

2025 Broomfield Community Survey Results City Council Memo

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Every two years Broomfield conducts a community survey to provide City Council and staff with useful indications of resident opinions and satisfaction with various services and programs offered in the City and County of Broomfield. The feedback from the community provided by the survey results is critical and used to drive future decisions. By systematically collecting and analyzing resident feedback, we ensure that local government decisions align with community needs and expectations.

The City and County of Broomfield contracted with Magellan Strategies, an independent public opinion and survey research firm, to provide residents the opportunity to rate the quality of life in Broomfield through the 2025 Broomfield Community Survey. Through this survey, residents also had the chance to rate the quality and importance of community amenities, local government performance, service and community priorities. With 2,908 residents participating (a significant increase from 986 responses in 2023), there is a meaningful cross-section of our community represented.

The previous community survey occurred from April to early May of 2023. To remain consistent, the survey for 2025 was conducted in the same general time period. The 2025 survey was conducted for more than three weeks - opening Feb. 24 and closing March 20, 2025. This timing may have influenced some of the results of the survey, as it was conducted less than a month after a number of major changes were initiated, namely the increased water rates needed to support the Broomfield utilities infrastructure and the new Residential Waste Services program. It should also be noted that the survey period coincided with significant national policy changes, including multiple executive orders from the new presidential administration, as well as economic forecasts from the State of Colorado that created uncertainty for local governments and residents. Since Broomfield is one of the first communities to conduct a community survey in 2025, we are too early to determine whether there will be similar trends shared by other communities conducting surveys in 2025. These contextual factors should be taken into account when interpreting the resident perspectives reflected in the results, as they may help explain some of the shifts in responses compared to previous years. As additional community survey data becomes available from other jurisdictions later in the year, a clearer picture may emerge regarding whether these trends are localized or reflective of broader trends across similar communities.

During the study session, staff and Magellan Strategies will be providing an overview and introduction to the findings of the Community Survey and an opportunity for Council questions and discussion. Following the study session, the overall results from the survey will be provided on Broomfield's website. As we move forward, the survey findings will guide Broomfield's strategic planning, resource allocation and service improvements.

Full survey results will be posted on [Broomfield's website](#) on Tuesday May 20, 2025.

Survey Methodology and Response

The 2025 Broomfield Community Survey was distributed via text message to 44,628 residents, representing approximately 71% of the adult population. By the conclusion of the more than three-week response period, 2,908 completed surveys were submitted, providing a statistically valid representation of community perspectives.

Multiple access options were provided for residents who did not receive a text invitation:

- An online request form on Broomfield.org, which required name and address verification to confirm Broomfield residency. This method generated 772 requests and 369 completed responses (48% completion rate).
- Distribution through Broomfield FISH, yielding one completed response.
- A Spanish-language version, which resulted in five completed submissions.

This marked Broomfield's first use of MMS text messaging for survey distribution. The approach proved highly effective, significantly expanding reach compared to the 2023 survey, which was sent to 6,000 households and generated 986 completed responses.

Survey Results

The survey opened with a fundamental question asking residents whether they believe the City and County of Broomfield is headed in the right direction or on the wrong track. Results showed:

- 36% selected "right direction"
- 35% indicated they were "unsure"
- 29% believed Broomfield was headed in the "wrong direction"

Respondents had the opportunity to explain their selection through an open-ended follow-up question. These explanations provide valuable insights into areas where Broomfield can focus improvement efforts and identify successful initiatives worth continuing.

The survey's open-ended responses reveal that residents were sometimes divided in their opinions on the same topics. For example, regarding the "right direction/wrong track" question:

- **Those who believe Broomfield is headed in the right direction** frequently cited support for new developments, including additional housing and the Broomfield Town Square project. These residents expressed appreciation for balanced growth that combines economic development and retail/commercial expansion with new housing options.
- **Those who believe Broomfield is headed in the wrong direction** often mentioned concerns about development speed (too fast) and development types (particularly higher-density housing and warehouses). They also cited perceived delays in the Town Center project as a specific area of concern.

These contrasting viewpoints highlight the community's complex relationship with development and growth, presenting both challenges and opportunities for city planning and communication.

