



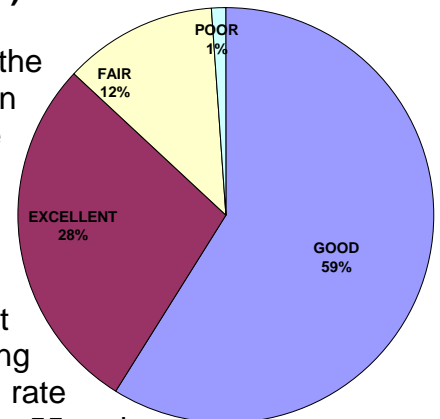
City and County of Broomfield, Colorado
2007 CITIZEN SURVEY REPORT EXECUTIVE SUMMARY

The 2007 Citizen Survey is Broomfield’s third survey completed since 2002. The purpose of the survey is to provide information to the City Council and staff which may be used for planning and allocating resources. For example, after the 2004 survey, when Code Compliance satisfaction scores dipped below those of 2002 and below other cities, City Council made Code Compliance a priority. 2007 Code Compliance scores exceeded both the 2004 and 2002 scores.

Responses were received from 1,113 households for a 39% return rate. This rate of return was less than that achieved in 2002 (49%) and 2004 (44%) but within the common range accepted in the survey research field. On average, response rates to such surveys range from 25% to 40%, with 30% being considered a good response rate.

OVERALL QUALITY OF LIFE IN BROOMFIELD (Pages 9-11)

As in 2002 and 2004, nearly 90% of the respondents rated the quality of life in Broomfield as “excellent” or “good.” In comparison to other communities along the Front Range (Attachment 1), Broomfield received above average ratings in all quality of life areas and all scores were higher than in 2002.



As in 2002 and 2004, Broomfield has ranked below the Front Range norm as a place to retire. However, in cross-tabulating age of respondent to responses to the question, “How do you rate Broomfield as a place to retire,” the results show that those age 55 and older rated Broomfield much better as a place to retire than those under 55, and interestingly, those ages 18-34 rated it much better than those between the ages of 35-54.

AGE GROUP	18-34	35-54	55+
SCORE: How do you rate Broomfield as place to retire?	63	54	67

CHARACTERISTICS OF BROOMFIELD – *Recreation, Travel, Shopping, Sense of Community, Health Care, Housing, Child Care* (Pages 12-21)

When compared to 2002 and 2004, recreational opportunities, overall appearance, ease of bicycle travel, opportunities to attend cultural events, ease of car travel, access to affordable quality child care, job opportunities, and access to affordable quality housing were all rated higher in 2007. All other scores were not significantly different than before.

In comparison to other communities, Broomfield ranked above the norm in 9 out of the top 10 categories deemed most important by respondents, and below the norm in the three categories ranked as lower in importance.

IMPORTANCE RATING	CATEGORY	SCORE			FRONT RANGE RANKING		
		2007	2004	2002	2007	2004	2002
71	Overall Appearance of Broomfield	62	60	N/A	5	4	N/A
70	Ease of Car Travel	53	51	46	6	3	3
69	Recreational Opportunities	69	67	55	4	2	N/A
68	Job Opportunities	44	35	40	1	4	6
67	Access to Affordable Quality Housing	43	37	32	4	2	5
63	Openness and Acceptance of Diverse People	54	55	52	5	N/A	N/A
63	Ease of Walking	62	61	63	4	N/A	N/A
62	Sense of Community	58	60	58	5	1	N/A
60	Quality of Shopping Services	67	67	69	1	1	N/A
60	Access to Affordable Quality Child Care	46	45	40	2	N/A	N/A
55	Ease of Bus Travel	37	39	52	8	4	N/A
56	Ease of Bicycle Travel	55	53	53	7	N/A	4
49	Opportunities to Attend Cultural Events	53	45	N/A	8	6	N/A

