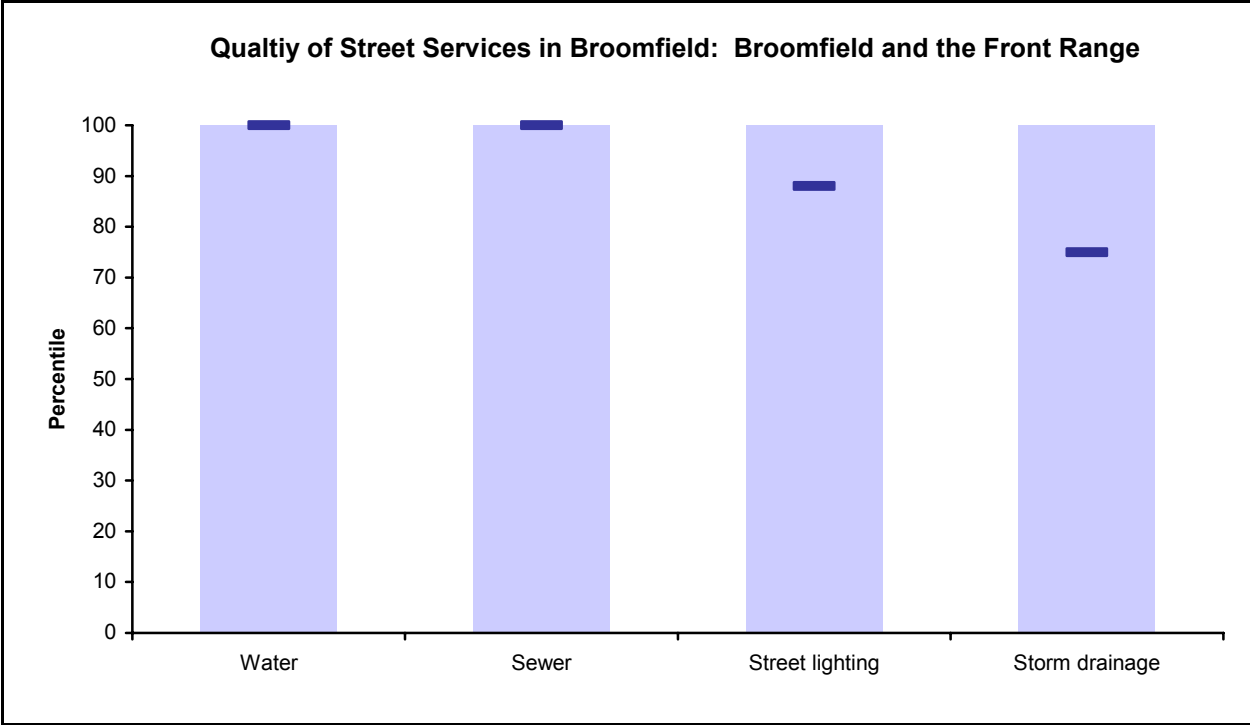
Broomfield was below average for most street services (street cleaning on City streets, street repair on City streets, snow and ice control on City streets) and for quality of open space.



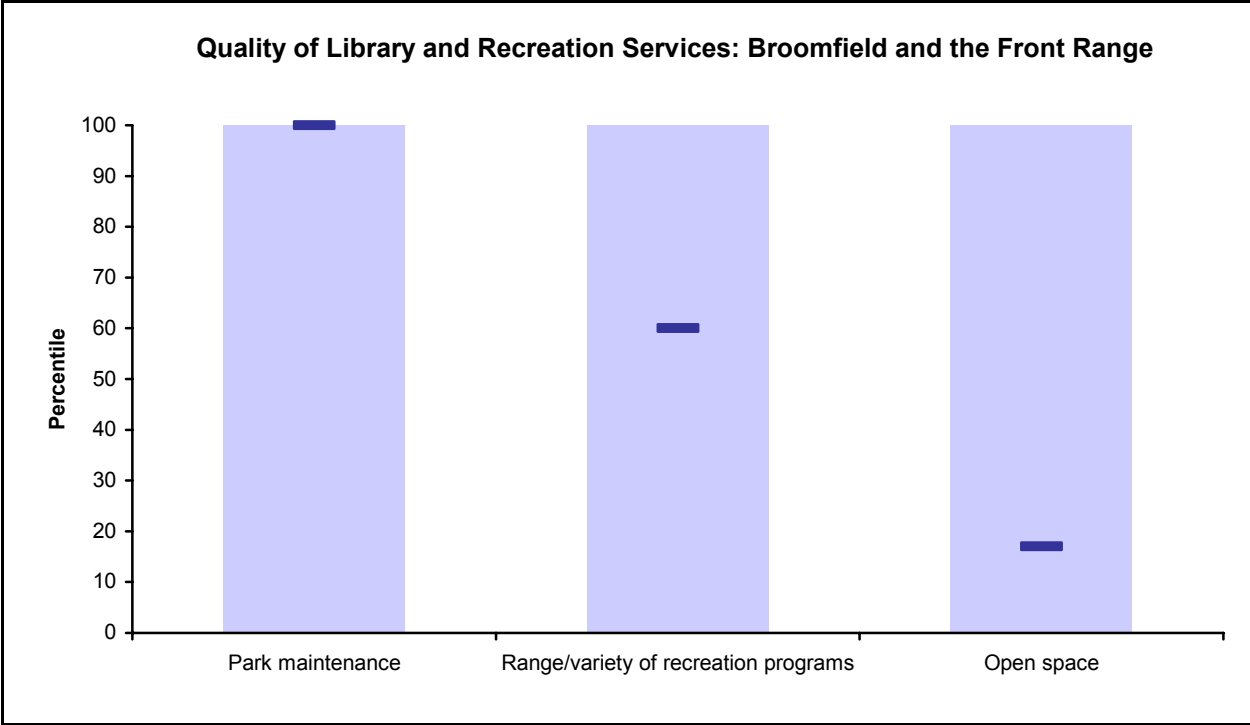
Quality of Law Enforcement Services: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Police	73	3	15	87%ile	Above the norm
Traffic enforcement	61	3	15	87%ile	Above the norm
Courts	61	2	8	88%ile	Above the norm
Animal control	59	2	10	90%ile	Above the norm
Building inspection	56	2	7	86%ile	Above the norm
Code enforcement general	50	3	15	87%ile	Above the norm
Zoning-land use	49	2	6	83%ile	Above the norm



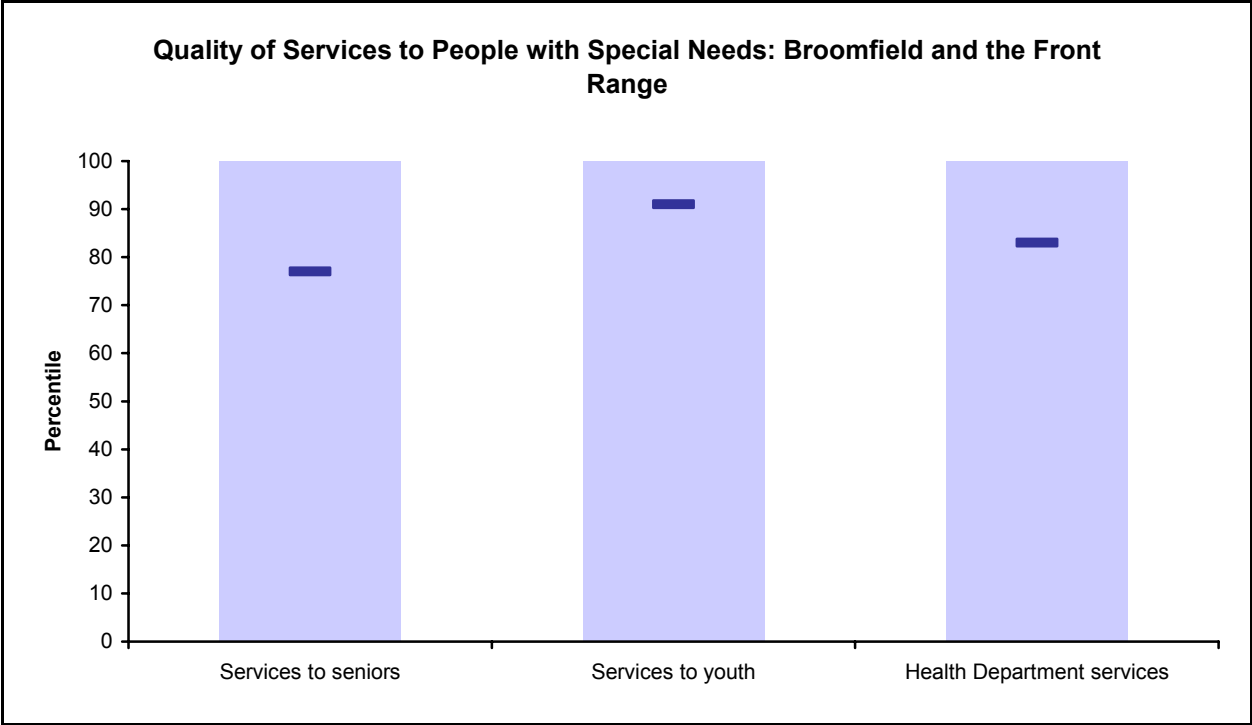
Quality of Streets Services: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Street cleaning on City streets	45	17	17	6%ile	Below the norm
Traffic signal timing on City streets	41	4	7	57%ile	Similar to the norm
Street repair on City streets	40	15	18	22%ile	Below the norm
Snow and ice control on City streets	39	15	18	22%ile	Below the norm



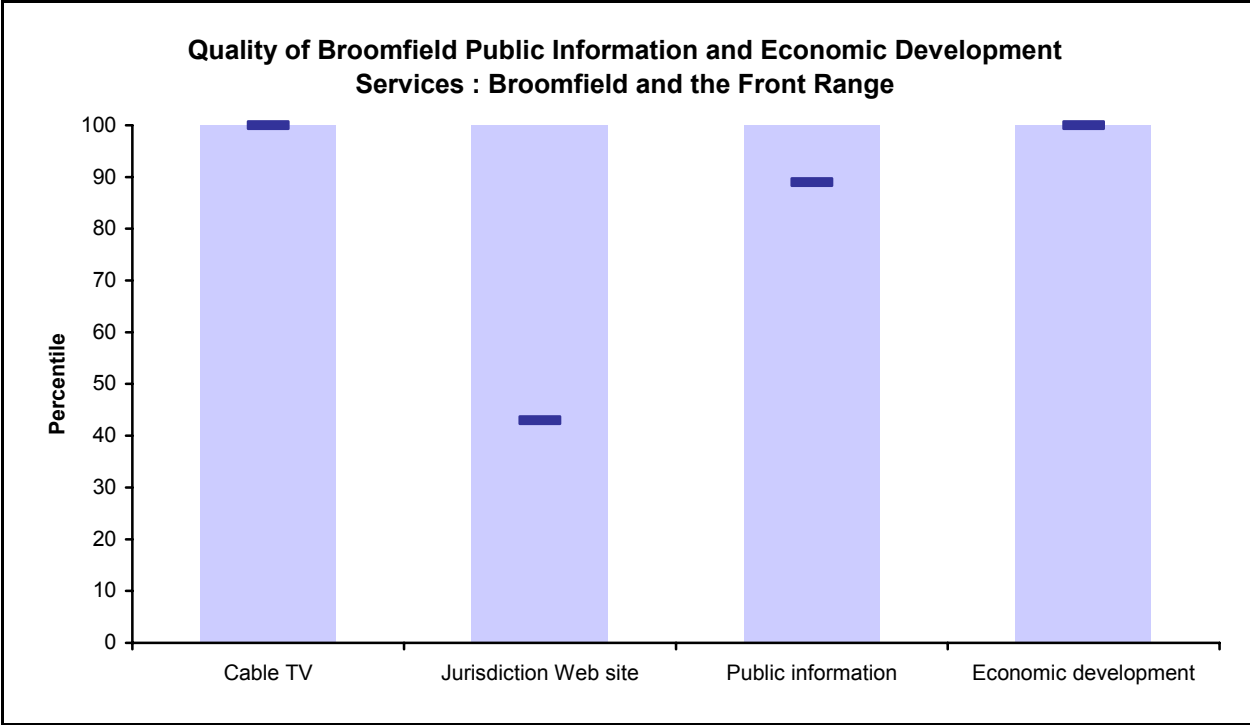
Quality of Broomfield Utility and Sanitation Services					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Water	71	1	7	100%	Above the norm
Sewer	69	1	6	100%	Above the norm
Street lighting	60	2	8	88%	Above the norm
Storm drainage	57	3	8	75%	Similar to the norm



Quality of Broomfield Library and Recreation Services					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Park maintenance	72	1	11	100%ile	Above the norm
Range/variety of recreation programs and classes	67	3	5	60%ile	Similar to the norm
Open space	61	6	6	17%ile	Below the norm



Quality of Services to People with Special Needs: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Services to seniors	65	4	13	77%ile	Above the norm
Services to youth	62	2	11	91%ile	Above the norm
Health Department services	61	2	6	83%ile	Above the norm



Quality of Broomfield Public Information and Economic Development Services					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Cable TV	59	1	5	100%ile	Above the norm
Jurisdiction Web site	59	5	7	43%ile	Similar to the norm
Public information	57	2	9	89%ile	Above the norm
Economic development	51	1	6	100%ile	Above the norm

Importance of Services Provided by Broomfield

Respondents were asked to rate the importance of services provided by Broomfield on the scale: essential, very important, somewhat important or not at all important. Most services were considered to be more than “somewhat important” by Broomfield residents. As in 2004, respondents thought that police services were the most important with an average rating of 92 points on the 100-point scale, followed by water (88) and sewer services (86). Also similar to 2004, the auditorium facility and auditorium event information received the lowest importance ratings (47 and 46, respectively).

Importance of Services Provided by Broomfield						
	Essential	Very important	Somewhat important	Not at all important	Total	Average Rating (0= Not at all important, 100=Essential)
Police services	80%	18%	2%	0%	100%	92
Water	67%	30%	3%	0%	100%	88
Sewer services	62%	34%	4%	0%	100%	86
Snow and ice control on state highways	47%	47%	5%	0%	100%	80
Street repair on state highways	42%	54%	4%	0%	100%	79
Land use, planning, zoning	40%	49%	11%	0%	100%	77
Snow and ice control on city streets	40%	52%	8%	0%	100%	77
Traffic enforcement	43%	43%	12%	1%	100%	76
Street repair on city streets	35%	57%	7%	0%	100%	76
Street lighting	39%	46%	14%	1%	100%	75
Storm drainage	40%	47%	13%	1%	100%	75
Health Department services	36%	48%	15%	1%	100%	73
Economic development	34%	48%	17%	1%	100%	72
Services to youth	31%	52%	16%	1%	100%	71
Traffic signal timing on state highways	29%	55%	16%	1%	100%	71
Social Services	32%	46%	20%	2%	100%	70
Services to seniors	32%	48%	17%	3%	100%	70
Municipal court services	31%	50%	18%	1%	100%	70
Appearance of parks	25%	60%	15%	0%	100%	70
Availability of parks	27%	55%	17%	0%	100%	70
Broomfield Recycling	34%	43%	21%	2%	100%	70

Importance of Services Provided by Broomfield						
	Essential	Very important	Somewhat important	Not at all important	Total	Average Rating (0= Not at all important, 100=Essential)
Center or Ecocycle						
Library services	28%	51%	20%	1%	100%	69
Department of motor vehicles	30%	48%	21%	1%	100%	69
Traffic signal timing on city streets	26%	53%	21%	1%	100%	68
Building department/inspections	26%	50%	24%	0%	100%	67
Variety of library materials	23%	53%	23%	1%	100%	66
City recycling events	25%	45%	29%	1%	100%	65
Variety of parks	20%	55%	25%	0%	100%	65
Availability of open space	21%	52%	25%	2%	100%	64
Public information services	23%	45%	31%	1%	100%	63
Range/variety of recreation programs	18%	53%	28%	1%	100%	63
Availability of recreation centers	20%	52%	26%	2%	100%	63
Quality of open space	19%	54%	25%	2%	100%	63
Clerk and recorder's office	18%	53%	27%	2%	100%	63
Appearance of open space	17%	54%	26%	2%	100%	62
Accessibility of trails	16%	54%	28%	2%	100%	62
Street cleaning on state highways	18%	51%	30%	1%	100%	62
Street cleaning on city streets	19%	51%	29%	1%	100%	62
Animal control	18%	49%	32%	1%	100%	61
Code compliance	17%	51%	30%	2%	100%	61
Quantity of trails	17%	51%	29%	2%	100%	61
Property tax collection	17%	50%	29%	4%	100%	60
Continuous trail connections	16%	47%	33%	4%	100%	58
Assessor's office†	15%	48%	33%	4%	100%	58
Broomfield's Web site	15%	46%	34%	5%	100%	57
Youth Basketball†	11%	41%	40%	8%	100%	51

Importance of Services Provided by Broomfield						
	Essential	Very important	Somewhat important	Not at all important	Total	Average Rating (0= Not at all important, 100=Essential)
Youth Softball†	11%	39%	42%	9%	100%	50
Auditorium facility	9%	34%	47%	10%	100%	47
Auditorium event information	8%	33%	47%	11%	100%	46
Broomfield Cable Channel 8†	8%	29%	46%	18%	100%	42

†More than 20% of respondents replied "don't know."

Most of the services provided by the City and County of Broomfield either were rated as more important or similar to 2004. Twenty-eight of 45 services were rated as significantly more important in 2007 than in 2004.

