

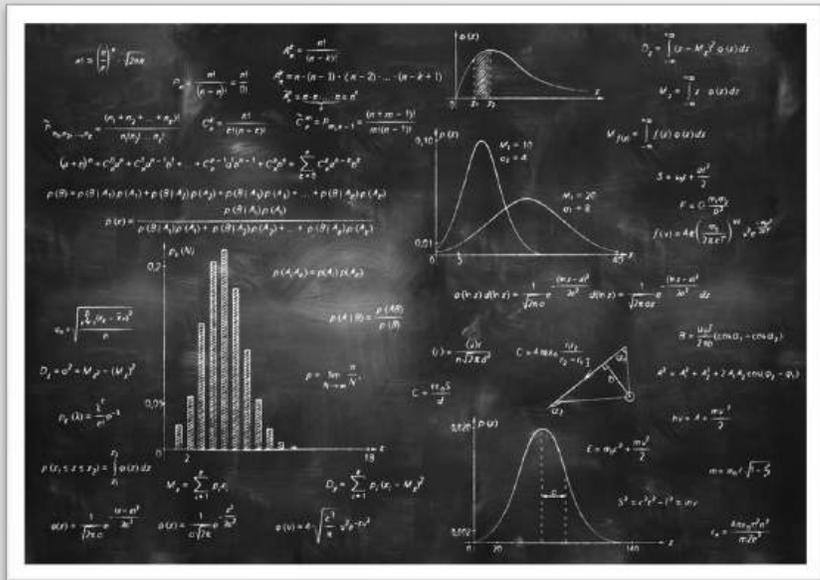


City and County of Broomfield Community Survey

February/March 2025

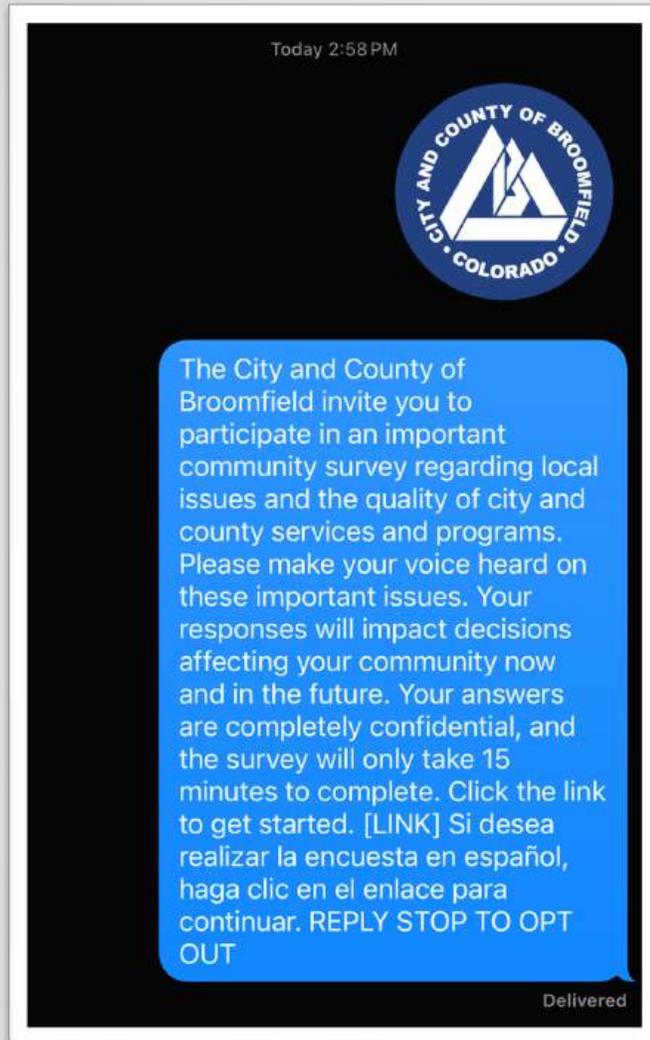


Survey Objectives



The primary objective of this community survey was to measure and understand Broomfield's residents' thoughts and opinions of City and County services, programs, priorities, and quality of life aspects.

Methodology



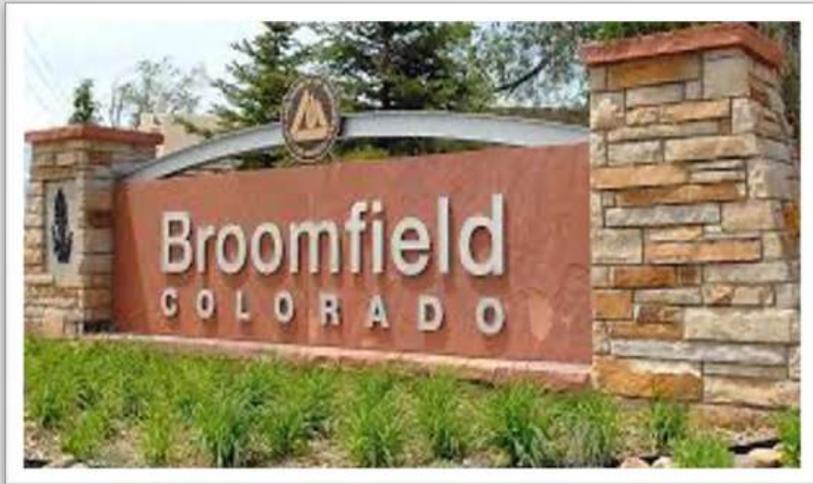
The 2025 Broomfield Community Survey was sent out via text to 44,628 residents, which is approximately 71% of the adult population. Requested links were also sent to 772 residents. By the conclusion of the more than three-week response period, from Feb. 24 to March 20, 2,908 completed surveys were submitted, providing a statistically valid representation of community perspectives.

The survey has a margin of error of +/- 1.77% at the 95% confidence interval and the data was weighted to represent the adult population demographics for the City and County of Broomfield.

The survey data were weighted to represent the adult population demographics for the City and County of Broomfield.



Other Ways to Participate



Multiple ways to participate:

- If a resident was not among those to receive a text message, they could request a survey link through an online form on the Broomfield.org website.
 - Residents had to provide name and address to verify Broomfield residency.
- The survey was also provided to participants of Broomfield FISH
 - 1 person completed
- The survey was also provided in Spanish.
 - 5 people completed

Statistics from the 772 residents who requested a survey link from the online form:

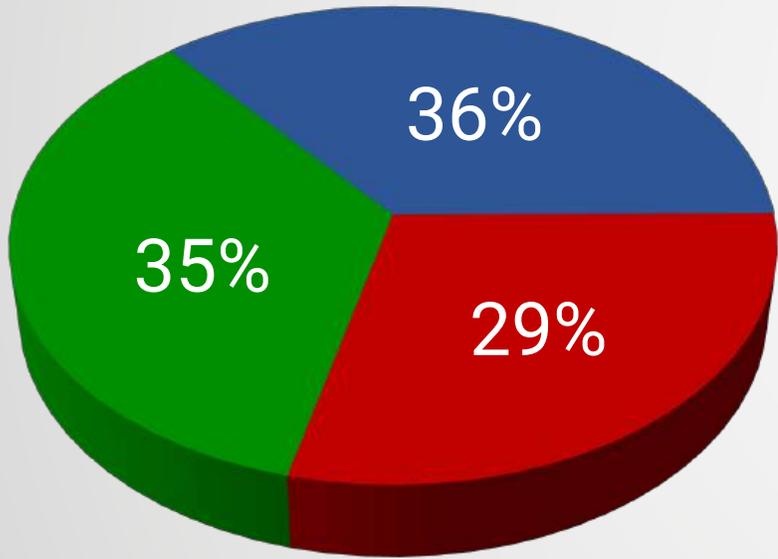
- Completed the Survey: 369 (48%)
 - Cell – 86
 - Email – 283
- One person requested the link through the online form but was not a resident of Broomfield.



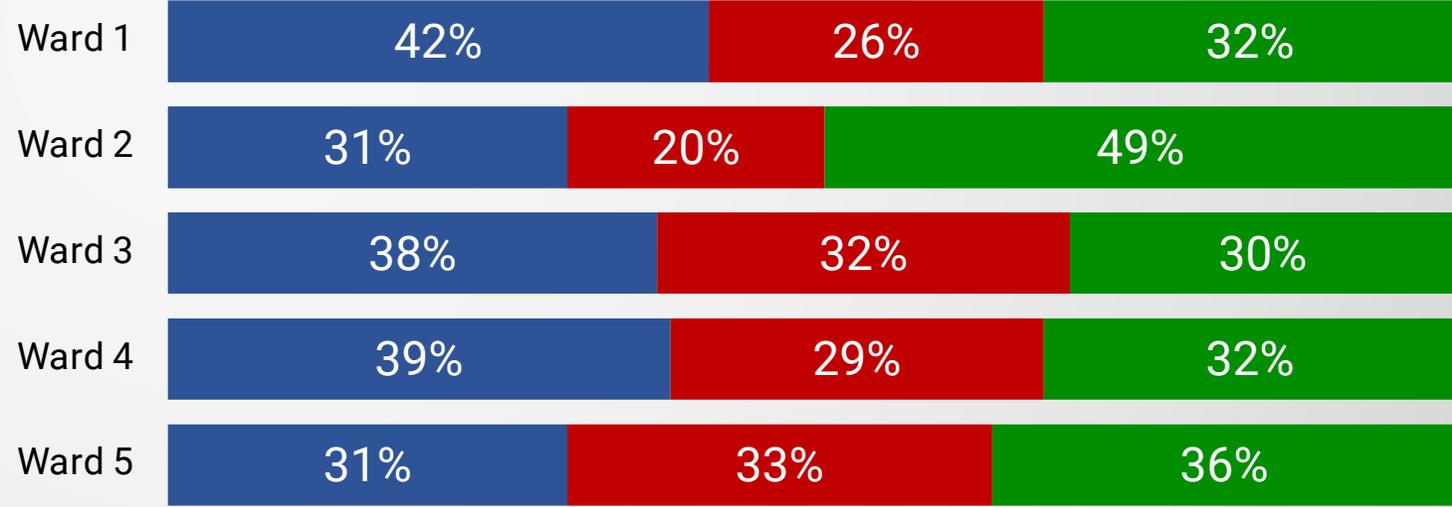
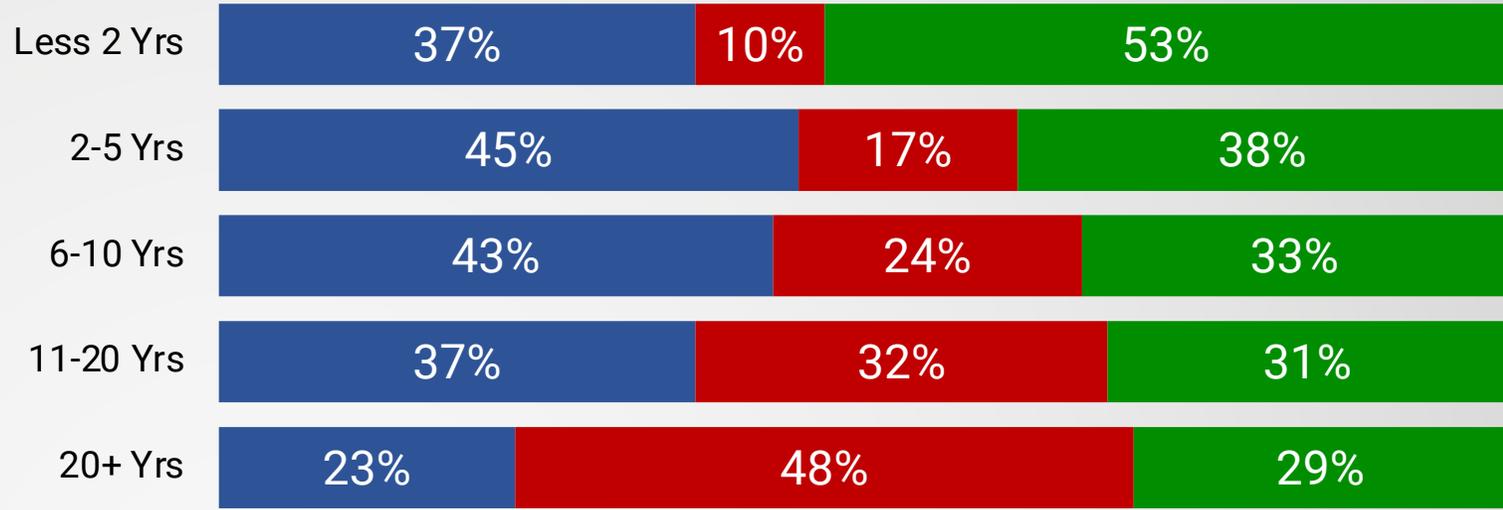
Overall Opinion on City and County of Broomfield



Generally speaking, do you think things in the City and County of Broomfield are headed in the right direction, or do you feel things are off on the wrong track?



- Right Direction
- Wrong Track
- Unsure



- Right Direction
- Wrong Track
- Unsure



In your own words, please describe why you think things in the City and County of Broomfield are headed in the **right direction**.

[Asked to respondents who think Broomfield is headed in the right direction, 1,053n]

Community Services, Safety, and Cleanliness: Many residents praised parks, libraries, recreation centers, trails, and events. Cleanliness of public areas, well-maintained infrastructure, and a sense of safety were cited repeatedly. Strong appreciation for responsive city services, including snow plowing, police, and street maintenance.

Thoughtful Planning and Development: Widespread support for the Town Square/downtown development and new housing projects. Residents appreciated balanced growth, with a mix of economic development, affordable housing, and retail/commercial expansion. Many noted that infrastructure upgrades, especially water and trash services, are seen as signs of forward-thinking governance.

Sustainability and Open Space Preservation: Residents highly valued Broomfield's commitment to open space, trails, bike lanes, and sustainability initiatives. Initiatives like municipal trash/recycling, water conservation, and limiting overdevelopment were consistently mentioned.

Inclusive, Transparent, and Responsive Government: Residents emphasized the city's communication efforts, inclusivity, and progressive policies (e.g., support for marginalized communities, affordable housing, community engagement). Residents appreciated access to information, surveys, and being included in decision-making.



In your own words, please describe why you think things in the City and County of Broomfield are off on the **wrong track**.

[Asked to respondents who think Broomfield is off on the wrong track, 853n]

Cost of Living and Utility Rate Increases: Residents are frustrated by skyrocketing water bills, property taxes, and utility fees. Many feel these increases are poorly explained or unfairly implemented, especially during a time of broader economic stress. Specific anger toward the sudden and steep water rate hikes is widespread.

Government Overreach and Lack of Transparency: A major complaint is the lack of public input on significant decisions—especially the single-hauler trash service and utility changes. Some residents feel decisions are made without community consent and that elected officials are out of touch or self-serving. Transparency concerns extend to council members' spending, pet projects, and the perception of ideological bias.

