

# The *Sweep* Report 2011-12

A look at key indicators,  
trends and needs in  
Broomfield, Colorado, USA

By Marrton Dormish

Published by the  
Broomfield Community Foundation



Dedicated to Broomfield, Colorado,  
for its 50<sup>th</sup> anniversary as an incorporated city,  
1961-2011,  
and its 10<sup>th</sup> anniversary as a consolidated city and county,  
2001-2011.

**The Sweep Report: A look at key indicators, trends and needs in  
Broomfield, Colorado, USA**

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Since this report is intended for a general audience, it emphasizes readability over citational rigor. However, it does include endnotes indexed and detailed at the end of each main section. We typically do not cite information we got from more than one source, information we consider general knowledge, or facts we gleaned on our own. Non-endnoted statistics in Parts II and III generally refer to data from an adjacent table. We chose not to include the full web addresses of many sources due to their excessive length.


**Cover photo:** Josh's Pond with Longs Peak and Mount Meeker on a winter day. Source: David R. Jennings, *Broomfield Enterprise*.



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# Authors' Notes



When I was a kid, in the late 1970s and early '80s, Denver and its suburbs had yet to fully encroach on Broomfield's borders. Back then, Broomfield was just an exit sign to me. My family and I passed it in our white '66 Chevy station wagon on holiday road-trips from southeast Denver to my grandparents' house just off 75<sup>th</sup> Avenue in Boulder. Besides marking a bunch of farms located beyond what I thought of as the borders of civilization, I didn't give Broomfield a second thought.

Fast-forward a few decades to 2004, when my pregnant wife, two-year-old daughter and I moved to a Broomfield much-changed from my childhood memories. We've since grown into a family of six. The longer we've lived here, the more we've come to see our house off Midway Avenue as our home and the more we've gotten involved in the life of Broomfield as a whole.

Last spring, while volunteering at the North Denver Cares food pantry off Main Street and 117<sup>th</sup> Avenue, I met Mercy and Dustin Johnson, a young couple profiled on p. 29. I helped them with their groceries and wished them well, but I didn't check in with them again for several months, when it was too late to help change some irreversible circumstances in their lives.

This report is for me personally an attempt to better know my adopted hometown, and an acknowledgment of the Johnsons and others like them who persevere in the margins of our community. May The Sweep Report help energize and expand efforts to make Broomfield a more livable place for all its residents.

Marrton Dormish  
*Founder & Director, Everyday Epics*  
[www.EverydayEpics.com](http://www.EverydayEpics.com)

I'm glad to report that the balance of The Broomfield Community Foundation's Legacy Fund is steadily nearing our goal of \$1 million. Once that goal is reached, the interest earned from the endowed principal will increase our granting capacity, and ultimately benefit Broomfield citizens. When I recently asked our board of directors if they wanted to use the increase during our normal three annual competitive granting cycles, or to try to make a larger impact by giving toward the areas of greatest local need, their question for me was, "What are the areas of greatest need?"

The timing of their question, and my desire to publish an indicator/needs report for Broomfield County, coincided with meeting Marrton Dormish, and him volunteering to do the research for this report. I sincerely thank Marrry for his time and dedication to make this report possible.

As both the Foundation's director and a Broomfield resident, it is my hope that this report will help everyone in Broomfield to be aware of Broomfield County's "personality" and to have information to use when making decisions about charitable giving.

Karen Smith  
*Executive Director*  
*Broomfield Community Foundation*  
[www.BroomfieldFoundation.org](http://www.BroomfieldFoundation.org)

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Photo: Mark Rasmussen, Dreamstime

# Introduction

“Go West,  
young man,  
go West and  
grow up with  
the country.”

— Horace Greeley,  
*New York Tribune*  
editorial, 1865<sup>1</sup>

We live in Broomfield, the queen city of the long handle and stout bristles. Our city may have an unusual name, but we’re proud of it all the same. And we’re not alone in recognizing the uniqueness of our community. In 2010, *Money* Magazine ranked Broomfield the No. 19 best small city to live in the United States:

“With a prime location only 20 minutes from both Denver and Boulder, Broomfield is a safe, active community with a very strong school district and much for residents to enjoy.

Spend the day walking along Broomfield’s 66 miles of trails or start up a game on one of the sports fields in Broomfield’s numerous green parks.

If it’s raining, head to the Paul Derda Recreation Center, a facility with an indoor aquatic park, climbing wall, game room, and fitness classes.”<sup>2</sup>

Since it ranked Broomfield highly, we forgive *Money* Magazine for conflating Broomfield’s three main school districts (and several smaller school districts) into one. It’s never easy to summarize the essence of a place in a few words, after all.

We consider ours to be “a few words.” We modeled The Sweep Report, in part, after other community summaries, including the Boulder County (Colo.) TRENDS report, the Compassion Coalition guidebook (Knoxville, Tenn.), and the 2-1-1 Texas Community Needs and Trends Report.<sup>3</sup> But we know the Sweep Report is nowhere close to the final word on Broomfield, past, present or future, just an attempt to describe the “sweep” of realities and possibilities in our multi-dimensional community. Although we’re not professional

trend analysts, we are Broomfielders. As we were writing this report, we had our neighbors in mind—those who live next door and everyone who lives and works in or otherwise cares about Broomfield.

Broomfield,  
Colorado,  
U.S.A.

Elevation:  
5,420 feet

## Photos

**Top:** The El Jebel Shrine entry in the parade at Broomfield Days.  
**Source:** David R. Jennings, *Broomfield Enterprise*/Sept. 18, 2010.

**Bottom:** The parade and crowds during Broomfield Days at Midway Park.  
**Source:** David R. Jennings, *Broomfield Enterprise*/Sept. 19, 2010.



## Part I, “Broomfield Yesterday,”

sketches Broomfield’s two hundred years of rich Western history.

**Part II, “Broomfield Today,”** combines expert opinion, statistics and commentary to examine our:



Demographics –  
Who lives here



Environment –  
Where we live, work and play



Housing –  
Where we live, sleep and play



Economy –  
How we make ends meet



Education –  
How we learn



Community life –  
What we care about

(See p. 10 for an overview of some of our findings from Part II.)

## Part III, “Broomfield Tomorrow,”

considers what we want to characterize our community in the future and highlights the trend most likely to influence our future. It concludes by identifying two urgent, interrelated local needs and offering some suggestions as to how we might begin to address those needs.

During the course of our research, we interviewed more than two-dozen government officials, non-profit and business leaders, and local residents, and we organized an informal focus group made up of a cross-section of people from our community. We reviewed reports from local non-

profits and government agencies, alike, and gathered secondary statistics from a host of different sources, primarily on the Internet. (Some statistical studies still attach Broomfield numbers to those of other counties in the area, either because of our relatively small size or because of our former county ties, or both, which made researching this report quite a challenge.)

As our authors’ notes suggest, we began this project hoping to learn more about the “areas of greatest need” in Broomfield. While the process of creating The Sweep Report has certainly heightened our appreciation for the best Broomfield has to offer, it’s also compelled us to shed light on the relatively few, but vital areas in which we’re not living up to our high standards. These include a lack of affordable and transitional housing, and an inability as a community to fully address the realities faced by our neighbors in need. We highlight these and other areas in different sections of Part II and Part III.

In many ways, this report took on a life of its own, growing from a modest dozen pages to this more extensive version. We know, however, that our tendency to focus on social service-type needs unfortunately means we have less space to devote to areas like the art community and our education system, which deserve special reports of their own.

Because we’re acutely aware that there is a real person behind every statistic, we sprinkled profiles of Broomfielders throughout Part II, “Broomfield

Today.” (If we had to do the report over again, we would profile more members of the community at large than we did.) In these profiles, and in the report as a whole, the overarching questions we’re asking are these:



“What kind of community has Broomfield been?”



“What kind of community is Broomfield now?” and



“What kind of community will Broomfield be in the future?”

The great thing is, everyone who lives and works in Broomfield has a say in how we answer those questions. We hope the stories we tell, the trends we summarize and the local needs we identify, help you find your own voice and a place to make it heard. ■

1 This quote is commonly attributed to a July 13, 1865, editorial by Horace Greeley, editor of the *New York Tribune*. However, according to Wikipedia, the quote does not appear in that issue of the paper. Some sources instead attribute a version of the quote to an 1851 editorial by John B. L. Soule of the *Terre Haute (Ind.) Express*. In any event, Greeley is generally credited with popularizing this phrase, which became associated with westward expansion and the idea of manifest destiny.

Wikipedia, en.wikipedia.org/wiki/Go\_West,\_young\_man. Retrieved Sept. 19, 2011.

2 DiMare, Brittani. “Best Places to Live: Money’s list of America’s best small cities. 19. Broomfield, CO.” *Money Magazine*, Aug. 2010, money.cnn.com. Retrieved Sept. 19, 2011.

3 To read the 2011 *Boulder County TRENDS Report*, go to [www.commfound.org/trendsmagazine](http://www.commfound.org/trendsmagazine). The newest Compassion Coalition *Salt & Light Guidebook* is available at [www.compassioncoalition.org/salt-and-light-guidebook](http://www.compassioncoalition.org/salt-and-light-guidebook). A PDF file of the 2009 version of the *2-1-1 Texas Community Needs and Trends Report* for South Central Texas is available at [www.unitedwaycapitalarea.org](http://www.unitedwaycapitalarea.org).

# Part I – Broomfield Yesterday

Imagine Broomfield without any cars or roads, without any shops, houses or other permanent dwellings, without air traffic flying overhead, and what is left? High, rolling prairie and the nearby shadow of the Rockies, especially Long's Peak and Mt. Meeker, which used to be known as "Nesotaieux," or the "Twin Guides."<sup>2</sup>

## The Homestead Era: Broomfield, the Wild West

Before Zebulon Pike and Stephen H. Long led the first American expeditions into the land near what is now Broomfield, in 1806 and 1820, respectively, and even before the Louisiana Purchase made U.S. territory of what is now Colorado east of the Continental Divide, this area was home to Native American tribes: the Apache, then Comanche and Ute, and later, the Arapaho and Cheyenne.<sup>3</sup>

After the initial forays of the United States into the Rocky Mountain region, a trickle of trappers and mountain men arrived to carve their living from Colorado's Front Range. In 1848, those few adventurers gave way to a flood of fortune-seekers bound for the California Gold Rush. When two groups of Cherokees from Indian Territory, or present-day Oklahoma, passed through Denver and Wyoming on their way to the California gold fields in 1849 and 1850, the route they cut through Colorado became known as the Cherokee Trail. The western or "upper" branch of the trail passed through present-day Broomfield and angled north along present-day U.S. Highway 287.

Prospectors discovered gold in 1850 on Ralston Creek near present-day Arvada, and in 1858 along the South Platte River, southwest of Denver, prompting a new flood of miners to seek their fortunes in Colorado. Soon ranchers began settling along the Front Range, and farmers who found the Broomfield area's clay soil ideal arrived to provide nearby mining towns with food.<sup>4</sup>

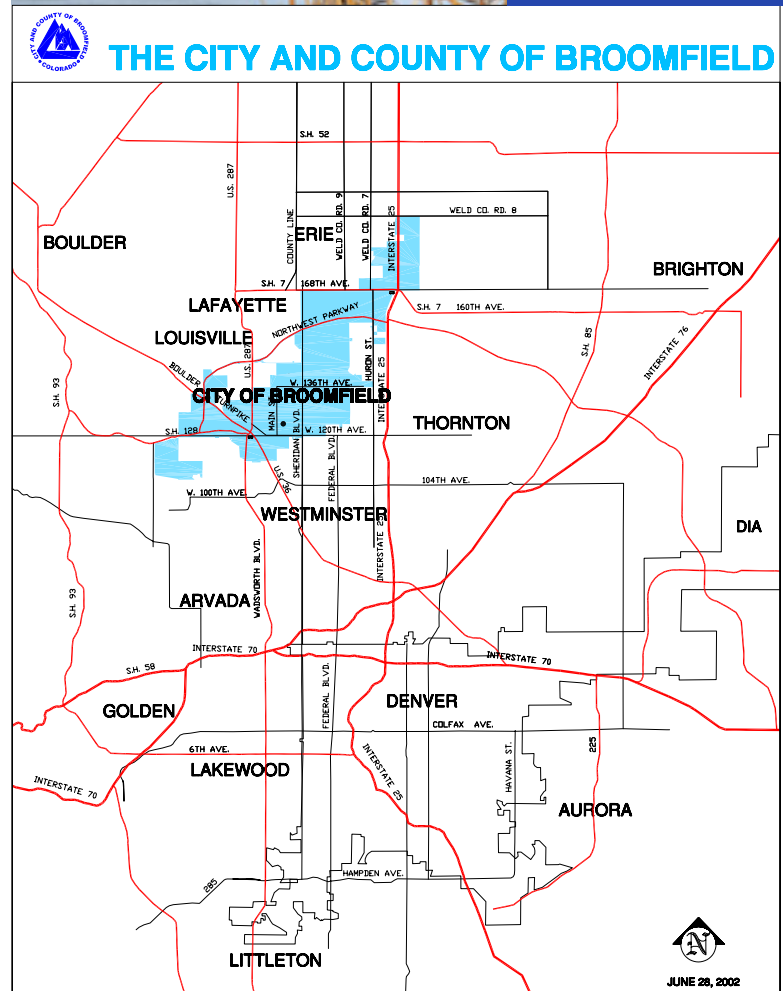
**Photo source:** Josh's Pond with Longs Peak and Mount Meeker on a winter day.  
David R. Jennings, *Broomfield Enterprise*.

**Map source:** City and County of Broomfield, <http://www.broomfield.org/maps>.



“To attach oneself to place is to surrender to it, and suffer with it.”

— Kathleen Norris,  
*The Cloister Walk*<sup>1</sup>



In 1861, Colorado Territory created its first 17 counties, including Boulder County, whose southeastern corner encompassed what is now Broomfield. Within three years, local surveyors parceled the area into townships with 36 numbered sections, each of which equaled one square mile or 640 acres. Local homesteaders had the choice of purchasing the land they had settled or relinquishing their right to the land.<sup>5</sup> However, the advent of private property sparked a three-year war, primarily with the Arapaho and Cheyenne tribes, and temporarily cut off Denver-area communities from eastern supply routes.<sup>6</sup>

### The Settlement Era: Broomfield, Along the Overland Trail

In their effort to provide for local mining camps and travelers on the Cherokee Trail, early farmers in our area were forced to navigate the perennial Western challenge of obtaining sufficient water for their crops. They also contended with droughts and swarms of locusts that could destroy crops in minutes.

After 1864, the stagecoach company Central Overland California & Pikes Peak Express chose the western route of the Cherokee Trail for its official mail contract. From then on the trail was also known as the Overland Trail. Stagecoach stops dotted the route every 10-11 miles, and included Church's Station along today's Old Wadsworth Blvd. and Rock Creek Station, north on today's U.S. 287.<sup>7</sup>

The railroad arrived in the early 1870s to transport gold and silver ore from mining camps, as well as coal discovered in nearby Louisville and Lafayette. Gradually, Broomfield developed a common identity out of the mixed heritage of languages and cultures of its farming and ranching families, who hailed from countries such as England, Germany, Ireland, Norway and Sweden.<sup>8</sup>

## official milestones

1884	On Sept. 26, the U.S. Post Office names this area "Broomfield."
1961	On June 6, the City of Broomfield incorporates.
2001	On Nov. 15, Broomfield's consolidation into Colorado's second city and county takes effect.

**Sources:** Pettem, p. 21, 208, and the City and County of Broomfield, [www.broomfield.org/history](http://www.broomfield.org/history).

From the late 1800s to around 1950, as cars supplanted the railroad, Broomfield's farming community coalesced around a town center near present-day 120<sup>th</sup> Avenue just east of U.S. 287. Until then the only way to get from Broomfield to Boulder was to drive north on the former Overland Trail, or what was then called the Denver-Cheyenne Road, to Arapahoe Road and go west from there.<sup>9</sup>



### What's in a name?

Early area farmers grew at least one crop that the dreaded locusts ignored—broomcorn, a form of sorghum with long flower clusters that were sewn into brooms. On Sept. 26, 1884, the local U.S. Post Office officially named the area "Broomfield" in honor of the locust-resistant crop.

**Source:** Pettem, p. 10, 21.  
**Photo:** Infinity, Dreamstime.



Dale Brunner tests wheat to determine if it's ready to cut by taking a head, crushing it in his hand, blowing the chaff away, then crunching the grain in his teeth to determine the hardness. Taken at the Tom Frost Open Space on the first day of cutting.

**Source:** David R. Jennings, *Broomfield Enterprise*.

### The Build-out Era: Broomfield, the Bedroom Community

The Denver-Boulder Toll Road, now U.S. Highway 36, opened to traffic in 1952, and proved so popular that travelers' tolls paid off its construction cost 13 years sooner than projected.<sup>10</sup>



The Crescent Grange organized in 1898 to unify farmers against “unfair railroad shipping costs and prohibitive bank loan interest rates.” The building pictured here, on 120th Avenue, was constructed in 1916 (Pettem, p. 96, 204). Today, the Grange hosts two faith communities and a community garden.

**Photo source:**

David R. Jennings, *Broomfield Enterprise*.



The restored early 20th-century Brunner Farm house with the full moon setting behind it on a fall morning.

**Photo source:**

David R. Jennings, *Broomfield Enterprise*.

In the ‘50s, Turnpike Land Company developed a master-planned, “dream” community called Broomfield Heights in the area north of 120<sup>th</sup> Avenue west of Main Street. Hailed as one of only three cities nationwide to mandate garbage disposals in new residences, the first Broomfield Heights homes went on the market in 1955. As soon as the initial “first filing” lots sold, old farm buildings were torn down to install water and sewer lines and make way for more streets and new homes north of Midway Avenue.<sup>11</sup>

The city of Broomfield dropped the “Heights” from its name and incorporated in 1961. By 1970, churches, several schools and a library served the 7,000-plus people who called the growing bedroom community of Broomfield “home,” many of them commuting to work in Denver or Boulder.<sup>12</sup>

### The City Era: Broomfield, the City

The city raced to keep up with the growth of its population in the ‘70s and ‘80s, annexing adjacent land to the north and east. Controversy over the contamination of Broomfield’s Great Western Reservoir water supply near Rocky Flats led the city to negotiate new water contracts. New infrastructure—including a 33-mile pipeline from Carter Lake near Berthoud, Colo., to Glasser Reservoir and a second water treatment plant—piped, stored and treated a significant portion of Broomfield residents’ drinking water.<sup>13</sup>

Also in the ‘80s, in order to attract new businesses, Broomfield incorporated a swath of land south and west of U.S. 36. Now known as Interlocken Business Park, the area has boomed since the late ‘90s, when major employers Sun Microsystems (now Oracle) and Level 3 Communications announced plans to move to Broomfield.

Broomfield became a regional center for dining, shopping and entertainment, as well as a business hub, with the 1998 grand opening of FlatIron Crossing, a shopping center west of Interlocken and south of U.S. 36.<sup>14</sup>



The upscale FlatIron Crossing mall on the southwestern edge of Broomfield expanded over the site of the defunct Monarch coal mine.

**Source:**

Pettem, pp. 201-202.

**Photo source:**

David R. Jennings, *Broomfield Enterprise*.

## The Consolidation Era: Broomfield, the City-and-County

Although Broomfield had grown to straddle four counties—Adams, Boulder, Jefferson and Weld—and three main school districts—Adams 12, Boulder Valley and Jefferson County—it still sought to maintain its distinct hometown feel, which helped fuel a protracted effort to convert from an incorporated municipality into a consolidated city and county. In 1998, Colorado voters approved a constitutional amendment creating the City and County of Broomfield, effective after a three-year transition period.<sup>15</sup>

Meanwhile Broomfield's commitment to environmental stewardship tempered its ongoing growth. In the late '90s, the city signed inter-governmental agreements to maintain and protect both the scenic transportation corridor of U.S. 36 and its land buffer with the cities of Lafayette, Louisville and Erie. In the midst of the consolidation transition, working groups and advisory committees made up of civic leaders and local residents helped develop everything from Broomfield's long-term master plan to its plan for permanently protected open space.

Ironically, the area known as "Old Broomfield," which lies east of U.S. 287 around 120<sup>th</sup> Avenue, did not officially become part of Broomfield until 2001, the same year Broomfield's consolidation into Colorado's 64<sup>th</sup> and newest county took effect. Broomfield is one of only two consolidated city-counties in the state, along with the City and County of Denver.<sup>16</sup> ■



1 Norris, Kathleen. *The Cloister Walk*. New York: Riverhead Books, 1996, p. 244.

2 Green, Stewart. "Longs Peak: Highest Mountain in Rocky Mountain National Park. Fast Facts About Longs Peak." About.com, [climbing.about.com/od/coloradosfourteeners/a/LongsPeakFastFacts.htm](http://climbing.about.com/od/coloradosfourteeners/a/LongsPeakFastFacts.htm). Retrieved Sept. 19, 2011.

3 Information about early expeditions of the Front Range is taken primarily from *Wikipedia* pages on "Zebulon Pike," "Stephen Harriman Long" and "Louisiana Purchase," retrieved September 19, 2011, from [en.wikipedia.org](http://en.wikipedia.org). Maps showing the Native American tribes who lived in this area before U.S. settlement are presented in Casells, E. Steve. *The Archaeology of Colorado*. Boulder, CO: Johnson Books, 1983, p. 198.

4 The stories of the "Cherokee Trail" and Colorado's successive gold rushes are pieced together from Sylvia Pettem's *Broomfield: Changes Through Time*. Longmont, CO: The Book Lode, 2001, pp. 1-4, 6.

5 Our description of homesteading and the formation of Colorado's initial counties is based on Pettem, p. 6, 8.

6 The "Colorado War" took place in the west between 1863-1865, at the same time as the U.S. Civil War raged in the east. See Pettem, p. 9, and *Wikipedia*, [en.wikipedia.org/wiki/Colorado\\_War](http://en.wikipedia.org/wiki/Colorado_War) for more details.

7 Pettem, p. 10, 12.

8 Pettem, pp. 19-20, 37.

9 Pettem, p. 57, 154.

10 Pettem, p. 157, 185.

11 See Pettem, pp. 163-165, 177-178, and the City and County of Broomfield, [www.broomfield.org/history](http://www.broomfield.org/history).

12 Pettem, pp. 178-179, 183, 187.

13 Pettem, pp. 187-191.

14 Pettem, p. 189, and City and County of Broomfield, [www.broomfield.org/history](http://www.broomfield.org/history).

15 City and County of Broomfield, [www.broomfield.org/history](http://www.broomfield.org/history).

16 For more information on local efforts to balance growth and environmental stewardship see the City and County of Broomfield's Open Space, Parks, Recreation and Trails Master Plan, Feb. 8, 2005, [http://www.broomfield.org/openspace/Master\\_Plans.shtml](http://www.broomfield.org/openspace/Master_Plans.shtml). The source for "Old Broomfield" (or "Original Broomfield," as it is sometimes called today), joining the consolidation process is Pettem, p. 204. For where Broomfield stands among counties in Colorado, see *Wikipedia*, [en.wikipedia.org/wiki/Broomfield,\\_Colorado](http://en.wikipedia.org/wiki/Broomfield,_Colorado). Retrieved Sept. 20, 2011.

Photo source: Marrton Dormish, Everyday Epics.

# Part II – Broomfield Today

“Now in order to answer the question, ‘Where do we go from here?’... we must first honestly recognize where we are now.”