Importance of Broomfield Services: Comparison by Year			
	Average Rating (0=Not at all Important, 100=Essential)		
	2007	2004	2002
Police services	92	93	94
Water	88	85	88
Sewer services	86	81	84
Snow and ice control on state highways**	80	77	NA
Street repair on state highways**	79	75	NA
Snow and ice control on City streets	77	73	73
Traffic enforcement	76	75	77
Street repair on City streets	76	72	70
Land use, planning and zoning	76	71	70
Storm drainage	75	71	67
Street lighting	75	70	70
Health Department Services*	73	70	66
Economic development	72	69	67
Services to youth	71	70	70
Traffic signal timing on state highways**	71	69	NA
Services to seniors	70	68	68
Appearance of parks	70	66	NA
Social Services	70	66	62
Municipal court services	70	65	67
Broomfield Recycling Center or Ecocycle	70	NA	NA
Library services	69	68	65

Department of motor vehicles	69	65	66
Availability of parks	69	65	NA
Traffic signal timing on City streets	68	66	66
Building department/inspections	67	63	61
City recycling events*	65	62	65
Variety of parks	65	60	NA
Availability of open space	64	60	NA
Clerk and recorder's office	63	61	60
Availability of recreation centers*	63	61	53
Range/variety of recreation programs	63	60	NA
Quality of open space	63	60	NA
Public communication services	63	58	60
Appearance of open space	62	59	NA
Accessibility of trails	62	58	NA
Street cleaning on state highways**	62	57	54
Street cleaning on City streets	62	57	54
Animal control	61	60	57
Quantity of trails	61	58	NA
Property tax collection	60	58	59
Assessor's office	58	58	57
Continuous trail connections	58	56	NA
Youth basketball	51	52	NA
Youth softball	50	51	NA
Auditorium facility	47	46	43
Auditorium event information	46	45	NA
Broomfield Cable Channel 8	42	NA	NA

* These items were worded differently in 2002.

** Street services were not differentiated between City streets and state highways in 2002.

Cells shaded in gray indicate statistically significant differences between 2007 and 2004 ratings.

Quality and Importance of Services Provided by Broomfield Compared

Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first.

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists (lower in quality and lower in importance).

Ratings of importance were compared to ratings of quality (see table on following page). Services were classified as “more important” if they were rated higher than 67 on the 100-point scale. Services were rated as “less important” if they received an average rating of 67 or lower. Services receiving a quality rating of higher than 60 were considered of “higher quality” and those with an average rating of 60 or lower as “lower quality.”

Services categorized as higher in importance and higher in quality were: police services, traffic enforcement, sewer services, services to seniors, services to youth, appearance of parks, water, municipal court services, department of motor vehicle (all above the norm), library services, availability of parks and the recycling center or Ecocycle.

Higher in importance, lower in quality: street lighting, land use, planning and zoning, economic development, health department services (all above the norm), storm drainage and traffic signal timing City streets (similar to the norm), street repair on City streets and snow/ice control City streets (both below the norm), social services, street repair on state highways, snow and ice control on state highways and traffic signal timing on state highways.

Lower in importance, higher in quality: range and variety of recreation programs (similar to the norm), City recycling events, variety of library materials, auditorium facility, variety of parks , availability of recreation centers, youth basketball, youth softball, clerk and recorder's office, property tax collection, quantity of trails and appearance of open space.

Lower in importance, lower in quality: animal control, code compliance, public communication services, Broomfield Cable Channel 8, building department/inspections (all above the norm), Broomfield's Web site (similar to the norm), street cleaning on City streets, quality of open space (below the norm), auditorium event information, continuous trail connections, accessibility of trails, availability of open space, assessor's office and street cleaning on state highways.

The table on the next page shows quality and importance compared, as well as identifies each service's position relative to Front Range norms.

		Quality and Importance of Services Provided by Broomfield Compared			
		Relative Perceived Importance			
		Higher Importance		Lower Importance	
Relative Perceived Quality	Higher Quality	Above the norm	<ul style="list-style-type: none"> ▪ Police services ▪ Traffic enforcement ▪ Sewer services ▪ Services to seniors ▪ Services to youth ▪ Appearance of parks ▪ Water ▪ Municipal court services ▪ Department of motor vehicles 	Above the norm	NA
		Similar to the norm	NA	Similar to the norm	▪ Range/variety of recreation programs
		Below the norm	NA	Below the norm	NA
		No norm available for: library services, availability of parks, recycling center or Ecocycle		No norm available for: City recycling events, variety of library materials, auditorium facility, variety of parks, availability of recreation centers, youth softball, youth basketball, clerk and recorder's office, property tax collection, quantity of trails, appearance of open space	
	Lower Quality	Above the norm	<ul style="list-style-type: none"> ▪ Street lighting ▪ Land use, planning, zoning ▪ Economic development ▪ Health Department services 	Above the norm	<ul style="list-style-type: none"> ▪ Animal control ▪ Code compliance ▪ Public communication services ▪ Broomfield Cable Channel 8 ▪ Building department/inspections
		Similar to the norm	<ul style="list-style-type: none"> ▪ Storm drainage ▪ Traffic signal timing on City streets 	Similar to the norm	▪ Broomfield's Web site
		Below the norm	<ul style="list-style-type: none"> ▪ Street repair on City streets ▪ Snow and ice control on City streets 	Below the norm	<ul style="list-style-type: none"> ▪ Street cleaning on City streets ▪ Quality of open space
		No norm available for: social services, street repair on state highways, snow and ice control on state highways, traffic signal timing on state highways		No norm available for: auditorium event information, continuous trail connections, accessibility of trails, availability of open space, assessor's office, street cleaning on state highways	

Many of the same services were reported to be higher in importance and lower in quality by survey respondents across the years the survey has been administered.

Comparison of Services with Higher Importance and Lower Quality: 2004 and 2002			
	2007	2004	2002
Street lighting	X	X	X
Land use, planning, zoning	X	X	X
Economic development	X	X	X
Health Department services*	X	X	X
Storm drainage	X		X
Social Services	X	X	
Traffic signal timing on City streets**	X	X	X
Snow and ice control on City streets**	X	X	X
Street repair on City streets**	X	X	X
Street repair on state highways**	X	X	X
Traffic signal timing on state highways**	X	X	X
Snow and ice control on State highways**	X		X

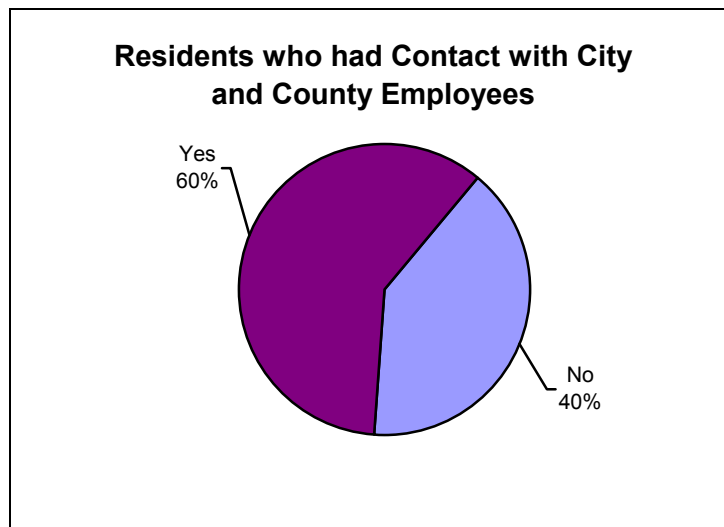
* This item was worded differently in 2002.

** Street services were not differentiated between City streets and state highways in 2002.

City and County Government

Contact with City and County Employees

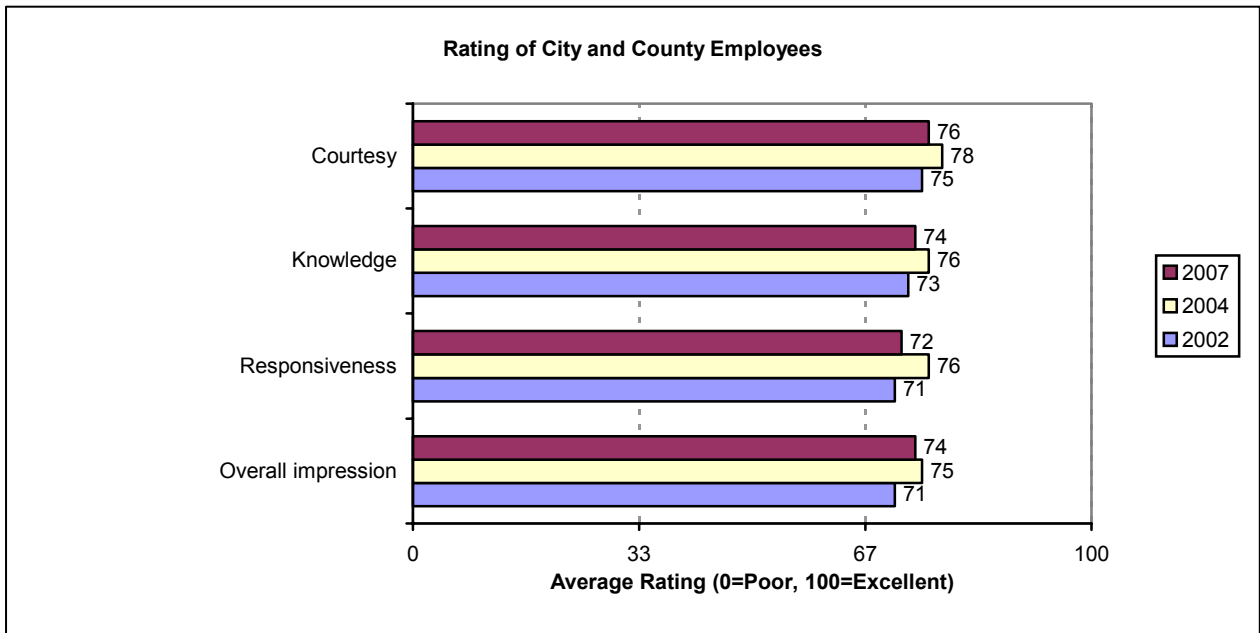
Survey participants were asked whether they had contact with a City and County Employee in the last 12 months. The 60% of respondents who reported having contact with a City and County employee in the last 12 months were asked to rate the employees on the basis of this contact. The majority of these respondents rated all aspects of City and County employees as “good” or “excellent.”



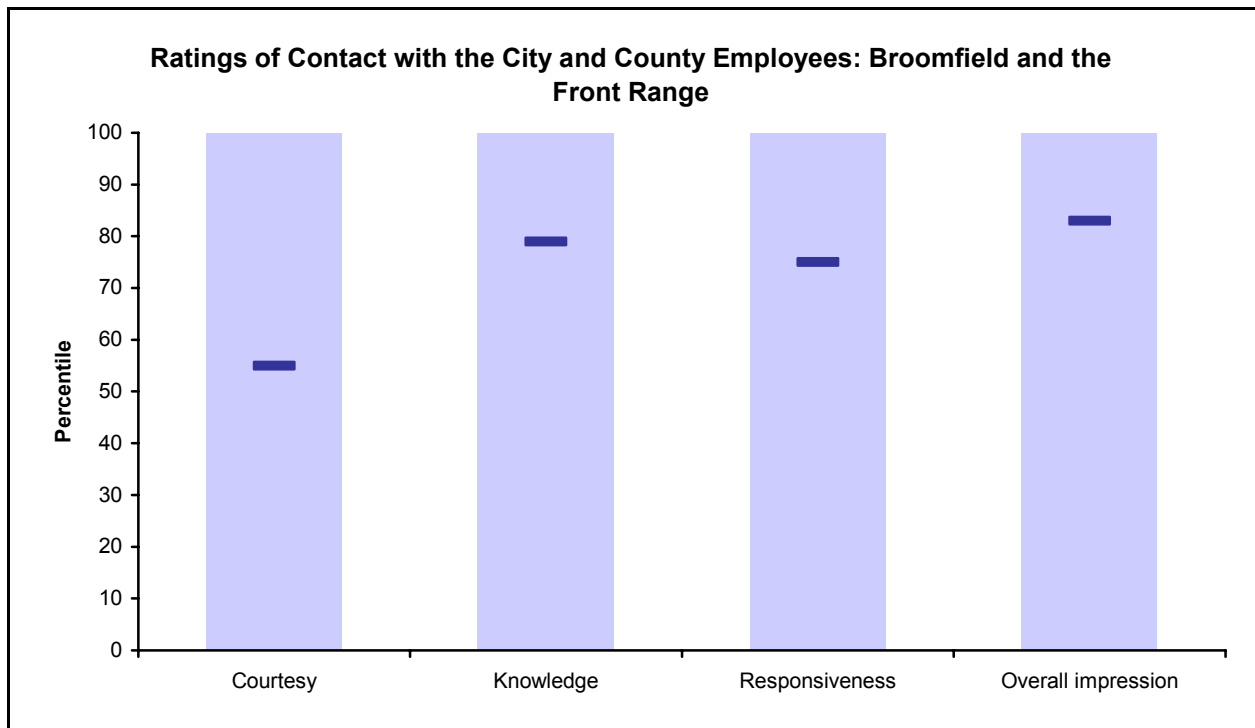
Each aspect of City and County employees was given an average rating of 79 to 82 points on the 100-point scale.

Rating of City and County Employees						
	Excellent	Good	Fair	Poor	Total	Average Rating (0=Poor, 100=Excellent)
Courtesy	48%	37%	10%	5%	100%	76
Knowledge	39%	48%	11%	2%	100%	74
Responsiveness	40%	43%	12%	6%	100%	72
Overall impression	41%	44%	12%	3%	100%	74

All of these ratings in 2007 were similar to those in 2004, except “responsiveness,” which decreased from 76 in 2004 to 72 in 2007.



Broomfield employees were ranked above average in “knowledge,” “responsiveness” and “overall impression” among Front Range communities.



Ratings of Contact with the City and County Employees: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
Courtesy	76	6	11	55%ile	Similar to the norm
Knowledge	74	5	19	79%ile	Above the norm
Responsiveness	72	5	16	75%ile	Above the norm
Overall impression	74	4	18	83%ile	Above the norm

Public Trust

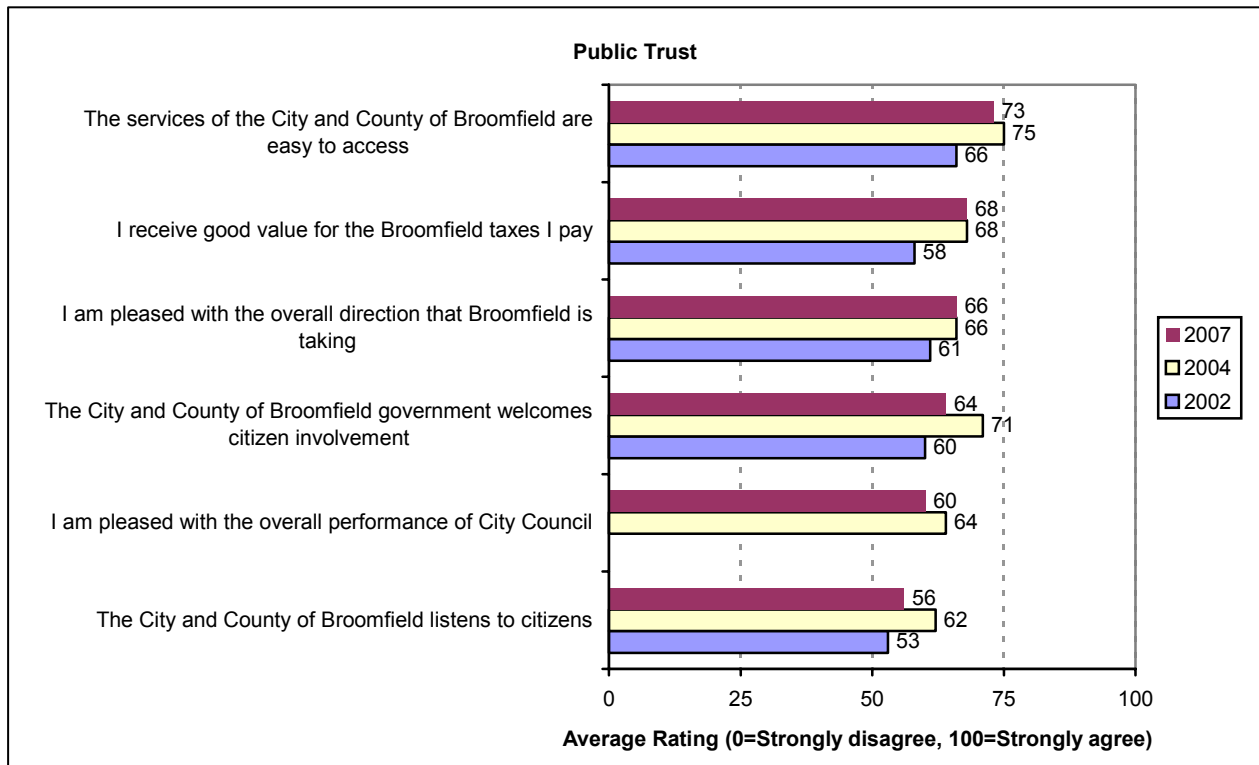
Respondents were asked if they agreed or disagreed with three statements about their local government. Two-thirds or more of residents at least “somewhat” agreed that Broomfield services are “easy to access,” receive “good value” for their taxes and are pleased with Broomfield’s “overall direction.” Less than half strongly or somewhat agreed that Broomfield “listens to citizens.” Across the years the survey has been administered, public trust average ratings decreased for “welcomes citizen involvement,” City Council performance and “listens to citizens.”