The survey also revealed contrasting perspectives on civic engagement: while some residents expressed appreciation for their experience with access to information, surveys and inclusion in decision-making processes, others voiced concerns about what they see as insufficient public input on significant decisions. These mixed responses highlight a clear desire within the community for Broomfield to enhance and expand its engagement strategies across multiple channels. Residents' continued interest in participation suggests that robust, transparent and accessible engagement opportunities would be valuable for building upon community trust and ensuring decisions reflect diverse community perspectives.

During the study session, the survey consultant will present additional analysis with a focus on the significant portion of the residents in the "unsure" response group. Staff views this large neutral segment as an important opportunity to better inform and positively engage residents who haven't yet formed strong opinions about Broomfield's current direction.

The survey also asked residents to rate various aspects of quality of life in Broomfield as well as their experience with various amenities and services provided by the City and County of Broomfield. These detailed questions help identify both areas of satisfaction and opportunities for improvement as Broomfield develops its strategic priorities moving forward. While the presentation will provide additional detail, key takeaways are included below as an introduction to the survey results.

Quality of Life Questions

The survey asked residents to rate various aspects of quality of life in Broomfield, such as their neighborhood as a place to live, Broomfield as a place to live, Broomfield as a place to raise children, the overall sense of community in Broomfield, and Broomfield as a place to retire.

These quality of life questions asked respondents to rate each aspect as excellent, good, fair, or poor, with an option to indicate no opinion. Residents expressed overwhelmingly positive sentiments about both their neighborhood (84% excellent or good) and Broomfield overall (83% excellent or good) as places to live. Among areas offering the greatest opportunity for improvement, sense of community and Broomfield as a place to retire received the highest percentages of 'poor' ratings at 12% and 14% respectively.

As a part of the community survey analysis, Broomfield has typically provided a comparison to other local jurisdictions in terms of the responses for quality of life questions. As mentioned previously, Broomfield is one of the first communities to complete their survey in 2025. Communities such as City of Thornton, Boulder County, Jefferson County and Arapahoe County are planning to be in the field soon with results expected later in the summer. Compared to nearby cities that conducted surveys in 2023 and 2024 (Arvada, Erie, Lafayette, Wheat Ridge, Westminster), Broomfield ranks among the highest for perceived value for taxes paid and overall quality of life, as well as being a good place to raise a family. However, Broomfield's performance in terms of being a good place to work or retire was comparable to, but not leading, other local cities in the community comparison.

Opinions of Government Performance

General questions were asked to gauge resident perception of government performance, such as the perceived quality of the services provided by Broomfield, the ease of accessing services, Broomfield's communication regarding events, issues, and programming and the overall performance of the City Council.

Residents could rate the response as excellent, good, fair, or poor while also being given an opportunity to state they had “no opinion.”

The majority (65%) indicated they would rate the quality of services they received from Broomfield as excellent or good, as compared to 29% who would rate it as only fair or poor. Residents provided similar ratings when asked about the ease of accessing services (64% excellent/good versus 27% fair/poor).

While 34% of residents rated the City Council's overall performance as excellent or good, the survey revealed a substantial engagement opportunity: 24% of residents had no opinion on council performance, suggesting they may not be fully informed about the council's role and responsibilities. This indicates a significant opportunity to strengthen community connections through enhanced public engagement and clearer communication about council functions and achievements. By providing more accessible information and creating additional touchpoints for resident interaction, the city can help bridge this knowledge gap and potentially increase both resident awareness and civic participation.

This same theme appears in responses regarding communication about events, issues and programs. While 53% of residents rated this communication as excellent or good, a notable 41% found it fair or poor, with 6% offering no opinion. These results present a clear opportunity for the city to enhance its outreach efforts, with nearly half of residents indicating room for improvement. By refining communication strategies and channels, the city can work to increase satisfaction among the significant portion of residents who currently have mixed experiences with communications while also engaging those who may not be fully connected to city updates.

Opinions of Government Services and Public Safety

A key component of the community survey is to determine the level of resident satisfaction with various city provided services and in regard to public safety. The survey provides an opportunity for input on a range of services, including drinking water, building permitting/inspections, police services to community communications and outreach. Since some residents will not have experience with all of the services, each question provides an opportunity for residents to indicate if they have no experience with the service.

Opinions on public safety in the City and County of Broomfield indicate that residents overwhelmingly feel safe in their neighborhoods, shopping areas and parks, and feel the Broomfield Police Department has an excellent or good level of responsiveness and treats residents with respect.