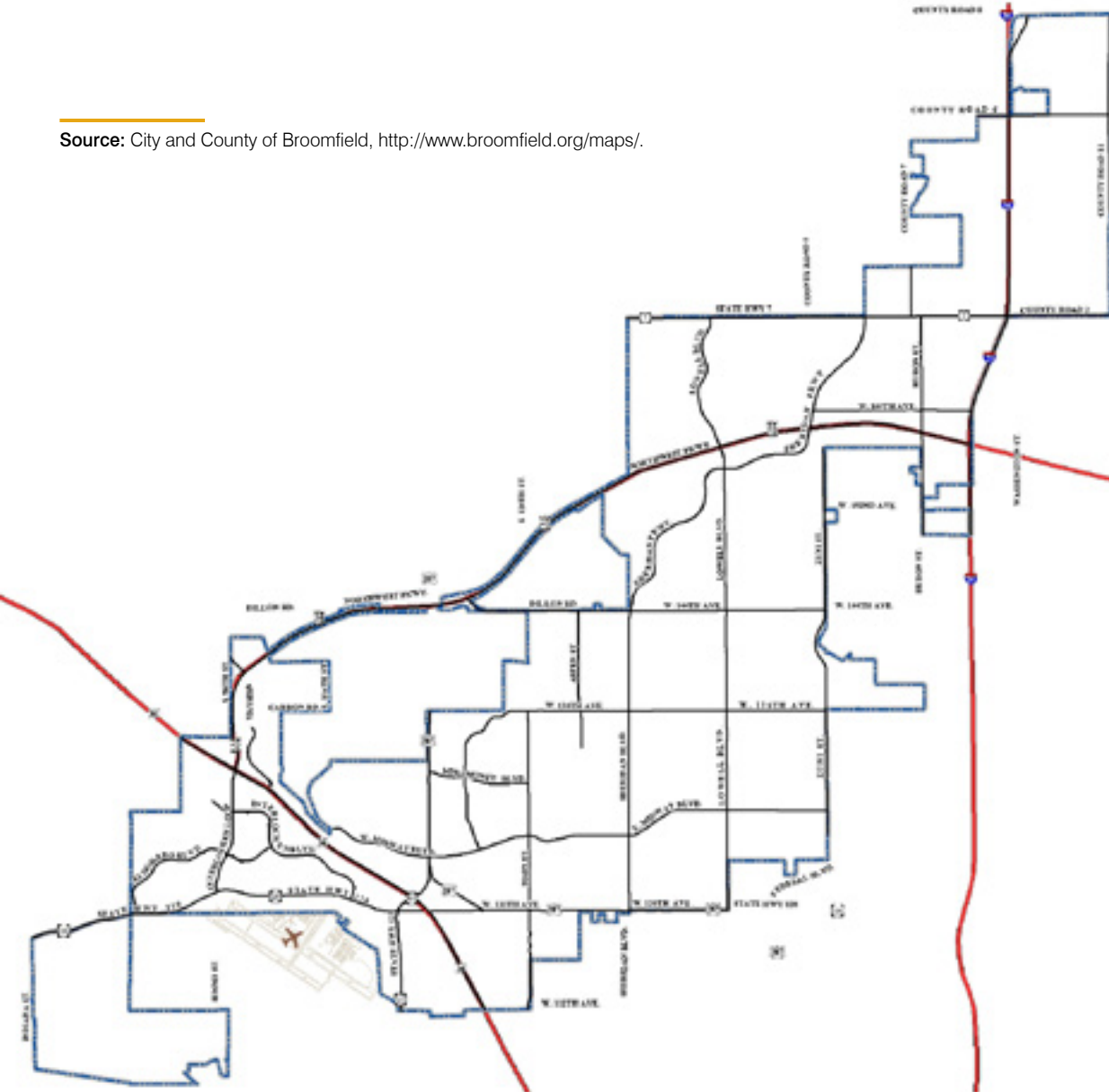
— Martin Luther King, Jr., “Where do we go from here?” speech<sup>1</sup>

Source: City and County of Broomfield, <http://www.broomfield.org/maps/>.

Broomfield encompasses 17,600 acres, and is home to 55,889 people, three high schools, two recreation centers and a 6,500-person capacity event center. It is Colorado’s 16th most populous city and 16th most populous county.<sup>2</sup>

According to our May 4, 2011, focus group, Broomfield’s strengths include:

- Our hometown feel,
- Our size—we’re big enough to maintain diverse cultural offerings and small enough to maintain a sense of being a knowable community,
- Our “how can we help?” attitude,
- Our ability to implement change,
- The level of collaboration between government agencies and local non-profits,
- The breadth, integration and responsiveness of city services, and,
- Our proximity to Denver and Boulder, as well as our access to shopping and recreational opportunities.



Starting at FlatIron Crossing mall, it takes about an hour to drive the jagged circumference of Broomfield, depending on traffic, of course. From the manicured grounds of Interlocken, you drive east to the U.S. 36/U.S. 287 interchange, loop around and pass the retail centers along 120<sup>th</sup> Avenue before heading north on Lowell. You turn east on Midway, pass Westlake and the Front Range manufactured housing park, head north on Zuni to 144<sup>th</sup>, then backtrack to Lowell to head north again. You pass open land on the left and rural residential acreage on the right. You cross over the Northwest Parkway, skirt the upscale Anthem neighborhoods and arrive at State Highway 7, but you're still not done. You drive east past I-25. Then, finally, you circle back, take I-25 southbound to the Northwest Parkway and return to FlatIron Crossing.

Broomfield has been pieced together via annexation over the course of several decades. We have the FlatIrons shopping district and Interlocken in the southwest, most of our civic facilities and older neighborhoods in the middle, Westlake and Brandywine on the southeast, and mostly farmland and yet-to-be-developed land marked with real estate signs to the northeast. In keeping with Broomfield's efforts to maintain its small-town feel, most of the entry points into Broomfield south of the Northwest Parkway are marked with a small blue "Welcome to Broomfield" sign.

Here's an overview of the findings we detail in Part II:



**Demographics** – *Who lives here*

Broomfield is growing, aging and becoming more racially and linguistically diverse.



**Environment** – *Where we live, work and play*

While Broomfield is growing in population, it's not likely to grow in land size, meaning we're going to have more people on the same amount of land. We have a sufficient water supply and a decreasing serious crime rate.



**Housing** – *Where we live*

We have a tight, if not tightening, housing market with steadily increasing median home value, high average monthly rents and very low apartment vacancy rates, a lack of affordable housing, and a relatively static homeless population.



**Economy** – *How we make ends meet*

Our median income is increasing and our workforce indicators are stable, but due in part to the recent economic downturn,<sup>3</sup> a growing number of people are in need of social assistance.



**community snapshot**

Population	55,889 people
Total land and water	17,600 acres
Median annual household income	\$73,885 per year
Mean annual household income	\$88,032 per year
Educational attainment, 25 years old and over	95.8% high school graduate or higher 42.5% bachelor's degree or higher
<b>Sources:</b> U.S. Census, <a href="http://quickfacts.census.gov/">quickfacts.census.gov/</a> ; <a href="http://Wikipedia, en.wikipedia.org/wiki/Broomfield,_Colorado">Wikipedia, en.wikipedia.org/wiki/Broomfield,_Colorado</a> ; U.S. Census Bureau, American FactFinder, 2007-2009 American Community Survey 3-year Estimates, 2009 Social, Economic and Demographic data profiles, <a href="http://fastfacts.census.gov">fastfacts.census.gov</a> .	



**Education** – *How we learn*

Local adults are highly educated, while local kids' proficiency levels on standardized tests continue to correspond closely with their family's level of income.



**Community life** – *What we care about*

Residents with close ties to Broomfield are maintaining the hometown feel they have come to cherish, but Broomfield County ranks last in the metro area in charitable giving as a percentage of income.

1 King, Jr., M.L.K. "Where do we go from here?" speech, Southern Christian Leadership Conference, Aug. 16, 1967, Atlanta, GA.

2 "Broomfield, Colorado." In *Wikipedia*. Retrieved September 20, 2011, from [en.wikipedia.org/wiki/Broomfield,\\_Colorado](http://en.wikipedia.org/wiki/Broomfield,_Colorado).

3 Since we consider experience, if not understanding, of the "recent economic downturn" to be general knowledge, we spend little to no time in this report quantifying or defining its characteristics. However, most of the local experts we interviewed either mentioned or confirmed the effects of the downturn on various local realities.

**Puzzle image:** Missjelena, Dreamstime.

## Demographics

### Who lives here

During the last half century, Broomfield's population increased at an annual average growth rate of 5.4 percent from 4,000 people in 1960 to 55,889 people in 2010.

### our population, 1960-2010

Year	Population
1960	4,000
1970	7,261
1980	20,730
1990	24,638
2000	38,272
2010	55,889
Total increase, 1960-2010	51,889
Average annual growth rate	5.4%

**Source:** Population figures are from the State of Colorado Demography Office, <https://dola.colorado.gov>.

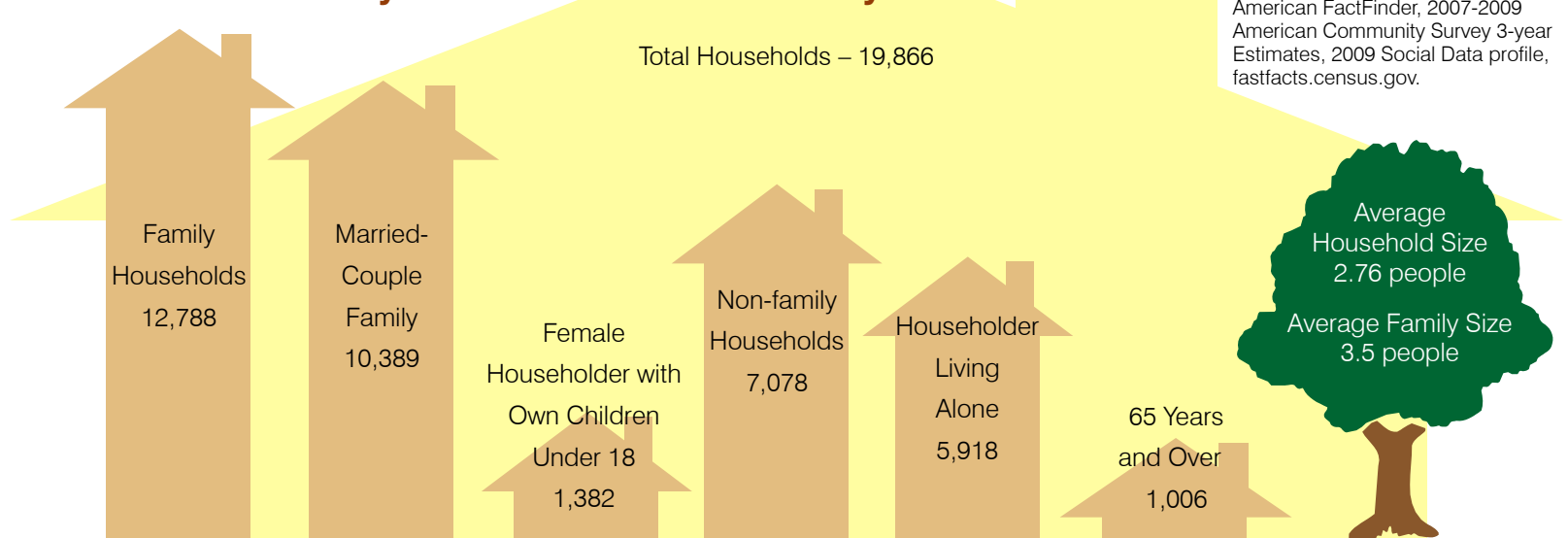


Dale Brunner guides his combine, cutting wheat on the Boulder County Open Space, with houses in the Outlook neighborhood in the background.

**Source:** David R. Jennings, *Broomfield Enterprise*.

Population growth in the '50s and '60s transformed much of the metro area. Broomfield changed from a small, distinct farming community halfway between Denver and Boulder, into a burgeoning suburban extension of the Denver Metro area. Today, we are a medium-sized city (and county) thanks to our prime location, the arrival of major corporate employers and a housing boom during the '80s and '90s.

## Broomfield County households and family size



Broomfield has been steadily aging since 1990. For example, people under 35 years of age accounted for 59.2 percent of the population in 1990 and 47.9 percent in 2010, while the percentage of people over 60 years of age nearly doubled in the same time frame, from 8.6 to 14.7. Broomfield’s median age increased from 33.3 in 2000 to 36.4 in 2010.

Caring for the Elderly

“One real need [in Broomfield] that comes to mind is...the elderly needing to transition from independent living into some kind of assisted-living situation,” says Kim Seidman, the vicar of the Episcopal Church of the Holy Comforter. “They’ve been in their home for 35 years, they’re widowed, they’re emotionally attached to their home, but...they are no longer able to care for themselves.

“We have a congregation of 150 and I can name eight people off the top of my head who fit that category...I’m always wondering when I’m going to get a phone call that they fell in the middle of the night. People are retiring at 65 and 70, but living to 100 and having serious health care needs for the last 10-15 years of their lives. All that with [federal budget] cuts to Medicare and Medicaid.”

Suzanne Bazinet, Broomfield’s director of Senior Services, says the non-profit organization, Senior Resources of Broomfield, Inc., fundraises year-round in order to support the department’s various programs. These include respite for family caregivers, support groups,

Broomfield is aging, 1990-2010

	1990, #	1990, % of total	2000, #	2000, % of total	2010, #	2010, % of total	% change as proportion of population, 1990-2010
Under 5	2,107	8.6	2,998	7.8	3,944	7.1	-1.5
5-9	2,309	9.4	3,176	8.3	4,382	7.8	-1.6
10-14	2,048	8.3	3,234	8.5	4,016	7.2	-0.9
15-19	1,810	7.4	2,719	7.1	3,494	6.3	-1.1
20-24	1,376	5.6	2,050	5.4	3,129	5.6	0
25-29	4,900	19.9	6,192	16.2	3,660	6.5	-6.0
30-34					4,136	7.4	
35-39	4,648	18.9	7,685	20.1	4,480	8.0	-2.9
40-44					4,485	8.0	
45-49	2,452	10.0	5,324	13.9	4,485	8.0	+5.4
50-54					4,154	7.4	
55-59	864	3.5	1,414	3.7	3,338	6.0	+2.5
60-64	788	3.2	969	2.5	2,678	4.8	+1.6
65-69	923	3.7	1,573	4.1	1,826	3.3	+1.9
70-74					1,282	2.3	
75-79	350	1.4	789	2.1	1,009	1.8	+1.8
80-84					757	1.4	
85 and over	63	0.3	149	0.4	634	1.1	+0.8
Total	24,638	100.0	38,272	100.0	55,889	100.0	n/a
Median age	30.9	n/a	33.3	n/a	36.4	n/a	n/a
<b>Sources:</b> State of Colorado Demography Office, <a href="http://dola.colorado.gov/dlg/demog/index.html">dola.colorado.gov/dlg/demog/index.html</a> , and Elizabeth Garner, Colorado State Demographer.							

transportation and a Meals-on-Wheels program that delivers 80-100 fresh, hot meals per day to homebound area residents who are 60 years or older and unable to prepare meals on their own. Additionally, the city-operated Easy Ride program’s door-to-door, driver-assisted service helps meet the daily transportation needs of local seniors and disabled residents. Easy Ride offers access to grocery shopping, senior center activities, medical and dental appointments, and personal appointments, five days a week.

“We own four shuttle vans, including two wheelchair-accessible ones, and our transportation service area extends west to Avista [Adventist Hospital], east as far Washington [Street], and south to St. Anthony North [Hospital] and north to South Boulder Road medical offices,” Suzanne says. “Medical transportation is a huge need in this county... Mostly for rides to medical appointments, also to the grocery store, miscellaneous errands and rides to the senior center... When people stop driving they need help getting from point A to point B.

“Our one big problem is we have 7,000 people in Broomfield over 60 years old, and our senior population will grow by 46 percent over the next five years. The No. 1 trend we’re seeing is the volume, both in our capacities and the needs of people.”

Suzanne says her department’s challenge is to manage programs for two age groups: one, its aged 60-75 healthy, active seniors who enjoy playing Wii, pickle ball, badminton and volleyball, and, two, its less-active aged 75-100 seniors, who tend to live on a limited income. “[Older seniors often] need material aid for things like eyeglasses, hearing aids, dentures and anything else not covered by Medicare,” Suzanne says. “It can cost \$5,000 for a pair of hearing aids.”

One encouraging success involving local government and local business relates to the need Broomfield citizens identified a decade or so ago for affordable senior housing. Julie Baxter, editor of the local weekly newspaper, *The Broomfield Enterprise*, notes, “The WWII generation that founded this community continues to age, and for a while there was a need for senior housing and assisted living. Now we have Maryel Manor [founded in the ‘80s] and Salvation Army Silvercrest [opened in 2003].” Both facilities provide low- to moderate-cost housing for area seniors, as does Broomfield Greens on Sheridan Boulevard.<sup>1</sup>



Customers await the opening of Forever 21 at Flatiron Crossing.  
**Source:** David R. Jennings, *Broomfield Enterprise*/Aug. 1, 2009.

Valley School District board member, says, “Broomfield is the perfect example of the post-WWII aspirations of middle class white America. Like ‘Leave it to Beaver.’”

**Hometown, U.S.A.?**  
Since 2000, Broomfield has also become slightly more racially and ethnically diverse. Almost one of every five people in Broomfield is now “non-white,” which reflects a change from several generations ago.

Jennie Belval, local resident and Boulder

### racial/ethnic origin, #, % of Broomfield’s population

Year	1990 (%)	1990 (#)	2000 (%)	2000 (#)	2010 (%)	2010 (#)	% change as proportion of population, 1990-2010
American Indian/ Alaska native	0.7	159	0.5	176	0.4	244	-0.3
Asian/Pacific Islander	2.1	528	4.2	1,592	6.1	3,411	+4.0
Black/African American	0.7	166	0.9	329	0.9	530	+0.2
Hispanic	*	*	9.1	3,471	11.1	6,216	+5.5*
White	94.3	23,236	83.7	32,023	79.4	44,358	-14.9
Two or more	n/a	n/a	1.7	645	1.9	1,064	+0.2
Other	2.2	549	0.1	36	0.1	66	-2.1
Totals	100.0	24,638	100.0	38,272	100.0	55,889	n/a

\*In 1990, 5.6 percent or 1,381 of Broomfield residents were considered of “Hispanic” origin, but were also categorized as 792 “White,” 8 “Black,” 29 “American Indian, Eskimo, or Aleut,” 15 “Asian or Pacific Islander,” and 537 “Other race.” Subsequent censuses included a separate designation for “Hispanic” and “Two or more” races. By including the Hispanic percentage change from 1990, the actual percent changes for the other categories should be slightly adjusted.

**Sources:** Colorado Department of Local Affairs, [www.colorado.gov](http://www.colorado.gov), and Elizabeth Garner, Colorado State Demographer. Some percentages calculated separately.

Although Broomfield often gets lumped statistically into the greater Denver Metro Area, long-term Broomfielders still cling to what they see as the community's friendly, neighborly, small-town identity.

"There's a core contingent of active folks," says Julie Baxter. "They're people who grew up here or came here when they were young... They still see Broomfield as Hometown, U.S.A....and they're striving to keep that vibe in the community."

In her eight years as editor of Broomfield's weekly newspaper, Julie has come to see Broomfield as, "the place where people put down roots, and it takes hurricane force winds to rip them up."

### when we arrived

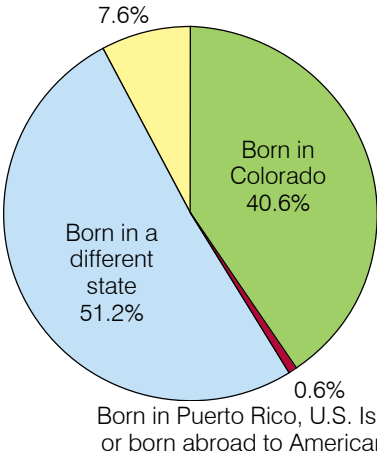
Total occupied housing units (owner- and renter-occupied) = 19,866		
	Population	% of Total
Moved 2005 or later	9,012	45.4%
Moved 2000-2004	4,171	21.0%
Moved 1990-1999	4,302	21.7%
Moved 1980-1989	1,538	7.7%
Moved 1970-1979	626	3.2%
Moved 1969 or earlier	217	1.1%
Source: U.S. Census Bureau, American FactFinder, 2007-2009 American Community Survey 3-year Estimates, 2009 Housing Data profile, fastfacts.census.gov.		

Statistics show, however, that half or more of Broomfield's population is newer to town, and in some cases, new to the United States or even to speaking English. For example, 14 different languages, not including English, are spoken in the homes of students who attend Emerald Elementary School in the Broomfield Heights neighborhood.<sup>2</sup> While this diversity, born out of mobility and urbanization, presents a challenge to Broomfield's "hometown" identity, it also resonates with our history. Just as a hodgepodge of early immigrants from different countries in Europe settled in Broomfield to carve out a life from the land and make good on a promise of prosperity, thousands of like-minded people from other states and countries are still coming here to carve a life out of our 21<sup>st</sup>-century landscape. ■

### where we were born

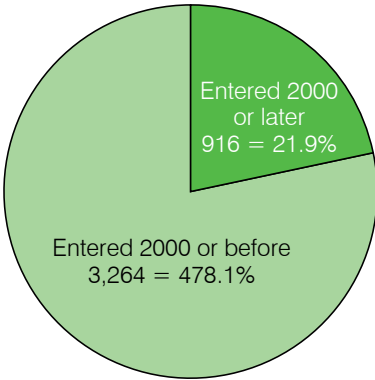
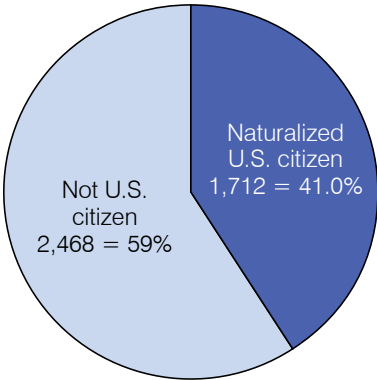
91.8% of Broomfield's population were born in the United States.

Born outside the U.S.



Source: U.S. Census Bureau, American FactFinder, 2007-2009 American Community Survey 3-year Estimates, 2009 Social Data profile, fastfacts.census.gov.

4,180 Broomfielders were born outside the U.S.



### what language we speak at home

age 5 years old and over

	Population	% of Total Population
English only	44,217	86.8
Language other than English	6,733	13.2
Spanish	3,124	6.1

Source: U.S. Census Bureau, American FactFinder, 2007-2009 American Community Survey 3-year Estimates, 2009 Social Data profile, fastfacts.census.gov.

1 In addition to these communities, two non-income-based assisted living facilities have recently opened in the Broomfield area.

2 This is the "most recent count" of languages according to David Tanaka, past principal of Emerald Elementary School. From a Sept. 5, 2011, email.



**Karen & Bob Davis**

## Making a Home in Broomfield

Bob and Karen Davis moved into a one-bedroom unit on the third floor of Broomfield's brand-new Marble Apartments complex in 1969. Bob worked for the City and County of Denver and Karen taught in Lakewood, but they chose to live northwest of Denver because it made for an easier drive to visit their family in Wyoming on the weekends.

It was also affordable: their rent at Marble Apartments was \$130 per month. "We were the first people in that building," Bob recalls. "It was cold up there."

"It had a fireplace, though," Karen says.

In 1971, the Davises bought a house on Birch Street, where they've lived ever since. "There was nothing to the east of our house when we moved in. West-lake was there, but there was nothing

between us and Lowell, basically. We'd sit on our patio and watch the planes landing at Stapleton [International Airport, the predecessor of DIA]."

They soon had two kids, a boy and a girl who went to Birch Elementary, Broomfield Heights Middle School and Broomfield High School. In the meantime, Karen volunteered at their schools, joined school committees, co-chaired Broomfield High's after-prom, and even served a stint as PTO president. "I never wanted to be in charge, but no one else volunteered," says Karen, who has also served on the board for the Broomfield Community Foundation.

In 1987, she started teaching at the preschool at the Presbyterian Church of Broomfield, where the Davises also attended services. Karen became the preschool's director in 2000 and retired

last year. "My job was such that I only taught in the morning, so I volunteered at school a lot, even when the kids were in middle school."

"We never worried about the kids playing at [nearby] Birch [Park] or on the dirt trails on the other side of Midway or taking their bikes to the swim and tennis club. Broomfield just felt right," Karen says. "We both came from small towns, and we'd just say to the kids, 'Go in a group.' At least six kids lived nearby and they all played together. They'd leave home in the morning and when they got hungry they'd go to someone's house and check in."

Today, Bob and Karen's daughter, Amy, teaches at Holy Family High School on Sheridan and 144<sup>th</sup>, and their son, Kevin, works locally for Leprino Foods.

Through their church, Karen has helped make baskets for the needy at Thanksgiving, and helped organize youth mission trips to a Native American reservation in Arizona and Ciudad Juarez, Mexico. She pitches in when her church periodically hosts local homeless families for a week through a ministry called Growing Home. For years, she's also participated in the Kids' Hope mentoring program with students at Emerald Elementary in Broomfield Heights.