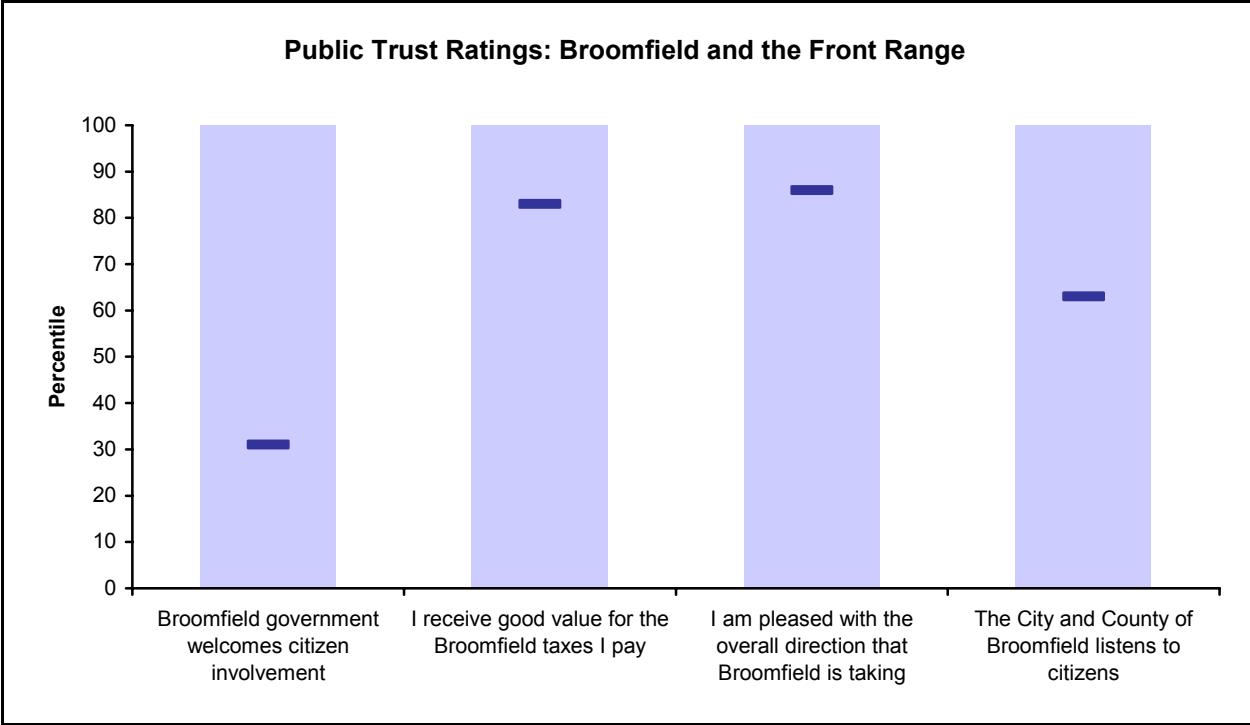
Public Trust in Broomfield							
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average Rating (0=Strongly disagree, 100=Strongly agree)
The services of the City and County of Broomfield are easy to access	22%	53%	19%	5%	1%	100%	73
I receive good value for the Broomfield taxes I pay	20%	48%	19%	10%	3%	100%	68
I am pleased with the overall direction that Broomfield is taking	19%	48%	15%	14%	4%	100%	66
The City and County of Broomfield government welcomes citizen involvement†	20%	37%	28%	10%	5%	100%	64
I am pleased with the overall performance of City Council	12%	42%	28%	12%	6%	100%	60
The City and County of Broomfield listens to citizens†	11%	35%	29%	17%	8%	100%	56

†More than 20% of respondents replied "don't know."

In 2004 public trust ratings were significantly higher than in 2002, but in 2007, those ratings dropped significantly. “The City and County of Broomfield government welcomes citizen involvement” and “The City and County of Broomfield listens to citizens” saw the most precipitous drops in ratings. The welcoming citizen involvement rating went from 71 in 2004 to 64 in 2007, and listening to citizens went from 62 in 2004 to 48 in 2007.

Four statements were compared to Front Range average ratings. Receiving good value for taxes and being pleased with the “overall direction” were above average among comparable communities, while listening to citizens was similar to the average rating in the Front Range. Only welcoming citizen involvement was below the norm for the Front Range.





Public Trust Ratings: Broomfield and the Front Range					
	City and County of Broomfield Rating	Rank	Number of Jurisdictions for Comparison	City and County of Broomfield Percentile	Comparison of Broomfield Rating to Norm
I receive good value for the Broomfield taxes I pay	68	3	12	83%ile	Above the norm
I am pleased with the overall direction that Broomfield is taking	66	3	14	86%ile	Above the norm
The City and County of Broomfield government welcomes citizen involvement	64	10	13	31%ile	Below the norm
The City and County of Broomfield listens to citizens	56	4	8	63%ile	Similar to the norm

Public Information

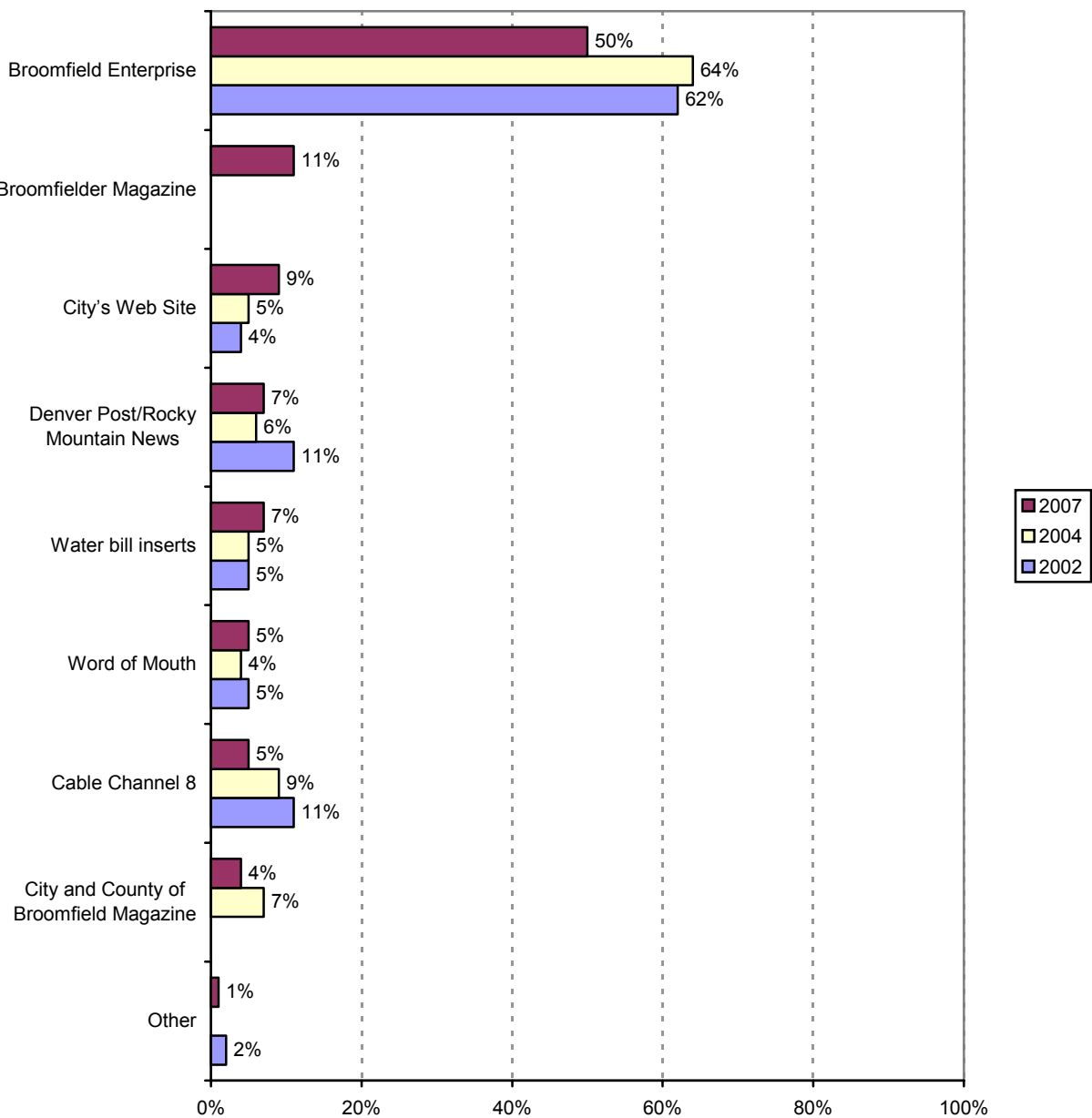
Respondents were asked which sources they rely on for news about the City and County of Broomfield. One category was worded slightly differently year to year. In 2004, the term “Internet” from 2002 was changed to “City’s Web site.” In 2007, that wording was changed to “Broomfield Web site.” For the 2007 survey, “cable television” was changed to “Cable Channel 8” and “City and County of Broomfield Magazine” was included for the first time.

As in 2004, the most relied upon information source was the *Broomfield Enterprise*, which was mentioned by 50% of respondents (down from 83% in 2004). In 2007, the listed information sources were not relied upon by a large percentage of people. About 9 in 10 did not consider Cable Channel 8, the *City and County of Broomfield Magazine*, and the *Denver Post/Rocky Mountain News* a source of information about Broomfield. Three percent provided “other” answers. (See Appendix II for full set of verbatim responses.)

Sources of Information				
	Most relied upon information source	Second most relied upon information source	Not a source	Total
Broomfield Enterprise	50%	11%	39%	100%
Broomfielder Magazine	11%	17%	72%	100%
City’s Web site*	9%	13%	78%	100%
Water bill inserts	7%	13%	80%	100%
Denver Post/Rocky Mountain News	7%	8%	85%	100%
Cable Channel 8	5%	8%	88%	100%
Word of Mouth	5%	12%	82%	100%
City and County of Broomfield Magazine	4%	9%	87%	100%
Other	1%	2%	97%	100%

*Survey was worded differently in 2002.

Most Relied Upon Source of Information



Percentages of respondents who identified each source as "most relied upon."

Growth, road improvements, traffic issues and lack of support for Wal-Mart were mentioned by 9% or more of respondents who answered the question about what Broomfield's top priority should be. For a full list of responses, see Appendix II.

Top Priority	
Please describe what you think should be the top priority for the City and County of Broomfield.	Percent of Respondents
Slow/limit/control/manage growth	17%
Road improvement	10%
Not in support of Wal Mart	9%
Traffic: General	7%
Taxes	6%
Safety	5%
Traffic: Fix US 36 and Hwy 287	4%
Open space	4%
Economic development	4%
Education	3%
Code enforcement	3%
Crime	2%
In support of Wal Mart	1%
Seniors	1%
Listen to citizens/Accountability	1%
Other	23%
Total	100%

Appendix I. Survey Respondent Demographics

Employment Status	
Are you currently employed?	Percent of Respondents
No	20%
Yes	80%
Total	100%

Length of Residence	
How many years have you lived in Broomfield?	Percent of Respondents
Less than 2 years	20%
2-5 years	29%
6-10 years	19%
11-20 years	16%
More than 20 years	15%
Total	100%

Council Ward	
Which Council Ward do you live in?	Percent of Respondents
Ward 1	23%
Ward 2	17%
Ward 3	16%
Ward 4	28%
Ward 5	16%
Total	100%

73% of survey respondents said "don't know" to this question. Frequencies were calculated excluding "don't know" responses.

Respondent Neighborhood	
What is the name of your neighborhood?	Percent of respondents
Broadlands	11%
Broomfield Heights	10%
Mc Kay Landing	8%
Westlake Village	7%
Brandywine	6%
Lac Amora	6%
Miramonte	5%
Northmoor	4%
Willow Run	4%
Greenway Park	4%
Foxborough	3%
Highland Park	3%
Willow Park	3%
Other	25%
Total	100%

See a more detailed list of neighborhood frequencies, see Appendix V.

Rent or Own	
Is this house, apartment or mobile home . . . ?	Percent of Respondents
Rented	23%
Owned	77%
Total	100%

Description of Children in Household			
Do any children 12 or under live in your household?	No	Yes	Total
	67%	33%	100%

Description of Teenagers in Household			
Do any teenagers aged between 13 and 17 live in your household?	No	Yes	Total
	85%	15%	100%

Description of Seniors in Household			
Are you or any other members of your household aged 65 or older?	No	Yes	Total
	87%	13%	100%

Description of People with Special Needs in Household			
Does any member of your household have a physical handicap or is anyone developmentally disabled?	No	Yes	Total
	93%	7%	100%

Household Type	
Which of the following best describes your household?	Percent of Respondents
Adult living alone	22%
Couple, no children	26%
Couple with children	41%
Single parent with children	6%
Unrelated roommates	2%
Family and unrelated roommates	2%
Total	100%

Level of Education	
What is the highest degree or level of school you have completed (Please mark only one box)?	Percent of Respondents
12th grade or less, no diploma	3%
High school diploma	10%
Some college, no degree	19%
Associate's degree	7%
Bachelor's degree	37%
Graduate degree or professional degree	25%
Total	100%

Household Income	
How much do you anticipate your household's total income before taxes will be in 2006?	Percent of Respondents
Less than \$24,999	8%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	38%
\$100,000 to \$149,999	21%
\$150,000 to \$199,999	8%
\$200,000 or more	6%
Total	100%

Race of Respondent	
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	1%
Asian or Pacific Islander	6%
Black, African American	0%
Spanish/Hispanic/Latino	6%
White/Caucasian	89%
Other	1%

Total may not add to 100% as respondents could choose more than one option.

Ethnicity of Respondent	
Are you Spanish/Hispanic/Latino(a)?	Percent of Respondents
No	93%
Yes	7%
Total	100%

Age of Respondent	
In which category is your age?	Percent of Respondents
18-24 years	4%
25-34 years	29%
35-44 years	21%
45-54 years	27%
55-64 years	8%
65-74 years	5%
75 years or older	5%
Total	100%

Gender of Respondent	
What is your gender?	Percent of Respondents
Female	51%
Male	49%
Total	100%

Voting Registration	
Are you registered to vote in Broomfield?	Percent of Respondents
No	11%
Yes	89%
Total	100%

Voting History	
Did you vote in the last election?	Percent of Respondents
No	23%
Yes	77%
Total	100%

Likelihood of Future Voting	
Are you likely to vote in the next election?	Percent of Respondents
No	5%
Yes	95%
Total	100%

Appendix II. Verbatim Responses

All verbatim responses included in this appendix are printed exactly as they were written onto the surveys. When it was deemed helpful, responses were categorized according to theme.

Question 19: Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City and County of Broomfield and mark a 2 next to the source you rely on second most often.

Responses to Other

- Hub.
- Outlook.
- Denver TV
- TV 9
- Fliers
- Your hub.
- The outlook.
- The outlook.
- Outlook.
- Daily Camera.
- Online.
- The Outlook.
- Easy access to city employees.
- Email update.
- Daily Camera.
- City council meeting emails.
- TV news.
- Local news programs.
- Daily Camera.
- Yahoo.
- Outlook.
- Phone.
- 9 news.
- Boulder Camera.
- 9 news.

Question 20: Please describe what you think should be the top priority for the City and County of Broomfield?

Slow/limit/control/manage growth

- Population growth too fast and too much.
- Planned commercial development.
- Zoning and land use.
- Responsible growth.
- Stop growth and building of strip malls and large malls. We have enough shopping and housing!! Stop using all the land up for building!!
- Stop the growth!! It is insane!
- Get another animal control officer and code enforcement officer. Stop growth. Stop running their own agendas.
- Growth control, sweeping streets.
- Cutting back on growth and maintaining what we already have.
- Slow the growth.
- Limit growth.
- Uncontrolled growth. Unwelcome Wal Mart again. Making event center successful after little opportunity for the voters to have input.
- Managed growth and a sustainable economic base.
- Limit growth and why do we have to offer tax incentive to attract businesses, i.e. Wal Mart. Why waste taxpayers money on stamped concrete and street intersections??
- Limiting growth, open space.
- Planned growth.
- Control growth both residential and retail. Great concern over the development of the corner of 120th and Sheridan with the possibility of Wal Mart coming in. Very opposed and that intersection is very congested as it is. This is the wrong move for Broomfield.
- Slow down growth.
- Control of growth.
- Too much population growth and too worried about diverse people.
- Protecting quality of life for citizens by controlling growth, protecting open space, providing more programs at the rec centers and we desperately need more speed control on our streets. I feel unsafe on Main, Midway because speed is not controlled.

- Listen to the people and spend money with careful consideration...do what is right and ethical economic development...limited growth, open space, careful neighborhood planning, streets, space, ease of navigation.
- Stop the incredible development of housing and retail especially Wal Mart.
- Growth and water.
- Growth too fast. Losing small town appeal.
- Watching growth - so that we don't grow too fast either for the economy or congestion.
- The growth of both housing and stores which result in increased in traffic on roadways not equipped for larger amounts of traffic.
- Slow the growth - growing too fast.
- Stopping and controlling the runaway development in Broomfield...subdivisions especially.
- Slow commercial/retail growth, especially in neighborhoods. Many strip malls have shops that come and go quickly and most types of shops aren't appealing. There are banks on every corner, but hardly any local restaurants.
- No further box stores; put a cap on growth/houses. Affordable living places for seniors, road improvement/pothole fixing, owner choice in trash services! No monopolies.
- Smart, controlled residential and commercial growth.
- Too much growth.
- Slower growth.
- Slow growth.
- Growth and water usage.
- Growth - balance of residential and business.
- Growth - population.
- Limiting growth of large chain stores, developing a sense of identity and uniqueness.
- Controlled, carefully thought out growth.
- Growth control - going to grow then have the schools, law enforcement, teachers and necessities in place first before letting builders build!
- Reduce growth.
- Control growth, maintain older neighborhoods better, stay ahead of crime, traffic, maintain overall appearance.
- Slow growth - take care of older neighborhoods.
- Smart, controlled growth (in my view, this does not include another Wal Mart).
- Address speed of growth. Post information that is easily findable on website on the upcoming areas being built.