Growth, Development, and Infrastructure Concerns: Many believe development is happening too fast or without proper planning, particularly dense housing, warehouses, and infrastructure neglect. The delays or failures in promised projects like the Town Center or revitalizing commercial areas are also a sore spot. There's a sense that Broomfield is losing its small-town charm and becoming just another overbuilt suburb.

Declining Quality of Life: Residents point to increases in homelessness, crime, and lack of maintenance in parks, streets, and public spaces. Concerns about unhoused individuals, encampments, and safety were frequently mentioned. Several respondents said they no longer feel proud to live in Broomfield due to these issues.



“Unsure” Leads to Opportunity

Key Demographics of the 35% of residents who are unsure:

- Age-
 - 18-34: 40%
 - 35-44: 17%
 - 45-54: 15%
 - 55-64: 9%
 - **65+: 19%**
- Tenure-
 - Less 2 Years: 15%
 - 2-5 Years: 26%
 - 6-10 Years: 19%
 - 11-20 Years: 17%
 - **More 20 Years: 23%**
- Home Ownership-
 - Own: 64%
 - Rent: 29%
- Where do you Work?
 - Out Broomfield: 57%

- What is important? What issues should CCOB Prioritize?
 - Cost of Living, Affordability
 - Community Identity, Development of Downtown
 - Traffic and Transportation
 - Growth, Concerns for Overdevelopment, Protecting Parks
- Where do they get their information?
 - Broomfield Official Website (Broomfield.org)
 - Word of Mouth
 - Our Broomfield Magazine
 - Broomfield Program Guide
- What makes them feel connected?
 - Community Events (Broomfield Days, 4th of July)
 - Parks, Trails, Open Space
 - Friends, Family, Neighbors
 - Recreational and Civic Amenities
 - Local Businesses and Services



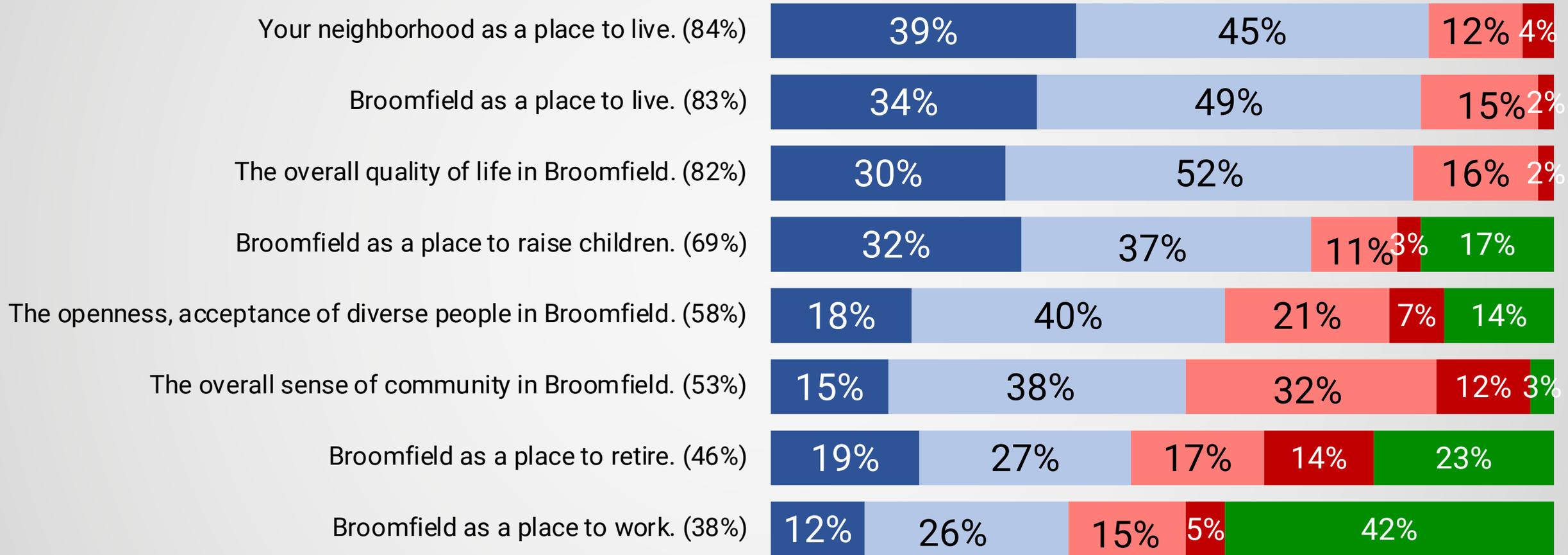


Quality of Life Questions



Please rate each of the following aspects of quality of life in Broomfield.

(Ranked by excellent and good percentages combined.)



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Opinion



Broomfield Quality of Life Measurements

Compared to the 2021 and 2023 Community Surveys

(The percentages shown reflect the excellent and good percentages combined.)

<u>Quality of Life Aspects</u>	<u>2025 Survey</u>	<u>2023 Survey</u>	<u>2021 Survey</u>
Broomfield as a place to live.	83%	91%	95%
The overall quality of life in Broomfield.	82%	90%	97%
The overall sense of community in Broomfield.	53%	61%	68%
The openness and acceptance of diverse people in Broomfield.	58%	59%	61%
Broomfield as a place to work.	38%	45%	48%
Your neighborhood as a place to live.	84%	87%	90%
Broomfield as a place to raise children.	69%	68%	75%
Broomfield as a place to retire.	46%	51%	55%



Broomfield Quality of Life Measurements Compared to Similar Communities

(The percentage shown is the excellent and good percentages combined)

Quality of Life Aspects	Broomfield 2025	Arvada, CO 2024	Erie, CO 2023	Lafayette, CO 2023	Wheat Ridge, CO 2023	Westminster, CO 2022	Northglenn, CO 2021
Overall quality of life	82%	67%	88%	85%	77%	70%	68%
As a place to live	83%	61%	92%	80%	85%	82%	78%
As a place to raise a family/children	69%	N/A	92%	69%	74%	60%	67%
As a place to work	38%	N/A	36%	N/A	62%	45%	N/A
As a place to retire	46%	N/A	64%	87%	65%	45%	N/A
Value for taxes paid	62%	52%	53%	59%	61%	50%	N/A

*City of Thornton, Boulder County, Jefferson County, and Arapahoe County, are all planning to be in the field soon.





What Should Broomfield Focus on in the Next Two to Three Years?



In your own words, please describe the top two or three issues or priorities that you think the City and County of Broomfield should address in the next two or three years.

Cost of Living and Utility Rates: Water rates, property taxes, and trash fees were the most frequently cited concerns. Residents expressed frustration over rising costs and the lack of transparency in how these fees are determined. Many want assurance that costs will go down after infrastructure projects are complete.

Affordable and Accessible Housing: A significant number of respondents emphasized the need for affordable housing for young families, seniors, and middle-class residents. Concerns about the lack of starter homes and the rising cost of homeownership and rent were common. Several worry that future generations won't be able to afford to live in Broomfield.

Town Center / Downtown Development: Residents are eager to see real progress on the long-awaited Broomfield Town Square project. There's a strong desire for a walkable, local business-focused downtown like Louisville or Lafayette. Many feel the city has delayed the project for too long and want it prioritized.



In your own words, please describe the top two or three issues or priorities that you think the City and County of Broomfield should address in the next two or three years. (Continued)

Infrastructure and Traffic: Residents want improvements to road maintenance, traffic flow, and street safety. Poor traffic light timing, neglected roads, and increased congestion were frequently noted. Snow removal and pothole repair also came up consistently.

Crime, Safety, and Homelessness: Growing concerns about property crime, street racing, and homeless encampments. Residents want more police presence, mental health services, and enforcement of ordinances. Several noted a perceived decline in community safety.

Open Space and Smart Growth: There is strong support for preserving open space, supporting wildlife, and smart development that avoids overbuilding. Some residents are frustrated with rapid growth and loss of the city's "small town feel." Several people referenced frustration with building over prairie land or open fields.

Government Transparency and Representation: Many residents feel left out of major decisions, especially around trash services and utility changes. Calls for more accountability, balanced representation, and resident-driven policy decisions were common. There is visible distrust in the city council among some respondents.



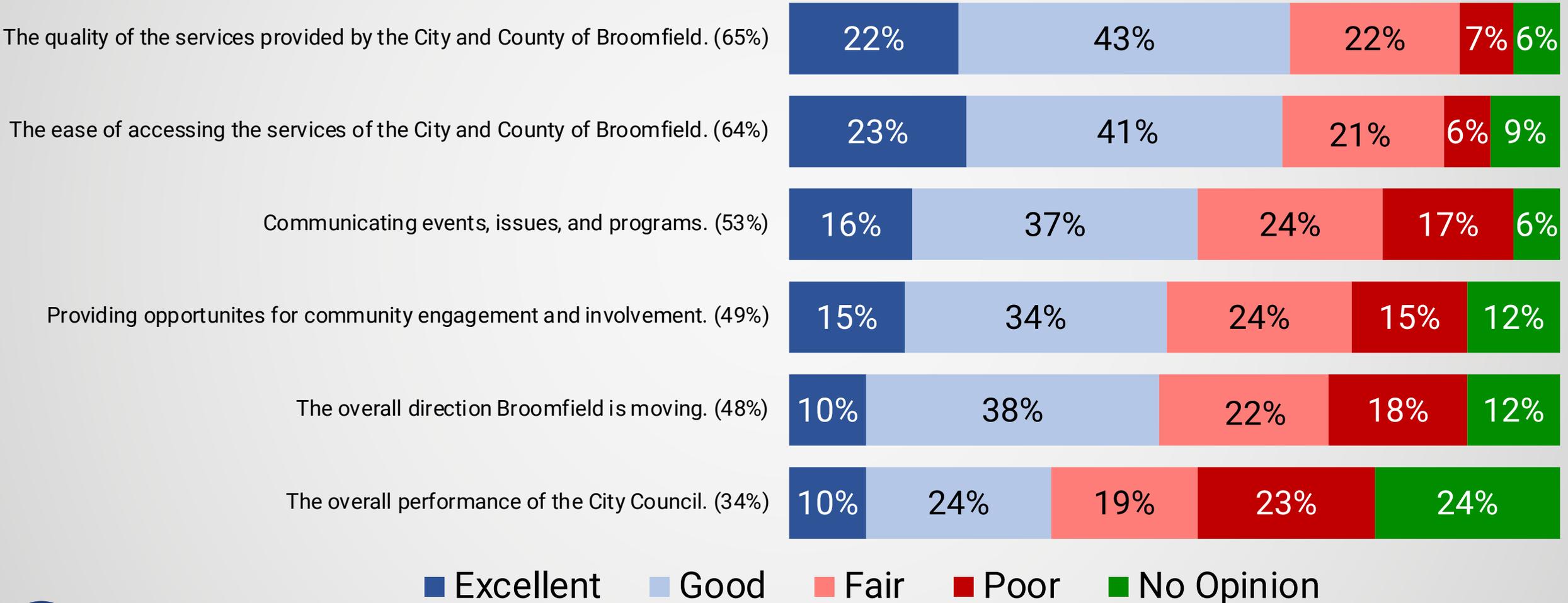


Opinions of Government Performance



Please rate the following aspects of the City and County of Broomfield's government performance.

(Ranked by excellent and good percentages combined.)



Please rate the following aspects of the City and County of Broomfield's government performance:

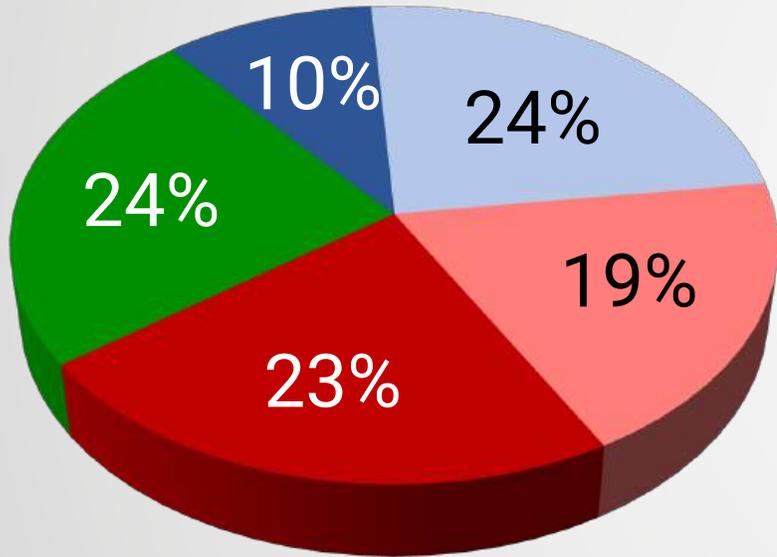
(The percentage shown is the excellent and good percentages combined.)

<u>Aspect of Government Performance</u>	<u>2025 Survey</u>	<u>2023 Survey</u>	<u>2021 Survey</u>
The overall direction Broomfield is moving.	48%	57%	68%
The quality of services provided by the City and County of Broomfield.	65%	77%	76%
The ease of accessing the services of the City and County of Broomfield.	64%	72%	75%
Communicating events, issues, and programs.	53%	64%	69%
Providing opportunities for community engagement and involvement.	49%	60%	63%
The overall performance of the City Council.	34%	44%	54%

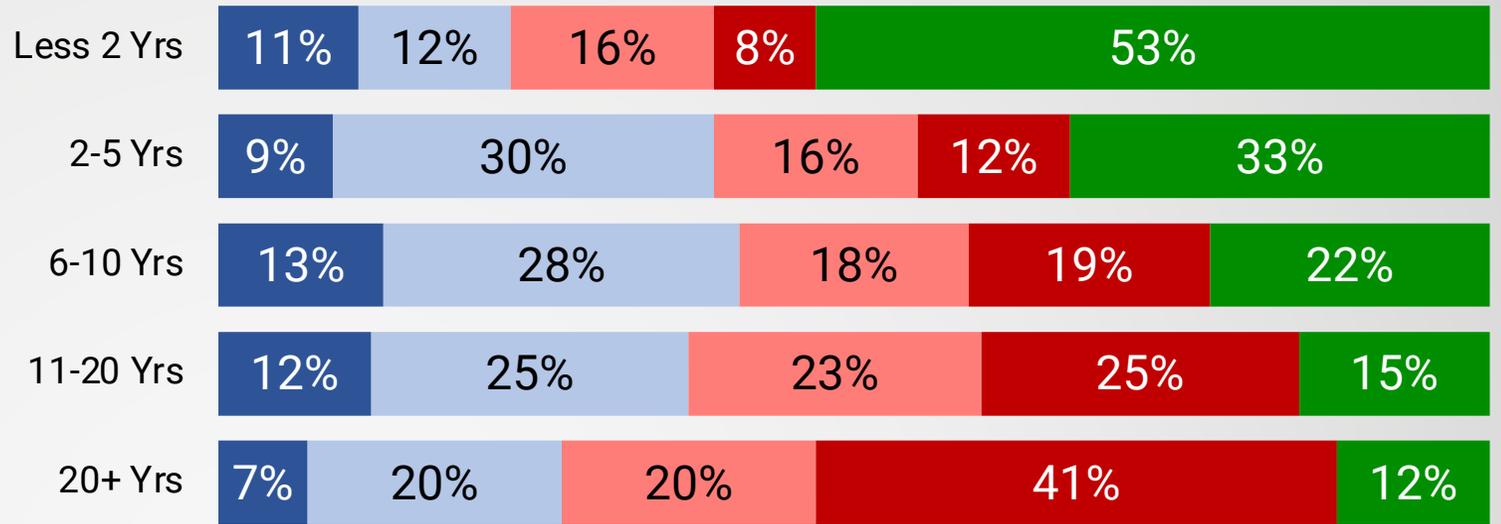


Please rate each of the following aspects of the City and County of Broomfield's government performance.