"There are about 20 of us who mentor kids one-on-one," Karen says. "It's very eye opening. I always thought of Broomfield as an upper-class community, but...there are kids

here that live in a whole different world...and that's now beginning to work its way to the surface."

Bob, meanwhile, had for years been commuting to Denver for his job as assistant personnel manager for the City and County of Denver. "When I retired, I decided to get involved in Broomfield," Bob says.

Bob Davis, it turns out, is a good name to have in Broomfield, as two others by that name are heavily involved in local civic life—Bob Davis, the president of the Broomfield Evening Rotary, and Bob Davis, the vice president of the Veterans' Memorial Museum.

Since his retirement in 2000, Karen Davis's Bob Davis has been appointed to a dizzying array of local councils, committees, task forces and boards, including ones that focus on growth, capital improvements, land use review, senior resources and aging, the community's overall master plan, and the planning and construction of a future civic center.

"He just totally jumped in to civic life," says Broomfield's deputy city and county manager Kevin Standbridge, who has worked with Bob over the years. "He's well-grounded and practical, and he loves Broomfield."

"All along, I was asking myself, 'How am I mixing with this company?'" Bob says. "There are so many people who do so many things in this town. It's never lost its small town feeling for us. People look out for each other...They will help you, support you, you can go to them for help."

Like his wife, Bob has seen another side of Broomfield through his volunteer work, particularly through his time serving on the Broomfield Health and Human Services Advisory Commission, "You see people in need, and they can go to HHS, they can go to [local non-profits] FISH and A Precious Child. If they meet eligibility requirements HHS sends them to FISH and A Precious Child to get clothes. They get sent to health care providers, and they all cooperate. That doesn't happen by accident, you have to work to make that integration happen. You go to some communities and these groups are at odds with each other, for money or glory, I don't know. But here it's that small-town atmosphere. All these people, they know each other maybe through their kids, and those connections still keep going." ■

"This has been a great community," Bob says. "We just stumbled on it by accident and once we did it became home."



Broomfield's historic railroad depot in the 1920s.

**Photo:** Courtesy of the City and County of Broomfield.

## Environment

### Where we live, work and play

Since the health of our domestic, economic, educational and community life depends in many ways on the health of our environment, we turn now from the 55,889 people who live here in Broomfield to the 17,600 acres of land and water within our borders. Some of it is fully developed—paved, piped, wired and drained—for use by local government, businesses and residences. Some of it is still farmed, and some of it, especially in north and northeast Broomfield, is yet-to-be-fully-developed.

By “environment” we mean our natural surroundings as well as the intangible conditions that allow us to live our daily lives, which is why this section highlights our land, watershed, water usage, recycling efforts and public safety.

#### The Land

According to local officials, due to the circumstances surrounding our consolidation into a city and county in 2001, there is virtually no chance Broomfield will acquire more land for development from adjacent counties.<sup>1</sup> No future annexation means it's more critical than ever for us to carefully consider and balance the needs of our growing population with the need to preserve our limited natural resources.

In 2011, Broomfield had 7,830 acres of dedicated open space and parkland. Kristan Pritz, director of Open Space and Trails for the City and County of Broomfield, says through conservation easements, dedications from the private sector and purchasing land outright, Broomfield hopes to eventually meet its goal of devoting 40 percent, or 9,617 acres, of its land to parks and open space uses.



#### our area at a glance

Total land and water	17,600 acres
Total land	17,344 acres
Total trails	254 miles
Total open land	7,830 acres

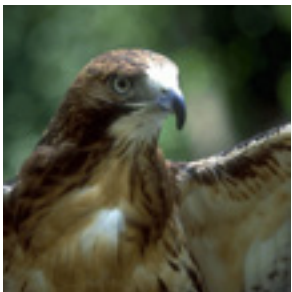
**Sources:** Based on City and County of Broomfield, <http://www.broomfield.org/openspace>, statistics from Kristan Pritz, Broomfield's director of Open Space and Trails, and *Wikipedia*, [en.wikipedia.org/wiki/Broomfield,\\_Colorado](http://en.wikipedia.org/wiki/Broomfield,_Colorado), retrieved Sept. 21, 2011. Conversion from square miles to acres calculated separately. One square mile = 640 acres.

A host of city-sponsored and resident-supported efforts focus on our natural surroundings, from the annual fishing derby at Tom Frost Reservoir in May, jointly sponsored with the Broomfield Open Space Foundation, to the annual trail adventure in honor of National Trails Day in June, to seminars on the seven steps of xeriscaping and on how to coexist with and enjoy wildlife in the community.

Broomfield has 254 miles of bike and walking trails, which often have multiple purposes. “We’ve designed many of our trails to be transportation-oriented, so we have trails for recreation and transportation,” Kristan says. “People today do think, ‘If I live in Broomfield and work in Interlocken, I want to get there by bike.’ So we want to connect bike trails to bus stops and to other modes of transportation.”

Dale Brunner empties his grain into the waiting truck while Charles Brunner continues cutting wheat.

**Source:** David R. Jennings, *Broomfield Enterprise*.



## Watershed and Wildlife

The native prairie, non-native grasslands and wetlands along Broomfield's main ridgeline drain into Rock Creek in the northwest and Big Dry Creek in the southeast. Our small waterways include Quail Creek, Walnut Creek, and Community Ditch, and our bodies of water include Glasser, Le Gault, Plaster, Siena and Brunner Reservoirs, as well as The Trails Pond, Josh's Pond and Tom Frost Reservoir, which are stocked with largemouth bass, bluegill and channel catfish by the Colorado Department of Parks and Wildlife. Like most of the Front Range, Broomfield is part of the larger South Platte River Watershed.

Our community is a haven for wildlife, including mammals such as black-tailed prairie dogs, cottontails, raccoons, skunks, coyotes, foxes, muskrats and bats. Common nesting birds include western meadowlarks, horned larks, killdeer, northern flickers, red-winged blackbirds and several species of sparrows. Waterfowl such as American pelicans, great-blue herons, black-crowned night herons, snowy egrets, cormorants, and a variety of ducks, teals and grebes inhabit local bodies of water. And, finally, raptors spotted in Broomfield include ferruginous, Cooper's, Swainson's and red-tailed hawks, great horned, burrowing, and barn owls, northern harriers, kestrels, prairie falcons, and golden and bald eagles.<sup>2</sup>

## Water Supply and Usage

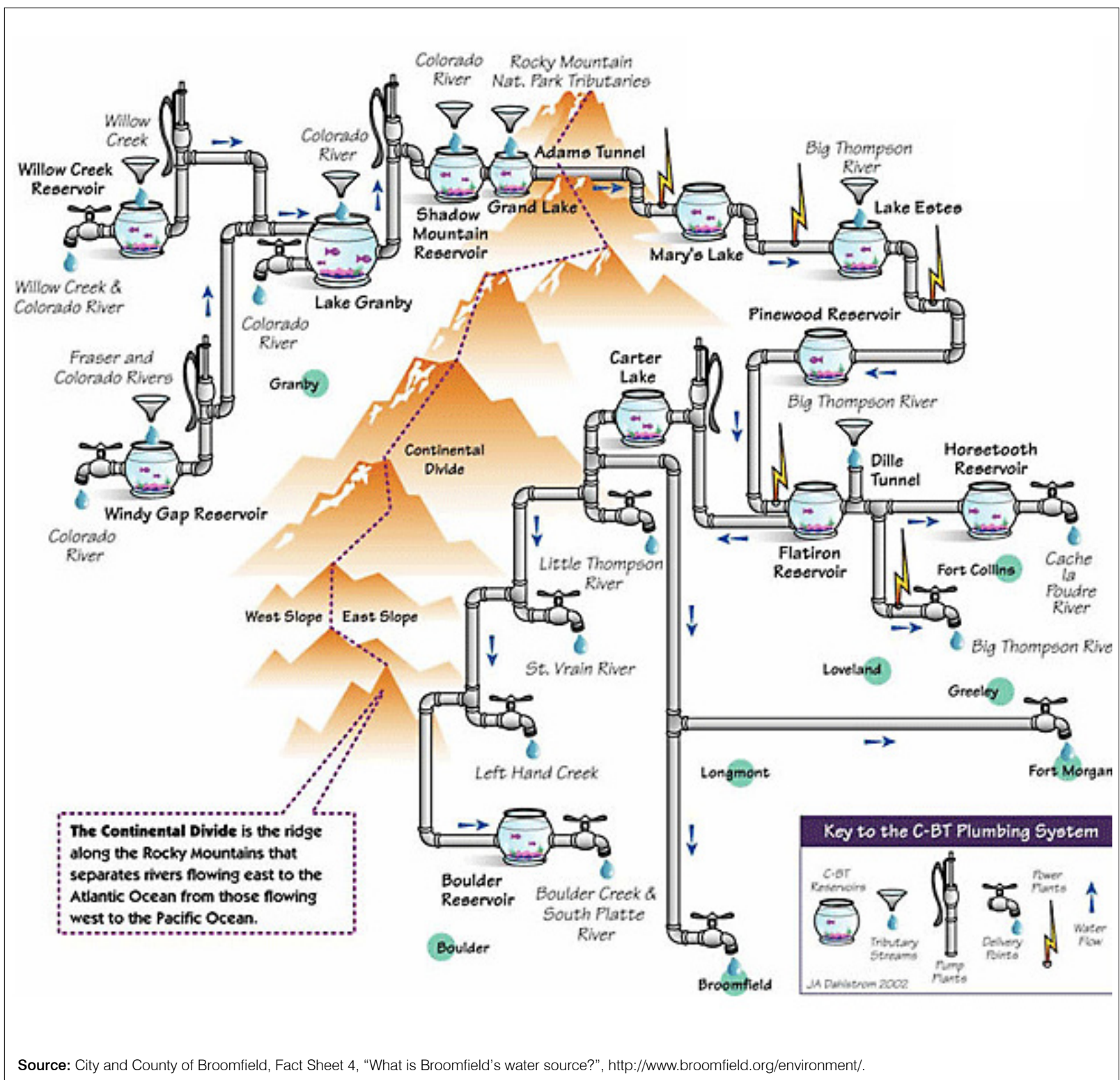
Kathy Schnoor, Broomfield's superintendent of Environmental Services, is a Broomfield native who started out as a seasonal lab technician at Broomfield's water treatment plant laboratory. "Through the years, I've held every position in my division," she says.

As a 30-year city employee, Kathy had a front-row seat for Broomfield's water controversy in the '80s and '90s when Broomfield got its drinking water from the Great Western Reservoir adjacent to the Rocky Flats nuclear weapons facility. In 1989, an FBI raid on the plant raised concerns, among other things, about nearby water and soil contamination.<sup>3</sup> The potential threat of waterborne contamination prompted Broomfield officials to double their efforts to find an alternative water supply.

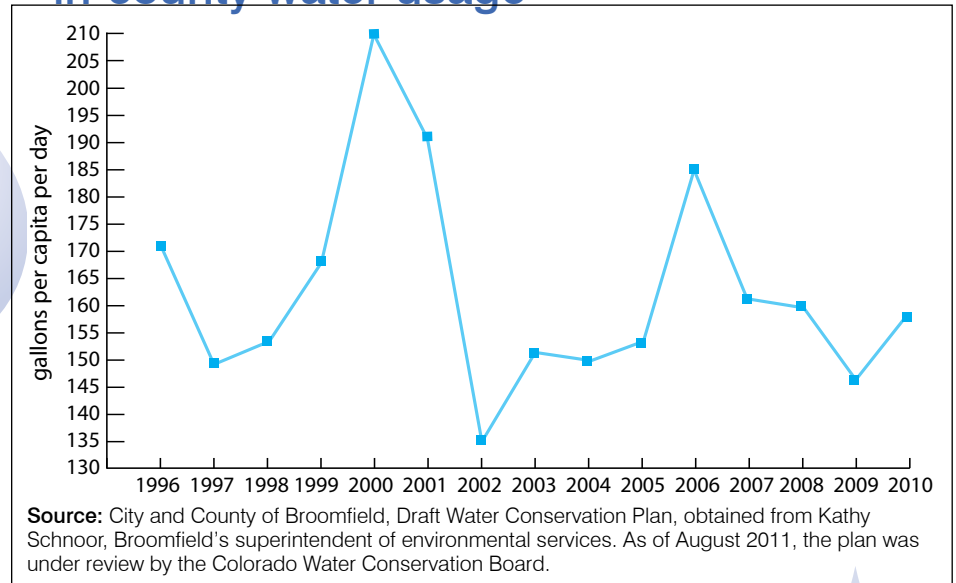
"We didn't detect anything in the water, but the public perception was that the water supply was tainted, and that was the driving force behind moving quickly," Kathy says. "So Great Western was forever abandoned as a drinking supply."

Instead, Broomfield purchased water rights from the Colorado-Big Thompson Project—which pipes water to the Front Range from Lake Granby and Grand Lake—and later, from the Windy Gap Project, which diverts water from the 32.5-mile long Fraser River in Grand County. In order to use its new water, Broomfield built a 33-mile pipeline from Loveland's Carter Lake to Glasser Reservoir. Broomfield also still maintains a contract with Denver Water as a second supply for roughly half its water needs, including peak summer usage. So when we turn on our water faucets, there's a good chance we're using river water that originated in the northern Colorado Rockies west of the Continental Divide.

"We think we have sufficient water rights for the future," Kathy says. "What we're lacking is storage facilities. Unfortunately, when water is available you can only fill the reservoirs you have."



## in-county water usage



Based on figures from a recent study by Michael J. Cohen of the Pacific Institute, Broomfield's per capita per day water deliveries decreased 0.6 percent from 1990 to 2008, while Boulder's decreased 20 percent and Colorado Springs's by 11 percent during the same time frame.<sup>4</sup> Since 1996, Broomfield's in-county water consumption has trended downward overall—our 15-year average usage is 162 gallons per capita per day.

## gallons of water used per capita per day

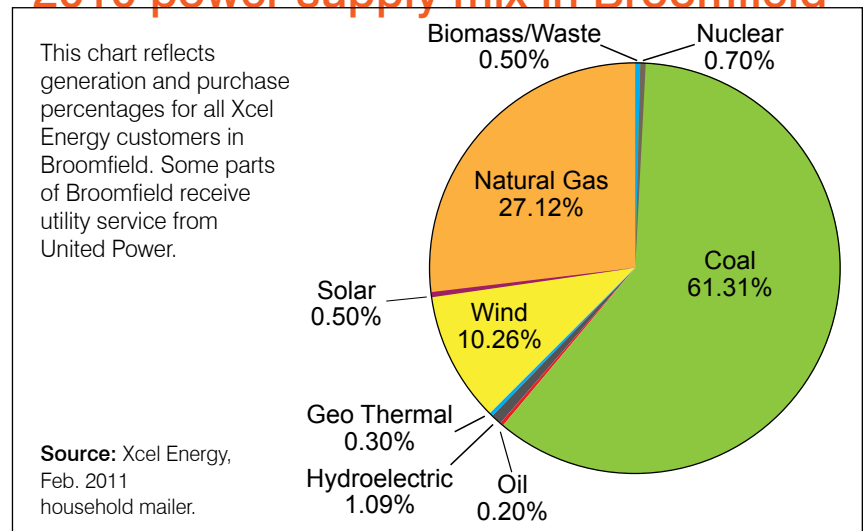
15-year maximum	210	in 2000
15-year minimum	135	in 2002
15-year average	162	1996-2010
1996-2001 average	173	pre 2002-2003 drought
2002-2010 average	155	post 2002-2003 drought

**Source:** City and County of Broomfield, Draft Water Conservation Plan, obtained from Kathy Schnoor.

## Sustainability, Waste and Recycling

During the last two years, in partnership with the University of Colorado at Denver and the National Civic League, Broomfield convened a sustainability task force made up of 35 community members to review and update its environmental stewardship plan. Kathy Schnoor says the plan with its triple bottom line of "people, planet and profit" was adopted in early 2011. Among the water conservation efforts already underway is retreated wastewater, also called re-use or reclaimed water, for irrigation and landscaping.

## 2010 power supply mix in Broomfield





## recycling center

Type	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Jan	Feb	Mar	Apr	May	Jun
Tons of recyclables collected and recycled	1623	1604.45	1395.5	1401.67	113.08	90.71	98.25	91.7	105.61	100.23
Number of 30 yard containers emptied	596	651	545	324	23	18	21	19	21	20

**Source:** Shirley Garcia, Environmental Programs Coordinator, City and County of Broomfield.

"I think people are much more aware of environmental issues today," says Kathy, who also oversees local recycling efforts, including the Broomfield Recycling Center, zero waste stations at Broomfield Days and Broomfield's twice-annual household hazardous waste collection events. "Participation in our annual spring clean-up grows every year."

The Broomfield Recycling Center just south of 120<sup>th</sup> Avenue on Commerce Street is open to all residents 24 hours a day, seven days a week. From 2007-2010, the amount of recyclables collected and recycled actually decreased by more than 200 tons annually, although that may be due to an increase in residents' usage of curbside recycling through private waste disposal companies and enhanced controls at the center to ensure only Broomfield residents were utilizing the drop-off facility. According to Broomfield's environmental coordinator Shirley Garcia, a recent sustainability plan revision encourages trash haulers to provide curbside recycling programs.

Through an intergovernmental agreement, Broomfield residents and businesses also have access to the Boulder County Hazardous Waste Facility. Most of the residential trash haulers licensed to operate in Broomfield already offer regular recycling pick-up, which drastically reduces the amount of waste that ends up in area landfills.<sup>5</sup>

## Public Safety

From its new headquarters opposite the Mamie Doud Memorial Library, the North Metro Fire Rescue District serves Northglenn and Broomfield, and maintains five stations in Broomfield. During 2010, in addition to its community education efforts, its firefighters logged more than 47,150 hours of training, and arrived on-scene in designated areas within six minutes of receiving a call 90 percent of the time. Medical emergencies accounted for 73.7 percent of the 8,514 calls the district received last year. Fires accounted for only 3 percent.<sup>6</sup>

According to its 2010 annual report, the top five reasons people called the district were: (1) trauma, (2) other (back pain, low blood sugar, etc.), (3) general illness, (4) chest pain and (5) abdominal pain.

Broomfield's number of "serious" crimes has remained relatively static in recent years. However, its rate of serious crime has decreased from 53 serious crimes per 1,000 residents in the 1980s to 21 per 1,000 residents in 2010.

When crimes do occur, Tom Deland, Broomfield's chief of police, points to the job done by the volunteer advocates of the department's Victim Services Unit. "It's probably the most important unit in the police department from the standpoint of being with victims. They spend the most time with victims and try to help them get back on their feet... Broomfield was one of the very first to have [a victim services unit] in Colorado." ■

## Walking Behind the Curtain

Special advocates of the Broomfield Police Department offer crime victims a lifeline in the form of emotional support, referrals to helpful resources like area safehouses, FISH and the Broomfield Work Force Center, and assistance in both monitoring the status of their case and navigating the criminal justice system. At times, these “volunteer victim advocates” are also able to link victims to financial assistance, and, if they are eligible, to crime victim compensation.

Advocates go through a 40-hour training that covers the criminal justice system, victimization, response to trauma, victim-specific community referrals and services when responding to different crimes, and what to expect at a crime scene. Then, they’re placed on-call with an experienced volunteer for a minimum of one month. Advocates respond to all calls for traumatic and criminal incidents.

Maureen Testa, who has served as the Broomfield Police Department’s victim services unit coordinator for 20 years, says of advocates, “They’re on-call for 12-hours shifts Monday through Friday, either morning or evenings, or 24-hours shifts on the weekends. They don’t know they’re going to be called out until they get called...They walk behind a curtain and when they walk back, they never forget [what they’ve seen]...They can see the worst of the worst, but they can also see the resiliency of the human spirit.”

Maureen started out in 1987 as one of the department’s first six volunteer advocates. “I have a list of every volunteer we’ve ever had. Now it’s at 150 volunteers.”

Many crime victims are just at the edge of financial stability, Maureen says.

For example, if someone has her car windows smashed or her tires slashed, and if she only has liability insurance on her vehicle because she didn’t have the money on her 10-year-old car to pay for full insurance coverage on her vehicle, she’s left asking, “How do I get to work now with my tires slashed?”

For people who find themselves in those sorts of situations, Maureen says, “We help provide referrals to community services that can possibly offset their grocery bill, so they can repair their windows or tires.” ■

“Our question is always, ‘How do we help you fix this? What resources can we give you?’”

—Maureen Testa

## domestic violence incidents

with an arrest charge

Year	Male Perpetrator	Female Perpetrator	Total
2000	124	43	167
2001	98	47	145
2002	111	50	161
2003	123	54	177
2004	109	37	146
2005	108	38	146
2006	120	54	174
2007	103	43	146
2008	103	45	148
2009	96	52	148
2010	113	42	155

**Source:** Lisa Ritz, records supervisor, Broomfield Police Department.

## serious crime

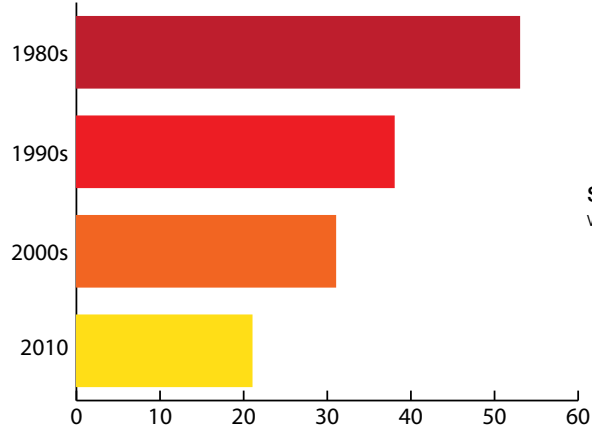
total by year

CRIME	2009	2010
Homicide	3	3
Cleared	3	3
Rape	5	10
Cleared	5	10
Robbery	11	13
Cleared	10	11
Aggravated Assault	23	16
Cleared	21	15
Burglary	112	118
Cleared	30	51
Larceny/Theft	944	984
Cleared	323	398
Motor Vehicle Theft	58	48
Cleared	11	21
TOTAL	1,156	1,192
TOTAL	403	509
Clearance Rate	35%	43%

**Source:** City & County of Broomfield, [www.broomfield.org/](http://www.broomfield.org/).

## rate of serious crime

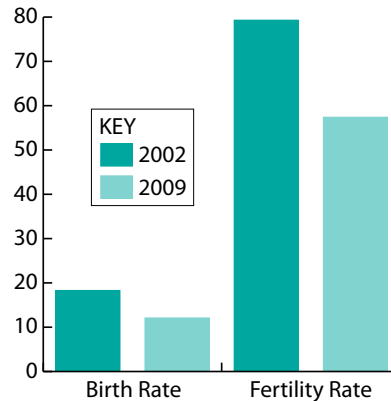
per 1,000 residents



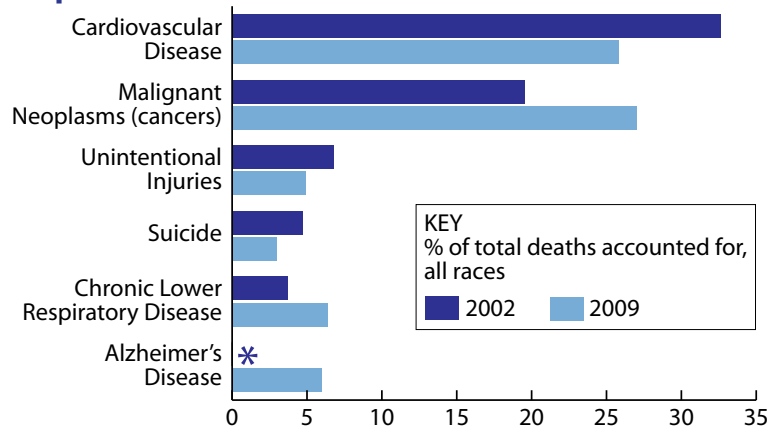
Source: City & County of Broomfield, [www.broomfield.org/police/](http://www.broomfield.org/police/).

## health and vital statistics

Source: Colorado Department of Public Health and Environment, "Broomfield County Births and Deaths 2009" and "Broomfield County Births and Deaths 2002," [www.cdphe.state.co.us/hs/vs](http://www.cdphe.state.co.us/hs/vs).



## top causes of death



\*Indicates one or two events in that category.