- Slow down growth, horses (Westminster) around Mc Kay lake are now banned/open space for dogs to run loose but under control.
- Growth.
- After basics (police, water, etc), Broomfield should work on controlling sprawl, increasing public transportation and bike paths and preserving open space.
- Controlled growth and economic development to be sustainable economically and environmentally.
- Affordable housing. Control growth, encourage energy conservation. I recommend native plants and grasses for median areas and decrease water need to maintain and make it look like Colorado, not Indiana or Virginia.
- Stop growth!! Affordable housing for true middle class citizens.
- Control growth. We do not have to build out Broomfield so soon. In 75 years you don't want to have to rebuild the city because it is old all at once.
- Controlling Growth.
- Handling growth in a responsible manner while maintaining the integrity of the community.
- A strong effort should be placed on slowing growth significantly in Broomfield in order to retain its allure and value.
- Control of growth of housing.
- Control development/housing starts the lack of control and it is really hurting our house values.
- Not to overbuild Broomfield, specifically real estate and commercial, retail stores. Continue the services we have. Keep or increase open space as opposed to more commercial development.
- Growth with reasonable control.
- Growth management, slow down! No Wal Mart!
- Hold down spending-development. Do we need so many malls?
- Control growth and maintain open space.
- Stop building.
- Plan growth.
- Continued planned growth with an eye toward keeping Broomfield's "small town" atmosphere.
- Controlled, well though out expansion and development.
- Growth!!
- Manage growth and expansion responsibly.

- Control of housing growth - more development of roads from two lane to four lane - roads not keeping up with growth. Snow removal and street cleaning in city street neighborhoods.
- Broomfield is growing too fast. Taxes are creating hardships on many seniors. Too many illegals.
- Maintain control of growth. Improve flows of traffic especially around main arteries (120th, Wadsworth/hwy 36).
- Control growth and continue to fund parks & rec.
- Fiscal responsibility and responsible growth. I would also like to see more family friendly restaurants.
- Controlling growth and the traffic congestion and other problems that come with it. I work in Boulder, my commute time has increased 30% in the last 10 years. Most of that is just getting out of Broomfield.
- Slow growth, traffic, roads.
- Population control.
- Controlled growth with adequate planning/zoning to plan space in a balanced fashion.
- Growth, zoning, lighting, traffic flow.
- Control the growth of the city. Don't let it grow too fast.
- Stop building new office/strip malls and houses unless/until there are new jobs locally to support.
- Make moderate population growth a priority - more shopping/restaurants on 120th. Tear down the strip mall on West 120th street near Nickel St, makes the town look old and junky. Traffic lights on 287 and 36 need better continuous flow - ease congestion. Kudos for tearing down manor hotel.
- Trying to slow down the rate of growth (but that holds true for the whole front range).
- Limiting growth!! It is very apparent that city council has no other interest than revenue. They very clearly do not care about the opinions of the citizens of what used to be the best city to live in.
- Managed development, water rights/conservation, public transportation, traffic congestion 144th.
- Establishing a community and unique identity, developing a pedestrian-friendly city center with restaurants, entertainment and shops that are not chains; improving shopping so we don't have to drive 10 miles to buy office supplies and natural foods, among other things.
- I don't know about top priority but we have enough houses here and too much people growth. We hope Wal Mart is built. Sure will increase the tax income for Broomfield. Keep more dollars here instead of Westminster.

- Growth and overpopulation.
- Growth control, Wal Mart was a huge mistake, slow down on strip malls, some parts of Broomfield look like cement cities.
- Jobs and slow down new home building.
- Controlling growth - Broomfield has gotten too crowded and congested.
- Limit growth. The city is growing too rapidly. None of the services can keep up with the over-growth Broomfield has allowed.
- Control growth.
- Stop the uncontrolled growth! Wal Mart at the Barbers site is a good example. Nobody wanted it, but the city allowed it anyway!
- Rate of growth and ability to handle it: in 6 years we have seen entire neighborhoods put up at once, watched the street and traffic conditions degrade sharply, congestion and mobility in Parking lots of businesses are difficult and frustrating.
- Stop the growth, we are full!!
- Stop growth, improve facilities you have, don't add more.
- Control growth of population.
- I would like to see Broomfield stay a "close-knit" community feel or "small town" feel despite its rapid growth.
- Controlled growth.
- Controlling growth, improving traffic flow, getting developers to pay their fair share of infrastructure costs.
- Infrastructure before uncontrolled growth!! Manage growth!!
- Keeping Broomfield a vital community--rec programs, art programs, not letting Broomfield become over-run with strip malls and big box stores; maintaining a sense of character and individuality for our community.
- Limit growth. Traffic on 287/128th/36 Interchange.
- Stop residential building; encourage a fun center like miniature golf or cozy downtown atmosphere.
- Appropriate city planning with reigning in of overbuilding. In particular, especially grocery, new residential developments. Providing shopping that can be accessed (easily) by pedestrian or bicycle traffic.
- Control growth better, concentrate on fixing existing infrastructure (Wadsworth bridge over us 36) before adding new things like another Wal Mart. Build Midway Blvd bridge over rail line for better access to flatiron crossing.
- Slow down residential development.

- Stop building! There is something called progress, but someone needs to look at the big picture. Traffic, will this help or hinder Broomfield for instance...no Wal Mart.
- Listening to our citizens, slow growth.
- Managing growth to maintain a friendly, liveable small town environment.
- More selected and more limited growth. Border to border development and “a bigger tax base” are not the only goals.
- Managing growth, mixed zoning.
- Planning for growth, especially around traffic, planning for open space and water usage. I used to live in aurora and they did a poor job of all three.
- Controlling growth and careful planning for the next 15-25 years. Careful adherence to city and county plans. Stop the indiscriminate & lax control of developers, residential and commercial.
- Library closes too soon, ambulance service too expensive! City water pressure has gone down with population growth. City council panders to big business at the cost of quality of living.
- Managing growth properly.
- Balanced growth.
- Limiting retail growth, continuing to acquire key open spaces for preservation, considering how Broomfield retains its charm instead of “mc growth”. Differentiate ourselves as the preferred county in north metro area: affordable, clean, balanced, friendly, small town close to Boulder and Denver.
- Controlling/ organizing growth, specifically the growth of public transportation, bus and train system.
- Slow down growth.
- Control growth by limiting new developments/housing. Traffic is horrible as it. Increase in population equals increase in traffic.
- Growth limits.
- Smart growth, alternative transportation, stop subsidizing big business with taxpayer money.
- Managing growth. Solving traffic congestion (poor main roads).
- Sprawl/development. Where is our downtown?
- More control of growth!
- Control growth and improving infrastructure.
- Controlling growth and keeping up the Park and open space priorities.
- Stop overbuilding east side and Broomfield County.
- Slow down growth!

- Sustainable, slow growth with safety and a good life for all.
- Growth - attention to current citizens and their vision of Broomfield.
- Too many housing developments.
- Smart growth and honest and efficient use of tax dollars.
- Appearance and growth control.
- Controlling growth, improving street and infrastructure, increasing large retail and wholesale operations, improving education opportunities, decreasing homeowner taxes by increasing tax income from new business.
- Create sustained growth with emphasis on environmental responsibility.
- Limit building of new homes to keep “hometown” feeling. Lower sales taxes!
- Managing growth for long-term sustainability, especially issues like preservation of open space, maintaining affordable housing, discouraging traffic, unified garbage pickup, etc. Systematic approach, big picture, long-term thinking.
- Managed growth- not so fast
- Managing growth. There seems to be staggering amount of new housing. Education, maintaining our older school buildings and keeping our children safe.

- **Traffic: General**

- Changing the timing of the light on 120th and Lowell for charter academy school for before and after school!! Better snow removal plan. Pot hole repair.
- I love living in Broomfield, so obviously I think the city and county does a great job. I have concerns about the heavy traffic on 120th and Lowell, 120th and Sheridan and the Highway 36/287 Interchange.
- Get rid of prairie dogs. Solve traffic congestion on Wadsworth/128th.
- The population will boom in the next 2-5 years, which is good, but traffic is a problem now and it will only get worse. I believe traffic flow, not control, is most important. A 15 minute drive across town should be a 15 minute drive no matter what time of the day it is.
- Transportation improvements i.e. 128 flyover Wadsworth Interchange improvements, Light rail.
- Traffic movement/road repair.
- Traffic flow and over building of new houses.
- Improve traffic congestion at 144th Street and Northside. Lower property taxes. Don't sell your values and ethics to developers...you have made city too congested. Need more efficient animal control services.
- Traffic speed limits, too much variety. You can travel some streets and speed

limit varies from 25-30-35-40 on the same streets. Need more restaurants near the shopping center.

- Only have a major problem with street lights (lack of) from Lowell to Zion.
- Traffic congestion. Traffic flow on major roads/intersections. Highway 287/US 36.
- Dog feces in parks not picked up. Traffic congestion, bad retail business (i.e. gun stores, loan services, adult stores, etc).
- Number one traffic control! Widening of roadways and traffic signal problems.
- Connections of Midway and 120th to Flatirons Crossing and industrial control trains on nickel crossing - get a handle on traffic, especially on 120th and Wadsworth Interchange and moderate managed growth.
- Improving transportation mobility.
- 120th and Sheridan - pleasing entry to Broomfield to include new Wal Mart (just make it look good).
- Stop light at #7 and Lowell (coming) lower speed on Highway 7. Raise speed on Lowell.
- Traffic control, open space and financial responsibility.
- Traffic - growth control spending - example: Brunner House.

- Traffic control. Street repair. Storm drainage.
- The streets need to be priority number one for obvious reasons. Dillon Road is becoming a major congestion issue between Sheridan and Highway 287. It needs to be 4 lanes.
- Traffic congestion Wadsworth/Highway 287 (over the tracks and US 36). Resource allocation of the PD.
- Traffic signal automation and timing (no wait when no cross traffic). Limited growth and development.
- Try to keep doing what you are attempting to do, but try to ease traffic if possible.
- Improve traffic flow and significantly reduce air pollution and reduce cost (demand) for gas by timing the lights. If you could travel the posted speed limit and never stop (least efficient time for the internal combustion engine), we could reduce air pollution and save gas by about 30%! Improved traffic flow will increase business accessibility also.
- Traffic flow, street and road maintenance, animal control...control stray cats.
- Traffic and road repairs on 120th. Cultural diversity programs. Solve the Barber land issue, bring Wal Mart in!
- Traffic.
- Stop putting up more stop lights. You need to access areas being built as to rush hour traffic and schools. So far there is too many plants in dividers of streets. Small cars can't see over many of these!
- Traffic flow (i.e. light timing, stop sign removal, less lights, etc). Trail connections. Unique retail, don't make Broomfield look like every other suburban town i.e. no Wal Mart.
- To stop cars from running over pedestrians in marked street crossings or at the markets, they don't stop. Cars do not yield to pedestrians and speeding on Sheridan between 136th Midway. Don't stop at crosswalk. Also 911 operators need to be respectable and polite.
- Traffic congestion on 120th. Do not fall prey to the big box.
- Traffic improvement on major roads including signal timing.
- Traffic control, street repairs. We need 4 lanes on 144/Dillon from 287 to I-25.
- Traffic control light at Midway and Perry due to road widening project.
- Having freeway speeds on 120th from Sheridan to Lowell is very dangerous, especially with so many interesections. There will be more fatalities; that is a concern.
- Increasing movement of traffic. Putting one lane roads around large housing developments like the broadlands makes no sense.
- Streets and traffic.
- Please complete streets before you open new stores, shopping centers or major housing areas. It seems that traffic is a problem due to lack of completed roads.

- Traffic congestion/noise on Main-Midway & 136th. Why when I drive the one mile to my son's house in Broomfield do I have to change speed limits 8 times.
- Traffic control.
- Improving traffic flow and retail appearances along 120th Avenue. I also wish the council would reconsider working with the eagle trace golf course management to open up access through the Parking lot. Everyday many of us endure the inconvenience of the barrier.
- Traffic flow on Dillon/144th Street. Light timing on 144th and Sheridan is bad.
- Traffic congestion and traffic signal timing.
- If possible, make a plan for a safe and clean air transportation, like light rail to lessen traffic congestion.
- Traffic congestion on 120th Avenue and over crowding - too fast of growth.
- Traffic movement throughout the city. Road repair. Better use of CLC money, no more money on Bruner House - pretentious "Broomfield" signs (at city's entrances) - fancy landscaping example Sheridan Blvd from 128th to 136th.
- Lights timed better and higher speed limits for some streets. I love the large flower pots at corners during the summer! Money well spent!
- Traffic on 287, increase frequency of bus service on 287 - use a smaller bus, run more often, connecting trails and providing clear maps, smart growth, not a Wal Mart! Use of solar, curbside recycling available to condominiums!
- Please change turn arrows on street lights back to going first and put sensors on lights instead of timing.
- Traffic congestion.
- Traffic, it is very congested esp. during rush hours and weekends.
- Get traffic access to event center fixed.
- Improving traffic congestion problems on US 36. Better recreational services and centers. I currently go to rec center in Lafayette because I couldn't find anything suitable in Broomfield.
- Try to stop shootings and accidents by lowering speed on busy roads.
- Synchronizing the timing of the traffic signals.
- Easing traffic flow. Better traffic light timing, raise speed limits, open more lanes.
- Better traffic light timing on 120th Avenue!
- I live in Aspen Creek and me and all my neighbors and colleagues think the traffic congestion on Dillon Road to 287 is really bad. City needs to expand Dillon to 4 lanes asap. If you don't believe us, try driving there at 8 am or 5 pm! Please make this a top priority or else I will consider moving out of city.

- Traffic control.
- Roads - moving traffic, snow removal on main roads then neighborhoods and repair. Also listen to citizens. When I expressed my concern to a member, all she could see was the tax revenue.

Traffic: Fix US 36 & Hwy 287 interchange

- Traffic problems at Highway 287 & 36 Interchange.
 - Transport!! Like everyone else will write, the bridges at 287 and US 36!!! Insanity! And bus connections!! City should tax high gas consumption vehicles. Lose the SUV's.
 - Completion of new viaduct at Wadsworth Blvd/Boulder turnpike.
 - Traffic congestion during rush hour on 287 at US 36.
 - 128th/36th/120th Avenue/287/bridge Interchange.
 - Traffic overpass at Wadsworth & Highway 36.
 - The "intersection" of Highway 36, Wadsworth & 120th Avenue...heavy traffic and time delay from all directions. Our personal requests: improved sound barrier with our home adjacent to Sheridan Blvd and the extreme increase of traffic flow in last decade and lack of controls limiting car stereos. Booming bass shakes our house or your car while driving. Thank you.
-
- Restructuring of 120th and Wadsworth Interchange and clean up neighborhoods that need new fences and get rid of recreational vehicles parked on lawns and driveways. Shows no pride!
 - Traffic congestion on Highway 287 and 36, with the new center it has become all hours. Over sized or commercial vehicles parking in neighborhoods. Growth in general.
 - The Wadsworth overpass - this is the second year I have put this down.
 - Congestion on 287 at Highway 36.
 - Wadsworth Interchange, light industry growth.
 - Potholes, synchronized traffic lights - 36th & 287 is a huge mess. Strict enforcement of noise violations.
 - US 36 and Highway 121.
 - Why is the money spent on the intersection at 287/128/Wadsworth when the Broomfield Park & ride is moving to the area of the events center? The Broomfield Park & Ride should stay where it is at (287/Wadsworth). This should be a top priority. There is more traffic and

people using the Park & Ride daily than the events center-hence the new intersection at 287/128. Thank you.

- Congestion at Interchange of Highway 36 and 287 (120th).
- Revising the traffic patterns and flow on #128, #121, #36, #287. It is taking too long to get the funds and work done on what is a traffic mess.
- Traffic, mainly at 36 Interchange and Highway 287 to Miramonte.
- Street repairs and the US 287 bridge over US 36
- Traffic around 287 and 36.
- City trash & recycling. Traffic improvement around 36 and Wadsworth.
- Traffic around Highway 36 (overpass).
- Broomfield needs an identity. It doesn't have a focal point, a downtown. The overpass on 36 is really crummy.
- US 36 Interchange!! And general traffic flow.
- Relieving traffic congestion at US 36 and Wadsworth.
- 287 Interchange.
- Wadsworth bridge over Highway 36 - continue growth development plan.
- Road systems especially 287 and the Wadsworth Interchange. It is horrible!!
- The Broomfield Interchange at Highway 36.
- Fixing the intersection of 36 and 287, making recycle pickups every week.
- Traffic flow, route 36 Interchange.
- Traffic congestion on 120th Avenue - Boulder Turnpike.
- Street improvement, 120th Avenue, Wadsworth overpass.
- Wadsworth/287 bridge over Highway 36. Buying Barber poultry off and building condos/restaurants similar to Braeburn Village, not Wal Mart please.
- Traffic flow at Highway 36, Highway 121, Highway 287 convergence.
- The intersection of Highway 36 and Wadsworth/287 to the north needs an overhaul. No Wal Mart! But also no turkey plant.
- Clean up 120th Avenue and work on traffic at Wadsworth Interchange.
- Traffic and rework of Highway 121/287 overpass area. Development of a true city center.
- Traffic congestion along 287/Midway/120th Interchange.