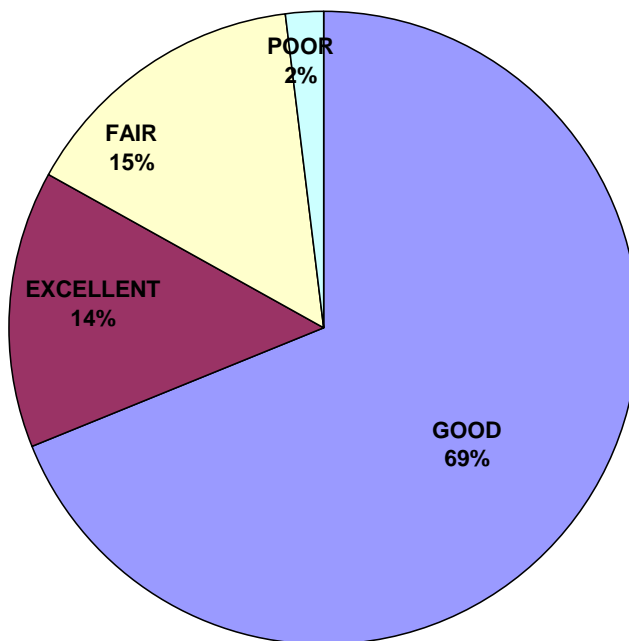
**Above the Norm
2007**

**Below the Norm
2007**

**Similar to the Norm
2007**

OVERALL QUALITY OF SERVICES IN BROOMFIELD (Pages 33-52)

In 2002, 83% of respondents rated the overall quality of services in Broomfield as “Excellent” or “Good.” In 2004, the number increased to 87%, placing Broomfield in the number 2 position in the Front Range, up from number 3 in 2002, and in 2007, the overall quality percentage of either Excellent or Good was 83%, with the same percentage (14%) ranking it as “excellent” as in 2004.



Of the 47 areas rated in both 2004 and 2007, higher scores were received in 34 categories (72%), lower scores in 10, and the same score in 3. Significantly lower scores were seen in street cleaning, snow and ice removal, and street repair both on city streets and state highways. The same results were seen in all four communities that surveyed their residents in 2007 after an anomalous winter of more snow and ice than has been seen in Colorado in years. Out of those 4, however, Broomfield tied for the number 1 ranking.

Importance of Services (Pages 53-63)

As in 2002 and 2004, the top three most important services identified by respondents were, in order, Police, Water, and Sewer services.

Best Services – *Library, Police, Motor Vehicles, Parks, and Recreation Centers* (Pages 45)

As in 2002 and 2004, the top two services provided by Broomfield are Library Services and Police Services. In a three-way tie for third are the Department of Motor Vehicles, Availability of Parks, and Appearance of Parks. One point apart are Water and Availability of Recreation Centers. As in 2002 and 2004, Public Safety ratings were very high.

Statistically significant higher scores were achieved in the following areas:

Department of Motor Vehicles
Availability of Parks
Appearance of Parks
Property Tax Collection
Accessibility of trails
Assessor's Office
Water

Continuous Trail Connections
Variety of Parks
Quantity of Trails
Health Department Service
Animal Control
Code Compliance

Services Provided by Others in Broomfield – *Fire, Ambulance, Garbage Collection, Youth Football, Youth Baseball, Youth Soccer, Telephone, Internet, Developmentally Disabled, and Curbside Recycling* (Pages 35-37)

Of the services provided by other providers, most categories received similar scores as before, with Internet services going up 7 points, for an 18 point increase since 2002. The quality of K-12 education, asked about for the first time in 2007, received a score of 64, considered good on a 100 point scale. Compared with other Front Range communities, Broomfield's Ambulance and K-12 Education ranked number 2. Garbage collection and curbside recycling, on the other hand, were ranked second to last when compared to scores in other communities and were the only two categories with scores below the norm. All other scores were above.