The overall performance of the City Council.



■ Excellent ■ Good
■ Fair ■ Poor
■ No Opinion



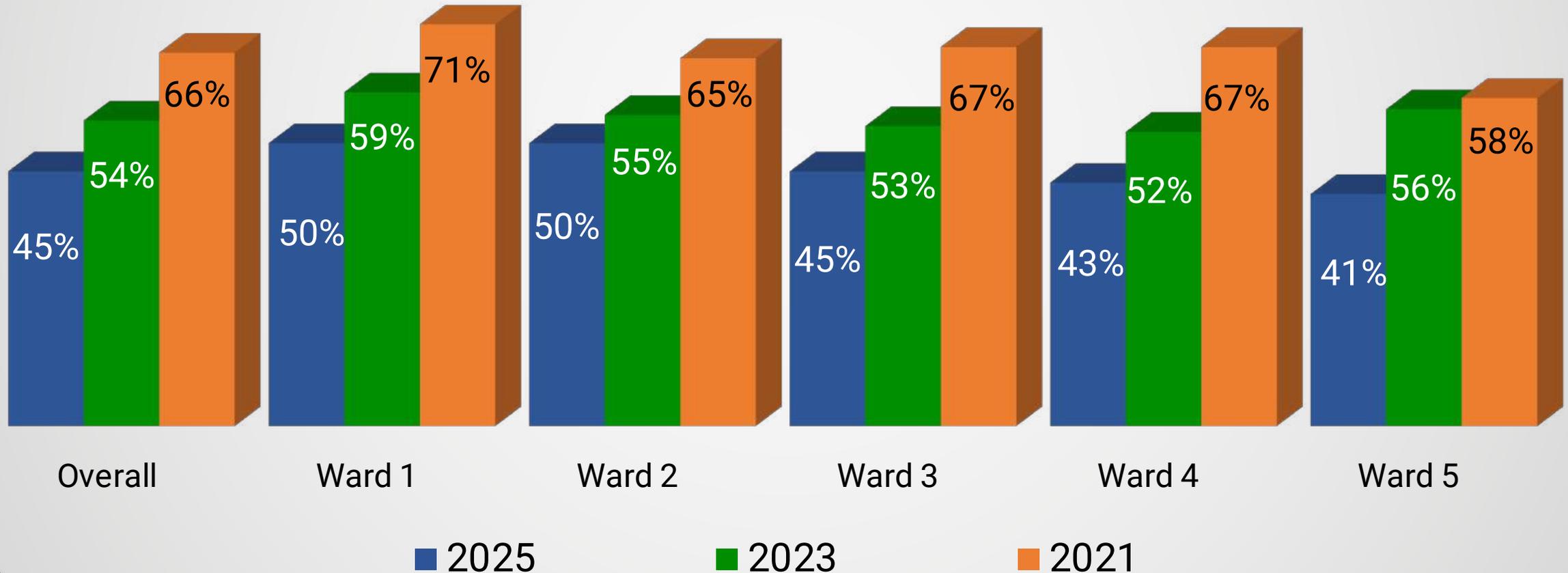
■ Excellent ■ Good ■ Fair ■ Poor ■ No Opinion



Please rate each of the following aspects of the City and County of Broomfield's government performance.

The overall performance of the City Council.

(Graph includes excellent and good percentages combined. The graph **does not include** the "unsure" responses.)

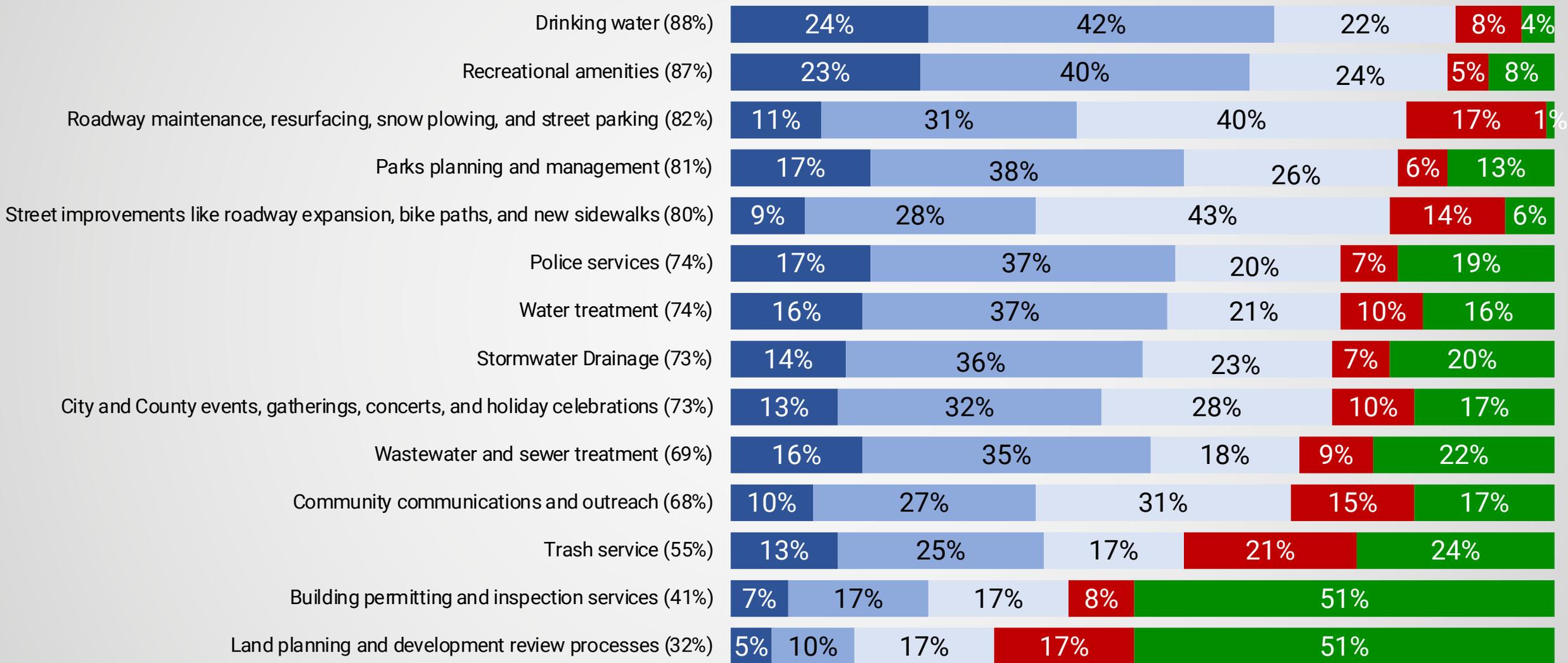


Opinions of the Quality of County and City Services



Please rate your level of satisfaction with the following services in the City and County of Broomfield.

(This graph shows all input received, including those who have "No Experience With" the service.)



■ Extremely Satisfied ■ Very Satisfied ■ Somewhat Satisfied ■ Not Satisfied at All ■ No Experience With



If you or a family member have used any of the following services, please rate the quality.
 (The percentage shown is the excellent and good percentages combined. The survey percentages shown excludes the “Don’t Know” responses.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Broomfield Workforce Center	67%	71%
Senior Services	74%	82%
Municipal Court Services	69%	74%
Ease Ride Elderly/Disabled Transportation	70%	76%
Meals on Wheels	78%	84%
Lakeshore Café	80%	83%
Public Assistance (ex. Food assistance, Medicaid, childcare assistance, etc.)	55%	75%
Department of Motor Vehicles (ex. License plate)	85%	91%
Elections	80%	85%
Property Tax Payment and Assessment	44%	59%
Marriage License	81%	87%
Passport	80%	79%
Utility Billing	61%	75%

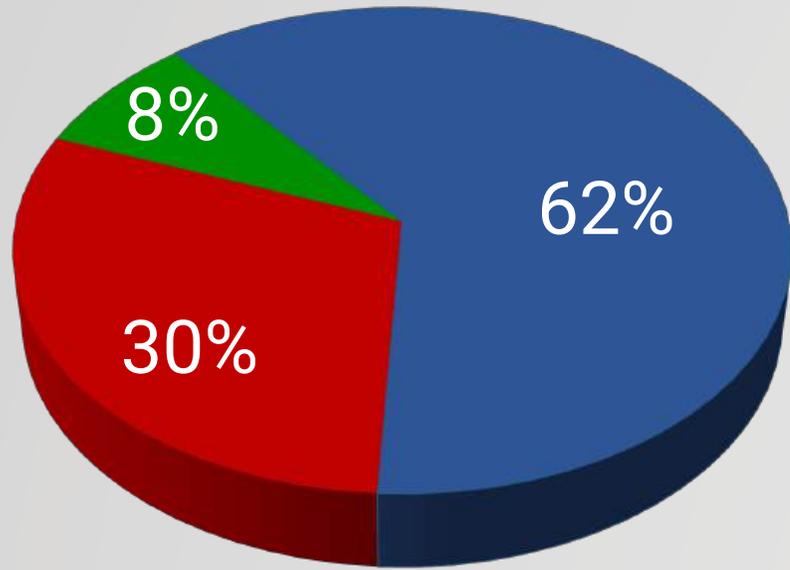




Fiscal Sustainability and The Economy

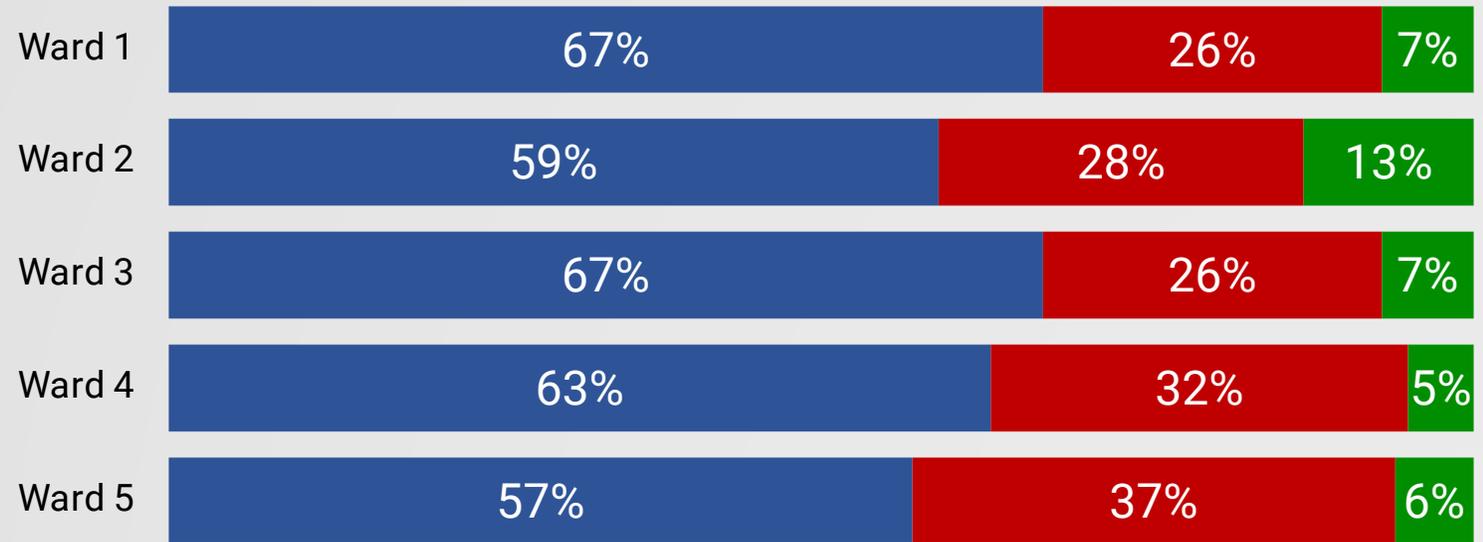
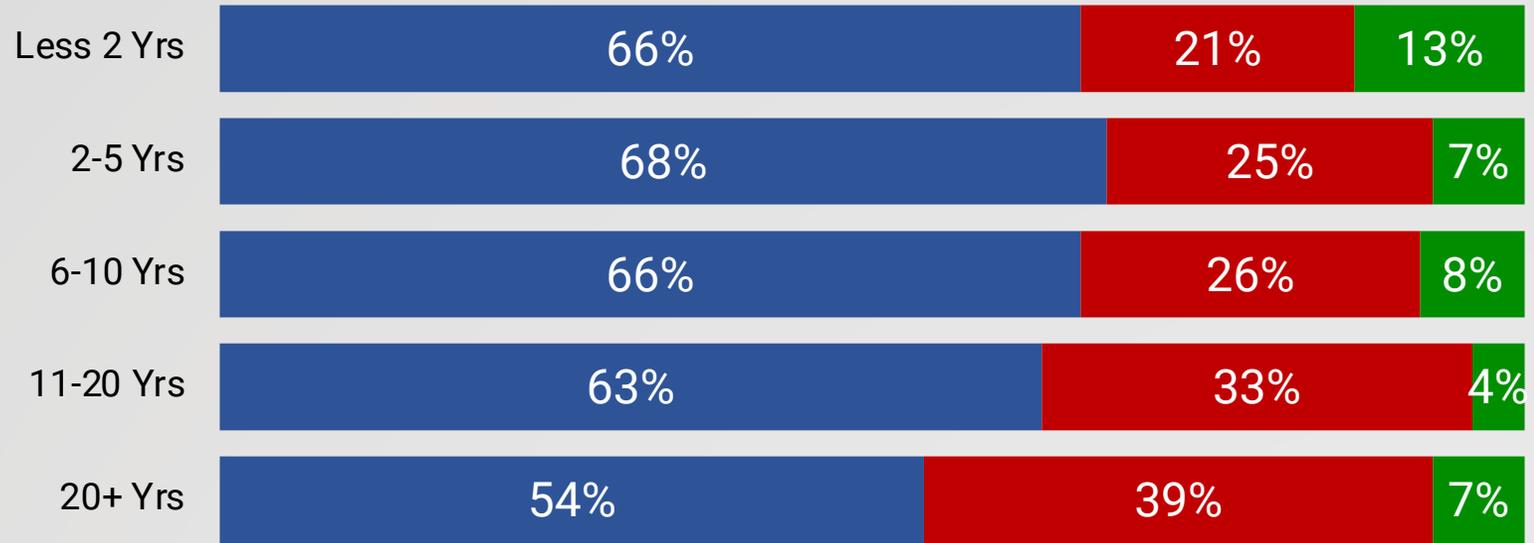


Thinking about all the programs and services you receive from the City and County of Broomfield, how would you rate the overall value for the fees, charges, or taxes you pay?