Source: Colorado Department of Public Health and Environment, "Broomfield County Births and Deaths 2009" and "Broomfield County Births and Deaths 2002," [www.cdphe.state.co.us/hs/vs](http://www.cdphe.state.co.us/hs/vs).

1 According to Kristan Pritz, director of Open Space and Trails, it is likely that Broomfield will in the future acquire land designated specifically for open space and parkland.

2 These lists of local wildlife were pieced together from the City and County of Broomfield's Open Space, Parks, Recreation and Trails Master Plan from Feb. 8, 2005, with assistance from Kristan Pritz and David Allen, Broomfield's director of public works.

3 Wikipedia, [en.wikipedia.org/wiki/Rocky\\_Flats\\_Plant](http://en.wikipedia.org/wiki/Rocky_Flats_Plant). That wasn't the only time Broomfield's drinking water supply seemed threatened, however. In 1973, tritium (a radioactive isotope of hydrogen) from a shipment of contaminated rags "found its way into [Rocky Flats'] waste-water discharge and eventually, via Walnut Creek, into Great Western Reservoir" (Pettem, p. 188.) See *The Denver Post* archives for coverage of issues related to Rocky Flats.

4 Pacific Institute, "Municipal Deliveries of Colorado River Basin Water," by Michael J. Cohen. June 2011, [www.pacinst.org/reports/](http://www.pacinst.org/reports/). The report itself said Broomfield's per capita water deliveries increased 1 percent from 1990 to 2008. However, that calculation mistakenly used Broomfield's 2007 population of 53,807 to calculate 2008 per capita deliveries. Using the correct 2008 population of 54,586 equals a 0.6 percent decrease in Broomfield's per capita per day water deliveries from 1990 to 2008.

5 There were eight active, licensed residential trash haulers in Broomfield as of Sept. 21, 2011. As of that date, the city website listed nine licensed haulers, but Waste Management purchased Your-Way Disposal in early September.

6 North Metro Fire Rescue 2010 Annual Report, [www.northmetrofire.org/](http://www.northmetrofire.org/).

## Housing

### Where we live, sleep and play

The vast majority of Broomfield's 55,889 people live in houses, apartments, mobile homes, condos, townhomes and duplexes south of the Northwest Parkway. According to the U.S. Census website's QuickFacts estimate, Broomfield has a 74.7 percent homeownership rate for its 21,869 housing units, meaning about one of every four local residents rent their homes.

Overall, Broomfield has a high-end housing market, which, according to almost every one of the social service professionals and community leaders we interviewed, forces an important group of people to live somewhere else. "Too many people who work in Broomfield can't afford to live here," they say, and while that claim is difficult to prove statistically, it's not at all difficult to substantiate anecdotally through the stories of new college graduates, of workers in the food service or retail industries, or of middle-class professionals like Julie Baxter.

"I couldn't move to Broomfield right away," Julie recalls of when she took the job as editor of *The Broomfield Enterprise* in 2004. "At first, I commuted from Ft. Collins, then I moved to Westminster, just outside Broomfield, and then to Thornton, which was a significant decrease in rent. It's tough to get by on a single income.

"I felt I should be here. It just felt wrong, but I was...still paying off student loans and carrying a debt load, and the rental choices for the money were much broader outside of town."

Julie finally moved to Broomfield a few years ago, but only because she fell in love and moved in with a Broomfield native who lives in the Broomfield Heights house his grandparents bought in the 1960s.

### Tight Housing Market

According to the Colorado Division of Housing's weblog, Boulder and Broomfield counties' first quarter 2011 rental vacancy rate for single-family homes, condos and other small properties was 0.0 percent, which contributed to

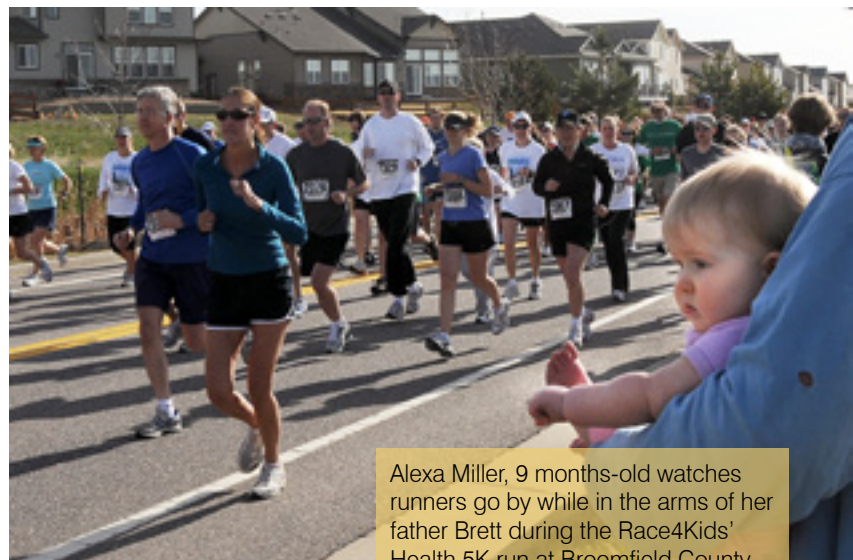
## 2011 fair market rent (FMR)

for the Denver-Aurora-Broomfield Metro Statistical Area (MSA)\*

Efficiency	One Bedroom	Two Bedroom	Three Bedroom	Four Bedroom
\$698	\$796	\$1,007	\$1,430	\$1,667

\*This MSA includes the Denver metro area and nearby counties.

Source: U.S. Housing and Urban Development, [www.huduser.org/portal/datasets/fmr.html](http://www.huduser.org/portal/datasets/fmr.html).



Alexa Miller, 9 months-old watches runners go by while in the arms of her father Brett during the Race4Kids' Health 5K run at Broomfield County Commons Park.

Source: David R. Jennings, *Broomfield Enterprise*/April 11, 2010.

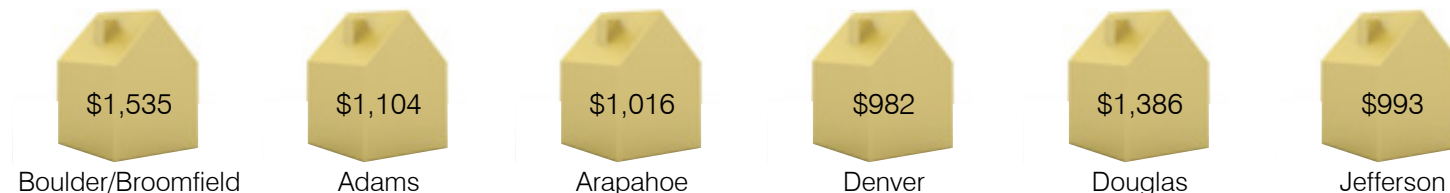
Metro Denver's 10-year low, single-family vacancy rate of 1.4 percent. This despite the combined median single-family rent for Broomfield and Boulder counties being \$1,535 per month, by far the highest rate in the metro area.

Broomfield's apartment vacancy rate has trended steadily downward since it was at 12.0 percent of total inventory during the fourth quarter of 2005. Local apartment vacancies were at 3.94 percent in August 2011 according to the Broomfield Economic Development Corporation's website.<sup>1</sup>

In other words, the local housing market is tight. Those who can't afford or don't want to buy a home, typically rent. But as we noted above, there aren't many vacancies in Broomfield these days.

## median monthly single-family rents\*

by county, 1st quarter, 2011




\*Includes houses, condos and other small properties.

**Source:** Colorado Division of Housing, "Single-family rental vacancies at all-time low of 1.4 percent," Tues., May 24, 2011, [www.divisionofhousing.com/](http://www.divisionofhousing.com/).

## average monthly rent for apartments

by county, 4th quarter, 2010



	Efficiency	1 bed	2 bed, 1 bath	2 bed, 2 bath	3 bed	Average of all
Boulder/ Broomfield*	\$737.71	\$878.39	\$ 939.04	\$1,172.99	\$1,292.24	\$ 996.22
Adams	\$613.67	\$769.27	\$ 846.93	\$1,030.50	\$1,200.72	\$ 892.65
Arapahoe	\$572.34	\$762.02	\$ 836.34	\$1,046.47	\$1,325.81	\$ 889.67
Denver	\$680.93	\$823.59	\$ 888.26	\$1,135.90	\$1,332.35	\$ 910.73
Douglas	\$710.00	\$936.07	\$1,092.49	\$1,176.85	\$1,545.91	\$1,089.60
Jefferson	\$593.84	\$752.94	\$ 815.55	\$ 954.99	\$1,156.45	\$ 847.17

\*Due to its relatively small size, Broomfield is grouped with Boulder in this report.

**Source:** Colorado Department of Local Affairs, "Metro Denver Housing Vacancy and Rent Survey" by Gordon E. Von Stroh. Data for Fourth Quarter, 2010, Section 2, <http://dola.colorado.gov/>.

Like many other places across the country, when the U.S. housing bubble burst between 2006-2008,<sup>2</sup> Broomfield residential foreclosures increased.

However, the number of local foreclosure proceedings seems to have peaked in 2009. Year-to-date figures published in May 2011 by the Colorado Division of Housing show there was a 26.2 percent decrease in Broomfield's number of foreclosure filings and a 53.8 percent decrease in foreclosure sales, compared to the same period last year.

## foreclosure filings

### Broomfield residential filings

2003	110
2004	18
2005	124
2006	195
2007	246
2008	273
2009	337
2010	296
2011	109*

\* Through second quarter, 2011.

### Denver metro area filings

	May year-to-date, 2010	May year-to-date, 2011	% change from 2010
Broomfield	130	96	-26.2
Adams	2,182	1,385	-36.5
Arapahoe	2,346	1,627	-30.6
Boulder	563	422	-25.0
Denver	2,210	1,377	-37.7
Douglas	1,022	703	-31.2
Jefferson	1,638	1,097	-33.0

**Broomfield filing sources:** Colorado Department of Local Affairs – Division of Housing, "Foreclosure Reports and Statistics," [www.dola.colorado.gov/](http://www.dola.colorado.gov/).

**Denver Metro Area source:** Colorado Department of Local Affairs – Division of Housing, May 2011 Foreclosure Report, [www.dola.colorado.gov/](http://www.dola.colorado.gov/).

**Photo:** Gualtiero Boffi, Dreamstime.

The High-end Effect

Another side of the local housing story relates to the inventory and ongoing construction of high-end homes. This seems to have had two effects: first, despite the devaluation of some residential properties,<sup>3</sup> local median home value has continued to increase, and second, it inflates our local cost of living, making it harder for low- to medium-income families to afford to live in Broomfield.

property values

Local Property Values (actual value)

Year	Median Home Value	Total Residential Property Value*	Total Commercial Property Value**
2011	\$256,035	\$5,381,140,940	\$1,428,555,530
2009	\$254,980	\$5,290,095,174	\$1,460,095,939
2007	\$259,220	\$5,000,014,399	\$1,371,707,781
2005	\$238,330	\$4,097,991,102	\$1,215,827,381
2003	\$228,750	\$3,549,549,324	\$1,249,199,285
2001	\$199,000	\$2,770,112,869	\$ 898,784,916

Values are actual or market values, not assessed values.

\*Total Residential Value includes single family residences, apartments and condos, but not mobile homes.

\*\*Total Commercial Value includes industrial value, but not personal property value.

Total Residential Property Assessed Values

Year	Value	% Change
2009	\$432 million	n/a
2011	\$430 million	-1

Assessed value is 7.96% of actual value.

Source: John Storb, Assessor, City and County of Broomfield.

select neighborhoods at a glance

2009	Median Household Income	Median Rent	Average Estimated Value of Homes*
Anthem	\$ 98,254	\$1,700	\$700,124
Aspen Creek	\$119,398	\$1,838	\$670,879
Brandywine	\$ 82,868	\$1,586	\$414,389
Broadlands	\$ 82,796	\$1,583	\$413,802
Broomfield Country Club	\$115,416	n/a	\$602,355
Broomfield Heights	\$ 58,479	\$ 545	\$304,220
Columbine Meadows	\$ 79,870	\$1,084	\$345,129
Front Range	\$ 47,791	\$ 659	\$ 34,107
Gate 'N Green	\$ 71,572	\$1,189	\$395,654
Greenway Park	\$ 75,230	\$1,096	\$311,483
Highland Park South	\$ 86,599	\$ 989	\$404,926
Hyland Greens	\$108,451	\$1,256	\$498,542
Lac Amora	\$ 63,246	\$1,073	\$308,859
Miramonte	\$ 74,994	\$1,236	\$427,267
Northmoor	\$ 52,488	\$ 792	\$342,281
Ridgeview Heights	\$ 99,691	\$1,569	\$512,918
Westlake	\$ 67,687	\$1,291	\$299,829
Willow Park	\$ 82,868	\$1,586	\$414,389
Willow Run	\$ 79,877	\$1,083	\$345,379

\*In every case but one, this column reflects the average estimated value of “detached homes” in each neighborhood. The figure for the Front Range neighborhood reflects the average estimated value of mobile homes.

Source: www.city-data.com. Retrieved Sept. 20, 2011.

Kevin Standbridge, deputy city and county manager, confirms that Broomfield’s overall housing stock has recently become more expensive. “When we look at more affordable housing, we talk about Westlake, the older section of Broomfield Heights, the Greenway Park neighborhood. So as younger families are looking at the community, that’s where they’re looking. The housing that’s been developed recently tends to be at the higher end, but given the economy, we are seeing more duplexes and smaller single-family homes in the northern part of the community, in the \$230,000-240,000 range.”

Two higher-end projects to be completed recently include Anthem Ranch and a section of Aspen Creek, which are primarily for active adults and empty-nesters who have second homes elsewhere.

“When Interlocken started to take off with Level 3 and Oracle, we wanted those people to be able to live in Broomfield,” says Kevin, who has been a City of Broomfield employee for nearly 18 years. “It was a conscious decision on our part to match housing with some of the newer jobs we were getting [and] to build some executive housing.”

Homeless in Broomfield?

On the other end of the housing scale, according to the Metro Denver Homeless Initiative (MDHI), there were 241 people who were homeless in Broomfield as of January 2011, including 182 homeless “households” with children. While these numbers include people staying temporarily with family or friends, they confirm statistically what perceptive Broomfield residents have noticed over the last several years—the most visible sign of this trend being people who hold signs asking for help at busy Broomfield intersections.

“I had a guy call me the other day. He was one of two people living in their car, and one is sick,” says Ed Black, pastor of the Presbyterian Church of Broomfield. “That kind of stuff shouldn’t be happening here.”

Ed’s congregation and others have for several years partnered with Growing Home, an area non-profit which networks with faith communities to serve meals and provide temporary places to sleep for homeless families.

Jan Hamilton, the former grants and contracts manager for Broomfield Health and Human Services, oversaw the MDHI’s point-in-time survey on Jan. 24, 2011. She says, “We also know about homelessness here because we have our front desk people at HHS, and the police will tell us that there are people sleeping in cars at King Soopers and Wal-Mart [during the winter].

“We have some of the highest monthly rental rates in the state...Affordable and transitional housing are two areas that are most needed for people who have lower-paying jobs in Broomfield but who can’t afford to live here.”

1 Past apartment vacancy rates come from the Colorado Department of Local Affairs, <http://dola.colorado.gov/>. The 3.94 percent vacancy rate comes from the Broomfield Economic Development Corporation’s downloadable update on “local apartment inventory,” available at [www.broomfieldec.com/real-estate/](http://www.broomfieldec.com/real-estate/). In August 2011, there were only 173 apartment units available for rent in Broomfield out of a total of 4,388 total units built. Compared to the data from the Colorado Department of Local Affairs (not including calculations of earlier 2011 rates), 3.94 percent is the lowest vacancy rate since the first quarter of 2001.

Addressing the Housing Gap

Most counties address their housing gap and housing instability through the federal Section 8 voucher program, which is administered locally. However, since consolidation in 2001, Broomfield has been unable to obtain Section 8 vouchers of its own. That’s partly due to federal reductions in the Section 8 program and partly due to other counties safeguarding the vouchers they have. As of summer 2011, Broomfield had access to 25 vouchers set aside for local families through the Jefferson County Housing Authority, but those are nowhere near enough to meet the local demand for housing assistance.<sup>4</sup>

A handful of Broomfield apartment complexes have income-restricted units and all but one of those are age-restricted. Village Square, the one Section 42 tax-credit, affordable housing complex in Broomfield has 108 units, and as of mid-July 2011 a waiting list for its 60 one- and two-bedroom apartments.

Through its participation in the Boulder Broomfield Regional Consortium, and despite several failed attempts in the past, the Broomfield Housing Authority is working to augment housing opportunities and resources. Several faith communities have also pitched in to help with local Flatirons Habitat for Humanity projects: Broomfield United Methodist Church dedicated a refurbished home on Alcott Way during the summer of 2011, and Lutheran Church of Hope contributed \$30,000 to help rehabilitate two central Broomfield homes. Scott McAnally, pastor at Lutheran Church of Hope, says, “The cost of land in Broomfield is so high, so [Flatirons Habitat] was able to purchase foreclosed homes and we’ve basically gutted these houses and started over...With the middle class really being strained...what are the options for the lower class and part of the middle class?”

2 *Wikipedia*, [en.wikipedia.org/wiki/United\\_States\\_housing\\_bubble](http://en.wikipedia.org/wiki/United_States_housing_bubble). Retrieved Sept. 21, 2011. We chose this summary source to construct our very brief description of the recent U.S. housing bubble, although there are many other sources we could have used.

3 We were unable to statistically substantiate the extent of local residential devaluation, but we mentioned it above because of the stories we’ve heard from friends and acquaintances who currently have “upside-down” mortgages.

4 Interview with Sharon Farrell, Tenant Based Rental Assistance, and Karin Anastos, Health and Human Services case manager supervisor, July 13, 2011.

## TBRA

Sharon Farrell has managed Broomfield's Tenant Based Rental Assistance (TBRA) program since its inception in 2005. "It's a two-year rental assistance self-sufficiency program for families who are homeless or doubled up with other families and cannot afford their own place."

TBRA runs on federal funds administered through the City of Boulder. To enter the program a family must meet strict eligibility requirements, such as making less than 50 percent of the area median income. If accepted, a family finds its own housing and pays 30 percent of its monthly income for rent. TBRA pays the rest.

"The main component of the program is the self-sufficiency aspect," Sharon says. "I meet one time per month with each client to go over a host of issues like budgeting, parenting, cleaning up traffic tickets, anything that will help them become self-sufficient by the end of the two-year period."

Broomfield launched the TBRA program in part because it was unable after consolidation to obtain any federal Section 8 vouchers of its own.

"We were also having some problems with homelessness," Sharon says. "We've done a homeless point-in-time survey several times, and have always come up with 175-200 people who are homeless [in Broomfield] on any given night."

"Broomfield's homeless look different [than the typical stereotype]...They're not on the street. Some families are living with family members and/or friends and they do not have a place of their own to call home...We have several families who tend to bounce around from house to house. They may live with a family member and then go to a friend's house to live. Bouncing from one home to another causes a host of problems, especially for the children who are in school. It creates a lack of stability."

One lesson Sharon and her department have learned through the TBRA program is that the most successful clients are the ones who get the most education to improve their plight. "You can't finish a bachelor's [degree] in two years," Sharon says, which is why she has suggested that if Broomfield somehow obtains Section 8 housing vouchers in the future, some of those vouchers should be used as a part of a five-year self-sufficiency program for qualified residents.

Every day Sharon gets calls from people who are homeless in Broomfield, or being evicted. They don't know where to go, because there's no homeless or temporary shelter here. Sharon says, "I have a list of people who call for a variety of reasons, like someone who's been employed just lost their job, then lost their savings, then their house is being foreclosed on."

According to Karin Anastos, Sharon's supervisor at HHS, "People don't typically contact us when they're a little behind. They call when they

get the eviction notice and they have two days, when the harsh reality is right there. It's not surprising because we all want to be self-sufficient, but most of the time they've exhausted their family sources for loans, or they don't even have that, or they're young people raising infants. We have a lot of young single moms come in who have separated [from their spouses] or there's domestic violence involved, and we have several single dads, who just can't quite make it with the child care. Family breakup is probably our most common cause [for needing TBRA]."

From its inception in 2005 through summer 2011, the two-year TBRA program served a total of 45 families, including 53 adults and 73 children.

"We have 12-15 families at a time [in the program] depending on the money in the budget," Sharon says. "I think one of the biggest problems we have is the limited amount of resources we have for low-income housing. Every day we have people call who are homeless, being evicted or losing their homes. Many of these families are not eligible for TBRA because they must have some earned income."

Karin says, "Sharon makes a lot of referrals to shelters and other community resources. However, there are limited resources for shelters especially if the family has no income...We refer people to the 2-1-1 Mile High United Way hotline because they have an updated list of shelters with openings. It's one thing when you have one or two of those calls per week, but we've

just seen a significant increase in those calls.”

Sharon’s role as a referrer to local services wasn’t planned. “I’ve just kind of taken that on, [because] we don’t have a community resource person that finds resources for people [in these situations]. Once we get past our basic services, we can’t help.”

“Transitional housing is one of the things that we see is a big need... We have some affordable units in Broomfield, but those are getting older... There’s the high-end apartment and the low-end apartment, and there’s not much middle ground.”

From July 2010 to July 2011, Sharon received 353 calls requesting emergency rental assistance from families in Broomfield. Only eight of those families qualified to be a part of the TBRA program. ■

“We’ve never lacked for applications and the need [for services] has just increased even more,” Karin says. “We wish we had more slots open, but we don’t, and we do the best we can with what we have.”

## profile

# Blown to Broomfield: A Chapter in Mercy Johnson’s Story

*(The names of the people profiled in this story have been changed.)*

Mercy Johnson survived Hurricane Katrina and the 10 feet of water flooding the streets of New Orleans’ Eighth Ward by staying on the roof of her one-bedroom home for two days.

Mercy, 27 at the time, recalls what it was like before Katrina hit on Monday, Aug. 29, 2005. “We didn’t think the hurricane was going to hit us. It was like dead silence. The wind wasn’t blowing, the birds weren’t chirping, dogs weren’t barking. I knew right away something bad was coming. It was so bad that if you tried to stand up the wind would knock you over. People just drowned in their houses.”

She finally managed to make her way to the Louisiana Superdome, a designated “shelter of last resort,” where she and about 14,000 others were forced to endure abject conditions. “There was no running water, no showers, no nothing,” Mercy says.

Eventually, the Red Cross started busing people from the Superdome to the New Orleans International Airport. Although Mercy’s family lived in a nearby town, the devastation caused by the hurricane made it easier for her to fly somewhere than to travel the 58 miles to her hometown. Mercy remembers, “At the airport on one side you had the people who were alive, and on the other side you had people who were hurt, and right next to that you had dead people.”

She used some money she had saved to fly to Denver to stay with her younger sister in Thornton, Colo.

Mercy had worked a series of odd jobs before Katrina, including stints serving drinks at Café Du Monde on Bourbon Street, cooking on a shrimp boat and cooking on an offshore oil rig. “I was fine with water [before], but since Katrina I’m really leery of water. And when a storm comes now I get afraid and hide in the bathtub with the cats. Katrina made me so paranoid about everything.”

At 13, Mercy was diagnosed with schizophrenia and was treated at a mental hospital until she ran away at age 17. She began to travel from state to state. “I did it so I wouldn’t have to be in another hospital,” she says. Mercy periodically visited her family and had returned to settle into life in New Orleans when Katrina hit.

Soon after arriving in Denver, Mercy started “having problems” as she puts it. “I was blacking out and walking places at 2 a.m. and I couldn’t remember them.”

She checked in to University Hospital, was diagnosed with dissociative post-traumatic stress disorder (PTSD), and a month or two after fleeing Katrina, Mercy was sent to a group home in Westminster for treatment.

She met her future husband, Dustin Johnson, 22, at the home. “I was planning on leaving and going back to Louisiana, but Dustin wrote me a note, and that

stopped me from leaving. I thought he was such a beautiful person. He stuttered, but I thought what he had to say was important. I used to get so mad at people when they would interrupt him. When I met Dustin, I learned a great deal about patience, because I wanted to learn what he had to say.

“At first, he was a real jerk, but I saw something underneath that, that he was a good person. I saw right through him, and I said, ‘I’m not going to give up on you.’ He always had jokes and made me laugh...He could always make someone laugh. I just fell in love with him.”