Road improvement

- Better road/street repair. Better traffic light timing to provide improved traffic flow and reduced emissions.
- Fix holes. The blacktop is bad. I would like to meet the mayor.
- Fixing roads properly, affordable housing and childcare, medical for impoverished families. Better paying local work.
- Get the snow off the side streets as quickly as you do on the main arteries!
- Snow removal on side streets. Sweep the sand in the streets.
- Maintain/improve city streets, control growth, lessen density of housing in new developments, push for more eco-friendly housing.
- Extreme damage to residential streets, business Parking lots and lack of help during snowstorms. It was unexceptable.
- Repair of city streets and snow removal on internal city roads.
- Better roads.
- Street repair.
- Road repair/maintenance.
- Repair streets. Broomfield has their own school (not Adams 12).
- Roads.
- Maintaining streets, code enforcement doing their job.
- Put our high taxes to use fixing the streets.
- Snow removal on streets (side streets). Pot holes, tree limb removal from power lines. Broken down fences in backyards.
- Street repair and stop light at Kole and Maranita.
- Fixing the potholes. Level ground development better, so it doesn't sink.
- Snow removal.
- Beautifying the 120th corridor from Main Street going west and repairing/repaving alot of streets. Also maintaining a acquiring more open space.
- The overall appearance along 120th from Sheridan to Highway 287 and the Highway 36 overpass is very, very unkept and trashy. There is no landscaping in these areas like there is around flatirons mall. The business fronts along areas of 120th Avenue are in dis-repair and unkept (area around dairy queen 120th to Highway 287) Highway 36 overpass is very unsightly!! Fences in alot of residential streets are falling down!! More new economical development along 120th Avenue. Also streets need repaved.
- Street maintenance.
- Street repair, ice control, traffic signal timing.
- Fix the potholes at this time.
- Street repair, especially residential alleys.

- Repairs of streets and drainage. Have all fencing on busy streets changed to vinyl.
- Street repair and street cleaning.
- Street repair.
- Redeveloping 120th...Main to Nickel. Providing a natural foods grocery option! I grocery shop out of Broomfield, weekly.
- Potholes, ice on streets and sidewalks in greenway Park ho.
- Street maintenance/snow removal, etc. For the Crofton Park community off 125th and Lowell.
- Better street repair.
- Road repair - potholes - water quality.
- Snow and ice removal on residential streets!
- Street repair, traffic congestion.
- Wireless internet service, road repairs.
- Four way stop sign at Jefferson and 1st Avenue. Fix hole in street where First Avenue meets Sheridan. Try to turn north onto Sheridan without almost bottoming out the car.
- Promote and provide more accessible recycling services, repair street conditions, make Broomfield more welcoming for businesses, increase outdoor activities and trails and provide more cultural events.
- Better repair and upkeep on streets and parks.
- The roads and bridges.
- Street repairs.
- Fixing the potholes and timing of lights (traffic).
- Speed bumps in residential areas or more speeding signs-automated.
- Not enough attention given to North County. No retail facilities. Poor road setion on Lowell Blvd. No police presence, etc.
- Street maintenance.
- Fiscal discipline. 144th street upgrade. Affordable housing, healthcare.
- Snow removal.
- Better development of major streets, i.e. Lowell from 128th to 136th, 136th from Zuni to Huron. These are public roads and should not be dependent on private funds to be widened. This is an area that should be more pro-active and less budget conscious.
- Maintenance of streets, signs.
- Street repair, code enforcement for barking dogs. Broomfield being an older community needs to proactively monitor neighborhoods so they don't become crime ridden.
- According to the paper, Colorado has English speak only law. I am tired of one for English and two for Spanish. Where is three for German and four for Japanese, etc? Learn the English language, quit catering to these people. If companies want Mexican workers, they should sponsor them and they need to be here legally. Road projects: some projects get done 2 or 3 times wasting

taxpayers money due to lack of planning, example 128th and Zuni. How many times they closed off part of this intersection and taken forever. Road projects are very slow in completing (if examples are needed, can be furnished). Road projects on 136th and Lowell to 144th should have been made 4 lanes. With the growth and development in Broomfield, all major road/streets should be looked at (Sheridan, Lowell, Huron, 136th, 128th). (144th is another one lacking) (on and off ramp to I-25 and 128th even though that is Westminster). I understand budget or just because you want to impede traffic, but traffic flow is always better with more lanes. Lowell is a very busy street too. Lack of future planning and all the money put into landscaping could have offset a little of a 4 lane on Lowell. I understand cost but pay for it now or pay for it later at a higher cost. You want growth, but along with growth comes the cost of growth.

- East/West bike paths to make it easier to commute by bike. Traffic light timing, red arrows “on demand” in off-peak hours.
- Road repair. Lighting in residential areas. Strict or tighter control for curfew for teens 17 and younger. Moral integrity of elected officials.
- Water pressure - street cleaning.
- Street repairs in neighborhoods, enforce unleashed dog law - too many running loose.
- Street repairs and better traffic flow.
- Expansion of streets/roads (especially around Dillon/144th to keep up with population growth in that area).
- Better street repair after snowstorms.
- Finish remodeling Sheridan between 136th & 144th. Faster police response to home alarms. Keep the Broomfield rec center open Monday-Saturday 5am-9pm, Sunday until 6pm. Lower auto registration renewal costs each year more than they already are.
- Getting around Broomfield - one side to the other without driving 25-30 mph, stopping at every light, etc. Broomfield is losing sales tax dollars because of this! I live in Mc Kay Landing and dread driving through Broomfield.
- Public art isn't that big of a deal, put our money into practical stuff. Better/earlier snow/ice removal, you wait too long! Fix that huge pothole on Sheridan just north of 120th.
- Getting a better plan for snow removal on city streets. The winter was unacceptable and caused damage to cars that was unnecessary. Didn't plow enough around schools and put kids at risk.
- Roads.
- Fixing potholes in the street.
- Road maintenance on 120th Avenue on the west end.
- I believe the top priority is to finish road projects, removing the cones, etc.

- Street repair, illegal aliens, car thefts & break ins. Spending money on aliens, i.e. medical care, food & housing allowances.
- Fix the streets, remove snow and ice better, time the lights so traffic can flow, raise the speed limits to get cars moving and out of here. Instruct police to stop lying in court. Officer Martinez.
- Snow and ice removal and more timely repair of streets.
- Side street clearing after snowstorms.
- Improve street paving and median from main and 120th on 120th to nickle. Broomfield has been beautiful in many areas but this area needs improvement.
- .
- Fixing streets, traffic signal timing, fixing up Broomfield high school!! Fix up older elementary schools! They look run down and old.
- Road repair, permanent dog Park, Park-n-Ride or train station (light rail).
- Cleaning and repair of streets in neighborhoods.
- A better response to snow and ice removal

Code enforcement

- Code enforcement.
- Cleaning up junk properties and vehicles, get rid of meth houses, night time barking dogs/loose dogs that “poop” on sidewalks, trails, in our yard. Teens who wander and vandalize/tp yards. Signal eastbound Miram at 287/5th Ave won’t trigger even when no traffic on 287.
- Unkept yards.
- Junk, fences, parks, open space, trail and streets. Services of government is great!
- Enforce “code” laws. Too many junky vehicles and “dog patch” property.
- Clean up 120th from K-Mart East, it is a disgrace.
- No storage of vehicles or trailers in front yard driveway or side of house. Messy!
- Clean up junk cars from neighborhood streets. Picking up papers and shoveling sidewalks. Get RV’s out of driveways. They are an eyesore in most neighborhoods.
- Making sure all Broomfield properties are well kept.
- Keep going forward. Do a little better with neighborhood code i.e. weeds in yards...too many unused cars (junky).

- Junk cars removed and trailers or motor homes in driveways or in front of homes.
- To make sure the community looks great by pulling weeds, building new fences (some are rundown) and telling people to get rid of their junk! It makes the community look bad!
- Improve the appearance of 120th Street: bring in more quality restaurants, improve shopping areas, etc.
- Taking care of our looks around the Broadlands.
- Clean up Broomfield, make it look nice.
- Clean streets! To make some codes, polices. To fix the problem with 287 intersection Highway 36 (bridge).
- Enforcement of codes.
- Boats, motor homes and junk cars in driveways. Also the upkeep of our properties.
- Clean up 120th Avenue between Highway 287 and Sheridan.
- signage.
- Cleaning up the Westlake area of old trucks, open garage doors full of junk, trash all over, etc. It is the worst area in Broomfield.
- Broomfield needs to take care of all of its neighborhoods.
- Clean up the “natural” Park areas. These are awful! If anyone would look at these areas before buying a house I know they would go to another city.
- Reduce speeding and noisy cars on city streets.
- Cleaning up 120th Avenue from Nickel Street to greenway drive. It needs alot of work.
- Clean up your older neighborhoods with code enforcement. Parking on street, weeds in yards, etc. Just enforce what you have, it will look better.
- Code enforcement. Uniformity in speed limits. Land use - attention to design standards,

Not in Support of New Wal Mart

- New aquatic facility. No Wal Mart, find a better choice!
- To keep Wal Mart from building at the Barber turkey site!
- Keep the small town feel. Broomfield doesn't need to compete with Boulder or Denver. Keep Wal Mart out!!
- Keeping Wal Mart out of Broomfield. We moved to suburbia to get away from this mass commercialism! We'd love to see Broomfield become a destination of its own rather than a gateway. Please continue to support trail connectivity and recreation resources and add more arts and music.
- Finding an alternative to Wal Mart for Barber property!
- Keep Wal Mart out.
- Economic development (not including a Wal Mart on 120th).

- Find a suitable developer for the 120th Avenue stretch; almost anything but Wal Mart, no tax dollars for Wal Mart. Desirable business, or we can wait. “welcome” sign for Broomfield.
- Keep out Wal Mart.
- Keep out Wal Mart - we have one.
- No Wal Mart!
- Working on creating a better 120th corridor with no Wal Mart. Better traffic flow, especially along 120th.
- Increase and improve the quality of jobs in the city (more professional opportunities, fewer retail jobs like working at a new Wal Mart store). No to Wal Mart.
- Keep Wal Mart out! They want to eliminate all small businesses, they are anti-public education and they don't have the lowest prices.
- Do not use taxpayers money to let Wal Mart build in Broomfield. Let them pay their own way...I would have to.
- Not allowing another Wal Mart. Encourage other businesses and restaurants to develop the Barber's turkey land.
- Diverse economic development without Wal Mart.
- No Wal Mart!! Fix some of the side streets and the merge lane onto 287 from Midway going north.
- Not allowing Wal Mart to be built on 120th or anywhere else in Broomfield and elementary schools.
- Listening to the citizens instead of doing whatever the council and mayor wants - like letting Wal Mart win. I spent a year going to First Filing meetings to improve our area and I don't see a whole lot of change - mostly I want some way to make people keep their property in good repair and clean - instead of propping up roof with sticks and piling junk in their front yards and driveways. Don't forget about those of us who have lived and paid taxes here for over 30 years in favor of all the new development. We want our area to look nice also.
- No Wal Mart. More small locally owned shops, more trails and trail connections.
- No more Wal Marts!
- I would love to see a Vitamin Cottage or Whole Foods in town. I am really tired of having to drive to Lafayette and/or Arvada for my food shopping and please we don't need/want another Wal Mart.
- The issue about land use control is key to keeping Broomfield a friendly and comfortable place. We don't need Wal Mart, for example.
- The Barber property is an eyesore and building a Wal Mart is not the solution. City council has performed poorly on stimulating an alternate proposal that brings a unique experience to Broomfield. Bradburn across the street is a much better example of good development.
- Barbers turkey area needs to be cleaned up but not by Wal Mart.

- No more Wal Marts!! Need more and better landscaping.
- Creating economic opportunities for locally owned businesses. We need more diversity in shopping and services. No more Wal Marts and targets.
- Listen and rule according to citizens wishes. I.e. no Wal Mart, etc. Control growth. Traffic flow enhancement.
- Clean up/improve appearance of 120th from Wadsworth to Sheridan. Stop Wal Mart, find better use of old turkey factory area. Decrease vandalism, petty crimes.
- Keep Wal Mart out. They already have one store and that is enough! Develop the Barber land mixed use with open spaces.
- No Wal Mart.
- No Wal Mart with city taxes!
Revitalizing 120th Street corridor and developing teen programs, too much emphasis on younger children and not enough offered for our teens. Where do they go in the evening?
- Stopping a Wal Mart from coming and focusing on parks and open space.
- To not allow Wal Mart to come to 120th Avenue. Crime reduction, more patrols of officers on our streets. Animal control takes too long to respond. Please work on fixing the potholes, some are very bad!
- Currently I think that Wal Mart needs to be stopped and a multi use development put on the Barber turkey property - this should be a priority.
- Planning & development so things keep up with growth at a good rate. No more Wal Marts, need more rec centers.
- Not allowing too many mega store developments such as Target, Wal Mart. Recycling and environmentally friendly services.
- Get rid of about 3 Wal Marts!
- We should have had a better flagship business up on entry city at 120th and Lowell. I am very disappointed that a Wal Mart will be the first thing people see when entering the city on the east end of town. There could have been, should have been better planning.
- No Wal Mart.
- Wal Mart.
- No Wal Mart, too big and will put a lot of other businesses out of business. That would be a bad move and show poor judgement.
- A more organized development of the city - I was very unhappy with the way the Wal Mart situation was handled and the fact that it was accepted even though more people spoke against it at city council.
- Can't believe citizen input was 4 to 1 against Wal Mart and council believes they know better than what the citizens want! Very poor judgement shown by council and staff.

- Not endorse the new proposed Wal Mart.
- The new Wal Mart should not have been approved. It has negatively affected my responses to #18. Dillon Road is a nightmare in am and rush hour.
- I am unhappy that Wal Mart is coming to 120th. There will be 5 Super Wal Marts within 10 miles of my home. Open space is important, a small town feel.
- Try to make Broomfield a unique place where people want to live, unique stores instead of Wal Marts every ten miles. We need to focus on what will keep property values up and make people want to move to Broomfield.
- I don't have a comment for the top priority, however, I am very disappointed that the council went ahead with Wal Mart on the Barbers property even after the majority of this citizens disapproved of it. We will now be known as Wal Mart, Colorado instead of Broomfield, Colorado.
- Forget Wal Mart and make old Broomfield and 120th much more biker & pedestrian friendly.
- Shoveling sidewalks to Aspen Creek from Broadlands, covered for 6 weeks. No Wal Mart!!
- No Wal Mart! Fix potholes. Have never seen a crew fixing holes. Too many houses and too much future building north of 144th. Possible shortage of services in future (water).
- No more Wal Marts!!! Bike trails that connect.
- Listen to people! Because you allowed Wal Mart in, we are moving out of Broomfield.
- It was a slap in the face to the majority of citizens and businesses to allow Wal Mart.
- No Wal Mart!
- Top priority for city council to listen to the people of Broomfield. The biggest disappointment was the approval of Wal Mart on 120th. When the majority of Broomfield residents were against it, city council did what they wanted not what the residents of Broomfield wanted. That is not government for the people!!
- Finding someone other than Wal Mart for the Barber property.
- Recycling and keeping the city and county of Broomfield green. No additional Wal Marts or stores are needed! Free recycling services should be provided to residents and businesses.
- Stop the Super Wal Mart!! Build a fine arts center.
- A top priority is to listen to the residents of Broomfield. I was disappointed in the recent approval of another Wal Mart.
- Accountability to the more Average income citizen. Broomfield kisses ass to the \$400,000 plus homeowner.

Broomfield does not need another Wal Mart.

- Don't let Wal Mart in!
- No Wal Mart or we're moving to Boulder.
- Listening to citizen's wants and not what will fill the coffers (Wal Mart).
- City Council did not listen to the people. Appears to be bribed. No Wal

In Support of New Wal Mart

- Settle the Wal Mart question by allowing them to build on Barber site.
- Resolving the Barber property and the Wal Mart purchase. Having the Wal Mart would be fine, but will it turn the K Mart/Hobby Lobby center into a more blighted corner?
- Enhanced sales tax revenue i.e. Wal Mart, etc.
- Pulling in new jobs, opening new Wal Mart at 120th and Sheridan.
- Development of Barber site: Wal Mart, restaurants, tavern. Increase speed limits on Midway, get rid of 25 mile zone. Less stop lights.
- Approval of a super Wal Mart at the Barber turkey plant site.
- Get Wal Mart in here soon. Stop listening to those pro-union idiots.
- Openness of decision making; communication; responsible zoning; decisions to facilitate the health and vitality of its citizens. Wal Mart is

Mart! This is going to run the Kmart out of business and then another empty building. Stupid!!