■ Good Value
 ■ Poor Value
 ■ Unsure

Very Good Value	18%
Somewhat Good Value	44%
Very Poor Value	13%
Somewhat Poor Value	17%

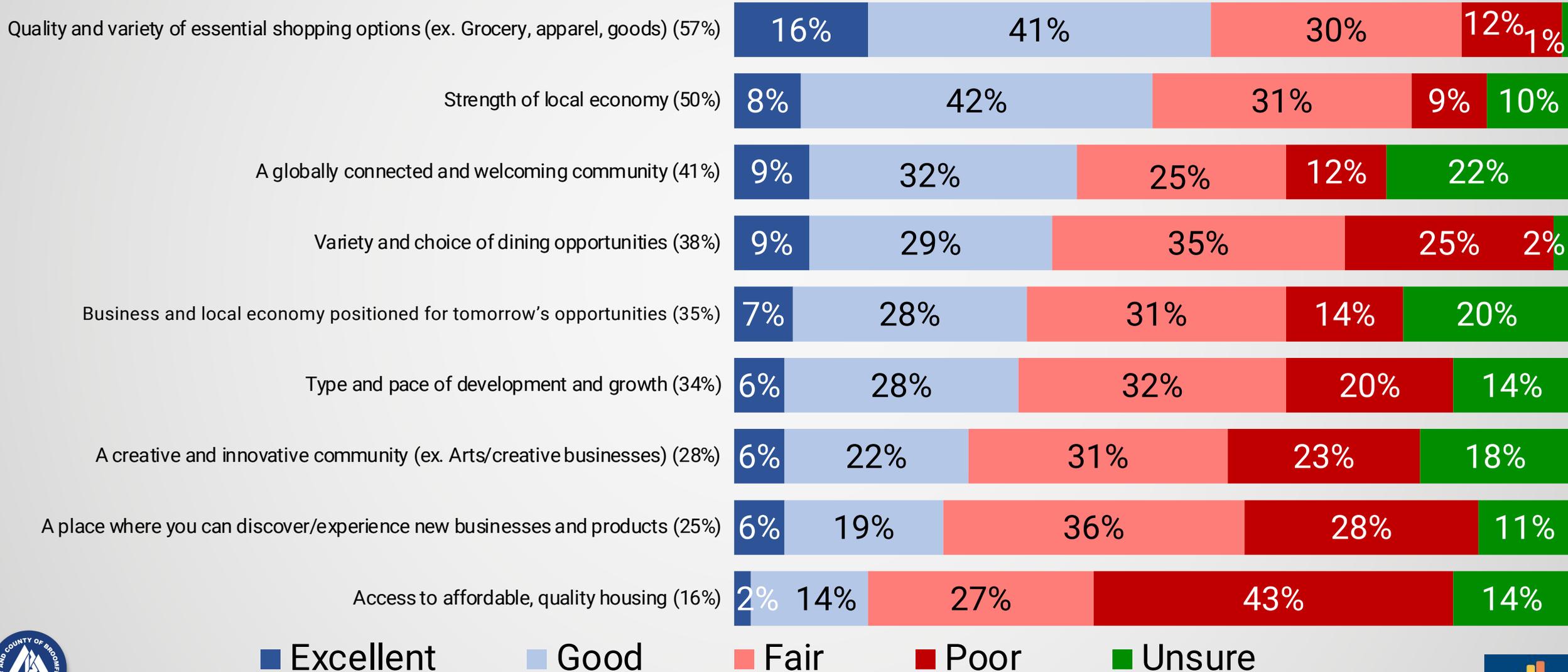


■ Good Value ■ Poor Value ■ Unsure



Please rate the following community economic and business factors in Broomfield today.

(Ranked by excellent and good percentages combined)



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Unsure



Please rate the following community economic and business factors in Broomfield today.

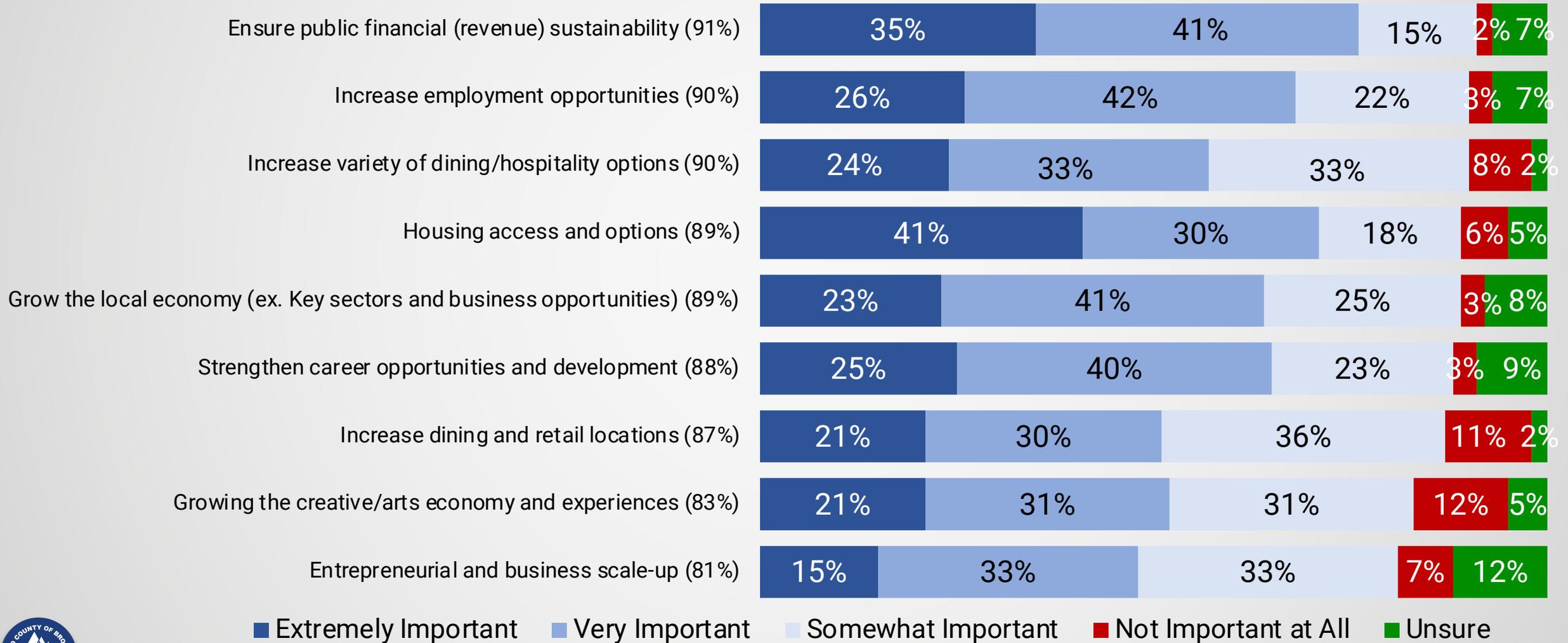
(The percentage shown is the excellent and good percentages combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>	<u>2021 Survey</u>
Strength of local economy	50%	68%	84%
Business and local economy positioned for tomorrow's opportunities	35%	53%	72%
A globally connected and welcoming community	41%	48%	63%
Variety and choice of dining opportunities	38%	39%	49%
A place where you can discover/experience new businesses and products	25%	30%	39%
A creative and innovative community (ex. Arts/creative businesses)	28%	40%	40%
Type and pace of development and growth	34%	45%	57%
Access to affordable, quality housing	16%	20%	24%
Quality and variety of essential shopping options (ex. Grocery, apparel, household goods)	57%	63%	82%



Please indicate the importance of each of these work areas of the local economy in Broomfield as a whole.

(Ranked by excellent, very, and somewhat important percentages combined)



Please rate the following community economic and business factors in Broomfield today.

(The percentages for 2025 show is the extremely, very, and somewhat important percentages combined.
The percentages for 2023 show is critical, high, and important combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Ensure public financial (revenue) sustainability	91%	90%
Increase employment opportunities	90%	83%
Increase variety of dining/hospitality options	90%	81%
Housing access and options	89%	83%
Grow the local economy (ex. Key sectors and business opportunities)	89%	86%
Strengthen career opportunities and development	88%	84%
Increase dining and retail locations	87%	75%
Growing the creative/arts economy and experiences	83%	83%
Entrepreneurial and business scale-up	81%	84%

*This question was asked slightly different in 2023, still asking the importance but the responses were critical, high, important, low and unsure/no opinion.



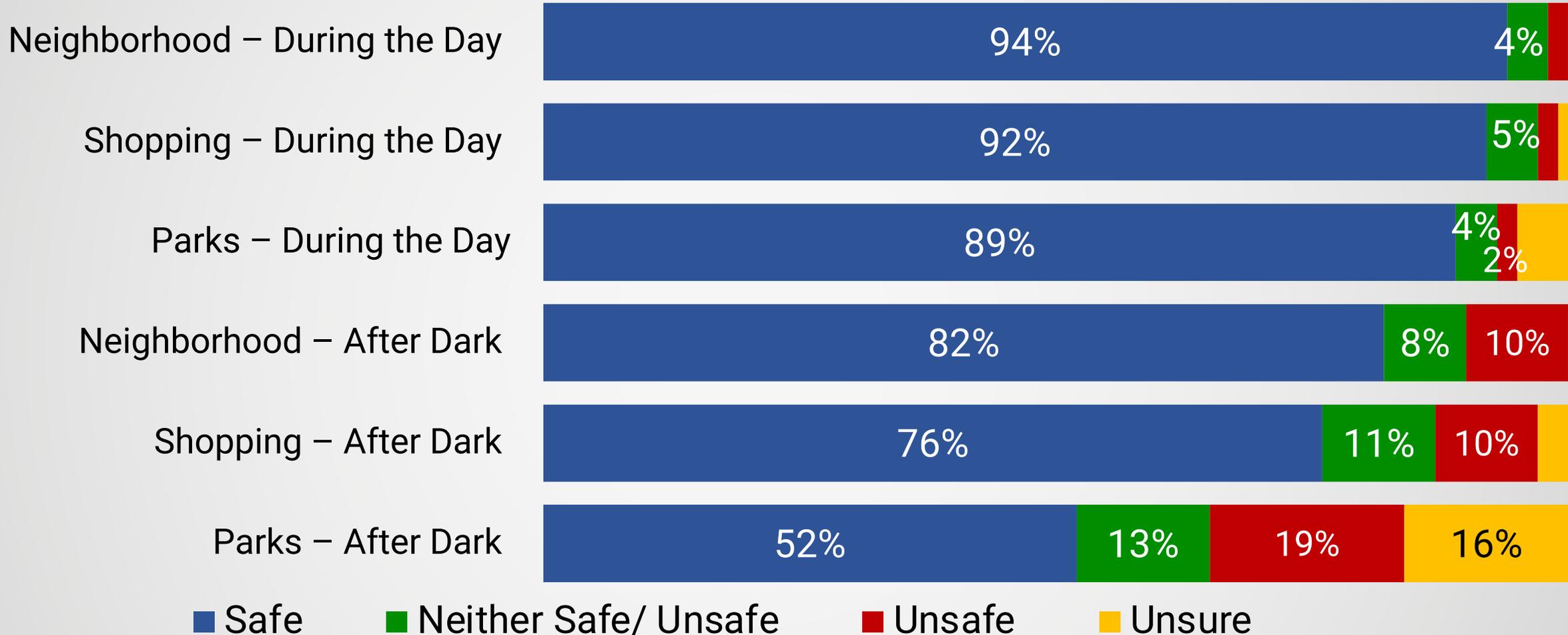


Opinions of Public Safety



Please rate how safe you feel in your...

(Ranked by total safe percentage)



*This question was asked differently than in 2023, by breaking out safety for neighborhood, shopping, and parks rather than asking safety as one generic question.

In 2023, overall safety during the day - 92% and overall safety after dark - 71%.



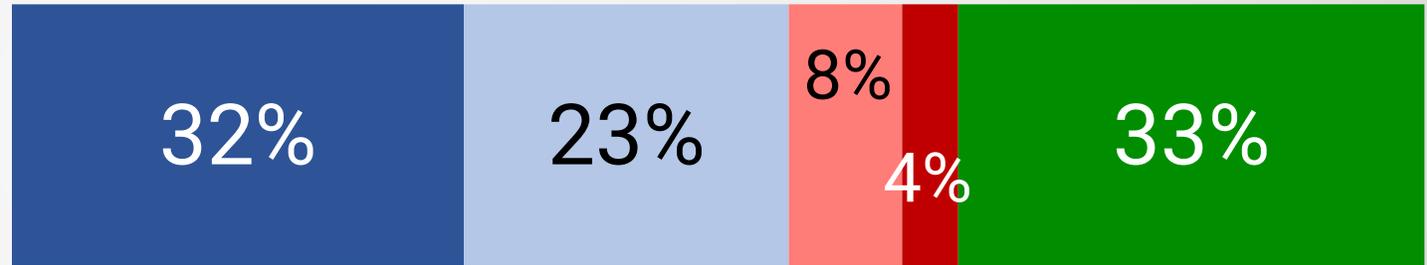
Please rate your LOCAL law enforcement on the following:

(Ranked by excellent and good percentage combined.)