Ironically, Dustin, who was from Connecticut, also came to Denver to live with his sister, except he came to pursue a music career and go to college. His own struggles with mental illness—he was bipolar and manic depressive—forced him to drop out in 2006.

“Dustin was really depressed,” Mercy says. “He called the police when he was living with his sister because he felt like killing himself.”

Yet, in spite of their illnesses, Mercy and Dustin eventually got married and moved to Northglenn.

“Dustin understood me and I understood him,” Mercy says, noting that they received unexpected, bad news as a result of their change in marital status—their disability incomes decreased by a combined total of \$785 per month.

Both of them were on doctor-prescribed pain medication, Dustin from being hit by a car, and Mercy, from a suicide attempt in which she jumped from the

fourth story of a building and broke both of her hips, her tailbone and four ribs. Unfortunately, in 2009, the couple decided to exchange medications, and were flagged by doctors and subsequently denied prescriptions.

Through an acquaintance they obtained and started using heroin, originally to help them during their detoxification from their pain medications. Mercy admits they quickly became so addicted that every four days they bought an “eight ball,” the equivalent of \$200 worth of heroin.

They moved to Louisiana to get clean, but then returned to Colorado, moving first to Aurora, then living homeless for a time. “He wanted dope more than I did,” Mercy says of her husband. “So many times I would just squirt it out, and he would get so mad. But I would say, ‘I love you so much! Don’t you understand what this is doing to us?’”

One night in 2010, Dustin overdosed. “I saw him turn blue in front of me,” Mercy says. “You have no idea how scared I was...I called the police on myself and told them I had heroine, because I was terrified for him. I was afraid he was going to die.”

Dustin survived his overdose. Knowing they needed a change, they acted when they saw an ad in the newspaper advertising an apartment in Broomfield. “I thought, ‘If I stay clean, he’ll stay clean.’ So we sold everything we had and moved to Broomfield to start over,” Mercy says. Dustin sold all four of his guitars, including two bass guitars and a “Dimebag” guitar.

In Nov. 2010, they moved into their apartment on the third-floor of a com-

plex on Marble Street. They stayed clean. At times, they walked three miles round-trip to the North Denver Cares food pantry on 117th Avenue to get groceries. Sadly, six months after they moved in to their apartment, a homeless man they were sheltering obtained some heroin. Mercy and Dustin used it. Mercy fell asleep. When she woke up on April 2, Dustin was dead, and Mercy herself spent three days in the intensive care unit of a local hospital.

“I couldn’t control [the heroine addiction],” Mercy says, choking back tears. “It took [Dustin] away from me.”

After Mercy recovered, she moved into a different apartment on the same floor of the same complex, and soon found two roommates to share the cost of her rent. She received rent assistance from Emergency Family Assistance Association (EFAA) and Broomfield Health and Human Services.

Later, Mercy applied for and was accepted into a transition program at the Boulder Shelter for the Homeless. She moved out of her Broomfield apartment, stored her things in Boulder and stayed in the shelter for a short time. She also entered her name in a lottery for a permanently affordable apartment in Longmont. In the meantime, she was moved to an area residential treatment program.

At the beginning of October 2011, thanks to the help of a mental health caseworker, Mercy moved into a room in a 24-month transitional housing facility in Boulder County.

She recently celebrated one year of sobriety. ■

# Economy

## How we make ends meet

By most statistical measures, Broomfield has a relatively healthy economy, the sputters of our ongoing national economic recovery notwithstanding. For the purposes of the report, we take “the economy” to refer to everything that has to do with money: personal income, jobs, the business climate and the like.

### Personal and Household Income

The income of Broomfield residents, for example, is significantly higher than state and national averages, just as the number of people in Broomfield who are officially living in poverty is significantly lower. According to the U.S. Census Bureau’s QuickFacts, our median household income in 2009 was 35.7 and 54.5 percent higher, and the number of people living here below the poverty threshold was 7.7 and 9.4 percent lower, respectively, than in Colorado and in the country as a whole.

Yet, those same figures reveal a slight increase in the percentage of our neighbors living in poverty, from 4.2 percent in 1999 to 4.9 percent in 2009. That means as of three years ago there were approximately 2,700 people in Broomfield living below the official federal poverty threshold.

### median household income and poverty

Place	Median Household Income \$		Persons Below Poverty, %	
	1999	2009	1999	2009
Broomfield	63,903	77,606	4.2	4.9
Colorado	47,203	57,184	9.3	12.6
U.S.A.	41,994	50,221	12.4	14.3

Sources: U.S. Census Bureau, State & County QuickFacts, Broomfield County, Colorado; Broomfield (city), Colorado; U.S.A., 2000 and U.S.A. 2010, quickfacts.census.gov/. Percent increase column calculated separately.

A closer look at household income and economic need in Broomfield suggests three things:

1. The income distribution between our top-earning neighbors and their low- and middle-earning neighbors remains relatively steady.
2. Federal poverty guidelines may not be the most appropriate gauge of economic need for Broomfield residents.
3. The caseloads of local government social services and non-profit human service agencies have drastically increased in recent years, due in large part to the recent economic downturn.<sup>1</sup>

### Local Income Distribution Remains Steady

Using the following rough guidelines—low income, less than \$10,000-\$49,999 annually; middle income, \$50,000-\$99,999 annually; and high income, \$100,000 and higher annually—Broomfield’s percentage of households in each category remained relatively the same from 2007-2009, according to U.S. Census estimates. In 2007, the breakdown was low income, 33.0 percent; middle income, 35.9 percent; and high income, 31.1 percent. In 2009, it was 31.2 percent low income, 36.8 percent middle income and 32.0 percent high income.

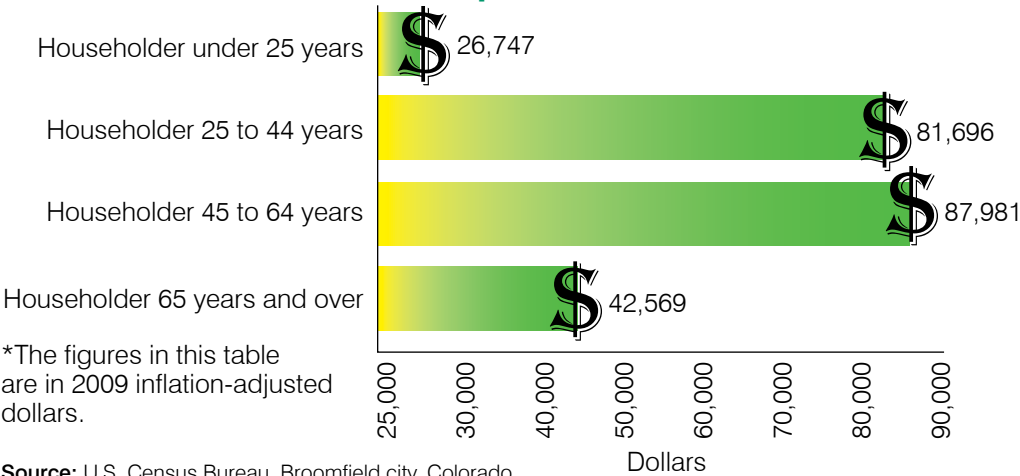
### income and benefit

of Broomfield Households				% change as overall proportion of total,	
	2007	2008	2009	% change 2007-2009	2007-2009
Total Households	17,507	18,585	19,866	13.5	n/a
<\$10,000	642	614	568	-11.5	-0.8
\$10,000-14,999	616	510	398	-35.4	-1.5
\$15,000-24,999	1,078	1,205	1,253	16.2	0.1
\$25,000-34,999	1,265	1,364	1,614	27.6	0.9
\$35,000-49,999	2,183	2,245	2,358	8.0	-0.6
\$50,000-74,999	3,612	3,779	3,908	8.2	-0.9
\$75,000-99,999	2,670	2,547	3,409	27.7	1.9
\$100,000-149,999	3,070	3,591	3,941	28.4	2.3
\$150,000-199,999	1,457	1,663	1,507	3.4	-0.7
\$200,000-more	914	1,067	910	-0.5	-0.6

Source: U.S. Census Bureau, Broomfield County, Colorado, American Community Survey, 3-Year Estimates, 2005-2007, 2006-2008, 2007-2009, fastfacts.census.gov. Percent change columns calculated separately.

These estimates suggest there is not a drastically expanding income gap in Broomfield. However, Broomfielders on the higher end of the income distribution scale are better able to absorb the ongoing effects of inflation and increases in local cost of living than their low- to middle-income neighbors. This latter group generally has less disposable income to absorb things like higher gas prices, higher food prices and increases in rent, and is more vulnerable to unexpected car repairs and health emergencies.

# median income in the past 12 months, 2009\*



Source: U.S. Census Bureau, Broomfield city, Colorado, 2005-2009 American Community Survey, 5-Year Estimates, factfinder.census.gov.

# consumer price index (CPI), 2007-2010

	2007	2008	2009	2010
Yearly average change, %	207.3	215.303	214.537	218.056
Dec. – Dec., % change	n/a	0.1	2.7	1.5
Yearly average – yearly average, % change	n/a	3.8	–0.4	1.6

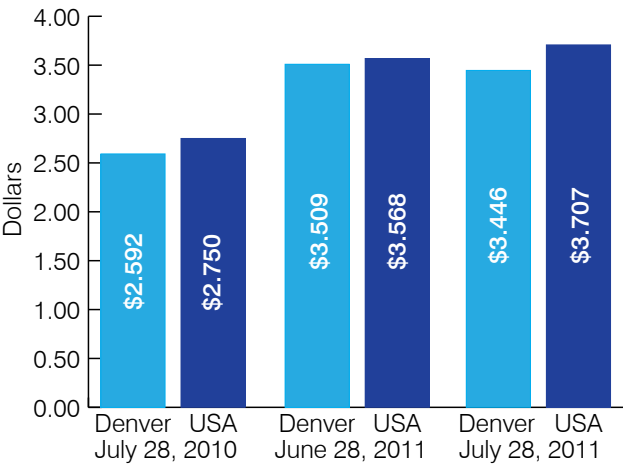
Based upon a 1982 base of 100. This indicates, for example, that in 2007 there had been 107.3% inflation since 1982.

According to the US Inflation Calculator's frequently asked questions page, the CPI is "a measure of the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services." As such it is a common measure of inflation and day-to-day cost of living.

Source: US Inflation Calculator, [www.usinflationcalculator.com/](http://www.usinflationcalculator.com/).

# average cost of a gallon of unleaded gasoline

Source: DenverGasPrices.com. Retrieved on July 28, 2011.



A Better Local Measure of Economic Need

According to the U.S. Census Bureau, the federal poverty threshold is updated annually to reflect changes in the Consumer Price Index (CPI), which measures inflation, but the thresholds are not adjusted for regional, state or local variations in the cost of living. For that reason, a more accurate measure might be the “self-sufficiency standard” advocated by the Colorado Center on Law and Policy (CCLP). Unlike the CPI, the self-sufficiency standard takes local variations into account in its calculations, and as a result presents a more detailed breakdown of what it costs to pay for food, housing, child care, transportation, taxes and health care in a certain area.

According to the CCLP’s website, the self-sufficiency standard is “what it takes, on the average, to meet the basic needs of a family like yours, living in your community, without any private or public help.” As of last spring, the standard wage needed to achieve self-sufficiency for a family of four in Broomfield was \$28.93 hourly, \$5,092 monthly and \$61,104 annually, roughly three times the amount of the 2011 federal poverty threshold for the same family unit.

Higher Caseloads Reflect Increased Economic Need

“There’s a hidden level of poverty in this town that somehow needs to be brought into the light,” says *Enterprise* editor Julie Baxter.

Ed Black, pastor of the Presbyterian Church of Broomfield, agrees, noting that he sometimes refers people with financial and mental health issues to local resources. “[Mental illness] is a very difficult thing to deal with, and even harder with a system with limited hours and limited choices.

“There are a lot of needs in this community, and the community generally responds very well [once it sees a problem exists]. The things they’re slower to respond to are admitting that some [needs] exist. Broomfield likes to see itself as a better-than-average community, but there are a lot of mental health, drug, broken homes issues...We have a lot of the problems everyone reads about and thinks are in other communities.”

Broomfield self-sufficiency standard

Family Size	Hourly Wage	Monthly Wage	Annual Wage
1*	\$ 9.83	\$1,730	\$20,760
1**	\$ 9.83	\$1,730	\$20,760
2#	\$19.03	\$3,349	\$40,188
4 ^	\$28.93	\$5,092	\$61,104
6 ^ ^	\$38.58	\$6,790	\$81,478

\*Single adult between 19-39 years old.

\*\*Single adult 65 years old or older.

#Single parent with one child 3-5 years old.

^ Married couple between 19-39 years old with one child under 12 months, 1 child 3-5 years old.

^ ^ Married couple between 19-39 years old with one child 3-5 years old and three children 6-12 years old.

Source: Colorado Center on Law and Policy, [www.ColoradoSelfSufficiencyStandardCalculator.org](http://www.ColoradoSelfSufficiencyStandardCalculator.org). Accessed spring 2011.

U.S. federal poverty guidelines

Family Size	2009	2011	2012
1	\$10,956	\$10,890	\$11,170
2	\$13,991	\$14,710	\$15,130
3	\$17,098	\$18,530	\$19,090
4	\$21,954	\$22,350	\$23,050
5	\$25,991	\$26,170	\$27,010
6	\$29,405	\$29,990	\$30,970
7	\$33,372	\$33,810	\$34,930
8	\$37,252	\$37,630	\$38,890

The federal poverty “threshold” updated annually by the U.S. Census Bureau is primarily used to estimate the number of Americans in economic poverty. The federal poverty guidelines listed above are simplified from the thresholds for use by state and local agencies in determining eligibility for federal programs, such as food stamps.

For families/households with more than 8 persons, add \$3,960 for each additional person.

Source: U.S. Department of Health and Human Services, [aspe.hhs.gov/poverty](http://aspe.hhs.gov/poverty).

Dennis “Wheels” Drieling and other volunteers get food packages ready for distribution at North Denver Cares (NDC) food pantry, located at 6900 W. 117th Ave., Suite 700-W in Broomfield, (behind the Habitat for Humanity ReStore). In 2010, NDC distributed 1.2 million pounds of food to income-qualified residents of 10 North Metro zip codes. In 2011, NDC transitioned to serving only Broomfield and Boulder zip codes. NDC serves about 300 families per week.

**Source:** Marrton Dormish, Everyday Epics.

What’s hidden to some Broomfield residents, however, is readily apparent to those who work daily and directly with people in need of services.

“Between 2007 and 2010, our service and program usage grew significantly, including Workforce Center contacts increasing by 49 percent,” says Debra Oldenettel, director of Broomfield Health and Human Services (HHS). “In 2010, we continued to see growth, not as high, but growth on top of already increased numbers.”

From 2008 to 2009, the number of individuals served through the Food Assistance program and the average number of households served through the Low Income Energy Assistance Program (LEAP) both increased by 29 percent, according to HHS’s 2009 annual report.

HHS’s public assistance programs served 2,893 unduplicated households and 6,747 unduplicated individuals in 2010, a 12.4 percent and 12.6 percent increase, respectively, from 2009.<sup>2</sup>

“A lot of times we have to search for funding when grant money runs out, like happened when the TBRA [Tenant-Based Rental Assistance] program lost state funding a few years ago,” says Debra. “There’s certainly a concern [about more cuts], especially with increases in caseloads and in areas such as funding for our eligibility programs...Soon more people will be eligible for Medicaid services [if the U.S. Affordable Care Act passed by Congress remains in



effect beyond 2012]. We’ll have whole populations of newly eligible clients.”

Although it’s not his primary focus, local police chief Tom Deland has noticed the growing needs of lower-income residents. He says, “Our police department and our officers are heavily involved in the Santa Cops program which provides gifts and toys for underprivileged kids.” A few years ago the department helped 45-60 kids. During Christmas 2010 they helped 300-400 kids.

Steve Cuss, a native Australian and pastor of Discovery Church, says, “A Broomfield citizen should not have to leave the county to get services. We’re very proud [in Broomfield] for good reasons. A low-income family gets great help from HHS and FISH, but if they want to sustainably improve their life they have to leave Broomfield. Once they get \$60,000, they can come back. I think that’s an indictment of our city.”



Volunteers Wally Mundhenke, left, and her grandson Anders Mundhenke, 9, sort bread in one of the food storage rooms at the offices of Broomfield FISH.

**Source:** David R. Jennings, *Broomfield Enterprise*/June 23, 2011.

# profile

## FISH, Broomfield-style

In 1963, a small group of women from six local churches started arranging rides to medical appointments for their neighbors. Their efforts evolved into a food bank and a catchy name—Fellowship In Serving Humanity—or FISH, for short. They operated out of Nativity of Our Lord Catholic Church for a time, and later found space inside the basement of the old train depot, before moving to the current FISH facility at 26 Garden Center.

Long-time member of FISH's Board of Trustees Karen Steele says, "Usually people needing help start at HHS and they'll say, 'I lost my job' or 'I missed work because of a hospitalization,' or 'My spouse has left me with nothing.' Their second stop is at FISH. We have an intake process to assess what they need. If they have immediate needs, we give them food, basically a grocery cart of food—meats, potatoes, fresh cheese, fresh produce – not just canned food, but sustaining food. I think that's the best thing that we do."

"Last summer, a lady came in nine months pregnant," adds Liz Law-Evans, former chair of FISH's Board of Trustees. "She lived across from Wendy's and couldn't make her rent. We were able to grant funds to pay her rent. When we called her to pick up the check, she wasn't home—she was in labor—so we gave the check to her landlord."

During the last 10 years, FISH has added utility, rental, mortgage and emergency medical prescription assistance to its services, as funds are available. FISH also gives bus tokens or gas vouchers to clients trying to get to a job interview or to work before they earn their first paycheck. FISH partners with other non-profit organizations including Emergency Family Assistance Association (EFAA), Safehouse Progressive Alliance for Nonviolence (SPAN), and the Center for People with Disabilities (CPWD), all based in Boulder. Each staff an office within FISH's facility once a week.

Most recently, FISH has been working with a small group of clients to identify the barriers to their financial success, and to help each individual formulate a plan to remove those barriers.

"I know there are hungry people here because of FISH [and its work in Broomfield]," says Kim Seidman, the vicar of the Episcopal Church of the Holy Comforter who helped mobilize volunteers so FISH could open two Saturdays a month.

FISH clients live in every neighborhood in Broomfield County. Half of the family members FISH served in 2011 were aged 18 and under.

### FISH Client Data, 2010-2011

	2010	2011	% increase
Total clients served	1,085	1,219	12.3
Total family members	3,180	3,561	12.0
Total pounds of food distributed	238,818	309,640	29.7

**Source:** FISH website, [www.broomfieldfish.org](http://www.broomfieldfish.org).

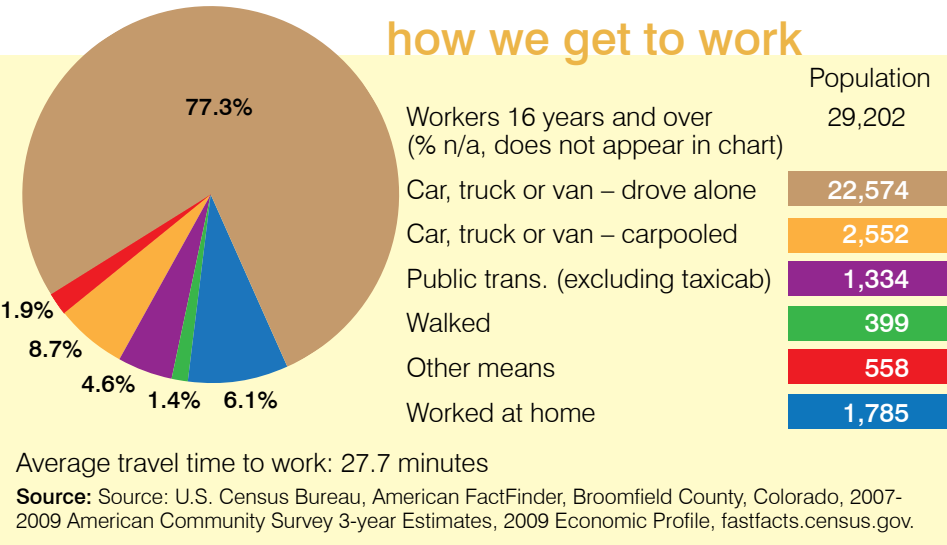
"We are a very compassionate and giving community that just doesn't know that these problems exist," Liz Law-Evans says. "What I've seen is that once people are aware of a problem they want to help."



## local work force

	Population	% of Population
Age 16 and over	41,430	n/a
In labor force	31,610	76.3
Employed	29,790	71.9
Armed Forces	101	0.2
Not in labor force	9,820	23.7

**Source:** U.S. Census Bureau American FactFinder, Broomfield County, Colorado, 2007-2009 American Community Survey 3-year Estimates, 2009 Economic Profile, fastfacts.census.gov.



## local economic indicators

	2008	2009	2010
<b>Colorado</b>			
Inflation rate (CPI of Denver-Boulder-Greeley)	3.90%	-0.60%	1.90%
Unemployment rate	4.90%	7.40%	8.90%
Per capita income	\$42,377	\$40,808	\$42,622
<b>Broomfield</b>			
New commercial/retail/ industrial square feet	837,547	362,897	128,568
Total commercial square feet (in millions)	14.5	14.8	14.9
Taxable retail sales (in millions)	\$979	\$903	\$1,016
<b>Broomfield Infrastructure</b>			
Square miles	33.6	33.6	33.6
Miles of streets maintained	210	235	238
Park acreage	556	573	705
Open space acreage	5,123	5,173	5,184
Total acre feet of water treated	6,371	5,047	5,954
City/county facilities square feet	470,435	470,435	472,429

**Source:** Rosann Doran, Public Information Director, City and County of Broomfield.

## Broomfield at Work

"I think we're seeing a lot more people working out of their homes and spending more time in the community. That's a pretty dramatic change," says deputy city and county manager Kevin Standbridge.

According to a U.S. Census Bureau estimate, solo commuters to work make up 77.3 percent of Broomfield's working population, a percentage the Louisville, Colorado-based non-profit 36 Commuting Solutions is trying to reduce with incentives for switching to bicycling, carpooling, riding transit, vanpooling, teleworking or walking.<sup>3</sup> In 2010, all Broomfield County vehicles traveled 1,790,337 miles per day, according to the Denver Regional Council of Governments.<sup>4</sup>

Kevin says, "Broomfield has changed from an income standpoint and from the type of employment that many of the residents have. It's different than it was 30 years ago. I think it's a more educated work force. It's probably from a comparative standpoint a higher paid workforce relative to the [Denver] metro area than we were probably 40 years ago. About 15-16 percent [of Broomfield residents] live and work in the community, and then the next highest percentage travel about equally to Denver and Boulder, and then after that to Westminster, Louisville and Aurora."

Thanks to its location along the U.S. 36 corridor, and proximity to Denver and Boulder, Broomfield has become an ideal place for high-paying technology and communication jobs. "Our location is our No. 1 selling point," says Jessica Erickson, who served as president of the Broomfield Economic Development Corporation from 2007 to early 2011. "We're... in middle of things, and have access to transportation, amenities, the 1STBANK Center, parks, trails, shopping.