BROOMFIELD COMPARED TO OTHER FRONT RANGE COMMUNITIES (Pages 47-52)

Broomfield finished 1st and 2nd 52% of the time (in 13 of 25 areas) when compared to other Front Range communities:

**NUMBER 1 RATING
AMONG FRONT RANGE COMMUNITIES**

Water
Sewers
Park Maintenance
Channel 8
Economic Development

**NUMBER 2 RATING
AMONG FRONT RANGE COMMUNITIES**

Public Information
Courts
Animal Control
Building Inspection
Zoning-Land Use
Street Lighting
Services to Youth
Health Department Services

CITY AND COUNTY GOVERNMENT

Contact with Staff (Pages 64-66)

Only 60% of respondents (compared to 76% in 2004) stated they had had some contact with city and county employees. All four areas of scores – Courtesy, Knowledge, Responsiveness, and Overall impression – were lower in 2007 than in 2004, but higher than in 2002.

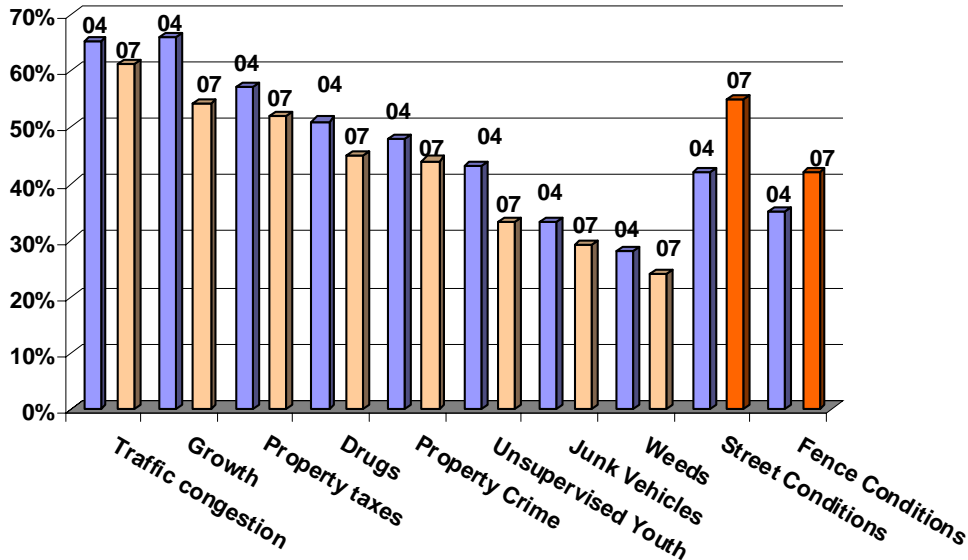
Public Trust (Pages 67-69)

In the 2004 Survey, the City and County of Broomfield set the bar for other Front Range communities in the area of Public Trust, scoring number one in welcoming citizen involvement, providing good value for taxes paid, and satisfaction with the overall direction the city is taking. In 2007, scores were still much higher than in 2002, but somewhat lower than in 2004. Residents still feel they receive good value for the taxes they pay (68%), and 67% were pleased with the overall direction that Broomfield is taking. The only category with a statistically significant different result was The City and County government welcomes citizen involvement. That score dropped 5 points between 2004 and 2007. Given the verbatim comments received, both the approval of the Event Center and Wal-Mart store may have contributed to that result.

AREAS OF CONCERN TO BROOMFIELD RESIDENTS – *Street Conditions and Fence Conditions* (Pages 23-24)

As in 2002 and 2004, Traffic Congestion, Growth, and Sales Taxes were identified as problem areas, although all three in 2007 were deemed less of a problem than in 2004 and much less of a problem than in 2002. In fact, all but two areas had fewer respondents indicating the problems were either “moderate” or “major,” and many of the response changes from 2004 to 2007 were considered statistically significant changes – including the two that were higher. Both street conditions and fence conditions in neighborhoods were received a much greater percentage of “moderate” or “major” problem responses than in 2004.

Statistically Significant Differences in Identified "Moderate" or "Major" Problems 2004-2007



As seen above, all but two areas asked about in both 2004 and 2007 were rated as much more of a problem in 2004 with the exception of Street and Fence Conditions.