For those that have experience with amenities maintained by the City and County of Broomfield, Open Space and Trails, Parks, Recreation services and facilities, and Library services and facilities continue to receive excellent or good ratings among residents. Other programs that continue to receive excellent ratings by residents are the Spring Clean-up event, the Broomfield Recycling and Tree Branch Recycling centers and other CCOB recycling events such as Household Hazardous Waste and Paper Shred.

Broomfield residents were also asked to provide what they feel are the most important services that a local government provides. The question allowed residents to list up to five services. Those services included (listed in order of most importance per the survey results):

- Public safety (police and fire): 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.
- Road and street maintenance: including pothole repair, snow removal, traffic control and overall infrastructure upkeep.
- Parks and recreation: trails, open spaces, recreation centers and programs for all ages were mentioned; 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.
- Library services: seen as essential for education, community engagement and access to resources for all age groups
- Affordable housing and social services: includes housing support, food assistance, services for seniors and vulnerable populations
- Public health and human services: mentioned were mental health services, access to care, support for families and the unhoused
- Education and schools: although schools are a separate entity in Broomfield, 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

The service priority rankings reveal residents' fundamental expectations for municipal government, with basic infrastructure and safety services claiming the top positions. Public safety, water and utilities, and road maintenance form the essential foundation of local government operations, followed by quality-of-life services like parks, libraries and recreation that residents consider integral to community livability rather than optional amenities. Notably, affordability concerns permeate multiple categories—from utilities to housing—suggesting cost management is a critical cross-cutting priority for residents. The emphasis on visible, accessible services like police presence, well-maintained streets, and neighborhood parks demonstrates residents' value services they can experience daily in their communities. The rankings also indicate that residents believe education and schools to be an important service that a local government provides. This likely reflects a mix of perspectives: some residents may not be fully aware of the distinct roles of different governmental entities, while others may deliberately be expressing a preference for collaborative approaches that cross traditional boundaries. Both circumstances present opportunities, either for better educating residents about governmental roles or for exploring ways the city can coordinate with school districts on shared community needs.

Key Issues or Priorities

Broomfield's community survey provided an opportunity for residents to share their top two or three issues or priorities that they believe Broomfield should address in the next two to three years. These comments were analyzed by Magellan and categorized into the following seven broad categories:

- Cost of living and utility rates
- Affordable and accessible housing

- Town Center/Downtown development
- Infrastructure and traffic
- Crime, safety and homelessness
- Open Space and Smart Growth
- Government Transparency and Representation

The top priorities shared by residents reflect a desire to focus on quality of life, with cost of living and utility rates emerging as the foremost issues. Housing affordability follows closely, particularly as residents worry about the next generation's ability to remain in Broomfield. Infrastructure improvements and long-awaited Town Square development represent the city's most visible operational and partnership challenges respectively, while concerns about safety and responsible growth highlight residents' desire to maintain community character. Government transparency issues underscore the need for clear communication about major municipal decisions. These priorities align significantly with the positive and negative directional feedback residents provided through the quality of life questions in the survey.

Summary

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, ranking as the best value 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

These results demonstrate high levels of resident satisfaction across all key areas of community performance. The strong positive ratings for quality of life and overall livability, combined with Broomfield's leading position in tax value among neighboring communities, reflect the successful execution of municipal services and strategic planning. Notably, the overwhelming support for fiscal sustainability and resilience as the top community goal aligns with residents' positive assessment of the value they receive for their tax dollars, suggesting a community that understands and appreciates prudent financial management. These findings provide a strong foundation for continued strategic planning and reinforce Broomfield's reputation as a desirable place to live.

Financial Considerations

The Broomfield Community Survey falls within the budget for 2025 as contracted with Magellan Strategies.

Prior Council or Other Entity Actions

[2025 Community Survey Follow-Up Discussion](#) on tax-related questions - in 5A. Manager's Report

[2023 Community Survey Results review](#) - Agenda Item 11(c)

[2021 Community Survey Results review](#) - Agenda Item 4(b)

Boards and Commissions Prior Actions and Recommendations

N/A

Proposed Actions / Recommendations

This update is informational only - no action to be taken

Alternatives

N/A