"We have a high-end business climate. Interlocken is a major employment center for the

## quarterly workforce indicators (QWI), 2010, 1st - 2nd quarter, all sectors

Quarter	QWI Quickfacts	Adams	Arapahoe	Boulder	Broomfield	Denver	Douglas	Jefferson
1	Avg Monthly Earnings	\$3,400.00	\$4,428.00	\$4,699.00	\$4,962.00	\$4,579.00	\$4,045.00	\$4,022.00
	Avg New Hire Earnings	\$2,157.00	\$2,631.00	\$2,576.00	\$2,291.00	\$2,631.00	\$2,347.00	\$2,285.00
	Job Creation	15,303	27,958	11,261	1,900	34,512	11,590	18,267
	Net Job Flows	4,434	12,658	3,349	394	7,573	5,331	5,852
	New Hires	19,749	34,293	16,297	2,823	50,545	12,783	24,261
	Total Employment	144,912	258,161	146,315	29,236	413,404	88,677	203,219
	Turnover	11.00%	12.30%	9.20%	9.30%	10.50%	10.50%	9.30%
2	Avg Monthly Earnings	\$3,595.00	\$4,224.00	\$4,578.00	\$5,336.00	\$4,375.00	\$4,261.00	\$4,036.00
	Avg New Hire Earnings	\$3,256.00	\$3,160.00	\$3,025.00	\$3,996.00	\$3,017.00	\$4,015.00	\$2,809.00
	Job Creation	12,051	19,078	10,862	1,867	28,049	7,674	15,364
	Net Job Flows	-3,159	-4,656	-6,387	-762	-12,531	-7,481	-11,318
	New Hires	25,877	41,060	22,772	4,434	66,378	15,356	32,078
	Total Employment	151,110	269,372	151,171	30,391	419,188	94,372	209,033
	Turnover	13.70%	13.50%	13.10%	11.00%	12.60%	20.10%	15.70%

**Source:** U.S. Census Bureau, Center for Economic Studies, QWI Online, LEHD Colorado County Pivot Reports, lehd.did.census.gov.

whole Denver area. It provides about 30,000 jobs. There's Oracle, Level 3, and Vail Resorts headquarters. The average wage is \$62,000 per year, about \$25,000 higher per year than the average wage in Colorado. We have the highest average wage of any county in the state. Our three largest employment sectors are manufacturing, professional and business services. About 18-20 percent of Broomfield's [employable] residents work in Interlocken."

### A New Business Outlook

"We're starting to see more companies looking to relocate in a community that has sustainable values," Jessica says. "Now our municipal buildings have solar panels, and companies are looking for that, for communities that match their values."

Companies like Hunter Douglas and Ball Corporation tend to look to non-profits like the Broomfield Community Foundation for direction on how to contribute to their communities, Jessica says, noting that area businesses have done food drives for FISH, backpack drives for area school

children and given gift cards to under-resourced families at Christmas time.

Just as the recent economic downturn and subsequently slow economic recovery have affected area families, they have also affected some Broomfield businesses. While in the last year FlatIron Crossing has seen 18 new stores open and 17 remodel,<sup>5</sup> Borders bookstore and Ultimate Electronics have closed, as have Wahoo's Fish Tacos and Nordstrom Rack in FlatIron Marketplace.<sup>6</sup>

Jessica says, "Similar to a lot of areas, we've lost jobs, had companies close or downsize. Our unemployment rate is about 7.5 or 7.7 percent, which is lower compared to other areas, mostly because of the diversity of our industry. Manufacturing has struggled, but we've also had professional and business services growth."

Although the local unemployment rate used to be 4 or 5 percent before the recent economic recession hit, Jessica says we need to realize that "Seven to eight percent might be the new normal [unemployment rate]."

One of Broomfield's major issues from an economic development perspective is the expansion and improvement of its public transportation network. Improvements to the U.S. 287/U.S. 36/120<sup>th</sup> Avenue interchange have already begun.<sup>7</sup> Plans are in place to complete the Jefferson Parkway, which would connect the current end of the Northwest Parkway near Flatirons to C-470 near Golden, as well as the planned extension of the FasTracks light rail system to the Broomfield area.

The City and County of Broomfield and northern Colorado developer McWhinney hope to attract businesses to the mostly undeveloped, but easily accessible, northeast part of Broomfield along Highway 7 and I-25. This proposed business center's focus would be on high-tech research and development, biosciences and energy.<sup>8</sup>



More than 370 customers stood in line for the opening of the Forever 21 store at FlatIron Crossing mall. The first in line, camped out starting at 6 a.m. The first 200 customers received gift cards ranging from \$10-\$210.

Source: David R. Jennings, *Broomfield Enterprise*/Aug. 1, 2009.

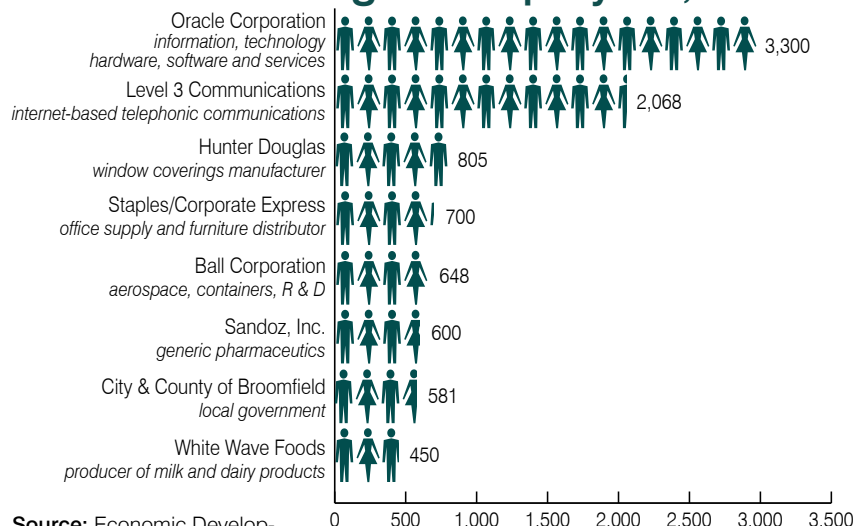
## quarterly workforce indicators (QWI), 2010

### Broomfield County, 2nd quarter, selected sectors

QWI Quickfacts	Construction	Manufacturing	Health Care and Social Assistance	Retail Trade	Information	Professional, Scientific and Technical Svcs.	Management
Total Employment	1,324	3,558	1,419	4,447	3,357	6,011	2,278
Net Job Flows	-43	30	-37	-69	26	-29	-450
Job Creation	194	138	53	271	89	252	19
New Hires	323	430	229	921	229	423	113
Turnover	18.3%	4.6%	13.0%	19.1%	5.3%	5.5%	16.1%
Avg Monthly Earnings	\$4,629.00	\$5,539.00	\$3,057.00	\$2,349.00	\$8,433.00	\$8,080.00	\$6,037.00
Avg New Hire Earnings	\$4,807.00	\$4,786.00	\$2,369.00	\$1,620.00	\$6,681.00	\$7,632.00	\$4,679.00

Source: U.S. Census Bureau, Center for Economic Studies, QWI Online, LEHD Colorado County Pivot Reports, [lehd.did.census.gov](http://lehd.did.census.gov).

## Broomfield's largest employers, 2011



Source: Economic Development Corp., Major Employers Full Report, [www.broomfieldedc.com](http://www.broomfieldedc.com). Retrieved Sept. 21, 2011.

1 Meeting with Debra Oldenettel, Oct. 12, 2011.

2 City and County of Broomfield, Board of Social Services Agenda Memorandum, March 22, 2011, "Acknowledging Review of Social Services Expenditures for the Months of October, November and December 2010."

3 36 Commuting Solutions, [36commutingsolutions.org/](http://36commutingsolutions.org/).

4 Denver Regional Council of Governments (DRCOG), Broomfield Community Profile, [gis.drcog.org/datacatalog/content/broomfield-community-profile](http://gis.drcog.org/datacatalog/content/broomfield-community-profile).

5 City and County of Broomfield, Broomfield City Council Meeting Summary email from [BintheLoop@broomfield.org](mailto:BintheLoop@broomfield.org), Aug. 24, 2011, "3b. Update on Activities at FlatIron Crossing Mall." For more details on the retail turnover at FlatIron Mall and FlatIron Marketplace, see "Farewell to fish tacos raises retail worries at FlatIron Marketplace," by Joe Rubino, July 8, 2011, at [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com).

6 Rubino, Joe. "Borders Broomfield location in the process of being shelved." *Broomfield Enterprise*, July 23, 2011, [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com).

7 Rubino, Joe. "120th Avenue Connection set to open in Broomfield on Thursday." *Broomfield Enterprise*, Sept. 28, 2010, [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com).

8 McWhinney, [www.northparkcommunity.com](http://www.northparkcommunity.com).

# Education

## How we learn

Compared to nearby counties and the state of Colorado as a whole, Broomfield is a highly educated community — 95.8 percent of our residents 25 years of age or older have at least earned their high school diploma and 42.5 percent have earned at least a bachelor’s degree. Opportunities for adult education abound in and around Broomfield with vocational institutions like Redstone College, and area colleges such as Front Range Community College in Westminster, Regis University in north Denver and University of Colorado campuses nearby in Denver and Boulder.

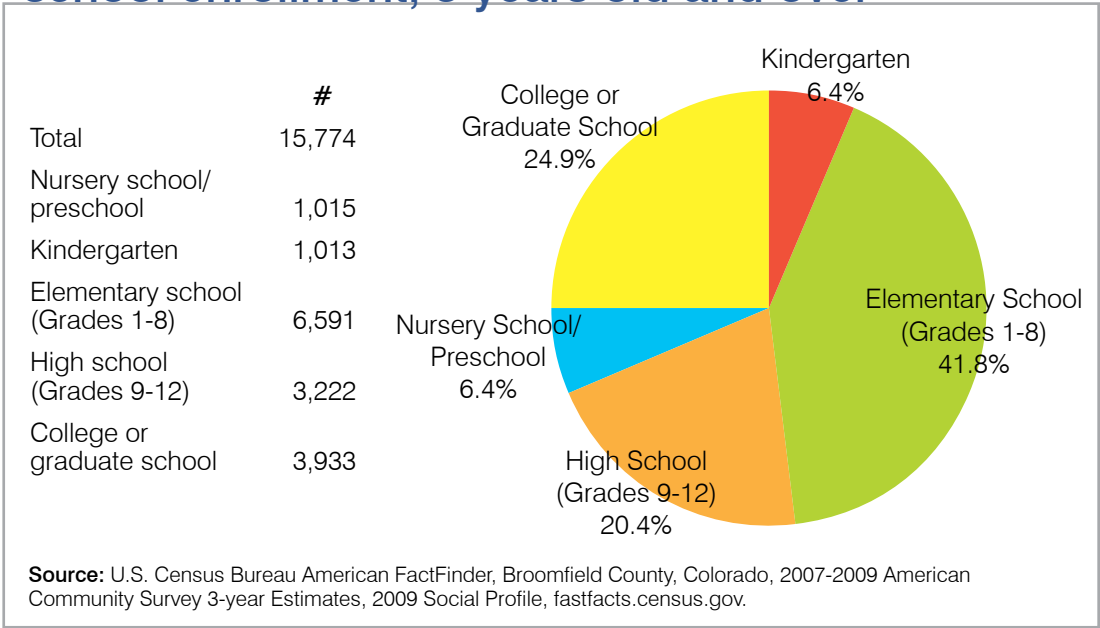
### educational attainment, 25 years of age and over

Location	Colorado		Broomfield		Adams		Boulder		Jefferson	
	#	%	#	%	#	%	#	%	#	%
Total	3,225,460	n/a	35,049	n/a	270,948	n/a	185,622	n/a	365,879	n/a
Less than 9th grade	147,026	4.6	432	1.2	21,941	8.1	6,314	3.4	8,143	2.2
9th-12th grade	203,147	6.3	1,035	3.0	29,158	10.8	6,133	3.3	18,218	5.0
High school graduate (includes equivalency)	754,147	23.4	7,365	21.0	83,705	30.9	24,042	13.0	82,033	22.4
Some college	722,941	22.4	8,135	23.2	60,561	22.4	32,771	17.7	87,067	23.8
Associate’s degree	247,595	7.7	3,184	9.1	20,931	7.7	10,776	5.8	29,307	8.0
Bachelor’s degree	740,835	23.0	10,035	28.6	39,210	14.5	58,979	31.8	93,176	25.5
Graduate/professional degree	409,769	12.7	4,863	13.9	15,442	5.7	46,607	25.1	47,935	13.1

**Source:** U.S. Census Bureau American FactFinder, 2007-2009 American Community Survey 3-year Estimates, 2009 Social Profile, [fastfacts.census.gov](http://fastfacts.census.gov).

Broomfield kids mainly attend Boulder Valley, Adams 12 Five Star and Jefferson County schools, although our mostly undeveloped northern border also straddles the St. Vrain, Brighton and Ft. Lupton school districts. In addition to our open enrollment public schools, Broomfield students have access to the new Prospect Ridge Academy charter school, and a handful of parochial schools, such as Beautiful Savior Lutheran School, Nativity of Our Lord Catholic School and Holy Family High School.

### school enrollment, 3 years old and over

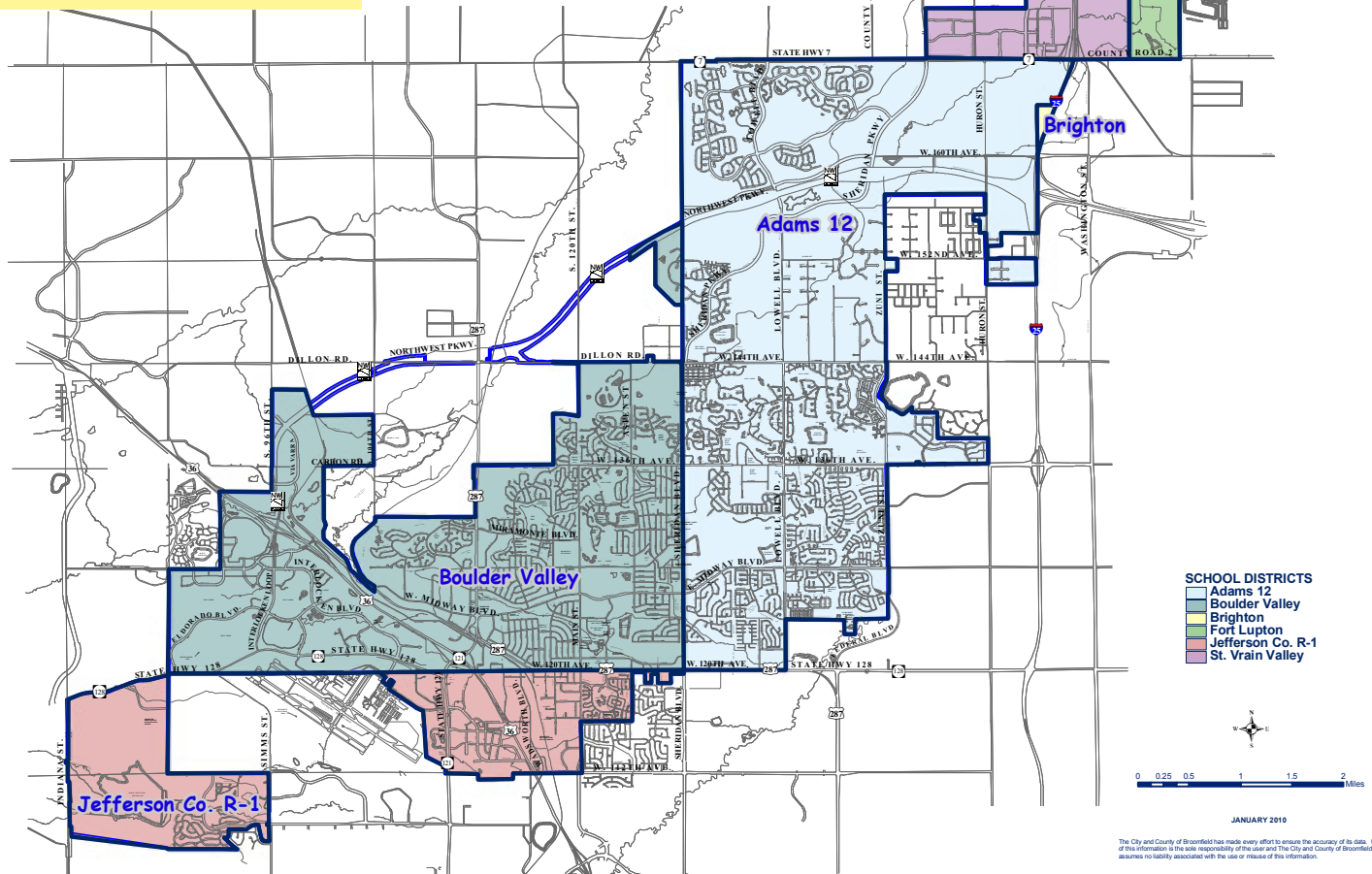




## The City and County of Broomfield SCHOOL DISTRICTS

Broomfield's school district boundaries.

Source: <http://www.broomfield.org/maps/>.



### District Diversity

Although a movement to create a unified school district coincided with Broomfield's effort at civic consolidation,<sup>1</sup> dissatisfaction with our patchwork of districts lessened after our three main ones built new schools and improved existing ones in order to alleviate crowding. While interest in having one Broomfield school district remained, analysis of state statutes revealed the difficulty of the unification process, as well as its high financial price tag, associated in

part with the need to buy out teacher contracts and purchase school buildings outright.<sup>2</sup> It seems most residents are content with the current reality of multiple districts, although according to participants in last spring's focus group, it would help decrease confusion among parents and students if administrators from different districts communicated regularly about things like scheduling.

Local schools in the Boulder Valley School District (BVSD) have benefited from the November 2010 voter approval of a \$22.5 million mill levy increase for school operating expenses. Among other things, the increase has funded additional preschool spaces at local elementary schools and full-day kindergarten at Emerald Elementary, notes Jennie Belval, a member of the BVSD school board. Most of the remaining portion of the mill levy will help fill in the gaps made by state funding cuts over the last two years.<sup>3</sup>

The levy increase passed despite 55 percent of Broomfield voters casting ballots against the measure.


“As educators, we’re grateful that the levy passed so that we didn’t have to make the painful decisions that other districts had to make, with \$20 million or \$40 million cuts,” says Gina Malecha, head counselor at Broomfield High School, which is part of BVSD. “Where do you cut when there’s nothing left to cut?”

### school districts comparison, Fall 2010

Includes Broomfield students

District	Pupil Count	Full-time Employee Teachers	Average Annual Teacher Salary	Pupil/Teacher Ratio
Adams 12 Five Star	41,957	2,069.6	\$53,711	20.3
Boulder Valley RE-2	29,526	1,687.6	\$58,123	17.5
Jefferson County R-1	85,979	4,869.3	\$55,116	17.7

**Source:** Colorado Department of Education, Average Teacher Salaries and Pupil Membership, [www.cde.state.co.us](http://www.cde.state.co.us).



## Colorado Student Assessment Program (CSAP) 3rd grade reading scores, Broomfield elementary schools

School	2009		2010		2011		Fall 2010 Poverty Rate (%)
	% scoring unsatisfactory	% achieving proficiency	% scoring unsatisfactory	% achieving proficiency	% scoring unsatisfactory	% achieving proficiency	
Adams 12 Five Star							
Centennial	6	74	12	72	21	48	53
Coyote Ridge	1	84	2	82	1	95	4
Meridian	5	81	2	91	3	92	4
Mountain View	1	79	3	78	9	79	25
Boulder Valley R-2							
Aspen Creek, K-8	0	90	3	85	3	87	9
Birch	7	79	10	74	11	75	29
Emerald	21	49	19	58	15	51	49
Kohl	2	86	1	84	5	85	20
Jefferson County R-1							
Ryan ^	3	81	4	75	2	88	23

^ Not geographically in Broomfield.

Source: Education News Colorado, [www.ednewscolorado.org](http://www.ednewscolorado.org).

Higher Poverty Rate,  
Lower Student  
Proficiency

Since most of our children attend public schools in three different districts, it’s difficult to determine any clear general trends in primary and secondary education beyond noticing that there is, as is often cited, an ongoing correlation across districts between family income level and student proficiency. For example, the higher the poverty rate among students’ families, the lower third-grade student reading proficiency, as measured by the Colorado Student Assessment Program (CSAP) test, tends to be.

“School performance has a lot to do with family income, I think, as a former schools reporter,” says *Broomfield Enterprise* editor Julie Baxter. “Low-income students aren’t less intelligent, but they have different situations at home, things are not reinforced at home, their parents work, they’re hungry, or they live in a neighborhood where they’re getting constant negative rather than positive influences.”

Julie observes that Adams 12 schools in Broomfield are high performing in a district that isn’t high performing, largely because the other schools in the district are in poorer communities. Counter to that, she says, schools in Broomfield are among the lower income schools in the Boulder Valley School District.

“Boulder Valley schools are not making the kind of progress we would like to see in closing our achievement gap,” says BVSD school board member Jennie Belval. “Our students do as well as any in the state, but those at-risk kids we’d like to see do a lot better.

achievement gaps

Between Non-Title I and Title I students by Percentages Proficient (PP)

	Grade 4				Grade 8				High School			
	Year Span	Start PP	End PP	Avg. Annual Gain*	Year Span	Start PP	End PP	Avg. Annual Gain*	Year Span	Start PP	End PP	Avg. Annual Gain*
<b>READING</b>	05-09				05-09				05-09			
Non-Title I		91%	91%	0.0		89%	90%	0.3		89%	91%	0.5
Title I		75%	76%	0.3		66%	74%	2.0		70%	78%	2.0
<b>MATH</b>	05-09				05-09				05-09			
Non-Title I		93%	94%	0.3		79%	83%	1.0		66%	67%	0.3
Title I		81%	84%	0.8		47%	63%	4.0		31%	32%	0.3

\*Numbers in these columns are subject to rounding error.  
**Source:** Center on Education Policy, “State Test Score Trends Through 2008-09, Part 4: Is Achievement Improving and Are Gaps Narrowing for Title I Students?” by Nancy Kober, Jennifer McMurrer, Malini R. Silva, published Aug. 9, 2011, [www.cep-dc.org](http://www.cep-dc.org).

“There is also a clear trend of declining state support for public education. The state share of public education funding is at 60 percent, and the ability of local districts to raise property taxes to compensate for state cuts is limited by the state constitution. At the same time, schools face increasing numbers of at-risk students—those on free and reduced lunch, qualifying for special education services, or who are English language learners.”

A report published in August 2011 by the Center on Education Policy did note that the proficiency gap between Colorado’s Title I students—formerly low-performing students in low-income schools who receive extra instructional help—and non-Title I students narrowed slightly from 2005-2009, especially for eighth grade math and reading, and high school reading. Emerald Elementary is Broomfield’s only school on the “Targeted Assistance” Title I list.

Colorado students have taken a new standardized test this school year. Jennie says, “We’ve got a lot of new tools in place and we’re really optimistic that they’re going to improve achievement for all of our students.”

# Colorado Student Assessment Program (CSAP)

## 7th grade math scores, Broomfield middle schools

School	2008		2009		2010	
	% scoring unsatisfactory	% proficient and advanced	% scoring unsatisfactory	% proficient and advanced	% scoring unsatisfactory	% proficient and advanced
Aspen Creek, K-8	7	63	6	65	9	60
Broomfield Heights	15	49	12	57	18	51
Mandalay ^	16	51	10	57	13	60
Westlake	10	60	6	72	11	60

^ Not geographically in Broomfield.

Source: The Denver Post, CSAP page, [www.denverpost.com/csap](http://www.denverpost.com/csap).

### More with Less

These days, even venerable schools like Broomfield High have to do more with less.

Gina Malecha says, “We have a lot of kids who are out of district here, but they come here seeking that smaller school feel. We’re trying to hold at 1,400 kids and not get to 2,000, because our administration wants to know the kids, who they are and know their names...So we have 1,400 kids and 3.5 counselors. That’s 450 kids per counselor, so we have to ask ourselves, ‘What can you realistically offer all the kids?’...Each grade has a specific career and postsecondary counselor, and students get pulled out of classes for that. Then each of our counselors and one volunteer [take turns staffing] a response desk that covers anybody having any issue, whether teacher, staff, kid or parent. We use that as a kind of triage. We’re not going to get more [funding], so we have to work smarter.”

“We use ‘Naviance.com’ to help all our students with their career goals. It’s a site where they build a profile, take the Myers-Briggs [personality test], update their resume.”

Last fall, Gina started her eleventh year at Broomfield High School, her fifteenth in the Boulder Valley School District, and her twenty-first year overall as a school counselor. Compared to when she arrived, she says Broomfield has a larger

minority population now, and more kids in financial distress. “Families are feeling the crunch,” Gina says. “We do have more kids on free and reduced lunch. Kids coming to us from middle school are generally less prepared than they used to be. It does seem like we have more kids that have greater needs across the board academically, socially. We have to reinforce a lot of basic things with ‘the little people,’ as we call them.”

Part of the reason for unprepared high school freshmen might have to do with their situations at home. Although 75 percent of Broomfield High students are involved in some sort of extracurricular activity,<sup>4</sup> local pastor and community observer Ed Black says, “Less than half of the kids at Broomfield High School come from a ‘typical’ family... We have a lot of kids home unsupervised, a lot of latchkey kids...Some of these kids haven’t been involved with a youth group or a sport, and they need more support.”