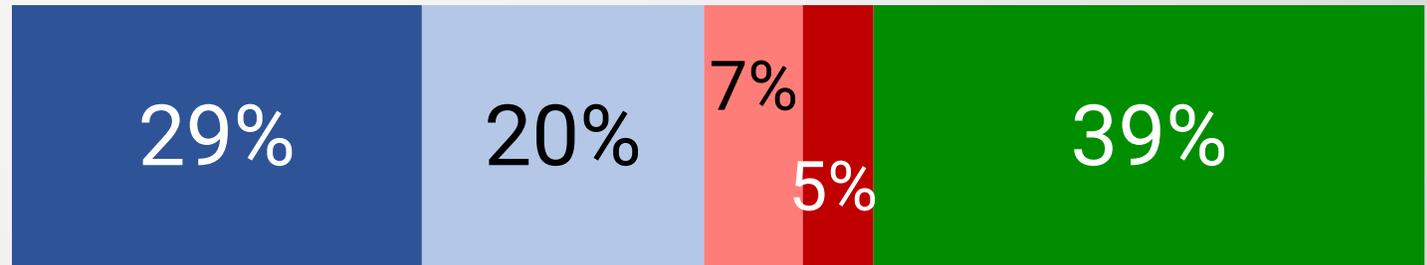
Level of responsiveness (59%)



Treating all residents with respect (55%)



Treating all residents equitably (49%)



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Not Applicable



Please rate your LOCAL law enforcement on the following:

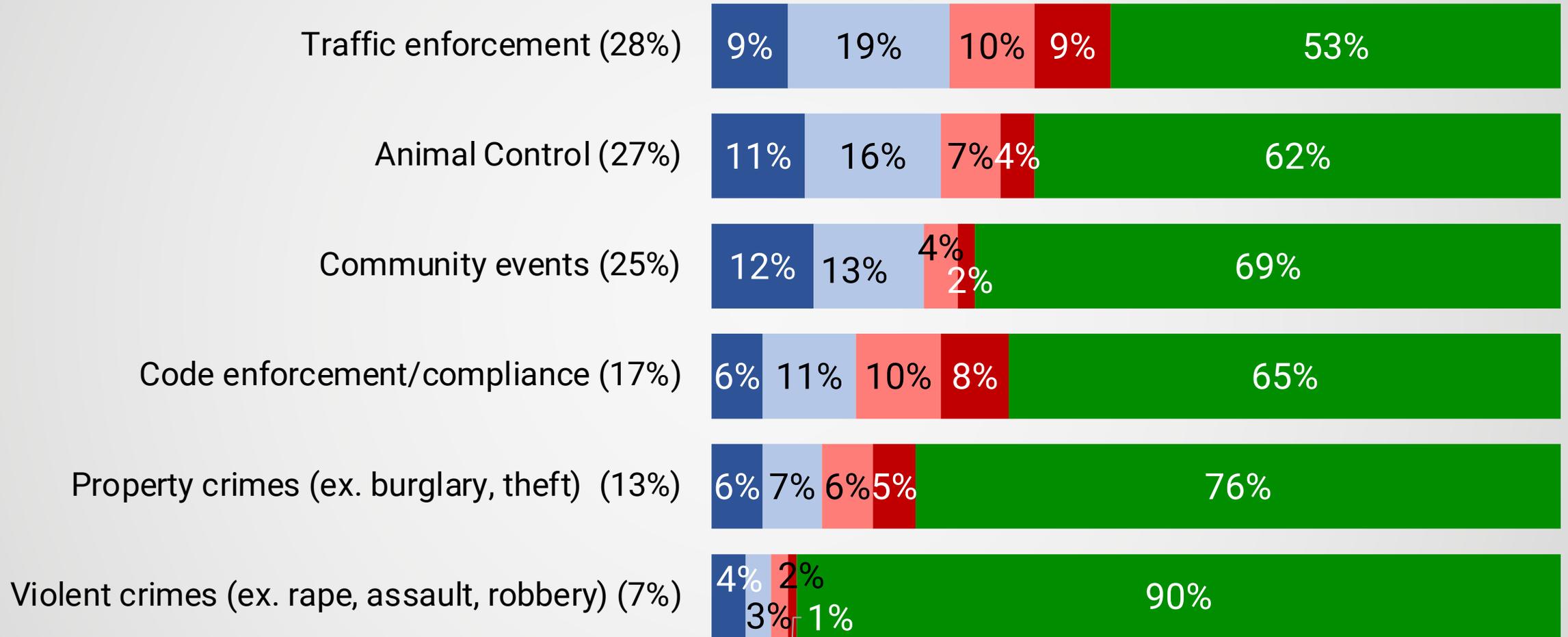
(The percentage shown is the excellent and good percentage combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Level of responsiveness	59%	61%
Treating all residents with respect	55%	58%
Treating all residents equitably	49%	50%



If you've had experience with any of the following areas of the Broomfield Police Department, please rate that experience.

(Ranked by excellent and good percentage combined.)



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Experience



If you've had experience with any of the following areas of the Broomfield Police Department, please rate that experience.

(The percentage shown is the excellent and good percentages combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Property crimes (ex. burglary, theft)	13%	18%
Violent crimes (ex. rape, assault, robbery)	7%	6%
Code enforcement/compliance	17%	17%
Traffic enforcement	28%	27%
Animal Control	27%	29%
Community events (ex. , National Night Out, Her Own Hero, Citizens Academy)	25%	32%

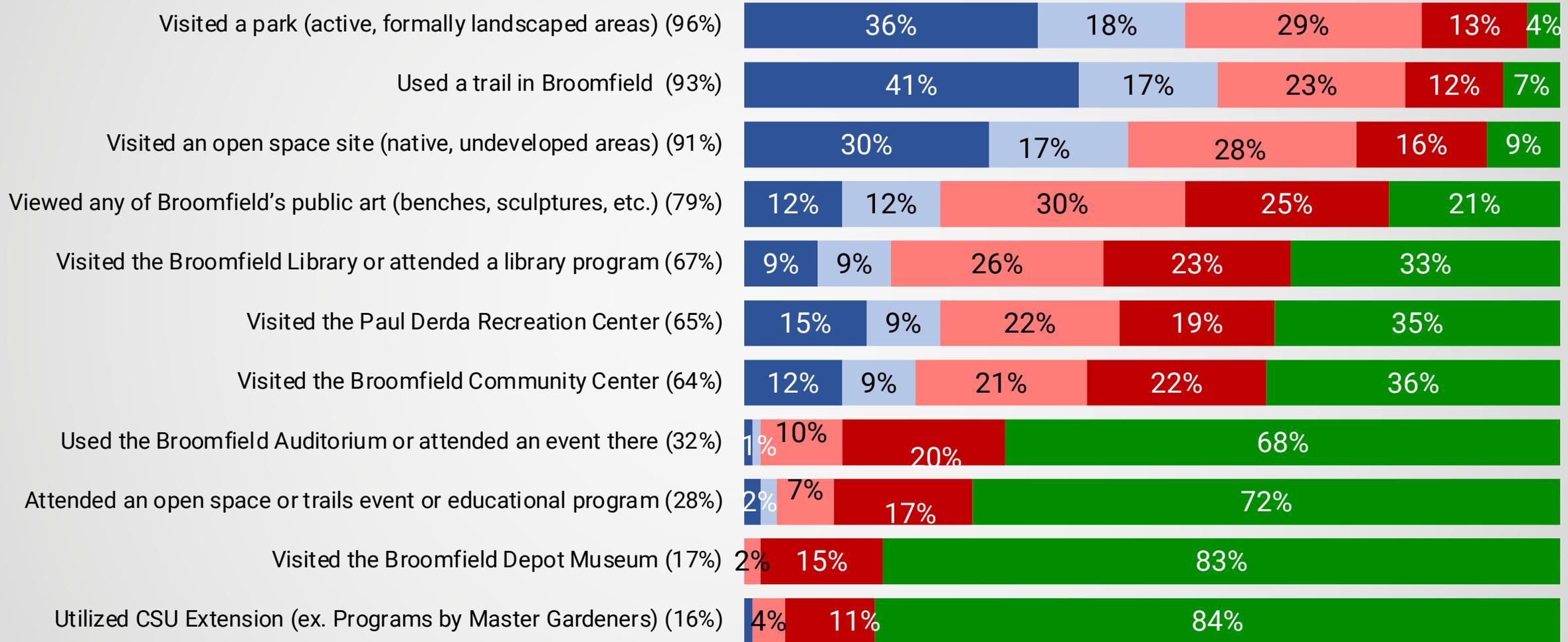


Frequency and Quality of Community Activities



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

(Ranked by combined percentage of “used at least once”)



■ More than 26 Times
 ■ 13 to 26 Times
 ■ 3 to 12 Times
 ■ Once or Twice
 ■ Never



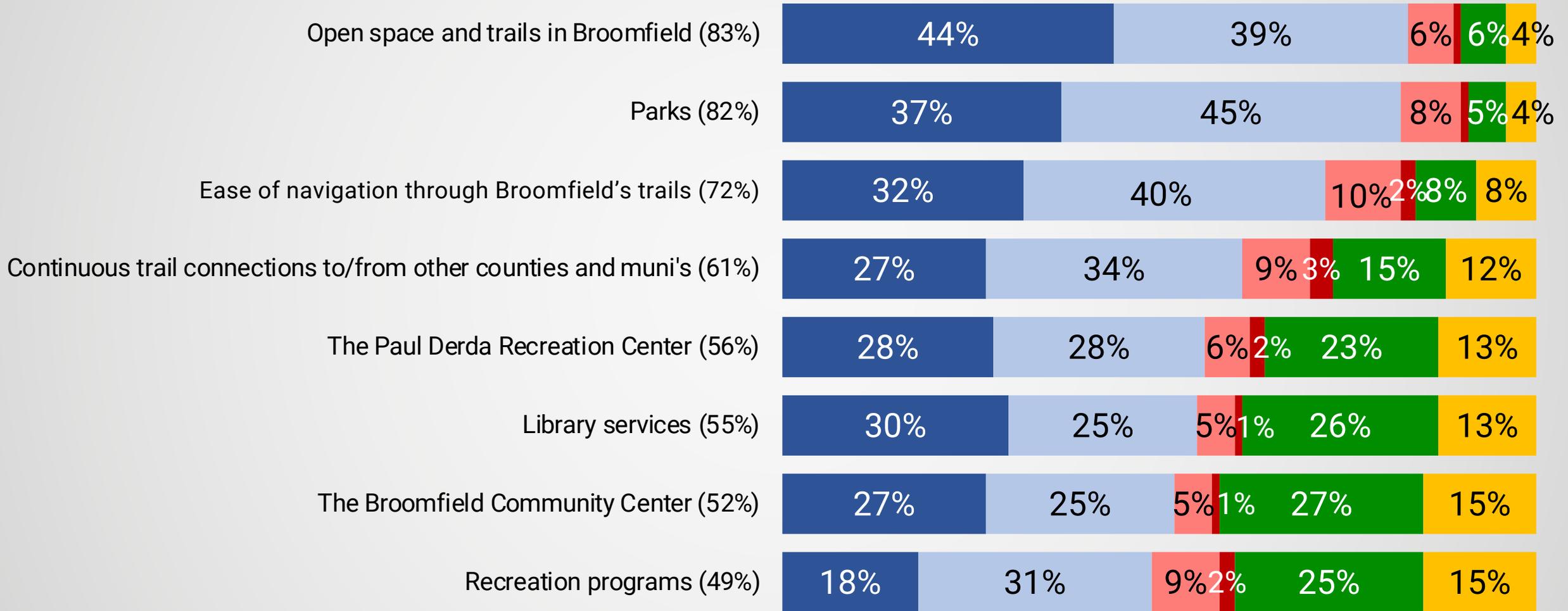
In the last 12 months, how many times, if ever, have you or other household members participated in the following activities in Broomfield?

(The percentage shown is the combined percentages of those that have used the service at least once.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Visited a park (active, formally landscaped areas)	96%	95%
Visited an open space site (native, undeveloped areas)	91%	89%
Used a trail in Broomfield	93%	91%
Attended an open space or trails event or educational program	28%	Not Asked
Viewed any of Broomfield’s public art (benches, sculptures, etc.)	79%	81%
Visited the Paul Derda Recreation Center	65%	59%
Visited the Broomfield Community Center	64%	58%
Used the Broomfield Auditorium or attended an event there	32%	33%
Visited the Broomfield Depot Museum	17%	17%
Visited the Broomfield Library or attended a library program	67%	65%
Utilized CSU Extension (ex. Programs by Master Gardeners)	16%	17%



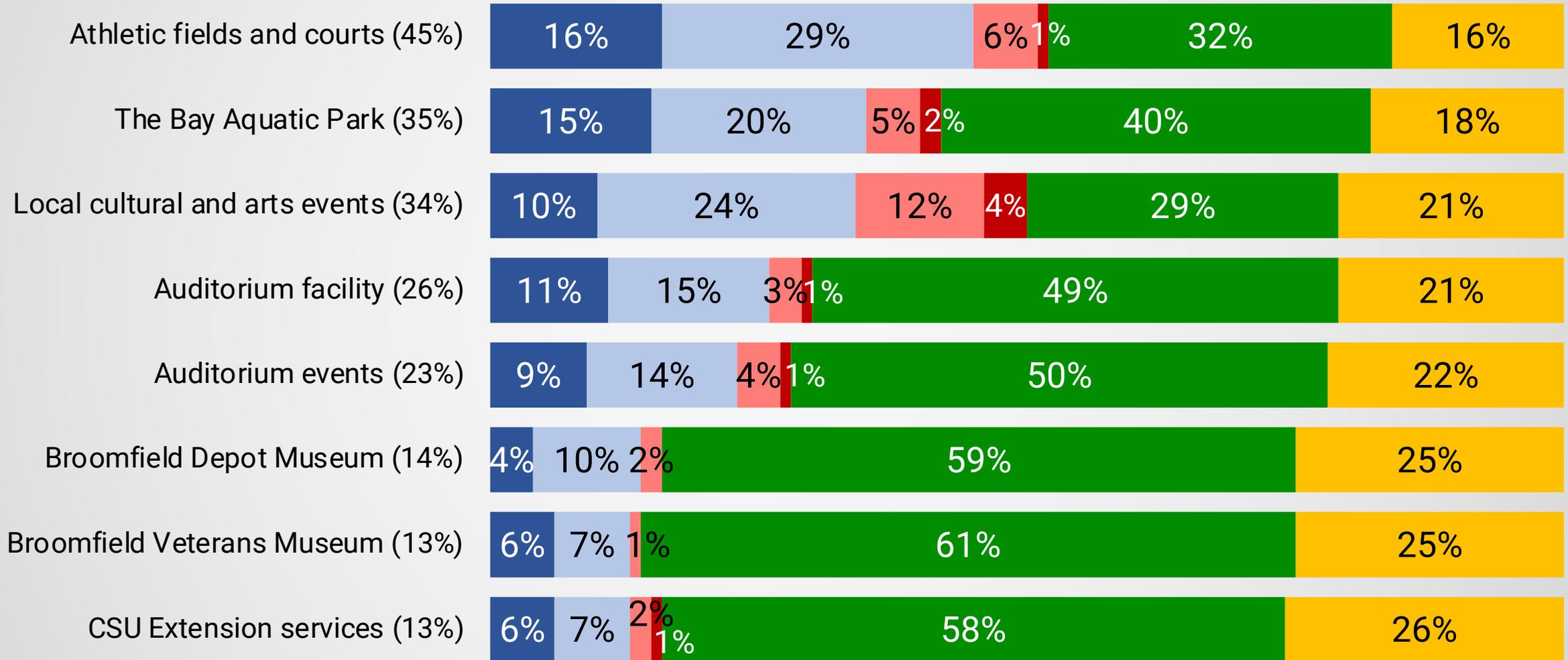
If you've had experience with any of the following amenities maintained by the City and County of Broomfield, please rate the quality of use for each one.
(Ranked by excellent and good percentages combined.)