- What will be placed on 120th and the former turkey farm? Can we put some high end restaurants/shops to match the Brauburn area vs Wal Mart? What impact will that have on business around there

coming to Broomfield. Thank you for your efforts to extend the process and for your openness in deliberations. Based on past experiences with the Wal Mart corporation in Louisville, I am passing on a few observations so that you may negotiate to protect Broomfield's citizens. The homeowners association spent over three years trying to mitigate the negative effects that a new sam's club had on our nearby neighborhood. Sam's club employees from the president to the truck dispatchers, to the dock staff were very nice and assured the hoa many times that trucks would not roar in at 4:00 am, that the dock would not open before 5:00 am and that trucks would not sit idling...but nothing would change. This went on for two year, I moved back to Broomfield. (1) insist that Wal Mart's loading docks be located away from all residences, even if this means that the loading docks are at the front of the store. A brick wall

surrounding the loading dock did nothing to mitigate the noise. Get this agreement in writing. (2) insist that Wal Mart's loading docks do not operate before 7:00 am nor after 9:00 pm, as they are very noisy, from loud beeps of trucks backing up to metal clanging. Get this agreement in writing. (3) insist that Wal Marts and vendor's delivery trucks do not transit past residences not sit idling where their huge racket may be heard by residents. Get this agreement in writing. Be aware that things promised by Wal Mart representatives (for instance, times when the loading docks

would be in operation) at Louisville planning board meetings were not in writing and therefore unenforceable by the city. So please, as you negotiate Wal Marts entry into our lovely city, write in assurances that our residents will be protected from these attacks on quality of life.

- Attracting new business such as Wal Mart and develop the property on 120th between Sheridan and Lowell.
- Allow Wal Mart to establish its business on 120th. Kick out KMart.
- Build Wal Mart on 120th Avenue

Crime

- Keeping a lid on crime especially drugs!
- Crime and the people and neighborhoods.
- Low crime.
- Crime (drug, theft, assault). The police do an excellent job, but need funds, equipment and more resources for future preparation.
- The Broomfield police are by far the most important. Do you even talk to these morons before you hire? These jerks are crooked and couldn't care less about the citizens.
- Drug control and crime prevention.
- More police visibility on the streets late at night. Weekends on Zuni seem to be like living next to Bandimere Speedway.
- Ensuring that all child sex offenders are located, on a list available to Broomfield citizens and under control.
- Currently I am concerned with the increase of crime in Broomfield (robbery, auto theft, vandalism).
- Crime reduction - car thefts, breakins.
- Police services.
- At present, the police need to enforce the speed limits within neighborhoods, with an understanding that we pay their salary! More recreation centers i.e. Lac Amora (the slums).
- Keeping Parks clean and crime free, maintaining open space & trails.
- Stop worrying about junk cars, weeds, speed traps, start to worry about the meth dealers and users that are moving

to Broomfield. Lack of strong drug enforcement from north metro drug task force and Broomfield police dept is bringing the city down.

- More police on the streets.
- Maintain good services for police, fire and roads and traffic.
- Keep Broomfield safe with enough dedicated law enforcement. Keep the youth busy and involved with good recreational programs in school and with

Open space

- Stop building so much, leave open space and land.
- More open space, less development (especially no more housing).
- Public space, trails, accessibility and maintenance.
- Keeping up with the great job on Parks/open space. No bailout for Wal Mart.
- Keep open space.
- Do a better job with adding and preserving open space.
- Continuing the availability of open space as Broomfield continues to grow, encourage diversity among businesses. We don't want all big box stores/chains.
- Maintaining open space, decrease excessive commercial growth, increase health services available to teens/adolescents.
- Jobs and open space.

city recreation at a low cost so that all families can participate.

- Law enforcement - good people, good pay, enough force to cover all emergencies in all situations. Youth involvement in school & outside schools. Low cost sports for families.
- Police and emergency management.
- Character - maintaining open space. General overall appearance on main streets and neighborhoods, improving roads, maintaining good rec services, more cool (unique) shops, restaurants (not chain stores/restaurants).
- We would like community involvement in the building of the dog park. It is very important. Keep open space. No Wal Mart.
- Continue to add to trails and open space, slow down rate of private residence building (this has been too much, too quickly) and oppose a new Wal Mart, which would be detrimental to area retail.
- I think the city's top priority should be making it easier to use alternative transportation by having better bus routes, having bicycle paths and more open space.

- Make sure there continues to be open space. Better restaurants, not chains.
- Designated wild open space (take a tip from Westminster and Boulder).
- Preserving land, views. Adding open space/preserves.
- More open space.
- A Broomfield shuttle bus to mall and library. Preserving open spaces, making Broomfield biker friendly. Building senior communities that are respectful of their quality of life.
- Open space trails.
- Intelligent, visionary city planning and development to include quality open spaces/trails and strictly enforced. High quality codes for businesses, clean aesthetically pleasing appearance to all of Broomfield.
- Retain open space, have better snow removal strategy.
- Carefully consider land use. Future development should include more

greenspace. Not allowing Wal Mart to have a store here.

- Open space, keeping Broomfield small & clean. I am very disappointed in the Wal Mart results. Very disappointed!
- Preserving open space and wildlife. Slow the growth of Broomfield.
- Open space, creating a community that one does not have to leave on the weekend.
- Outdoor recreation- trails.
- I'm new so there is a lot about is community that I'm discovering. I chose Broomfield because I like the open spaces, sense of community, and the location. I noticed that taxes are higher here though, so as public servants, it's very important to use our resources wisely- be good stewards of what you have been put in charge of.

Lower taxes

- To reduce sales and property taxes. We often shop elsewhere for big ticket items. The outer north limit of Broomfield county is largely ignored except for taxes and permits. No public transit. Must drive to all services.
- Continue to keep Broomfield a nice place to live. Taxes as low as possible. Adequate police protection. Fairly

favorable towards business so we can all find jobs.

- Lowering property taxes.
- High sales tax rate.
- Reducing sales taxes. Relieving traffic congestion. Street repair and cleaning.
- Property tax reduction.
- More affordable housing, lower sales taxes.
- Lowering property taxes.

- Make Broomfield an affordable place to live for seniors/family, property taxes are too high in newer areas yet more homes are being built. Taxes don't go down for average family or seniors new to the area.
- Lower property taxes/control rates and prairie dogs.
- Control taxes, excellent value for taxes.
- Services, economic development and fair taxes.
- High sales taxes. You promised a reduction in taxes (property and sales). Too high for sales. When Broomfield became a city/county, the campaigns stated we would see lower taxes because we weren't with Boulder. This did not happen and i am not pleased with city government for not holding to this. 8.4% sales tax is too high!
- To lower property taxes.
- Keep promise of lower property taxes as we became a county instead of the dramatic increase. Stop issuing water taps until we can supply adequate water without water restrictions.
- Taxes, taxes, taxes are one of the major setbacks for living in Broomfield!
- Lower sales tax.
- Keep taxes low.
- Keep homeowners property taxes down.
- Lowering the very high property taxes so more young families can purchase homes.
- Control property taxes.
- Lower taxes, more low-income housing.
- Young kids, more trees, newer fences around neighborhoods, lower tax.
- I would like to see more affordable trips for seniors on the van. We are paying more property tax this year for what reason? Raise mill levy on what brings in more money. I have no extra ground, just the condo sits on ground.
- Reduce property taxes! Too high!
- Real estate taxes are too high for the services received from the city and county. Monies should be directed towards quality of life, trails connecting, open space, a new post office on the northeast end of town. Stop wasting money on traffic lights. It seems like we put up new lights once a month with no traffic control.
- Modification of property taxes and sales tax. Too high!
- When Broomfield became its own county we were supposed to see lower property taxes, what happened?
- Taxes.
- No tax increase.
- Reduce property taxes. Stop building of new homes.
- Reducing property taxes.
- More fair taxes on property, not in line with actual value of houses.
- Keep taxes low.
- Reduce taxes, eliminate neighborhood specific taxes.

- Keeping property taxes down. Stop being so money hungry.
- Tax rate should be lower and housing or apartment cost lower.
- Lower taxes (property) have gone up quite a bit since county.
- Reduce property taxes.
- Control taxation.
- I think property taxes should be decreased!! Utilize sales taxes.
- Lower property taxes.
- Reduce property taxes, recently moved here from Lafayette. Broomfield taxes are 2 times as high!!
- Lowering taxes. Taxes are too high. We do not need “bricked” intersections and over the top fancy light poles. Flower pots are not necessary!
- Lower sales tax % to keep shoppers utilizing Broomfield stores.
- Lowering taxes. Junk & weeds in Westlake, making it harder for several families (illegals) to live in one household.
- Control spending - taxes. Slow growth, don't stop it, just slow it down.
- Low tax rates. Charging tax so we no longer provide funding for open space. There is very little to be purchased and I understand the available funds are in the millions- that should be enough to sustain.

Safety

- Safety and keeping open space and trails going.
- Safety.
- Continue to make Broomfield a safe/family environment.
- Safety.
- Clean, safe city to live and raise families. Providing as much opportunity as possible to live and work in Broomfield quality schools for our children.
- Keep our neighborhoods safe.
- Safe and prosperity of each person living in this city.
- To provide a safe and fun place to live.
- Security and Safety.
- Safety, growth management, snow & ice removal.
- Keep our community safe. Good education for children. Continuing to provide great services for community such as sports, trail, events. Thank you.
- Safety first, quality of life.
- Safety on a personal and public level. Improved traffic systems to accomodate over-growth. Unsightly vehicles parked on streets; driveways; front yards. (boats, rv's & trailers should be stored away from residences).
- Public safety.
- Continue building on the solid base you have...a safe, clean, attractive community with multiple and efficient services. Avoie "p.c." decisions especially in dealing with illegal aliens such as in Denver and Boulder. How about a 5 star restaurant in the planned restaurant park on Highway??
- Safety for people that live here. Crime, roads, jobs, expand but not too fast. Very important: open space, open space, open space.
- Make Broomfield safe for all.
- Public safety.
- To maintain a safe place for our children and adults to live.
- To keep Broomfield a safe and comfortable place to live without becoming so big that it loses its small town feel.
- Keeping the citizens safe while keeping the small town feel.
- Safety and traffic control.
- Keeping Broomfield a safe place to live by enforcing punishment on those who violate our laws.
- Maintain public safety and an environment in which people of diverse ethnic and cultural histories are welcome.
- Safety in all our schools. More interest from school (Mountain View) to hear what parents think about new ideas for school safety door kept unlocked all day.
- The top priority for me as a homeowner is to make the citizens feel safe!

- Kids - safe, positive interaction, make problem solvers out of children, not criminals. Family - make them feel they belong.
- Safety of children and seniors.
- Keeping Broomfield a family-friendly, family safe community with as many opportunities with as many opportunities as possible.
- To make the city a safe place to live in. City recycling is very important.
- Safety.
- Safety and education.
- Child safety and senior benefits.
- Safety!! Too much crime going on here, not a community that unites together. Would like to see more of that. Also, too much cookie cutter developments with no trees to beautify the landscape.
- Making Broomfield more walkable for all and safer for everyone.
- Health & safety of current residents, then making Broomfield an attractive

environment for future residents and/or “spenders”. East 120th entrance into Broomfield - old, outdated or unoccupied buildings, unattractive fences “golf”, it seems old.

- Public safety-always! Traffic violations are rampant in Broomfield yet I rarely see any traffic stops being made by the police.
- Safety, of course!
- Safety of senior and other citizens. I love this town. I’ve lived in many places. This is the best. Have been here 5 years. Am a widow.
- Safety.
- Safety and cleaner neighborhoods.
- Keeping Broomfield an enjoyable and safe/clean place to live.

Don’t know

- It would be unfair for me to answer this. I have lived here 10 years, I am 81 years old and not involved in alot of things here. The seniors need public transportation on Sheridan Blvd up to 136th street. Most of them do not drive and need more accessible transportation.
- I have not lived here long enough to answer this at this time.

- Broomfield good place to live! Because of my age, my involvement with the area and city is limited! Sorry, but happy to still be around.
- I really don’t know, I am not involved with Broomfield government or politics.
- Not sure because everything to me is priority and very important for all the citizens of Broomfield.

- New resident of Broomfield, not familiar with current issues yet.
- Haven't lived here too long, as I haven't anything to say right now.

Other

- Remove signage - I don't like all the signs on 120th and 287. Remove art behcnes.
- Do not give any tax money to Barber's!
- Development of Parks and recreation centers.
- Ability to register cars and other DMV services online.
- Affordable housing.
- Keeping things in balance during growth (services, space, etc).
- You are on the right track - we are in growth phase. I want to be around when my taxes are for maintenance and reap the property value rewards.
- City council, Karen only.
- Streets/sewer opportunities. Keep them in good shape.
- A nice downtown area with some retailers and places to enjoy coffee, read, eat, etc.
- Water rights for the city.
- Convert open space to active Parks. We have too many trails that get very little use.
- Moratorium on new house construction, keep 25 mph speed limit on Midway Blvd. Encourage use of 120th Avenue

- Not qualified to say, really. Stop light timing around Flatirons!
- I haven't lived here long enough to give an answer. Sorry.

for east to west travel. Keep old Broomfield sleepy and quiet.

- Create a downtown area for shopping, etc.
- Get rid of city deficit. Quit building so many new houses.
- Remember it is spiritual, historical, cultural roots and make decisions accordingly. May it be a place of integrity for all within her gates.
- Improve tax methods. Current methods don't work. If you wish to discuss callme at 720-887-9449...Nick Peterson. Second worse is the mayor's desire to build up every piece of land in Broomfield...hello, have you seen how many houses are for sale and don't you think we can do without another store.
- 120th Avenue needs to look like a city not a bar and turkey farm.
- Living in Broomfield 50 years, from one patrol car, no stop lights and alot of dirt streets...we've come a long way with modernization. Keep it up. Also when George and Charlie retire, make sure the new men are as dedicated.
- Not to subsidize the Barber relocation.
- Developing downtown area.
- Lower recreation fees for residents!!

- Conforming to the master plan without too much influence by economic development.
- Hiring someone who knows street maintenance and Parks maintenance. Get rid of “Alice” in human resources.
- Make sure the homeless vets have a roof over their heads and also keep tab on child molesters if their are any around.
- Start hiring our kids for jobs. Put them to work in Parks and at the factories that only hire illegals right now. They tell me they can’t get any work around town!
- To be certain there is adequate water to meet future needs.
- Broomfield water system restricts pressure and water volumes that are required to meet the plumbing codes in residential properties.
- Overspending tax money, doing things right the first time.
- Affordable housing, more jobs.
- Just because we need to be a diverse community, the diverse people need to live by our American rules, keep their homes and yards nice to look at! When they don’t, they devalue our homes! Also they have way too many cars!
- Curbside trash and recycling pickup. Three different trash companies rumble through my neighborhood every Friday!
- Complete plans for development of land south and around the library.
- Save the taxpayers money - resist the temptation to begin grand building and beautification projects - be frugal!
- It probably isn’t the top priority, but there should be a study done on all the gas wasted while sitting at residential stop lights where either there are not cars coming where the lights are green; where a free right hand turn caused the light to turn green and the light has been green too long coming out of a residential neighborhood.
- Employment and appearance.
- Keeping Broomfield a special place to live.
- Corridor to the city - especially along 120th. Right now it resembles Colfax in Denver much of the time, otherwise the city is very beautiful. We love it here!!
- Maintaining the close community that makes us stand apart from other cities while we grow.
- More affordable housing in the \$200k range i.e. townhomes (not rentals).
- Build houses farther apart.
- The justice system needs to find and provide justice not breeze through matters straight to a fine that the city did nothing for.
- To have excellent police and fire response.
- Do not force a citywide one-company trash pickup on us.
- Not a top priority, but I would like to see more people recycling in this

community. Our excellent facilities need advertising and people need encouragement. It is embarrassing.

- Doing things for all people not just sports minded, like event center or recreation. How about free trash service for all!
- Stop trying so hard to make us Boulder.
- Affordable housing, concerns and needs of seniors and need for open space.
- Connected trails.
- Bike trails - must be linked and usable in all climates. The field open space is okay but why not make it like a Central Park...make it usable and accessible.
- Opening great western reservoir to the public.
- The snow and ice removal around schools. When the responsibility is the city to take care of sidewalks around schools rather than ignoring the conditions!!
- Be more frugal with taxpayers money.
- Reducing debt - learning to live within a budget without debt, reduce new housing.
- Make the city neat and clean all the time.
- We have a huge drainage problem in our street and backing to the green space that has not been taken care of.
- Maintaining city land and services for residents.
- Just a little on everything.
- Repeal the smoker bank. Control spending/legalize model aviation within

city limits/promote civic orchestra and band.

- Low income homes and housing, less mansions. Everybody can recycle and save energy, apartment dwellers especially.
- Wasteful spending; inadequate reserve funds. Poor priorities for city services. Crime control.
- Honesty and integrity of leadership and employees at all levels.
- A much better bus transportation service. Currently I have to walk 3/4 mile minimum to reach a bus stop. Call a ride is extremely unhelpful.
- Future development of jobs/housing.
- To keep up with the growth of the city, it has expanded alot in the past few years. The Broomfield event center is wonderful!
- Budget control.
- Continue to protect all human life.
- Creating a sense of community. The city is too geographically spread out and divided by geographical or structural barriers-very poor planning.
- Quit spending money on parks, parks, parks and open space, open space, open space.
- Financial stability and quality of family life.
- Keep meeting the needs of their citizens adding property value and quality of life for their citizens.
- More curbside recycling.

- Stop thinking you want to be Cherry Creek.
- Barbers turkey plant sale - northwest Parkway completion.
- Retaining a good quality of life.
- Continue good service!!
- Immigration. Making sure that single family dwellings stay single family dwellings. Tennis courts in Broomfields commons park by new rec center.
- Stayling within budget limits, no spending beyond incoming funds. Build a surplus.
- Make recycling available in apartment buildings. Especially in senior apartment buildings.
- Working and playing together as a community.
- Better quality youth recreation programs. Keep kids busy and out of trouble! Give them options!
- The city manager needs replacing. He is not doing his job. Bike trails and corner curbs are not easy for bikes to navigate!
- Develop carbon neutral energy sustainable facilities for city and county buildings or develop a model (showcase) carbon neutral mixed use operation for the Barber property and area around 1st and Lamar.
- I've been stopped by the police a couple of times in my neighborhood for no reason and got no ticket (drunk check). It makes me feel like there are just too

many police with not enough to do. This seems like a waste of tax dollars!