Holy Family graduates toss their hats in the air.

Source: David R. Jennings, *Broomfield Enterprise*/May 19, 2010.

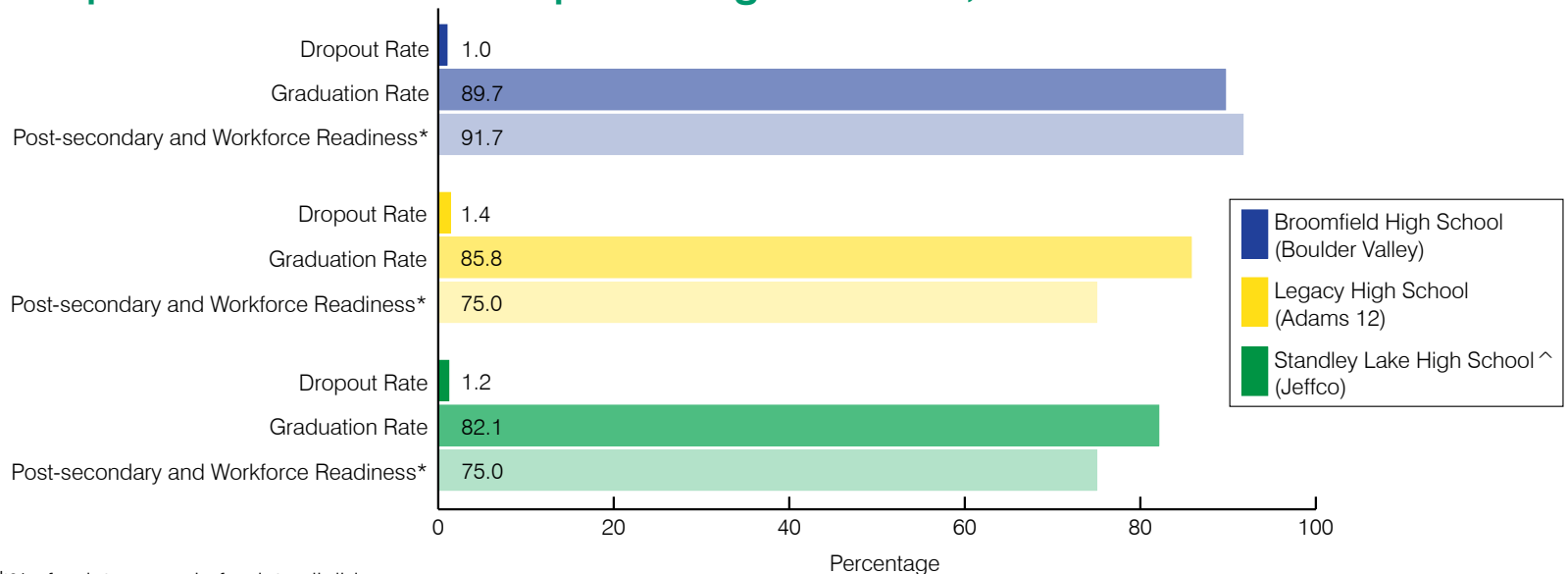


Last year, Gina Malecha helped facilitate a conversation about college funding on sophomore parent night. “We had a lot of people that left depressed, but we didn’t want them to have false hope.”

At the same time, more students from Broomfield High have been looking at out-of-state colleges. “Traditionally, we sent more to in-state schools, but as we’re looking at finite money in Colorado, we’re getting some kids choosing some places that are different and interesting,” Gina says. “Broomfield is such an inclusive community that a lot of students tend to not want to leave [the state for college].”

“The community at-large needs to know that high school doesn’t look like it did when they were in. These kids are doing a whole lot more with a lot less. They’re playing sports, an instrument, doing community service, National Honor Society, taking college level courses. Most kids are doing really well. As a society, I think we need to embrace that and not be so judgmental. They’re doing a lot more than I did at 17. When I have a bad day, rarely is it because of the kid.”

## comparison of Broomfield public high schools, 2009-2010



\*% of points earned of points eligible.

Data taken from each school's 1-year School Performance Framework reports for 2010. The framework assigns a “performance plan” to each school and measures performance based on a maximum number of points: 15 points for Academic Achievement, 35 for Academic Growth, 15 for Academic Growth Gaps, and 35 for Postsecondary and Workforce Readiness, which “measures the preparedness of students for college or jobs upon completing high school...[and] reflects student graduation rates, dropout rates and average ACT scores.”

^ Not geographically in Broomfield.

**Source:** Colorado Department of Education, [www.cde.state.co.us/index\\_stats.htm](http://www.cde.state.co.us/index_stats.htm) and [www.schoolview.org/performance.asp](http://www.schoolview.org/performance.asp).

1 Interview with Bob & Karen Davis, May 3, 2011.

2 Interview with Kevin Standbridge, June 2, 2011.

3 BVSD board member Jennie Belval says a \$297 million bond issue for BVSD that passed in 2006 has also paid for a \$22 million addition to Broomfield High, built a new gym for Emerald Elementary, and improved facilities at Kohl and Birch Elementary schools.

4 Statistic provided by Craig Boccard, assistant principal at Broomfield High, and Gina Malecha, counselor.



# profile

Kristina Brown

## Next Generation Passion

In 2003, Kristina Brown moved from Ft. Lauderdale, Fla., to Broomfield with her parents and two older sisters so her father, Ken, could take the job of senior pastor at the Broomfield United Methodist Church.

"It was easy to make friends here," Kristina recalls. "In Florida, maybe because I was so young, it was a big city, and people definitely aren't willing to reach out to you all the time. There it's like, 'You do your own thing and maybe we'll cross paths.' Here in Broomfield people will invite you over for dinner even if you don't really know them. I think it helps that everyone seems to know everyone else, so

you meet one person and you're introduced to this giant web of people."

Kristina credits her friends and family for keeping her away from the temptations that snare some young people, such as drug or alcohol abuse. "I think my family keeps me grounded. I never considered doing any of that. And my friends are...really supportive...We'll be invited to parties and we'll say 'No, this or that is not going to happen.'"

"I think a lot of times kids might have older brothers or siblings that lead them into that sort of thing, and...they don't have that [healthy] support system."

Last May 21, Kristina joined eight other medal-wearing summa cum laude members of Broomfield High School's 322-member senior class during their 7:30 a.m. graduation ceremony. Kristina won the local George DiCiero Scholarship, aced seven Advanced Placement (AP) classes—she scored a "5," the highest possible score, on all five of the A.P. tests she had received results for by graduation—and earned 28 college credits toward a degree at the University of Colorado at Boulder, where she enrolled for the fall 2011 semester.

Kristina is majoring in integrative physiology at CU. "I mostly want to work with studying diseases and possibly go to medical school," she says.

During her time at Broomfield High, Kristina ran cross-country for two years, joined the Green (Recycling) Team, the National Honor Society (NHS) and the Friends of Rachel club,

which started in honor of Rachel Scott after the shootings at Columbine High School in 1999, and tutored fellow students in math and English.

One of her most memorable experiences at Broomfield High, however, occurred after the massive tsunami that struck Japan on March 11, 2011. Inspired by an e-mail message alert from DoSomething.org, Kristina organized a school-wide "Paper Cranes for Japan" campaign to help raise money toward Japan's recovery efforts. For each crane students made, the campaign's partners donated \$.25. Broomfield High students made nearly 900 paper cranes. Some students devoted their lunch hour to crafting the cranes or arriving at school with bags of cranes they made the night before.

"My friends were amazing. They were willing to learn how to make paper cranes, and the staff, too. We had that perfect combination of passionate people and supplies and the willingness to reach out...It was perfect because all you need is time and paper. Some people used notebook paper, some had a lot of origami paper, or magazine paper or gift wrap paper."

Kristina attributes her desire to help others to her parents, Ken and Bridgette. "My dad is constantly helping people...The church has Operation Christmas Child every year and canned food drives with FISH. My mom volunteered on the school board, and seeing her constantly reach out to people makes me want to do the same." ■

## Community Life

### What We Care About

Broomfield's nineteenth-century pioneers poured their blood, sweat and tears into the soil, and fashioned an identity from their shared commitment to each other and to the land. We do something similar today. In 21<sup>st</sup>-century fashion, our commitment is to personal and civic investments in art and culture, sports and recreation, politics and civic life, faith and religion, charity and volunteerism, and exposure to the wider world. These investments help create and maintain the special hometown "feel" that constitutes Broomfield's most valuable asset.

#### Art & Culture

From free movies in Broomfield's 300-seat auditorium and the annual outdoor concert series in the summer, to the Broomfield Days festival in early fall, to Broomstock's live music celebration on the last day of school in the spring, our community has no shortage of opportunities to strengthen its neighborly and cultural ties.

The list goes on, says Broomfield cultural affairs manager Karen Gerrity, "We have 14 pieces in our public art collection. We have a new and growing art-on-loan program...Broomfield has its own chorus, its own civic orchestra, its own Backstory Theatre company for kids. It's got a brass band. It's got a couple of dance companies, including Ballet Nouveau. It has the second-largest ballet company in Colorado."

According to Karen, a total of 52,348 people attended 541 visual and performing arts events in Broomfield during 2010.

From June to September 2011 a new farmer's market opened for business on Tuesday evenings in the parking lot of the Episcopal Church of the Holy Comforter, and earlier in the year the Colorado Music Hall of Fame was established at the 1STBANK Center, which hosted performances by Katy Perry, the Goo Goo Dolls, Roger Daltrey and Paul Simon during the year.

Just before the impressive fireworks show at the Great American Picnic last July 4, the city unveiled a 30-minute documentary called "Broomfield: Spirit of the American Dream" on a 24-foot screen in the county commons.<sup>1</sup>



Young dancers watch from the wings as older dancers perform to songs of Broadway during the production of 'Dance Arts Studio-Goes to Work'.

Source: David R. Jennings, *Broomfield Enterprise*.



Spectators watch the extended fireworks display during the Great American Picnic at the Broomfield County Commons Park.

Source: David R. Jennings, *Broomfield Enterprise*/July 4, 2011.

## arts & humanities involvement, 2010

1,469 number of programs

450 number of involved volunteers

26,727 total audience

Source: Broomfield Council on the Arts & Humanities staff.

## funding breakdown for arts & humanities, 2010\*

Source	Total	% of Total
Government grants	\$37,694	36
Foundations	\$ 9,675	10
Businesses	\$12,280	12
Events (tickets, ads)	\$16,558	16
Individual donations	\$ 9,184	9
Earned income	\$14,854	14
Workplace giving	\$ 40	<1
Other memberships	\$ 3,280	3

\*Figures for 1STBank Center and museums not included.

Source: Broomfield Council on the Arts & Humanities.

## 2010 usage of the Mamie Doud Eisenhower Library

Weekly hours of operation	68
Magazine subscriptions	257
Kids/teens in summer reading programs	4,454
Adult in summer reading programs	850
Audio-visual resources	17,483
Attendees at library programs	27,465
Registered borrowers	45,868
Individual uses of library's public Internet computers	124,220
Books in the collection	145,790
Library visitors	346,182
Items checked out	714,180

Source: City and County of Broomfield, Library Statistics, [www.broomfield.org/library](http://www.broomfield.org/library).

### Sports & Recreation

If you've driven through Broomfield proper during afternoons or evenings in the spring or fall, no doubt you've noticed the members of local youth football, baseball, softball or soccer teams scurrying around on their practice fields. The sound of cheering can be heard for blocks from Legacy and Broomfield high schools on game nights.<sup>2</sup> And there's almost always a free field or two available at Broomfield Commons to help athletes quietly prepare for prime time.



"There's still a sense of pride in the community," says Broomfield High head counselor Gina Malecha. "A Friday night football game is still the place to be."

## Broomfield high school state champions

- 28 Broomfield High School (opened 1964)
- 3 Legacy High School (opened 2000)
- 11 Holy Family High School (opened 1922, moved to Broomfield in 1999)

Source: Colorado High School Activities Association, [www.chsaa.org](http://www.chsaa.org).

Photo sources  
Top: David R. Jennings, *Broomfield Enterprise*/ Sept. 3, 2010.  
Bottom: David R. Jennings, *Broomfield Enterprise*/ Sept. 11, 2010.





The finish line of the Race4Kids' Health 5K run at Broomfield County Commons Park.

**Source:** David R. Jennings, *Broomfield Enterprise*/April 11, 2010.



Sarah Talamantes and Taylor Helbig hold the 3A state championship trophy after Holy Family defeated Eaton at Moby Arena in Ft. Collins.

**Source:** David R. Jennings, *Broomfield Enterprise*/March 12, 2011.

As you would expect from living in the shadow of the Rockies, there's plenty of the outdoors for Broomfield's bike-riders, walkers and joggers to enjoy — 254 trail-miles of plenty, to be exact—and even an official local triathlon, the Mini HaHa, every June.<sup>3</sup>

Broomfield has two dedicated community recreation centers, Paul Derda and the Broomfield Community Center/Senior Center, respec-

	Paul Derda Rec.	Broomfield Comm. Center	Youth Involvement*
Monthly passes	3,400	n/a	n/a
Visits per month	30,000	5,500	n/a
Participants	n/a	n/a	19,000

**Source:** Nancy Harrold, acting director of recreation services, City and County of Broomfield.

tively, the former being the newer version with a mini water park, meeting rooms, a dedicated gymnastics gym, a walk/jog track and basketball courts, and the latter being the more venerable version that features an Olympic-sized swimming pool. Broomfield also has privately owned workout facilities such as 24 Hour Fitness, Anytime Fitness and Lakeshore Athletic Club.

Politics & Civic Life

One exception to Broomfield's interest in hometown matters is its voting patterns. More than twice as many Broomfield residents turn out to vote during presidential election years as in "off-year" elections. For the city-council- and ballot-issue-only election in 2009, only 41 percent of registered voters cast a ballot.

Also, despite our growing overall population, the number of registered voters in Broomfield decreased by 1,377 between 2009 and 2010.

Only a handful of local residents attend monthly city council meetings. "People have their lives to live, and they don't

want to have to worry about their municipal government," says deputy city and county manager Kevin Standbridge. "We tend to get people who have time to participate [in city council meetings and other civic projects], so you wonder about the people who don't have time to participate and their issues."

"Americans in general are apathetic until their cage gets rattled," says *Enterprise* editor Julie Baxter. "People should pay attention [to city council meetings]. Yes, it's dry...but it matters because sooner or later it's going to impact you and your neighborhood or your family."

## voter turnout

November Election	Registered Voters	Votes Cast	Turnout (%)
2010	29,828	23,145**	77.59
2009	31,225	12,825	41.07
2008*	30,697	29,596	96.41
2007	23,184	8,786	37.90
2006	26,829	18,975	70.73
2005	25,312	13,016	51.42
2004*	24,648	23,329	94.65
2003	20,161	8,620	42.76
2002	22,563	14,330	63.51

\*U.S. presidential election year.

\*\*This figure reached by adding absentee, early and poll voting totals.

Source: City and County of Broomfield, [www.broomfield.org/elections/](http://www.broomfield.org/elections/).

## Broomfield's political representatives

### City council members

Ward 1: Bob Gaiser, Todd Schumacher\*\*  
 Ward 2: Mike Shelton\*, Dennis McCloskey  
 Ward 3: Kevin Jacobs\*\*, Sam Taylor  
 Ward 4: David Jurcak\*, Greg Stokes  
 Ward 5: Wayne Anderson\*, Martha Derda

### Mayor

Patrick Quinn\*\*

### State house representative, Colorado District 33

Don Beezley

### State senator, Colorado District 23

Shawn Mitchell

### Governor, State of Colorado

John Hickenlooper

### U.S. representative, Congressional District 2

Jared Polis

### U.S. senators for Colorado

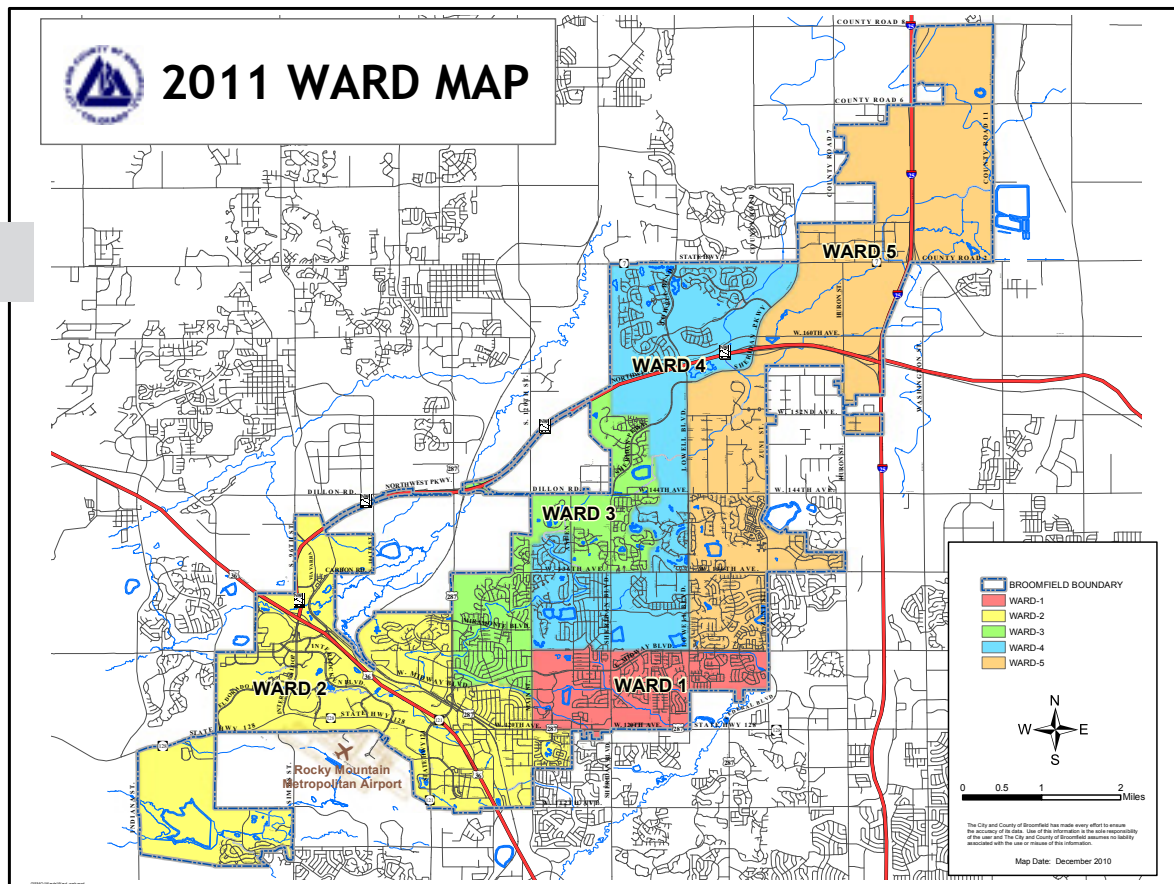
Mark Udall, Michael Bennet

\*Elected in November 2011.

\*\*Re-elected in November 2011 election.

Source: City and County of Broomfield [www.broomfield.org/elections/](http://www.broomfield.org/elections/).

Source: <http://www.broomfield.org/maps/>.



## Faith Community Impact

In their own ways, local churches seek to meet the needs of Broomfield residents. There are mainline, evangelical, charismatic and non-affiliated Christian faith communities in Broomfield. About half of them have their own dedicated facilities. The rest meet in rented facilities or local homes.

According to Presbyterian Church of Broomfield pastor Ed Black's best guess, there were 38 churches in Broomfield as of spring 2011. "Church is a [relatively] small part of this community," he says. "If you really look at it, we have about 6,000 people in church out of 55,000, plus other people who go to places like Flatirons [Community Church in Lafayette]. We're not a real church community."

Despite their relatively small proportion in numbers, many volunteers for local social services, food banks and charities are members of area congregations. Some faith communities themselves have also made a concerted effort to help meet local needs. Discovery Church, for example, has for the last five years extended an open invitation to social workers or police officers to call when they need volunteer assistance with a client. "We don't promise to help, but we promise to try to help," says Discovery Church pastor Steve Cuss. "We've repaired vehicles, given rides, paid for medicines, donated dozens of items."



Will Kogler with Fresh Breads and Pastries, grabs a loaf for a customer during the first Farmers Market at Holy Comforter Church.

**Source:** David R. Jennings, *Broomfield Enterprise*/June 14, 2011.

## Our Charitable Paradox

Broomfield presents a paradox when it comes to charitable giving and volunteering.

On one hand, Broomfielders tend to respond generously to demonstrated need,

especially in emergencies. Broomfield FISH, which helps meet some of the more urgent needs of local residents, has for years been able to cover its expenses without heavily soliciting donations. And there's a definite local openness to worthy causes. Julie Baxter, for example, recalls attending a recent fundraiser for a woman from Broomfield who was fighting breast cancer. "They raised \$8,000 in one night at a local bar," she says. "That kind of stuff continues to amaze me."

On the other hand, in a 2008 report the Colorado Nonprofit Association (CNA) lists Broomfield County last in the metro area in charitable giving as a percentage of income. Despite having one of the highest median incomes in the area and the state, Broomfield residents gave an average of 2.5 percent of their income to charities, compared to 2.9 percent for metro Denver as a whole, 3.1 percent statewide and 3.5 percent nationwide.

Why the disparity between the generous Broomfield that responds to news of urgent needs, and the not-so-generous Broomfield that appears in the CNA report? We've alluded several times in this report to a perceived lack of awareness of ongoing need in our community. We believe that's part of the answer. It's certainly one of the reasons we created this report—to raise awareness of local needs.

The other part of the answer, or at least another part, has to do with the state of the local non-profit sector. Boulder County, for example, has about five times the population of Broomfield, but it has 10 times more non-profits with 30 times more reported assets, according to the National Center for Charitable Statistics. Of course, not all of these non-profits deal directly with people

### as a percent of income

Broomfield County	2.5
Metro Denver region	2.9
Colorado	3.1
U.S.A.	3.4

**Source:** Colorado Nonprofit Association, "The State of Giving 2008: A Profile of Individual Charitable Giving in Colorado," [www.coloradononprofits.org](http://www.coloradononprofits.org), p. 16.

charitable contributions

in urgent need, and more non-profits with resources do not automatically lead to solved social problems. They do, however, represent a community's willingness to acknowledge the existence of needs and to attempt to fill apparent gaps in service.

### Beyond Broomfield

One of our community's furthest-reaching assets is an interest in the world beyond our borders. For example, the Broomfield Evening Rotary sponsors a clean water project in the Dominican Republic.<sup>4</sup> Broomfield itself maintains a sister-city exchange program for youth with Ueda, Japan, and has another sister city in the parish of Broomfield and Kingswood, Kent, in the United Kingdom.<sup>5</sup>

Among the more intrepid residents of Broomfield is author Peter Eichstaedt, who wrote *First Kill Your Family: Child Soldiers of Uganda and the Lord's Resistance Army*. In his capacity as an editor for the Institute for War and Peace Reporting, Peter spent the spring of 2008 in Uganda, south Sudan and northeastern Democratic Republic of Congo, on the trail of the LRA, an infamous rebel group that kidnaps children and forces them to serve in its army.<sup>6</sup>

Moved by the plight of these same children, a group of dedicated students at Legacy High School finished ninth out of 1,162 schools nationwide in the Invisible Children Schools For Schools (S4S) fundraising competition. The \$15,274.12 raised by the club during the fall of 2010 went to help rebuild Gulu High School in northern Uganda. Last April, the club also held a 25-hour silent vigil to raise awareness of the 25-year-long war in northern Uganda and central Africa.<sup>7</sup>

And who among us can forget 9/11? Like they did for so many other places across the country and the world, the terrorist attacks on Sept. 11, 2001, hit close to home, leading to the creation of a 9/11 memorial and its location in Community Park as a centerpiece of our civic center complex.

## local non-profits, by county

	Number of Registered Organizations	Number of Organizations Filing Form 990*	Revenue Reported on Form 990	Assets Reported on Form 990
Broomfield	221	163	\$ 29,942,765	\$ 153,962,878
Adams	1,195	737	\$1,319,993,987	\$ 2,700,455,742
Boulder	2,340	1,882	\$1,544,478,423	\$ 4,644,508,242
Denver	4,637	3,650	\$6,163,693,175	\$20,209,880,005

\*Tax-exempt organizations with \$50,000 or more of annual gross receipts, and all 501(c)3 private foundations, are required to file Form 990 with the IRS. Religious congregations are not required to file Form 990.