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Have Not Used
 ■ Unsure



If you've had experience with any of the following amenities maintained by the City and County of Broomfield, please rate the quality of use for each one: (Continued)
 (Ranked by excellent and good percentages combined.)



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Have Not Used
 ■ Unsure



If you've had experience with any of the following amenities maintained by the City and County of Broomfield, please rate the quality of use for each one:
 (The percentage shown is the excellent and good percentages combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Open space and trails in Broomfield	83%	88%
Continuous trail connections to/from other counties and municipalities	61%	74%
Ease of navigation through Broomfield's trails	72%	Not Asked
Local cultural and arts events	34%	41%
Recreation programs	49%	58%
The Paul Derda Recreation Center	56%	56%
The Broomfield Community Center	52%	50%
The Bay Aquatic Park	35%	35%
Athletic fields and courts	45%	51%
Parks	82%	85%
Library services (ex. Materials, print/electronic, classes, programs, technology)	55%	57%
Auditorium facility	26%	29%
Auditorium events	23%	26%
CSU Extension services	13%	16%
Broomfield Veterans Museum	13%	17%
Broomfield Depot Museum	14%	15%



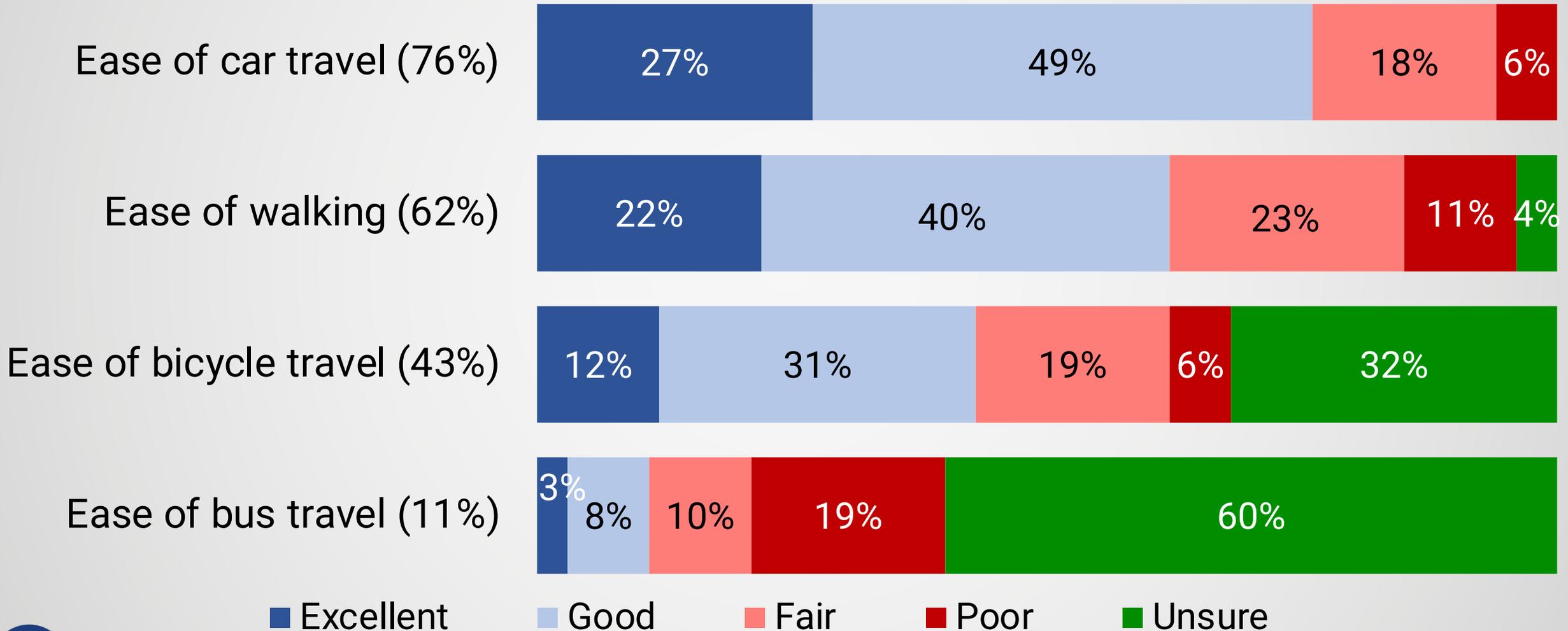


General Opinions on Living in Broomfield



Please rate each of the following characteristics as they relate to Broomfield as a whole.

(Ranked by excellent and good percentages combined.)



Please rate each of the following characteristics as they relate to Broomfield as a whole:

(The percentage shown is the excellent and good percentages combined)

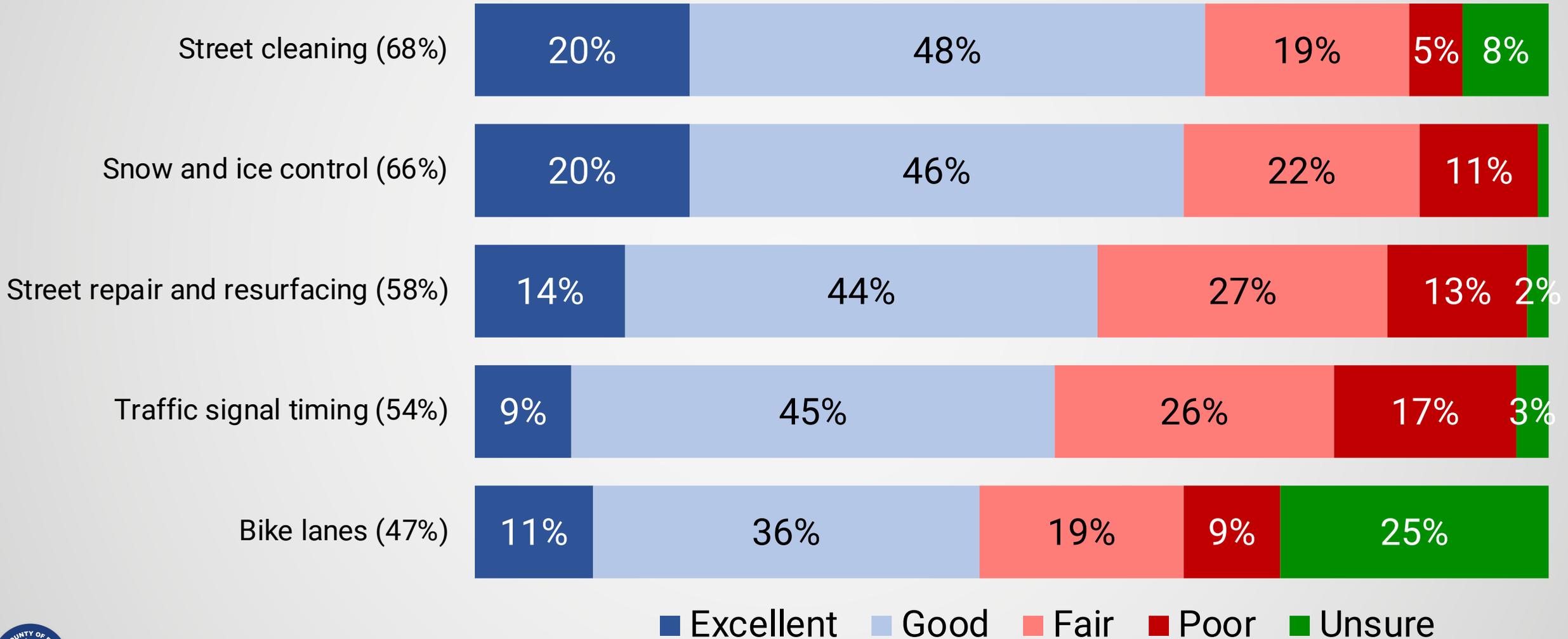
<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>	<u>2021 Survey</u>
Ease of car travel	76%	81%	84%
Ease of walking	62%	68%	72%
Ease of bicycle travel	43%	47%	54%
Ease of bus travel	11%	12%	19%



Rate the quality of each of the following for city-maintained streets:

(City-maintained streets include Sheridan, Midway, Lowell, etc. Does not include state-maintained highways such as 120th Ave, Hwy 128, Hwy 7, US 287, Hwy 121/Wadsworth/US 36).

(Ranked by excellent and good percentages combined.)



■ Excellent ■ Good ■ Fair ■ Poor ■ Unsure



Rate the quality of each of the following for city-maintained streets:

(City-maintained streets include Sheridan, Midway, Lowell, etc. Does not include state-maintained highways such as 120th Ave, Hwy 128, Hwy 7, US 287, Hwy 121/Wadsworth/US 36).
 (The percentage shown is the excellent and good percentages combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>	<u>2021 Survey</u>
Street repair and resurfacing	58%	51%	55%
Snow and ice control	66%	60%	70%
Traffic signal timing	54%	57%	60%
Street cleaning	68%	67%	72%
Bike lanes	47%	48%	46%

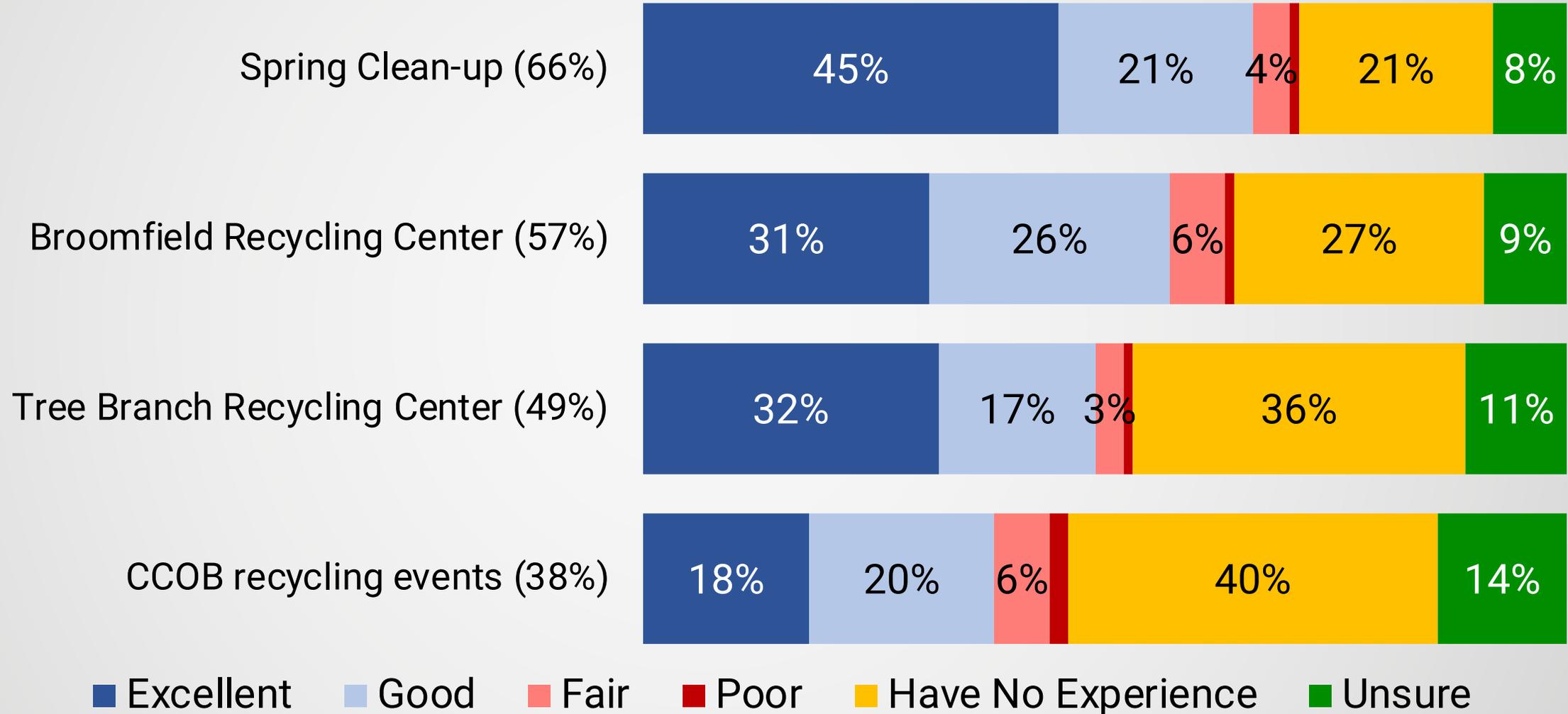




Growing Greener



If you've had experience with any of the following services provided by the City and County of Broomfield, please rate the quality:
 (Ranked by excellent and good percentages combined)



If you've had experience with any of the following services provided by the City and County of Broomfield, please rate the quality:

(The percentage shown is the excellent and good percentages combined. The table does not include the "have no experience" and "unsure" percentages.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Spring Clean-up	93%	90%
Broomfield Recycling Center	89%	87%
Tree Branch Recycling Center	92%	91%
CCOB recycling events (ex. Hazardous waste, paper shred)	83%	81%

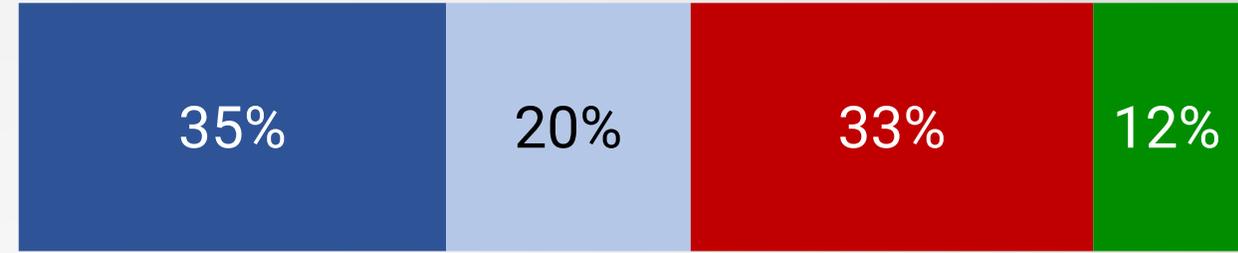
*The 2025 survey included both "Have No Experience" and "Unsure." The 2023 survey did not include the response "Have No Experience."