- Development.
- Develop art district and area around city and county buildings.
- Taking care of the city.
- Broomfield is being a illegal spanish hide out it seems. I see them all over.
- Construction. Sound poor, insulation poor, siding, 1/2 road poor.
- Greater value for the taxes we pay and the taxes Broomfield collects and acquire water rights for the future.
- New low income housing.
- Help families with food, health services and taxes (for a time) when income is decreased to health, etc.
- Moderation in all things.
- Loud music (bass is so loud) in neighborhoods not being allowed. Taking it more serious. Makes it feel low income with loud music and bass is so loud and barking dogs left outside.
- Teen programs/services.
- We like to see a continuation of the senior tax exemption.
- Employment.
- Decide if we are to become a business town or a town for people.
- Eco-Cycle.
- Develop a sense of main street shopping, a Broomfield downtown area.
- Cultural events.

- Environment - clean air, water, sustainable use of resources, increase recycling, reduce greenhouse gases.
- Community provided broadband internet. Attracting employment opportunities. Curbside recycling for all residents.
- To continue as is.
- Flouride safe communities and proper spending of tax dollars (sorry, that is two).
- Regulate and discipline the out of control youth at Derda rec center.
- Just keep working at making things better.
- Job growth.
- Going “green”, Broomfield has the resources and an opportunity to show and lead this community on how to grow “green”, be healthy, encourage healthy lifestyles - walking, bike/horseback riding. Leave the car home, shop at a “green” grocer (Whole Foods, Wild Oats...oh wait, we don’t have one.
- Stop pandering to tax revenue issues and concentrate on the quality of life more! It is not just about roof tops!
- The loss of jobs, for example MC Data being bought out by Brocade, layoffs at sun and level 3.
- Keep the neighborhoods and Parks looking nice with good equipment. Letting city know when you need to sign up for school, summer camps and rec activities before they are full.
- Adequate funding for maintenance of city infrastructure.
- Quality of life.
- Keep cost of living under control.
- Encourage development and structures of business that have architectural style, not just the typical “fast food” buildings such as strip malls, Wal Marts, lowes, etc.
- Accessibility for everyone to walk, not drive. Our streets are too car oriented.
- Don’t let fringe political groups have undue influence on government decisions.
- Jobs and affordable housing.
- Expand curbside recycling program. Include mixed use container and yard waste. Move to weekly pickups. City-wide wireless internet access would be an outstanding step.
- Developing a “downtown” area with mixed use facilities.
- Watch spending money, misuse of funds in department, no accountability for funds spending.
- Improving employment potential in Broomfield versus Boulder, Louisville, Superior, etc.
- Alternative transportation - bus service, bike lanes, bike path/trail links to other communities (Boulder, Louisville, Lafayette, Westminster, Northglenn).
- Things are going okay. I believe they have everything in order.

- Water- adequate amount for population growth, better solutions than restricting water usage and paying higher and higher prices.
- More help for children whose parents can't afford extra programs for them.
- Correct the water and sewer billing!
- New mayor.
- Just keep up the good work. Don't let down.
- The top priority should be maintaining the quality of life here through good city, neighborhood & retail planning.
- Make Broomfield less of a sprawling faceless suburb and more of a town with character and community. (Fewer car-oriented developments!)
- We go to Boulder or Denver for clubs/bars/entertainment! Boulder okay, Broomfield needs entertainment.
- Less commercialization in residential areas. Residential zoning codes changing to favor commercialization.
- Illegal immigrants taking jobs from US citizens.
- Finish the job you have started, no new ones until old jobs finished.
- Should have a liberal view on bringing more corporations to be headquartered in Broomfield. This opens more job opportunities. Be conservative towards family values and try to copy city of Louisville as the best city to raise a family.
- We moved to Broomfield may, 2006. We are very pleased with your rec centers, bus transportation and the friendly manner at the center hall.
- I want the only top priority of Broomfield to be to build and develop the proposed town center near the library/city buildings. I believe this is a much needed addition to this city to provide a place to bring more people together and offer things like farmers markets, etc. I appreciated the idea of thinking of Broomfield as a town rather than a suburban development.
- Make sure the kids have places and things to do. I am a disabled person. I would like to see more access to programs and information on helping the disabled.
- Curbside recycling, expansion of Eco-Cycle, fair & equitable housing, acceptance of diversity.
- Connectivity between Interlocken are and main city area.
- Develop a "Main Street" for Broomfield a "city center".
- Kids.
- I am shocked that nothing about this survey asked about Broomfield's golf courses. The absence of that question on this survey is representative of the city council's care on that item: nothing! The city government needs to be involved and care more for the city's golf courses, other nearby cities are far, far, far

surpassing Broomfield in this regard!
Invest!!

- Being more inclusive with diverse populations. Feels like I live in Kentucky. Born in Boulder.
- Creating a unique community that is not a replica of every other community in the us. Fewer Wal Marts and starbucks, more independently owned buisness and diversity of business, culture and community.
- Developing a pedestrian mall with bike access and no car traffic; which would encourage people to walk, bike & leave car at home. Bring a sense of “Broomfield downtown community” which does not exist now. The Wal Mart decision will not promote this pedestrian shop/eat viewpoint.
- Expand police dept add more officers.
- Affordable housing
- I think all the people in the office of Broomfield are doing their best.
- Do not become complacent or believe in your oversized importance.
- Change image.
- To treat everyone like they would like to be treated.
- Mayor and council members need to get out and meet the people more one on one, or small neighborhood meetings.
- Terminate without letter George di Ciero, Tonya Hass and Kevin Stanabridge for gross incompetence.
- Improving police and fire pay. Keeping up the appearance of the city.
- Housing asst - working poor asst.
- I don't really care. My husband just committed suicide which is why I am living in the hold of an apartment anyway. This survey is a huge waste and iredent getting sent 2 copies like I am some sort of criminal for not filling it out.
- Affordable housing.
- I am an employee with CFC of Broomfield.
- To respond to citizens more, do what people request and not only what council wants.
- Maintaining existing infrastructure.
- The appearance of the city and youth programs (sports, etc).
- Getting water and sewer utilities billing department organized so I don't pay for their inadequacies.
- More of the same.
- Jobs, planning.
- Honor the original intent in forming city and county of Broomfield. Reduce size and scope of government. Provide tax relief from city revenue generated by Wal Mart, events center, etc. Sever our connection from Boulder Valley Schools.
- Keep up the good work!
- To have a discernable town center. A heart of the city where you know where Broomfield is.

- I have found that my opinions do not matter at all.
- Quality job growth.
- Mandatory recycling!
- To start listening to the voters who voted for them and not come into the city council meeting with their minds already made up.
- Keep the economy strong. Avoid spending money on “feel good” projects.
- Garbage collection for the county for all residents included water bill.
- Continued work to abate the mosquito problem - including early and frequent intervention.
- To see that the city can and does best for its existing residents (not just businesses) and enlarge and improve only when circumstances allow it. City managers should manage 1st and dream 2nd.
- If this makes sense; we need alot more trees which would make it superb...I love Broomfield since 1985.
- The city’s young people.
- Increasing interest in local businesses & retail establishments.
- Small business support and jobs.
- Master plan.
- Parks and Recreation
- Affordable living.

Question 24: What is the name of your neighborhood?

Responses to “other”

- Achem Ranch.
- Bridgefield Heights.
- Brookfield Heights.
- Broomfield.
- Cheri & Ryan Notory.
- Crystal Pines.
- Emerald Hill from Habitat.
- Indian Creek.
- Laura.
- Northridge.
- Northridge.
- Northridge.
- Northridge.
- Omni.
- Original Broomfield.
- Outlook
- Outlook.
- Outlook.
- Parkplace.
- Paul and Lee.
- Royal Village apartment homes.
- Royal village apartments.
- Sandalwood Apartments.
- Sander.
- Shadow Ridge.
- Shadow ridge.
- Shadow Ridge.
- Ventana.
- Will not answer.

Appendix III: Survey Results by Demographic Subgroups

Selected survey results were examined by selected demographic subgroups. In the tables on the following pages, differences between demographic subgroups that are “statistically significant,” that is, where there is less than a 5% probability that the differences observed are due to chance alone, are shaded gray.

Select Survey Results by Select Demographics												
	Length of Residency			Rented or Owned			Household Income			Race		
	5 years or less	More than 5 years	Total	Rented	Owned	Total	Less than \$50,000	\$50,000 or more	Total	White	Not White	Total
How do you rate Broomfield as a place to live?	76	77	76	74	77	76	75	79	77	77	73	77
How do you rate your neighborhood as a place to live?	73	71	72	68	73	72	70	76	72	73	69	72
How do you rate the overall quality of life in Broomfield?	72	71	71	70	72	72	71	74	72	72	68	72
Sense of community	58	58	58	56	59	58	58	58	58	59	57	58
Neighborhood during the day	94	92	93	92	94	93	92	96	93	94	91	93
Neighborhood after dark	81	80	81	74	83	81	78	85	81	81	78	81
Quality of services provided by City and County of Broomfield	67	63	65	64	65	65	65	66	66	66	62	65
I am pleased with the overall direction that Broomfield is taking	72	59	66	69	65	66	67	65	66	65	69	66
The City and County of Broomfield government welcomes citizen involvement	68	61	64	65	64	64	66	62	65	64	68	65
The City and County of Broomfield listens to citizens	61	52	56	60	55	56	59	52	56	56	59	56
The services of the City and County of Broomfield are easy to access	74	72	73	75	72	73	74	72	73	73	72	73

Average rating on 100-point scale (0=poor, 100=excellent). Statistically significant differences in responses by age are shaded in gray.

Select Survey Results by Age				
	Age			
	18-34	35-54	55+	Total
How do you rate Broomfield as a place to live?	78	76	76	77
How do you rate your neighborhood as a place to live?	73	72	73	72
How do you rate Broomfield as a place to raise children?	78	75	72	76
How do you rate Broomfield as place to retire?	63	54	67	59
How do you rate the overall quality of life in Broomfield?	74	70	72	72
Openness and acceptance of diverse people	56	51	56	54
Knowledge	72	73	82	74
Responsiveness	70	71	82	73
Courtesy	71	76	86	76
I receive good value for the Broomfield taxes I pay	71	65	70	68
I am pleased with the overall direction that Broomfield is taking	74	60	67	66
The City and County of Broomfield government welcomes citizen involvement	67	61	70	65
The City and County of Broomfield listens to citizens	62	51	60	56
The services of the City and County of Broomfield are easy to access	75	71	76	73
I am pleased with the overall performance of City Council	67	56	62	60

Average rating on 100-point scale (0=poor, 100=excellent). Statistically significant differences are shaded in gray.

Appendix IV. Detailed Survey Methodology

Survey Administration

Approximately 3,000 households were selected to participate in the survey using a stratified systematic sampling method. An individual within each household was selected using the birthday method.¹

Households received three mailings during March and April 2007. The first was a postcard notifying them they had been selected to participate in the Broomfield Citizen Survey. The postcard was signed by the Mayor. A week later a survey was mailed with a cover letter signed by the Mayor. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again.

Of the 2,881 households to which surveys were delivered, 1,113 completed the survey, providing a response rate of 39%. Typically response rates for citizen surveys administered by mail range between 25% and 40%. Approximately 4% of addresses sampled were “vacant” or “not found.”

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus two percentage points around any given percent reported. The confidence intervals are larger around estimates for subgroups.

¹ 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.

Data Analysis and Weighting

The surveys were analyzed using a statistical software package (SPSS). The demographic characteristics of the sample were compared to population norms for the City and County of Broomfield and were statistically adjusted to reflect the larger population when necessary. The largest differences in opinion were found among Broomfield residents of different ages, gender and tenure. Sample results were weighted using the population norms to reflect the appropriate percent of residents by age, gender and tenure in the Broomfield population. The results of the weighting scheme are presented in the table on the following page, with weighted variables shaded in gray.

Respondent Characteristics	Population Norm*	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	23%	13%	23%
Own Home	77%	87%	77%
Type of Housing Unit			
Single-Family Detached	73%	78%	72%
Attached	27%	22%	28%
Race			
White/Caucasian	89%	88%	86%
Non-White	11%	12%	14%
Ethnicity			
Hispanic	9%	6%	7%
Not Hispanic	91%	94%	93%
Sex			
Female	50%	57%	51%
Male	50%	43%	49%
Age			
18-34 years of age	34%	15%	34%
35-54 years of age	48%	46%	48%
55+ years of age	18%	40%	19%
Sex by Age			
Females 18-34 years of age	17%	8%	17%
Females 35-54 years of age	24%	26%	24%
Females 55+ years of age	10%	23%	10%
Males 18-34 years of age	17%	6%	17%
Males 35-54 years of age	24%	20%	24%
Males 55+ years of age	8%	17%	8%

* Source: 2000 Census

Appendix V. Complete Set of Frequencies

Question 1						
Please circle the number that comes closest to your opinion for each of the following questions:	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Broomfield as a place to live?	37%	55%	7%	0%	0%	100%
How do you rate your neighborhood as a place to live?	33%	51%	14%	2%	0%	100%
How do you rate Broomfield as a place to raise children?	32%	44%	8%	1%	15%	100%
How do you rate Broomfield as place to retire?	16%	32%	21%	6%	24%	100%
How do you rate the overall quality of life in Broomfield?	28%	59%	12%	1%	0%	100%

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	Don't know	Total
Sense of community	13%	51%	27%	6%	4%	100%
Openness and acceptance of diverse people	8%	44%	31%	6%	12%	100%
Quality of shopping services	28%	49%	19%	4%	0%	100%
Recreational opportunities	29%	51%	16%	2%	2%	100%
Job opportunities	5%	25%	33%	11%	26%	100%
Access to affordable quality housing	5%	31%	36%	16%	12%	100%
Access to affordable quality child care	2%	15%	17%	5%	61%	100%
Ease of car travel in Broomfield	11%	49%	28%	11%	1%	100%
Ease of bus travel in Broomfield	3%	14%	15%	16%	53%	100%
Ease of bicycle travel in Broomfield	10%	34%	19%	7%	31%	100%
Ease of walking in Broomfield	18%	49%	22%	5%	6%	100%
Opportunities to attend Cultural Arts Events	7%	34%	28%	6%	25%	100%
Overall appearance of Broomfield	16%	58%	23%	3%	1%	100%

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	Don't know	Total
	Sense of community	17%	52%	27%	3%	1%
Openness and acceptance of diverse people	22%	46%	25%	4%	3%	100%
Quality of shopping services	15%	54%	28%	3%	0%	100%
Recreational opportunities	25%	55%	17%	1%	1%	100%
Job opportunities	27%	46%	17%	4%	7%	100%
Access to affordable quality housing	26%	49%	17%	4%	4%	100%
Access to affordable quality child care	18%	32%	15%	9%	26%	100%
Ease of car travel in Broomfield	25%	58%	15%	0%	1%	100%
Ease of bus travel in Broomfield	14%	37%	24%	9%	16%	100%
Ease of bicycle travel in Broomfield	13%	37%	32%	5%	12%	100%
Ease of walking in Broomfield	19%	50%	27%	2%	2%	100%
Opportunities to attend Cultural Arts Events	8%	35%	40%	8%	9%	100%
Overall appearance of Broomfield	30%	55%	14%	1%	0%	100%

Question 3							
Please rate the speed of growth in the following categories in Broomfield over the past two years.	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
	Population growth	0%	1%	24%	37%	22%	17%
Retail growth	2%	17%	45%	19%	10%	8%	100%
Jobs growth	8%	30%	17%	1%	0%	44%	100%

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	Don't know	Total
Growth	20%	23%	32%	18%	7%	100%
Appearance of signage upon entering Broomfield	56%	21%	12%	5%	6%	100%
Weeds	30%	41%	17%	5%	7%	100%
Drugs	14%	21%	21%	8%	36%	100%
Junk vehicles	24%	37%	18%	7%	14%	100%
Street conditions	12%	33%	37%	17%	1%	100%
Sales taxes	19%	24%	31%	20%	6%	100%
Property taxes	19%	23%	25%	19%	15%	100%
Traffic congestion	10%	29%	34%	26%	1%	100%
Trail connectivity	33%	24%	14%	6%	23%	100%
Unsupervised youth	18%	32%	17%	7%	25%	100%
Violent crime	23%	35%	13%	4%	25%	100%
Property crime	12%	34%	28%	9%	17%	100%
Fence conditions in neighborhoods	22%	31%	27%	11%	10%	100%
Storage of recreational vehicles in residential neighborhoods	29%	31%	15%	10%	15%	100%

Question 5				
	Too much	The right amount	Not enough	Total
Do you feel that there is too much, the right amount, or not enough code enforcement in your neighborhood?	6%	67%	27%	100%

Question 6							
Please rate how safe you feel.	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Neighborhood during the day	79%	17%	3%	1%	0%	0%	100%
Neighborhood after dark	44%	40%	7%	7%	0%	1%	100%
Flatiron Mall area during the day	62%	22%	5%	1%	1%	10%	100%
Flatiron Mall area after dark	29%	34%	13%	7%	1%	16%	100%
Broomfield's parks during the day	64%	24%	4%	1%	0%	7%	100%
Broomfield's parks after dark	12%	33%	16%	12%	2%	25%	100%