PREVIOUSLY IDENTIFIED AREAS OF CONCERN

In 2002 and 2004, Junk Vehicles and Weeds were seen as a much bigger problem than in 2007. In 2007, the percentage of respondents identifying both weeds and junk vehicles as either a “moderate” or “major” problem were lower by a statistically significant amount. In addition, 67% of respondents indicated that there was “just enough” code enforcement in their neighborhood, and the score rating the performance of Code Enforcement went up a statistically significant 4 points and went from being below the norm in 2004 to above the norm in 2007, placing third out of 15 communities.

Other previously identified areas of concern (traffic congestion, growth, and taxes) remain, but the percentage identifying them as “moderate” or “major” declined by a statistically significant amount.

OPEN ENDED POLICY QUESTION

Like the 2004 Survey, the 2007 Citizen Survey contained an open-ended opportunity for respondents to express what they think Broomfield’s priorities ought or ought not to be. In 2004, the majority of verbatim comments fell into the following categories:

- Wadsworth/U.S. 36
- 120th Corridor and Development in General
- Transportation (other than Wadsworth)
- Water
- Open Space, Parks and Trails
- Growth
- Police
- Neighborhood Concerns
- Recreation and Cultural Activities
- Miscellaneous
- Social Services
- Street Conditions
- Trash Service
- Taxes
- Jobs
- Education and Schools
- Brunner Farmhouse
- Mosquito Control
- Animals

The most comments in 2004 (254) were about fixing the Wadsworth/U.S. 36 interchange area, and another 225 were about transportation and traffic concerns other than the Wadsworth interchange. Likewise, Growth concerns were expressed specifically in over 160 comments, and indirectly in several more regarding water and development in general.

By comparison, there were fewer than 800 comments received in 2007, compared with nearly 1900 in 2004. The most comments in 2007 (142) were about growth, while only 39 focused on the Wadsworth Interchange and 61 about other transportation and traffic concerns. In 2004, there were 57 comments about street conditions, compared to 71 in 2007, when street conditions have also been identified as more of a “moderate” or “major” problem than in 2004. Likewise, the slightly lower public trust/citizen input ratings are likely connected to the 68 comments received against Wal-Mart.

Most significant, and another show of improvement in the area of code enforcement, were the mere 26 comments received in 2007, versus 83 in 2004.

Overall, the verbatim answers to the question, “Please describe what you think should be the top priority for the City and County of Broomfield” fell into the following categories in 2007:

- Growth
- Street Conditions
- Wal-mart (68 anti, 11 pro)
- Traffic
- Taxes
- Safety
- Wadsworth Interchange
- Open Space
- Economic Development
- Education
- Code Compliance
- Crime
- Seniors
- Public Trust (Citizen Input)
- Miscellaneous (quality of life, recycling)

DEMOGRAPHICS OF NOTE

- 69% of respondents had a college degree, and another 19% had attended at least some college.
- 61% (down from 83% in 2004) rely on the Broomfield Enterprise for Broomfield news, and 9% (up from 5% in 2004) rely on the Web site.
- 89% (up from 84% in 2004) of the respondents are registered to vote.
- 77% (up from 68% in 2004) voted in the last election and 95% said they are likely to vote in the next.
- 73% of respondents said they did not know what Ward they lived in.
- Statistically significant differences in opinions were held by persons living in the city less than 5 years versus those living in Broomfield more than 5 years.

AREAS OF STATISTICALLY SIGNIFICANT DIFFERENCES IN SCORING	Score from Respondents Living in Broomfield 5 Years or Less	Score from Respondents Living in Broomfield More than 5 Years
Overall Quality of Services	67	63
Pleased with the Direction Broomfield is Taking	72	59
Government Welcomes Citizen Involvement	68	61
Broomfield Listens to Its Citizens	61	52

NEXT STEPS

Staff will carefully consider all results in developing program implementation and service delivery recommendations to Council for the upcoming budget year.