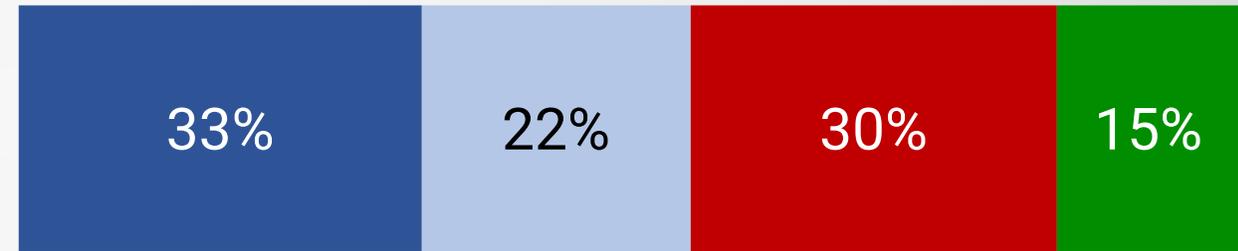
I would be interested in programs or incentives to supplement the cost of the following:

(Ranked by very and somewhat interested percentages combined)

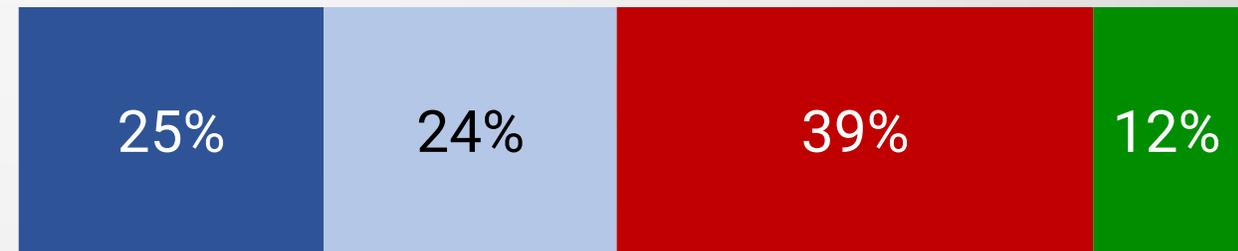
Compost at home (55%)



Use solar/renewable energy to power my home (55%)



Drive an electric vehicle (49%)



■ Very Interested ■ Somewhat Interested ■ Not Interested At All ■ Unsure



I would be interested in programs or incentives to supplement the cost of the following:

(The percentage shown is the percentage of very and somewhat interested combined.

The 2023 survey asked if someone would be interested in the program, did not have the intensity of interest.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Use solar/renewable energy to power my home	55%	49%
Compost at home	55%	42%
Drive an electric vehicle	49%	41%

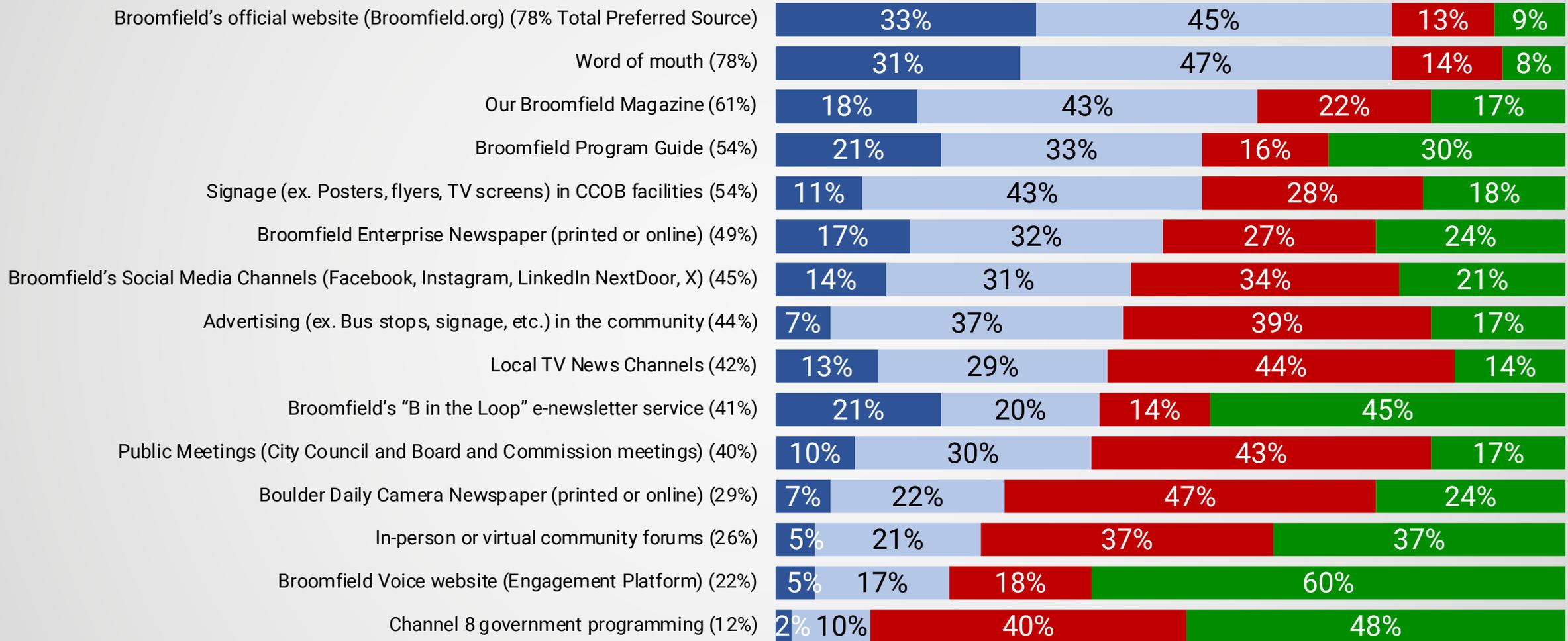


Other Services, Information Sources, and Final Thoughts



How much of a source, if at all, are each of the following for news and information about Broomfield?

(Ranked by major and minor source percentages combined)



■ Major Source
 ■ Minor Source
 ■ Not at All a Source
 ■ Never Heard of



How much of a source, if at all, are each of the following for news and information about Broomfield:

(The percentage shown is the excellent and good percentages combined.)

<u>City/County Service</u>	<u>2025 Survey</u>	<u>2023 Survey</u>
Broomfield's official website (Broomfield.org)	78%	83%
Broomfield Voice website (Engagement Platform)	22%	28%
Broomfield's "B in the Loop" e-newsletter service	41%	59%
Broomfield's Social Media Channels (Facebook, Instagram, LinkedIn NextDoor, X)	45%	54%
Broomfield Program Guide	54%	64%
In-person or virtual community forums	26%	35%
*Public Meetings (City Council and Board and Commission meetings)	40%	23%
Signage (ex. Posters, flyers, TV screens) in CCOB facilities	54%	62%
Channel 8 government programming	12%	17%
Advertising (ex. Bus stops, signage, etc.) in the community	44%	Not Asked
Word of mouth	78%	73%
Broomfield Enterprise Newspaper (printed or online)	49%	57%
Boulder Daily Camera Newspaper (printed or online)	29%	37%
Our Broomfield Magazine	61%	63%
Local TV News Channels	42%	Not Asked

*The community survey in 2023, only listed "City Council Meetings."



In your mind, what do you feel are the most important services that a local government provides? *Please list up to five.*

Public Safety (Police and Fire): Consistently listed across all age groups and wards. Emphasis on law enforcement presence, crime prevention, and emergency response services.

Water, Sewer, and Utilities: Clean and affordable water, sewer services, and reliable utilities are top priorities. Many also mentioned concerns around utility costs and maintenance.

Road and Street Maintenance: Includes pothole repair, snow removal, traffic control, and overall infrastructure upkeep. Residents frequently emphasized the importance of well-maintained roads and sidewalks.

Parks and Recreation: Residents value trails, open spaces, recreation centers, and programs for all ages. Parks were viewed not just as amenities but essential to quality of life and wellness.

Trash and Recycling: Cited as a fundamental service, with mentions of trash pickup, spring cleanup events, recycling, and composting.



In your mind, what do you feel are the most important services that a local government provides? *Please list up to five. – (Continued)*

Library Services: Seen as essential for education, community engagement, and access to resources for all age groups.

Affordable Housing and Social Services: Many expressed the need for housing support, food assistance, services for seniors and vulnerable populations.

Public Health and Human Services: Mental health services, access to care, support for families and the unhoused. Some mentioned services like SNAP, WIC, and Medicaid.

Education and Schools: Although schools are often a separate entity, many residents see education (especially K-12) as a vital local function.

Community Development and Planning: Includes zoning, managing growth, promoting local business, and city planning. Many want thoughtful, sustainable development that maintains Broomfield's character.



Rate the City and County of Broomfield's community goals by level of importance: (Ranked by extremely, very, and somewhat important percentages combined.)

Financial Sustainability and Resilience: Build a leading government organization that manages all resources (meeting our own needs without compromising the ability of future generations to meet their own needs).
-87% Extremely and Very Important Combined



Mobility: Transportation is a basic human need that affects the quality of life every day. Broomfield residents require transportation to get to work, school, medical facilities, recreational amenities, shopping, and community and social activities.
-79% Extremely and Very Important Combined



Thriving, Diverse, and Safe Community: Being welcoming is much more than being friendly, tolerant, or peaceful. We believe truly welcoming places have intentional, inclusive policies, practices, and norms that enable all residents to live, thrive, and contribute fully.
-74% Extremely and Very Important Combined



■ Extremely Important ■ Very Important ■ Somewhat Important
■ Not Important at All ■ Unsure

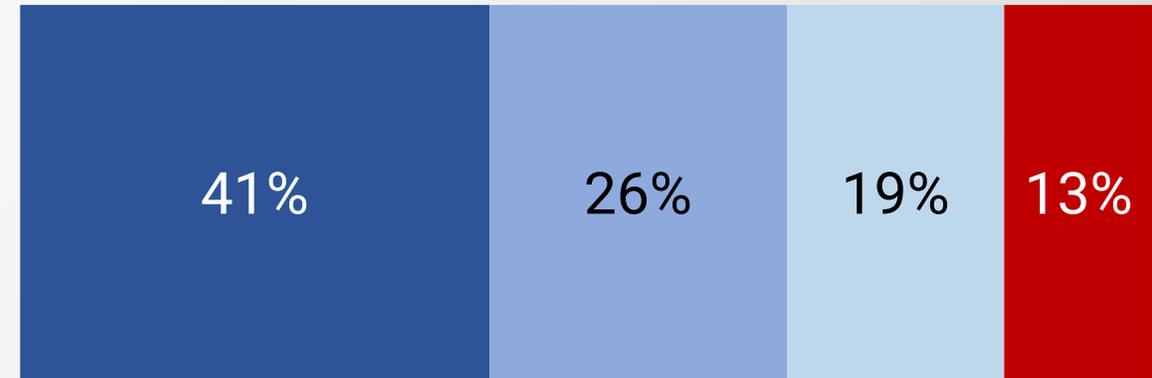


Rate the City and County of Broomfield's community goals by level of importance: (Ranked by extremely, very, and somewhat important percentages combined.)

Organizational Health: CCOB's greatest resource is its employees. CCOB fosters a supportive and inclusive work environment, promoting employee well-being, and providing opportunities for growth, development, and innovation. This establishes a foundation for a positive workplace culture, which promotes quality service and improved customer satisfaction.
-66% Extremely and Very Important Combined



Growing Greener: To create a Broomfield where everyone can thrive tomorrow and for generations to come, it's necessary to invest today in the community's sustainable future.
-67% Extremely and Very Important Combined



- Extremely Important
- Very Important
- Somewhat Important
- Not Important at All
- Unsure



What makes you feel connected to Broomfield?

Community Events and Shared Experiences: Events like Broomfield Days, Fourth of July celebrations, concerts, parades, and library programs were the most frequently mentioned. These gatherings foster a sense of belonging, celebration, and tradition that resonate across all age groups.

Parks, Trails, Open Spaces, and Recreation Facilities: Residents deeply value the natural beauty, trail systems, open space, and rec centers like the Paul Derda Recreation Center. These places are where neighbors gather, families connect, and individuals experience the outdoors, reinforcing a community identity rooted in place.

Relationships with Neighbors and Long-Time Residency: A strong theme was the connection to neighbors, knowing people, and the length of time living in Broomfield. Familiarity, shared history, and multi-generational ties all enhance residents' sense of belonging and pride.

Access to Local Services and Civic Engagement: Respondents feel connected through the library, community centers, local businesses, and public services. Others cited access to city government, volunteering, or simply receiving newsletters and updates as reinforcing their civic identity and involvement.

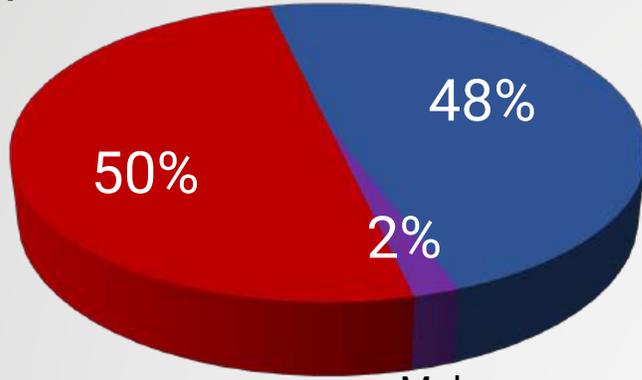


Demographics



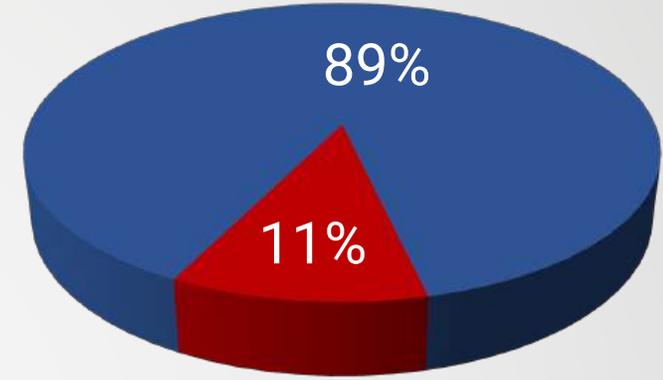
Survey Demographics

Gender



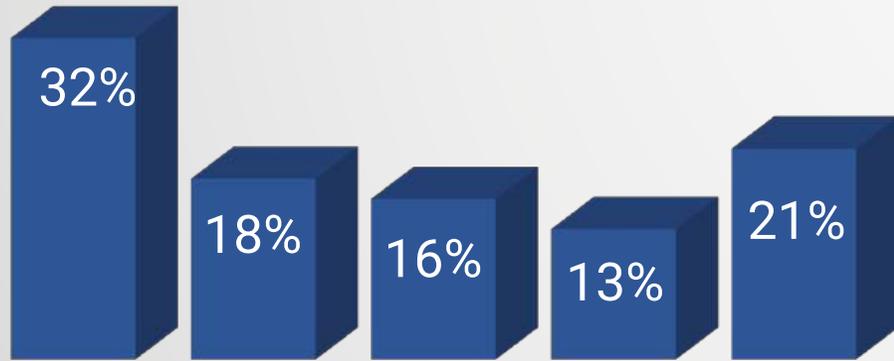
- Female
- Male
- Transgender
- Non-Binary/ Non-Conforming
- Prefer Not to Say

Hispanic?