Question 7				
	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	87%	13%	0%	100%

Question 8				
	No	Yes	Don't know	Total
If yes, was this crime reported to the Broomfield police?	7%	92%	0%	100%

Question 9					
	Very satisfied	Satisfied	Somewhat satisfied	Not satisfied	Total
If yes, were you satisfied with the police department in the handling of the matter?	34%	23%	24%	19%	100%

Question 10						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Broomfield?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used the Broomfield library or its services	25%	25%	29%	13%	8%	100%
Used a trail in Broomfield	17%	17%	27%	18%	21%	100%
Participated in a Broomfield recreation program or activity	40%	23%	19%	10%	7%	100%
Attended a City council meeting or other local public meeting	84%	13%	3%	0%	0%	100%
Watched a City council meeting or other program on Cable Channel 8	60%	24%	12%	3%	1%	100%
Accessed the City's Web site	31%	21%	34%	9%	5%	100%
Viewed a City council meeting on the city's Web site	91%	5%	3%	0%	0%	100%
Used the Internet to conduct business with Broomfield	59%	18%	15%	5%	3%	100%
Recycled used paper, cans or bottles from your home	32%	7%	13%	14%	34%	100%
Ridden a bus or Call and Ride within Broomfield	78%	10%	6%	2%	4%	100%
Used the Internet from your home for shopping	23%	11%	22%	18%	27%	100%
Used one of the Recreation Centers	27%	16%	22%	14%	20%	100%
Visited a Broomfield Park	9%	18%	34%	21%	17%	100%
Visited an Open Space Site	24%	28%	25%	13%	10%	100%
Used the Broomfield Auditorium or attended an event there	67%	23%	9%	1%	0%	100%
Visited the 9-1-1 Memorial	63%	31%	6%	1%	0%	100%
Viewed any of Broomfield's public art sites	37%	35%	21%	4%	3%	100%

Question 11-Quality						
For each of the following services not provided by the City and County of Broomfield, please rate the quality of service and how important each of these services is in Broomfield.	Excellent	Good	Fair	Poor	Don't know	Total
Fire services	28%	23%	2%	0%	46%	100%
Telephone services	20%	50%	14%	2%	14%	100%
Garbage collection	26%	46%	17%	5%	6%	100%
K-12 education	12%	29%	9%	3%	46%	100%
Ambulance services	18%	18%	3%	0%	60%	100%
Internet services	17%	45%	17%	3%	17%	100%
Curbside Recycling services	12%	25%	15%	12%	36%	100%
Youth Baseball	5%	11%	6%	0%	77%	100%
Youth Football	5%	11%	5%	1%	79%	100%
Youth Soccer	7%	14%	5%	1%	72%	100%
Developmentally Disabled services	2%	6%	5%	1%	86%	100%
Mental Health Services	2%	6%	5%	1%	86%	100%
Broomfield Event Center	12%	22%	7%	3%	56%	100%

Question 11-Importance						
For each of the following services not provided by the City and County of Broomfield, please rate the quality of service and how important each of these services is in Broomfield.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Fire services	80%	16%	2%	0%	2%	100%
Telephone services	55%	30%	9%	3%	2%	100%
Garbage collection	55%	34%	9%	1%	1%	100%
K-12 education	71%	16%	3%	1%	10%	100%
Ambulance services	71%	19%	3%	0%	6%	100%
Internet services	37%	39%	17%	1%	6%	100%
Curbside Recycling services	28%	38%	23%	3%	8%	100%
Youth Baseball	10%	31%	31%	8%	20%	100%
Youth Football	10%	30%	31%	9%	20%	100%
Youth Soccer	10%	32%	32%	7%	19%	100%
Developmentally Disabled services	25%	36%	16%	4%	19%	100%
Mental Health Services	25%	34%	18%	4%	19%	100%
Broomfield Event Center	8%	29%	37%	12%	13%	100%

Question 12-Quality						
For each of the following services provided by the City and County of Broomfield, please rate the quality of service and how important each of these services is in Broomfield.	Excellent	Good	Fair	Poor	Don't know	Total
Police services	31%	43%	8%	3%	15%	100%
Traffic enforcement	15%	51%	17%	5%	12%	100%
City recycling events	19%	36%	14%	4%	27%	100%
Street lighting	13%	57%	24%	4%	2%	100%
Storm drainage	9%	51%	24%	6%	10%	100%
Water	27%	58%	10%	2%	3%	100%
Sewer services	20%	60%	10%	1%	9%	100%
Land use, planning, zoning	7%	37%	26%	12%	18%	100%
Building department/inspections	5%	24%	13%	4%	55%	100%
Economic development	5%	33%	25%	6%	31%	100%
Animal control	10%	39%	17%	5%	28%	100%
Health Department services	5%	21%	8%	2%	63%	100%
Social Services	4%	16%	9%	3%	69%	100%
Services to seniors	8%	19%	8%	1%	63%	100%
Services to youth	8%	27%	11%	2%	52%	100%
Library services	28%	45%	7%	1%	19%	100%
Variety of library materials	18%	43%	14%	1%	24%	100%
Code compliance	5%	40%	26%	10%	18%	100%
Public information services	5%	32%	18%	2%	43%	100%
Municipal court services	6%	24%	9%	2%	58%	100%
Department of motor vehicles	33%	45%	13%	2%	7%	100%
Auditorium facility	11%	26%	8%	0%	55%	100%
Auditorium event information	7%	27%	17%	5%	44%	100%
Availability of parks	29%	56%	12%	1%	3%	100%
Appearance of parks	29%	56%	12%	1%	3%	100%
Variety of parks	20%	48%	21%	3%	7%	100%
Range/variety of recreation programs	18%	41%	14%	2%	24%	100%
Availability of recreation centers	25%	44%	14%	2%	15%	100%
Youth Softball	3%	14%	5%	0%	78%	100%
Youth Basketball	4%	16%	6%	0%	74%	100%
Continuous trail connections	8%	36%	21%	6%	29%	100%
Quantity of trails	12%	43%	18%	3%	23%	100%
Accessibility of trails	11%	45%	18%	3%	23%	100%
Appearance of open space	13%	54%	23%	3%	7%	100%
Quality of open space	12%	49%	24%	4%	11%	100%
Availability of open space	12%	46%	23%	6%	14%	100%
Clerk and recorder's office	11%	36%	10%	1%	42%	100%

Question 12-Quality						
For each of the following services provided by the City and County of Broomfield, please rate the quality of service and how important each of these services is in Broomfield.						
	Excellent	Good	Fair	Poor	Don't know	Total
Property tax collection	7%	38%	15%	2%	38%	100%
Assessor's office	4%	22%	12%	1%	60%	100%
Broomfield's Web site	8%	39%	18%	2%	33%	100%
Broomfield Cable Channel 8	8%	39%	18%	2%	33%	100%
Broomfield Recycling Center or Ecocycle	18%	37%	11%	3%	30%	100%

Question 12-Importance						
For each of the following services provided by the City and County of Broomfield, please rate the quality of service and how important each of these services is in Broomfield.						
	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Police services	79%	18%	2%	0%	0%	100%
Traffic enforcement	43%	43%	12%	1%	0%	100%
City recycling events	24%	43%	28%	1%	4%	100%
Street lighting	39%	46%	14%	1%	0%	100%
Storm drainage	39%	46%	12%	1%	3%	100%
Water	66%	30%	3%	0%	1%	100%
Sewer services	60%	33%	4%	0%	3%	100%
Land use, planning, zoning	38%	46%	10%	0%	6%	100%
Building department/inspections	22%	43%	20%	0%	14%	100%
Economic development	31%	44%	16%	1%	8%	100%
Animal control	17%	47%	31%	1%	4%	100%
Health Department services	31%	41%	13%	1%	14%	100%
Social Services	27%	39%	17%	1%	15%	100%
Services to seniors	28%	42%	15%	2%	12%	100%
Services to youth	28%	46%	14%	1%	11%	100%
Library services	27%	49%	19%	1%	4%	100%
Variety of library materials	22%	50%	22%	1%	5%	100%
Code compliance	16%	49%	29%	2%	3%	100%
Public information services	20%	39%	27%	1%	12%	100%
Municipal court services	27%	44%	16%	1%	12%	100%
Department of motor vehicles	29%	47%	21%	1%	2%	100%
Auditorium facility	8%	29%	40%	9%	15%	100%
Auditorium event information	7%	29%	41%	10%	13%	100%
Availability of parks	26%	54%	17%	0%	3%	100%
Appearance of parks	24%	59%	14%	0%	1%	100%
Variety of parks	20%	54%	24%	0%	2%	100%

Question 12-Importance						
For each of the following services provided by the City and County of Broomfield, please rate the quality of service and how important each of these services is in Broomfield.						
	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Range/variety of recreation programs	17%	49%	26%	1%	7%	100%
Availability of recreation centers	19%	49%	25%	2%	5%	100%
Youth Softball	8%	29%	32%	7%	24%	100%
Youth Basketball	8%	32%	31%	6%	23%	100%
Continuous trail connections	14%	43%	31%	3%	9%	100%
Quantity of trails	16%	47%	27%	2%	7%	100%
Accessibility of trails	15%	50%	26%	2%	7%	100%
Appearance of open space	17%	52%	25%	2%	4%	100%
Quality of open space	18%	51%	24%	2%	5%	100%
Availability of open space	20%	49%	23%	2%	6%	100%
Clerk and recorder's office	16%	45%	24%	1%	14%	100%
Property tax collection	14%	43%	24%	4%	15%	100%
Assessor's office	12%	38%	26%	3%	22%	100%
Broomfield's Web site	13%	41%	30%	5%	11%	100%
Broomfield Cable Channel 8	6%	23%	36%	15%	20%	100%
Broomfield Recycling Center or Ecocycle	31%	40%	19%	2%	9%	100%

Question 13-Quality						
For each of the following types of street services, please rate the quality of the service and how important each of these services is in Broomfield.						
	Excellent	Good	Fair	Poor	Don't know	Total
Street repair on state highways	4%	40%	38%	17%	2%	100%
Snow and ice control on state highways	7%	44%	32%	16%	1%	100%
Traffic signal timing on state highways	5%	35%	36%	23%	2%	100%
Street cleaning on state highways	5%	44%	36%	11%	4%	100%
Street repair on city streets	4%	35%	38%	22%	2%	100%
Snow and ice control on city streets	6%	32%	34%	27%	2%	100%
Traffic signal timing on city streets	5%	35%	35%	23%	2%	100%
Street cleaning on city streets	4%	41%	35%	15%	4%	100%

Question 13-Importance						
For each of the following types of street services, 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	Don't know	Total
Street repair on state highways	41%	54%	4%	0%	1%	100%
Snow and ice control on state highways	47%	47%	5%	0%	0%	100%
Traffic signal timing on state highways	29%	54%	16%	1%	1%	100%
Street cleaning on state highways	18%	51%	29%	1%	1%	100%
Street repair on city streets	35%	57%	7%	0%	0%	100%
Snow and ice control on city streets	40%	52%	8%	0%	0%	100%
Traffic signal timing on city streets	26%	52%	21%	1%	1%	100%
Street cleaning on city streets	18%	50%	29%	1%	1%	100%

Question 14						
	Excellent	Good	Fair	Poor	Don't know	Total
Overall, how would you rate the quality of the services provided by the City and County of Broomfields?	14%	68%	15%	2%	2%	100%

Question 15			
	No	Yes	Total
Have you had any in-person, email, or phone contact with the Mayor or a City Council member within the last 12 months?	85%	15%	100%

Question 16			
	No	Yes	Total
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?	40%	60%	100%

Question 17						
What was your impression of employees of the City and County of Broomfield in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	39%	48%	10%	2%	1%	100%
Responsiveness	40%	42%	12%	6%	1%	100%
Courtesy	48%	37%	10%	5%	0%	100%
Overall impression	41%	44%	12%	3%	0%	100%

Question 18							
Please rate the following statements by circling the number that most clearly represents your opinion.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the Broomfield taxes I pay	18%	44%	18%	9%	3%	8%	100%
I am pleased with the overall direction that Broomfield is taking	18%	46%	14%	13%	4%	4%	100%
The City and County of Broomfield government welcomes citizen involvement	15%	27%	20%	7%	4%	26%	100%
The City and County of Broomfield listens to citizens	8%	25%	21%	12%	6%	28%	100%
The services of the City and County of Broomfield are easy to access	20%	48%	17%	4%	1%	10%	100%
I am pleased with the overall performance of City Council	10%	34%	23%	10%	5%	18%	100%

Question 19				
Among the sources of information listed below, mark a 1 next to the source you most often rely upon for news about the City and County of Broomfield, and mark a 2 next to the source you rely upon second most often. Please mark only two options.)	Most relied upon information source	Second most relied upon information source	Not a source	Total
Cable Channel 8	5%	8%	88%	100%
Broomfield Enterprise	50%	11%	39%	100%
City's Web site	9%	13%	78%	100%
Water bill inserts	7%	13%	80%	100%
City and County of Broomfield Magazine	4%	9%	87%	100%
Denver Post/Rocky Mountain News	7%	8%	85%	100%
Broomfielder Magazine	11%	17%	72%	100%
Word of Mouth	5%	12%	82%	100%
Other	1%	2%	97%	100%

Question 20	
Please describe what you think should be the top priority for the City and County of Broomfield.	Percent of Respondents
Slow/limit/control/manage growth	16%
Traffic: General	7%
Traffic: Fix US 36 and Hwy 287	4%
Education	3%
Road improvement	10%
Code enforcement	3%
Not in support of Wal Mart	9%
In support of Wal Mart	1%
Crime	2%
Open space	3%
Taxes	5%
Safety	5%
Seniors	1%
Economic development	4%
Listen to citizens/Accountability	1%
Don't know	1%
Other	22%
Total	100%

Question 21		
		Percent
Are you currently employed?	No	20%
	Yes	80%
	Total	100%

Question 22						
	Less than 2 years	2-5 years	6-10 years	11-20 years	More than 20 years	Total
How many years have you lived in Broomfield?	20%	29%	19%	16%	15%	100%

Question 23							
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Don't know	Total
Which Council Ward to you live in?	6%	5%	4%	7%	4%	73%	100%

Question 24	
What is the name of your neighborhood?	Percent of respondents
Anthem	2%
Aspen Creek	2%
Brandywine	6%
Broadlands	11%
Broomfield Heights	10%
Country Estates	2%
Country Vista	2%
Crofton Park	2%
Eagle Trace	2%
Gate N Green	1%
Greenway Park	4%
Highland Park	3%
Lac Amora	6%
Mc Kay Landing	8%
Miramonte	5%
Northmoor	4%
Trails at Westlake	2%
Westlake Village	7%
Willow Park	3%
Willow Run	4%
Foxborough	3%
Ridgeview Heights	1%
Broomfield Highlands	0%
Camden Interlocken	2%
Columbine Meadows	1%
Flatirons	1%
Ridge at Broomfield	1%
Sunny Slope	0%
Wilcox	0%
Wildgrass	0%
Other	4%
Don't Know	1%
Total	100%

For all responses coded as "Other," see Appendix II.

Question 25						
	One family house detached from any other houses	House attached to one or more houses	Building with two or more apartments or condominiums	Mobile home	other	Total
Which best describes the building you live in?	71%	7%	21%	0%	1%	100%

Question 26			
	Rented	Owned	Total
Is this house, apartment or mobile home . . .	23%	77%	100%

Question 27			
	No	Yes	Total
Do any children 12 or under live in your household?	67%	33%	100%

Question 28			
	No	Yes	Total
Do any teenagers aged between 13 and 17 live in your household?	85%	15%	100%

Question 29			
	No	Yes	Total
Are you or any other members of your household aged 65 or older?	87%	13%	100%

Question 30			
	No	Yes	Total
Does any member of your household have a physical handicap or is anyone developmentally disabled?	93%	7%	100%

Question 31							
	Adult living alone	Couple, no children	Couple with children	Single parent with children	Unrelated roommates	Family and unrelated roommates	Total
Which of the following best describes your household?	22%	26%	41%	6%	2%	2%	100%

Question 32							
	12th grade or less, no diploma	High school diploma	Some college, no degree	Associate's degree	Bachelor's degree	Graduate degree or professional degree	Total
What is the highest degree or level of school you have completed?	3%	10%	19%	7%	37%	25%	100%

Question 33							
	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 or more	Total
How much do you anticipate your household's total income before taxes will be in 2006?	8%	19%	38%	21%	8%	6%	100%

Question 34	
What is your race? (Mark one or more races to indicate what race you consider yourself to be)	Percent
American Indian or Alaskan native	1%
Asian or Pacific Islander	6%
Black, African American	0%
Spanish/Hispanic/Latino	6%
White/Caucasian	89%
Other	1%

Total may not add to 100% as respondents could choose more than one option.

Question 35			
	No	Yes	Total
Are you Spanish/Hispanic/Latino?	93%	7%	100%

Question 36								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	Total
In which category is your age?	4%	29%	21%	27%	8%	5%	5%	100%

Question 37			
	Female	Male	Total
What is your gender?	51%	49%	100%

Question 38				
	No	Yes	Don't know	Total
Are you registered to vote in Broomfield?	11%	86%	3%	100%

Question 39				
	No	Yes	Don't know	Total
Did you vote in the last election?	23%	76%	1%	100%

Question 40				
	No	Yes	Don't know	Total
Are you likely to vote in the next election?	5%	88%	7%	100%

Appendix VI: Survey Instrument

The following pages include the 2007 Broomfield Citizen Survey itself.