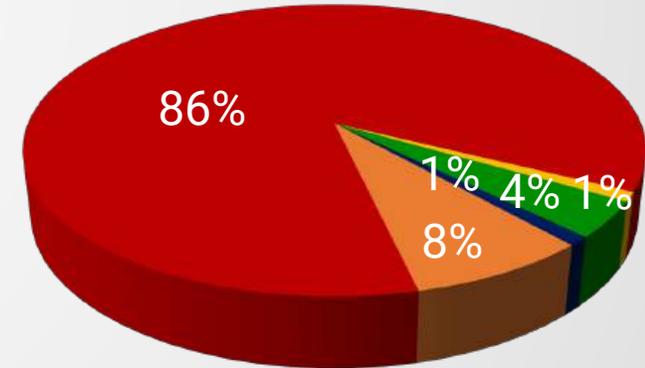
- Yes
- No

Age Range



18-34 35-44 45-54 55-64 65+

Race or Ethnicity

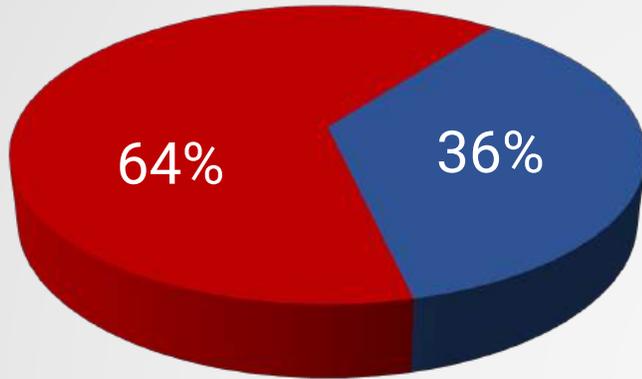


- White
- Black/ African American
- Asian
- American Indian/ Alaskan Native
- Other



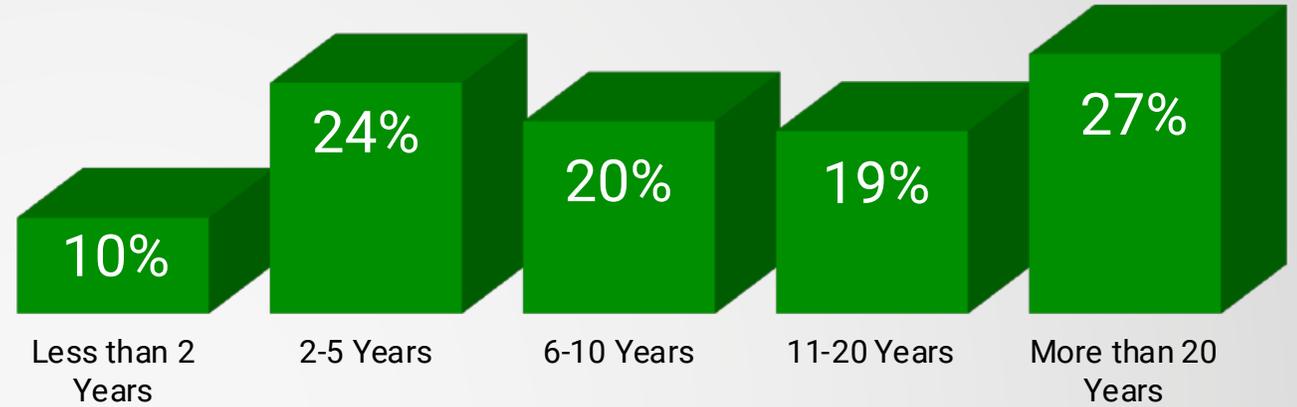
Survey Demographics

4-Year College Degree



■ Yes ■ No

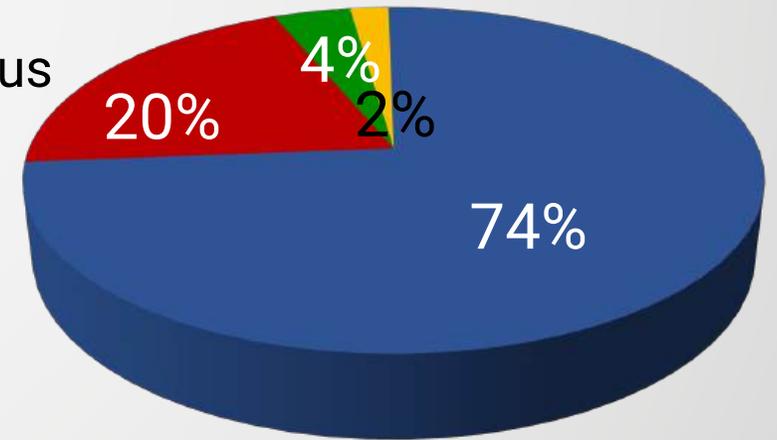
Tenure



Income



Home Status

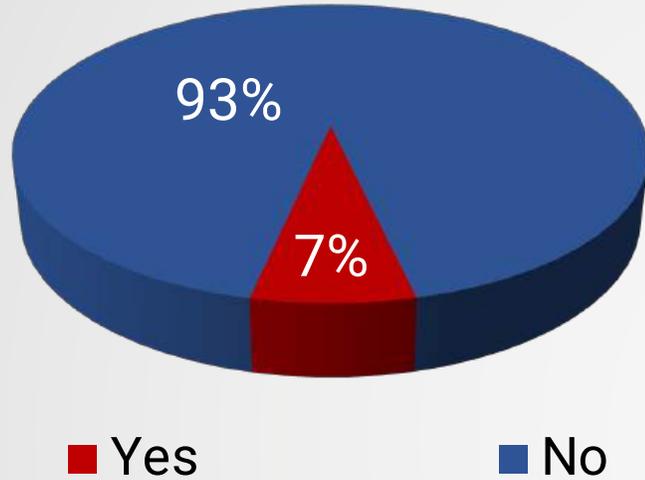


■ Own ■ Rent ■ Other ■ Prefer Not to Say

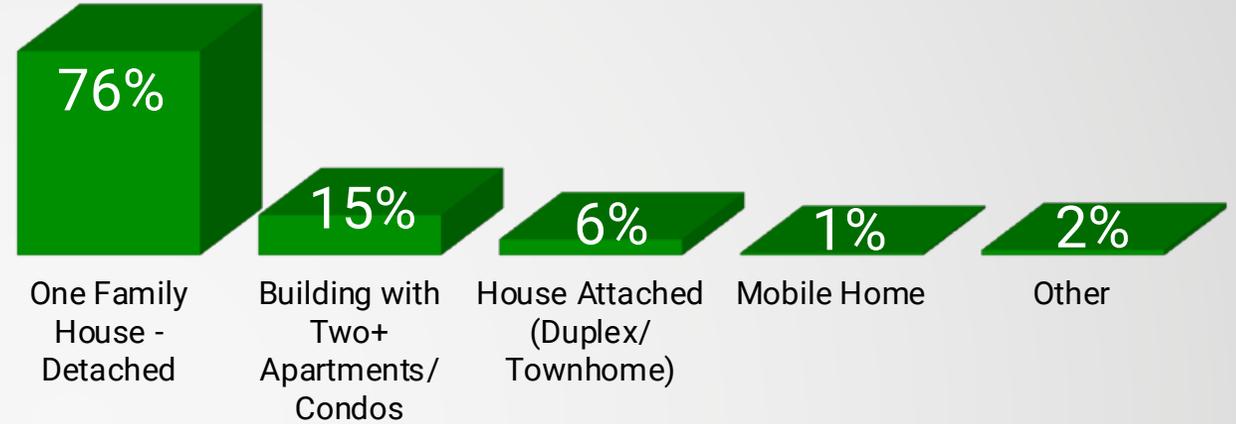


Survey Demographics

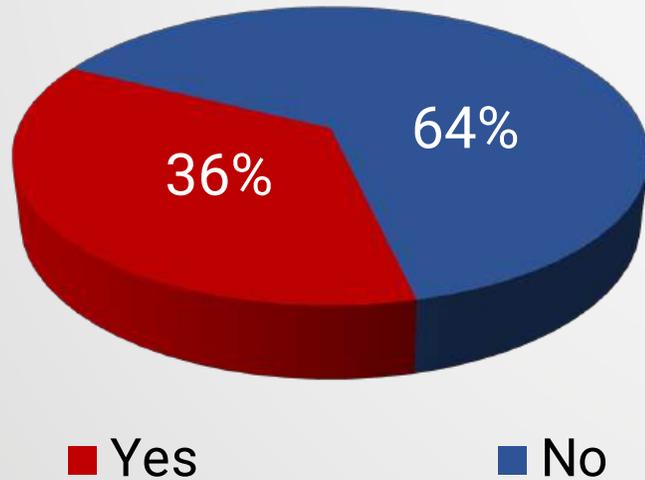
Have you ever served on active duty in the U.S. Armed Forces?



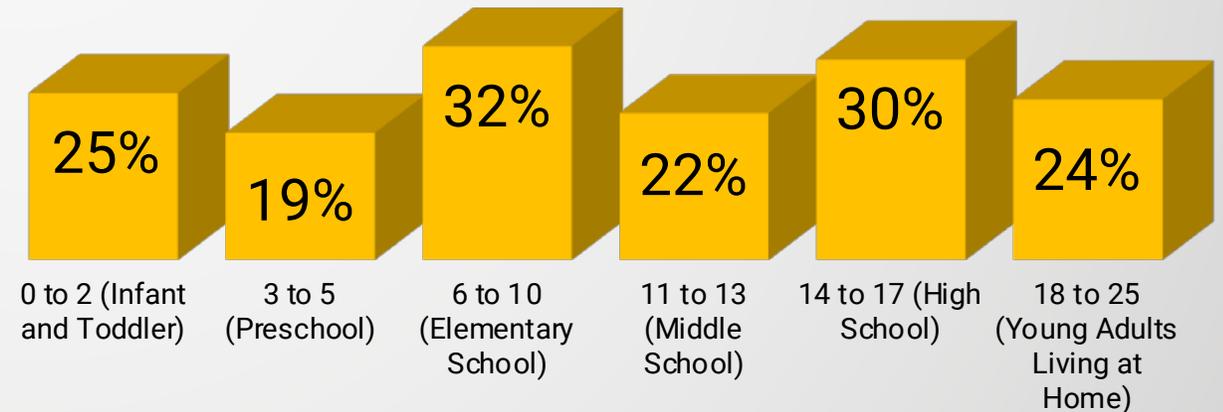
Which best describes the building you live in?



Children in Household

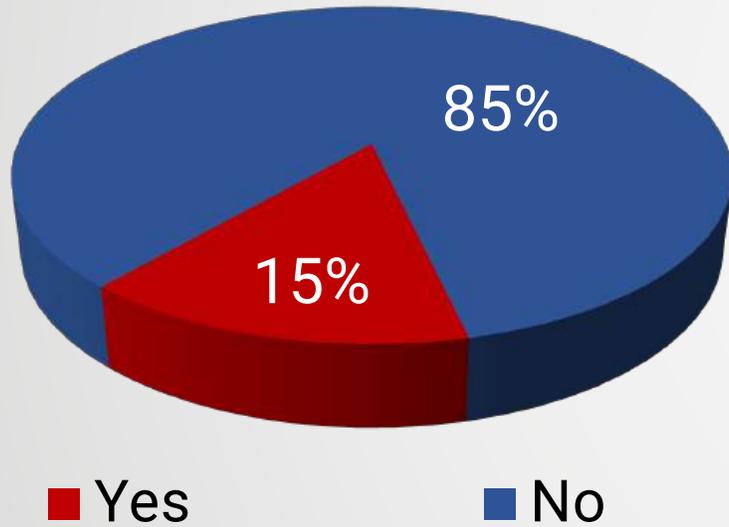


Age of Children in Household

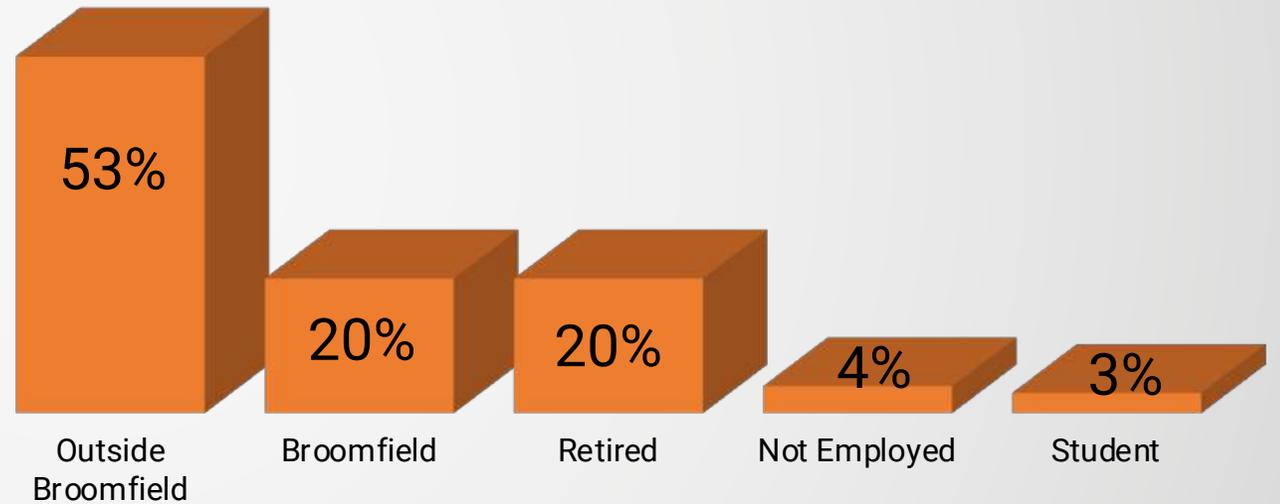


Survey Demographics

Is anyone in your household a person with a physical disability or developmental disability?



Where do you work?



Key Takeaways and Opportunity



Key Takeaways and Opportunities

Overall, the 2025 Broomfield Community Survey results show that:

- 83% of respondents rated Broomfield as an excellent or good place to live
- 82% of respondents said Broomfield provides an excellent or good overall quality of life
- 62% of respondents said that Broomfield provides good value for taxes and fees paid, the highest among surrounding communities
- 65% of respondents rated Broomfield as providing excellent or good programs and services
- 87% of respondents rated Fiscal Sustainability and Resilience as the top community goal



Key Takeaways and Opportunities (Cont.)

These 2025 Community Survey results demonstrate high levels of resident satisfaction across all key areas of community performance.

- Residents have positive ratings for quality of life and overall livability and strong support for community amenities and services that CCOB provides.
- Community connection comes from events and open space and park areas; residents want a community feel.
- Public safety and law enforcement are highly valued.
- Cost of living is a top concern and there is a desire for smart growth and affordable housing.
- Residents said Broomfield provides good value for taxes and fees paid, ranking as one of the best among surrounding communities.
- Overwhelming support for fiscal sustainability and resilience as the top community goal.
- Top priorities for the future: financial sustainability, accessible transportation and creating a welcoming, inclusive and safe community.



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