Source: National Center for Charitable Statistics, Registered Nonprofit Organizations by County, for Colorado, July 2011, [www.nccsdataweb.urban.org/](http://www.nccsdataweb.urban.org/). Retrieved Sept. 22, 2011.

Dedicated on Sept. 10, 2006, in Community Park, Broomfield's 9/11 memorial includes three stone pieces and three sculptures by Reynaldo "Sonny" Rivera



that commemorate the life-saving efforts of civilians, firefighters and police officers during and after the terrorist attacks on Sept. 11, 2001. The piece pictured here displays the names of those lost on 9/11.

Source: City and County of Broomfield, [www.broomfield.org/news/9\\_11Memorial.shtml](http://www.broomfield.org/news/9_11Memorial.shtml). Photo source: Marty Caivano, *Boulder Daily Camera*/May 2, 2011.

1 Rubino, Joe. "Film marks 50 years of Broomfield civic pride." *Broomfield Enterprise*, June 25, 2011, [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com).

2 The Legacy High School football team plays its home games at Five Star Stadium in Thornton.

3 *Broomfield Enterprise*, "Mini HaHa Triathlon Results," June 15, 2011, [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com). Last summer, 443 timed participants competed in the 11th annual Mini HaHa.

4 Broomfield Evening Rotary, [www.broomfieldrotary.org](http://www.broomfieldrotary.org).

5 Broomfield, CO Sister Cities, [www.broomfieldsistercities.com](http://www.broomfieldsistercities.com), and *Wikipedia*, [en.wikipedia.org/wiki/Broomfield,\\_Colorado](http://en.wikipedia.org/wiki/Broomfield,_Colorado).

6 Eichstaedt, Peter. *First Kill Your Family*, [www.firstkillyourfamily.com/about\\_the\\_author](http://www.firstkillyourfamily.com/about_the_author).

7 See Invisible Children, [s4s.invisiblechildren.com](http://s4s.invisiblechildren.com), and "Legacy High students step up for Ugandan children," by Dylan Otto Krider, *Broomfield Enterprise*, Nov. 17, 2010, [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com).



## Seeing the Need

On Jan. 23, 2011, a fire at the Broomfield Highlander Apartment Complex, left 18 residents homeless. Among those who immediately mobilized to help the victims was Carina Martin, executive director of the Broomfield non-profit A Precious Child.

"We were able to help the people impacted by the fire by providing them with much needed clothing, furniture and essentials," she remembers.

What's remarkable about Carina's response to the fire is not so much that she published a list of furniture needed by the victims, it's that in just over three years, Carina has seen A Precious Child grow from an idea into an

important strand of Broomfield's social safety net.

Before launching A Precious Child in November 2008, Carina had worked in retail management, but she had never run a non-profit. She had volunteered full-time at her son's schools, but she had never systematically recruited or organized volunteers.

Broomfield Police Chief Tom Deland says, "When Carina first had the idea, one of our very first meetings was here in this office...with the mayor and me, and Carina wanted to know if she could count on the police department. Carina has the personality to ask and get people to donate time and money, and keep people moving in the right direction. You talk with her for any period of time and you just feel like you want to be a part of what she's doing."

### Before the Beginning

In 2006, two weeks after she moved to Colorado with her family, her son made friends with two neighbor boys. When Carina met the boys' mother, she quickly realized her neighbor was in crisis.

"Within three months...child services showed up and took her kids away, and even though we hardly knew her, the boy's mother asked, 'Will you take my kids for me so they don't go to strangers?'"

"So I picked up the phone and called my husband...We ended up helping foster parent the boys while she tried to turn her life around."

In early 2007, after the Martins' first foray into foster parenting, Carina says, "I was at church and the pastor was talking about a trip to Afghanistan, and he said, 'Guys, you don't have to go to Afghanistan to make a difference, but what are you doing to help people in need?'"

Soon after hearing that sermon, Carina went on a short-term mission trip to serve at five orphanages and a school in Thailand. She says, "It was one of those experiences where I discovered what I'm supposed to be doing with my life—helping kids in need."

"Then a friend of mine asked me, 'What are you doing to help the kids in need in this area?' And I said, 'I live in Broomfield. How hard can it be here?' I knew about hard hit areas in Denver, but not here."

### An Idea Takes Shape

Intrigued, Carina started asking around locally, "Is there a need?" She had her meeting with the mayor and Chief Deland, she met with school principals, she interviewed the staff of non-profits, and she began to understand the often-hidden-but-real plight of disadvantaged children in her community.

"I wanted to find the gap [in services]," Carina says. "What I found was different organizations that are doing great work, but they needed help providing basic needs to their clients."

In 2008, from donated space in the basement of Summit Chiropractic, A Precious Child helped thousands of disadvantaged and displaced children with basic needs. “The work that A Precious Child does is timely,” says Tom Deland. “Broomfield’s not unlike a lot of suburban communities. A lot of times you don’t see the families in need because they’re spread out in the community.”

### The Need is Real

Through its “Precious Essentials” program, A Precious Child provides clothing and other essentials for families in need and also works indirectly through other agencies—such as the local county health and human services department, schools, food banks, foster associations, the fire and police departments, the work force center, and local shelters.

In the midst of her collaborative work in the community, Carina has noticed a sobering trend. “People who five years ago were doing well...now have their home in foreclosure and they can’t provide the most basic needs to their children.”

That harsh reality is especially poignant during Christmas, on birthdays and when kids want to participate in sports, but can’t afford dues or equipment. Last year, for example, through donations from the community, A Precious Child gave more than 4,000 holiday gifts worth approximately \$200,000 to needy local children.

“We’re the lucky ones, because the community generously donates these items to A Precious Child, but we get to see the kids’ eyes light up when they get their new clothing,” Carina says. “The kids know that they are going to be able to go to school and fit in and not be embarrassed about what they are or are not wearing.” ■

“It’s a whirlwind. We see the need and it’s so huge. And once you see the need you can’t turn your back on it.”

—Carina Martin

A Precious Child provides its clients with sports equipment, clothes and other essentials.



Photos' source: A Precious Child.

# Part III – Broomfield Tomorrow

ifty years from now, how will our kids and grandkids explain our chapter in the story of Broomfield? Will they recall an era of disparity or one of charity?

After the Civil War, black and white settlers lived together as neighbors in Covert, Mich., pioneering cordial race relations generations ahead of their time.<sup>2</sup> During World War II, the tiny town of North Platte, Neb., maintained a “canteen” at its train depot, and became synonymous with hospitality and the true American spirit.<sup>3</sup> What will people who know Broomfield only from afar say about us in the future? Will they have anything to say?

At the end of the focus group we convened on May 4, 2011, we asked the 12 participants representing a cross-section of Broomfield the following future-oriented question—“What do you *want* Broomfield to be known for?” Among their answers:

- Remaining economically sound, and developing business anchors in the southwest (Interlocken) and northeast (around I-25 and Highway 7),
- Increased collaboration and coordination, top-to-bottom, between our main school districts on issues like scheduling,
- A “one-stop shop” of facilities and how-to community resources to help navigate the local system,
- Creating viable local affordable and transitional housing,

“There may be times when what is most needed is, not so much a new discovery or a new idea as a different ‘slant’; I mean a comparatively slight readjustment in our way of looking at the things and ideas on which attention is already fixed.”

— Owen Barfield, *Saving the Appearances*<sup>1</sup>

Young campers attempt to sing “I’m a little teapot” to a coach during the Broomfield Blast technical touch camp at Broomfield County Commons Park.

Source: David R. Jennings, *Broomfield Enterprise*/July 22, 2009.



- Having a culture of caring and investing in our unique personality as a hometown where people can live “the simple, good life,” and,
- Being more aware of the needs of our “underserved neighbors,” including seniors, people who are homeless, and at-risk youth.<sup>4</sup>

That question and those answers provide the backdrop for this final section in which we briefly survey what we believe is Broomfield’s most significant trend heading into the future. We also point out two urgent, interrelated local needs, and suggest some ways to readjust and augment our approach to addressing them.

Looking Ahead

Of all the trends highlighted in The Sweep Report, the one most likely to extend far into the future has to do with demographics—Broomfield’s population will continue to grow. The city and county’s 2009 Long Range Financial Plan Update projects our maximum population to someday be 95,000, although Bob Davis, a member of the task force that helped produce that update, says the strong sentiment of city planners and task force members, alike, has always been, “Let’s keep it closer to 80,000.”

State demography projections suggest Broomfield’s population will peak at just over 86,000 people in 2040. That’s about 30,000 more than live

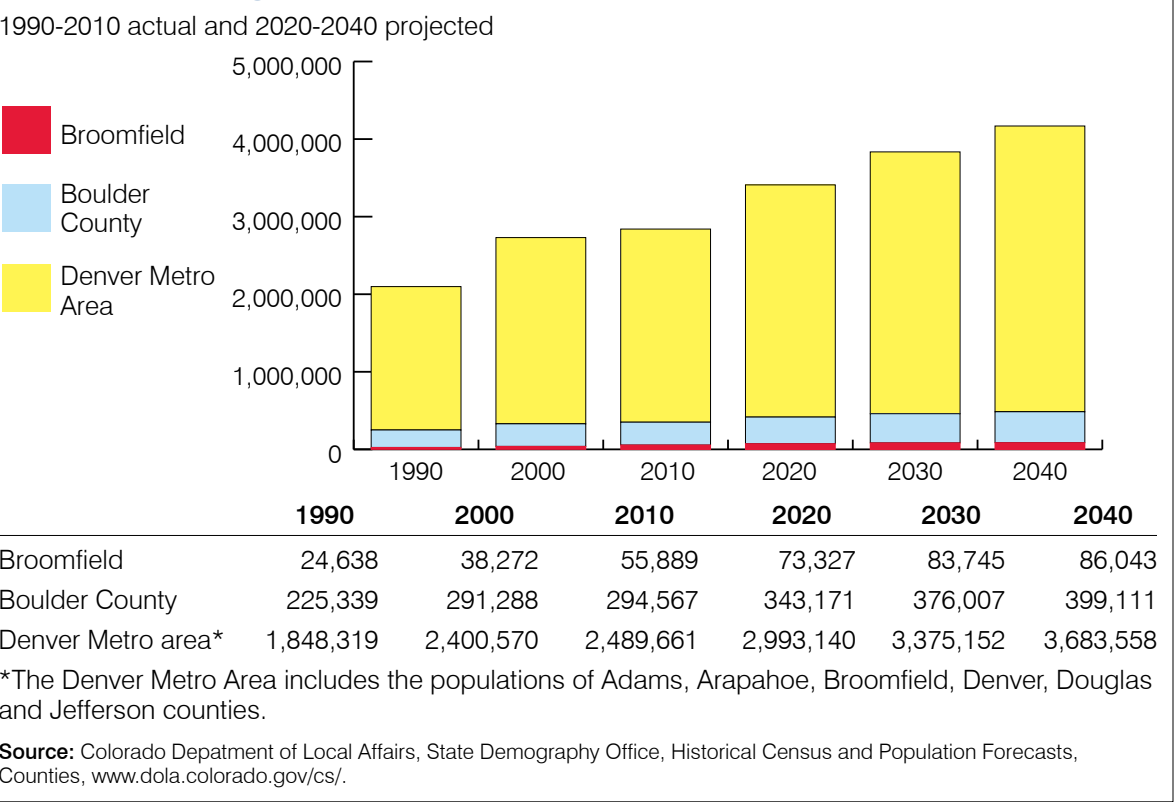
here now, a 54 percent increase in a county with little to no prospects of expanding its current borders for residential or commercial development. A significant portion, if not a majority, of that growth is likely to populate the areas adjacent to the Northwest Parkway extending north to Highway 7 from Sheridan to I-25, especially if a new business center develops in the northeast part of Broomfield.

For Kevin Standbridge and the City Manager’s department, balancing Broomfield’s population growth and economic health with its social conscience is an important and dynamic process. Projecting to “build-out” when Broomfield will have fully tapped its population and land development potential, Kevin says, “To distill it down, we project about a 1.03 to 1 revenue-to-cost ratio [what the city will earn compared to what it will spend], given what we know now. So the forecast is slightly positive. Every time we make a major land-use decision we update that figure for the city council to look at.”

At least two things should happen as our population grows. On the positive side, if and when more housing units are built, and more water and sewer pipes are laid, the city will bring in more revenue. On the negative side, more residents inevitably mean a higher demand on our already over-strained social safety net. As Broomfield grows, we cannot solely rely on a few entities like Broomfield Health and Human Services and FISH to do what they’ve done with the same resources they’ve had, and expect our neighbors on the margins to get the help they do and will need.

In the face of this projected growth, those of us who have lived here a while could help strengthen community ties by finding ways to extend Broomfield’s “hometown feel” to newcomers. There’s nothing that helps new arrivals feel at home in new and unfamiliar territory like being welcomed by insiders. (And when people feel at home, it’s good for the community.)

population growth



## Two Urgent Needs

It wasn't easy to pare down Broomfield's various challenges to these two, but we believe these are the most urgent: to create affordable and alternative housing, and to mobilize more resources to fill the gaps in our community's overall social safety net.



### 1. Create Affordable and Alternative Housing

According to Kevin Standbridge, several efforts along these lines have been attempted over the years with little to no success. "I agree about the [need for] transitional housing," Kevin says, noting the city's recent hiring of a new and experienced housing program manager. "We're looking at that now, what we might be able to do."

Terry Kiernan of FISH says, "I think affordable housing is the greatest need in Broomfield, and as I say that, I don't mean more mobile home parks.

"Why is it such a tough nut to crack? Well, who's going to pay for it? Land costs and construction costs are so high, how on earth would you get a builder to build a multi-family facility that you ask them to sell or lease at a loss?"

"For me the biggest need has always been about short-term housing," says FISH board member Karen Steele. "It's something our city has addressed but can't solve... We see it with people walking in [to FISH] and they need a short-term place to land."

"We have Tenant Based Rental Assistance (TBRA), but can only carry 12-15 families at a time on that program," says HHS director Debra Oldenettel. "Right now that's the only housing program we have to offer people."

TBRA program manager Sharon Farrell would like to see some emergency or transitional housing in Broomfield, estimating that Broomfield could fill a total of 50 low-income units. "I think it would be ideal if we could create

a mixed-use facility that would serve seniors, low-income families and foster youth who are transitioning out of the system.

"The diversity of the facility would encourage community relationships and be more attractive to Broomfield residents," Sharon says, referring to the example of Josephine Commons, a planned 153-unit mixed-use affordable housing complex in northeastern Lafayette.<sup>5</sup>

"We used to [put people up in] the old hotel that was down there where Walgreens is now," recalls Pastor Ed Black. "But now there's not even a cheap hotel in town."

Steps toward addressing Broomfield's need for affordable and transitional housing could include:

- A close review and evaluation of past attempts.
- Consulting non-profits with expertise in this area, such as Habitat for Humanity, Growing Home and Boulder Housing Partners.
- Creation of a working group across community sectors—to also include a local contractor and several people who are living or have recently lived in the midst of housing insecurity—in order to develop a vision and a plan of action that incorporates, and builds off of, Broomfield's existing housing plan. Possible options to pursue include: permanently affordable rentals, permanently affordable mortgages, rehabilitation of existing properties, the purchase and repurposing of an existing facility, dedicated transitional housing, longer-term assistance programs (five years instead of two years), or a combination of some or all of the above.
- Surveying and inquiring about existing and available local properties, particularly near the city center where residents would have reasonable access to food pantries, the Broomfield Work Force Center, social services, the library and bus routes.

## 2. Fill the Gaps in Our Social Safety Net

Due in part to the recent national and global economic recession and its lingering effects, more and more of our neighbors are suffering, and for a variety of reasons our community's social safety net could become less and less able to adequately alleviate that suffering. With more people moving to Broomfield and the resources of Broomfield's core government and non-profit human service agencies unlikely to grow significantly in the near future, local residents and businesses need to get more involved to help keep our neighbors on the margins from slipping through the proverbial cracks in the system.

Kevin Standbridge says of the city, "Over the past few years, economically our resources have been so severely limited that it's difficult to start new programs."

An updated qualitative and quantitative needs assessment of Broomfield's social safety net as a whole—civic, non-profit and otherwise—would certainly be helpful in more precisely determining where and how big the cracks in our system are, but that will take more resources than we, the authors of this report, presently have at our disposal.<sup>6</sup>

For now, current needs identified through our focus group and extensive interviews with local experts and citizens-at-large include:

- Rides for seniors — Just as they did in 1963 when FISH started, many seniors need transportation assistance, especially to get to and from medical appointments. Increased demand for rides currently exceeds the capacity of existing services, such as the Easy Ride program, to meet that demand.
- More mental health resources and collaboration – Currently, many low-income residents with mental health issues are on disability or are trying to make ends meet on unlivable wages. When they experience housing instability as well, there are few resources in Broomfield to help them. There is also a great need for local employers to hire people with mental illness, in conjunction with incentives and support from local non-profits like Mental Health Partners.
- Mentors for at-risk youth—Local kids, particularly those with absent parents, need good adult role models and mentors.<sup>7</sup>

Volunteer Anders Mundhenke, 9, puts empty cardboard boxes on a stack to be reused.

**Source:**  
David R. Jennings, *Broomfield Enterprise*/June 23, 2011.



Full shelves waiting to be emptied at North Denver Cares pantry.

**Source:** Marrton Dormish, *Everyday Epics*/Fall 2010.



➤ Broomfield-wide guide—Our community needs a comprehensive, frequently updated, easily navigable social service resource guide with accurate descriptions to help people quickly find the information they need.<sup>8</sup>

- Hotline for emergency housing—Provide resources and follow-up for families that need help with emergency housing.
- Services for ineligible residents—Due to budgetary and program restrictions, some of our neighbors in need are either ineligible or unable to receive housing or emergency assistance.
- Low-income health clinic—Currently, local low-income and uninsured families have to go to Boulder, Lafayette, Thornton, Federal Heights or Longmont for most of their ongoing health care needs. They could benefit from a local health clinic, or at least some sort of periodic mobile health clinic.<sup>9</sup>

To address these specific gaps, as well as any further gaps uncovered by future needs assessments, it could help to: increase our support of locally focused non-profits and enhance community-wide collaboration.

## Increase Support of Locally Focused Non-profits

In light of the sweep of overall need in Broomfield and of the inability of our current social safety net to fully meet that need, our community must both mobilize more resources—funds, volunteers, facility improvements—for existing non-profits like FISH, Emergency Family Assistance Association (EFAA) and A Precious Child, and facilitate the creation of new non-profits targeted at filling apparent gaps in our social safety net.

As we noted under “Community Life,” relative to the size of our population, Broomfield lags significantly behind other area counties in both its number of overall non-profits and their overall assets.

“I still think of us as a relatively young community,” says Kevin Standbridge. “In Denver, there is a large network of non-profits to do a lot of things. In Broomfield we have the [Broomfield Community] Foundation and a few others, but the non-profit base that I’ve seen isn’t as extensive, and I think that’s a function of our age [as a city and county]. Non-profit groups form when there’s a need, and we don’t have as thoroughly developed of a network as an older community might. But as people are passionate about something and form groups that’s what’s exciting.”

We need people with passion who are willing to take the time to further identify local needs and mobilize

resources to meet those needs—people like Carina Martin of A Precious Child, Gina Coufal of FRIENDS of Broomfield, which provides services for developmentally disabled adults, and Jim and Sandy Hembd, founders of Glory Community, who plan to build and operate five homes for developmentally disabled adults in Northmoor Park.<sup>10</sup>

We also need more local businesses and local businesspeople, as well as families and individuals, to support existing and new non-profits through sponsorships, volunteering their time and conducting drives for necessary supplies.

Some members of local churches already volunteer at local non-profits, and many local churches themselves already have special committees or teams devoted to helping the needy in Broomfield and nearby communities. Building off of these efforts, as well as already existing partnerships that help fuel things like a monthly ecumenical pastors’ breakfast, the annual CROP Hunger Walk, and the First Friday monthly community dinner could go a long way toward generating the energy and capacity needed to address needs in our community. According to some local pastors, improved coordination and collaboration within the faith community and between the faith community and the community at large, would help prevent unnecessary duplication, and make it easier for faith-inspired volunteers and groups

to “spur one another on toward love and good deeds.”<sup>11</sup>

For example, several churches in Golden, Colo., have worked together to help provide weekend meals for an average of 250 school kids per weekend.<sup>12</sup> As Kim Seidman, the vicar of Holy Comforter, tells the story, “The [ecumenical] pastors’ group in Golden noticed that kids were going hungry, and the meal they got at school was their best one of the day, so the churches there started a backpack food program for the weekends... That just really opened my eyes to the power of ecumenical cooperation.”

“My desire is for my congregation not only to financially support those in need, but also to give generously of their time to those in need,” Kim says. “In volunteering at FISH, at A Precious Child, at Emerald [Elementary], and coming face-to-face with the working poor in our community, we become invested in people’s lives and aware of the systemic injustices that perpetuate the cycle of poverty. Communities of faith are transformed into champions for justice and mercy when they live into Christ’s command to ‘love our neighbor as ourselves.’

“What if, God forbid, something like Columbine happened up here? Do we have each others’ phone numbers... Do we have the relationships and structures where we could come together and respond as well and as faithfully as we can?”

## Enhance Community-wide Collaboration

New and existing efforts to address Broomfield's urgent needs already have a ready and welcoming resource in the Broomfield Community Services Network (BCSN). When former FISH director Shirley McGinnis started organizing informal monthly gatherings for Broomfield's community services professionals to collaborate and coordinate their efforts, police victim services coordinator Maureen Testa was there. Maureen says, "We thought, 'Wouldn't it be nice to have a meeting and talk? [Shirley] kept it going for 10 years, and then it dropped off because we were having people attrition out of the system. Then we started it up again.'"

The network meets monthly, and is facilitated by the co-creator of this report, Karen Smith, who is the executive director of the Broomfield Community Foundation. Among those who attend are city employees, staff from area non-profits, school district staff and local clergy.

Before he moved to Broomfield in 1999 to become the pastor of Discovery Church, Steve Cuss served at a church in Las Vegas, Nev. "Any efforts to help the under-resourced there felt like a drop in the bucket, but moving here it feels like we can really achieve significant goals," Steve says. "And we have less people to help [than in Las Vegas], and a lot of energy to help them."

Former HHS grants manager Jan Hamilton recalls, "We convened the BCSN meeting in the hope that each one of us could contribute and make it go further."

We're hoping that will happen in Broomfield as a whole, that each one of us will contribute and make things go further. To help facilitate that process, we need to add some voices to the ones that typically make decisions about where and when and how to meet the needs of our neighbors on the margins. First, our at-risk neighbors



Source: David R. Jennings, *Broomfield Enterprise*.

themselves should be consulted and included as full members of the ongoing committees and working groups we convene about matters related to their lives and livelihoods. Second, more members of the community at large need to take an interest in and be heard in these same settings, because fresh voices can help provide fresh perspectives.<sup>13</sup> Third, we need members of the business community to add their voices to the conversation, and to help construct and manage new infrastructure for administering micro-loans, organizing savings associations and creating jobs, to name a few possibilities.

Of course, there should continue to be a place at the table for local government and for the non-profits that have been doing most of the work, so that the approach we're describing looks like this:

### The four circles

- Community at large (including people from all socioeconomic levels)
- Local government
- Business
- Non-profits (including faith communities and non-profit human service agencies)



1 Barfield, Owen. *Saving the Appearances: A Study in Idolatry*. New York: Harcourt, Brace & World, Inc., 1965, p. 11.

2 Greene, Bob. *Once Upon a Town: The Miracle of the North Platte Canteen*. New York: Harper Collins, 2002.

3 Cox, Anna-Lisa. *A Stronger Kinship: One Town's Extraordinary Story of Hope and Faith*. New York: Little, Brown and Co., 2006.

4 For a list of participants in our May 4, 2011, focus group, see p. 63.

5 Aguilar, John. "Lafayette senior housing gets boost with Josephine Commons approval." *Boulder Daily Camera*, May 17, 2011, [www.dailycamera.com](http://www.dailycamera.com). As the title of the above article suggests, Josephine Commons is a senior housing complex, but in her remarks, Sharon Farrell was highlighting the diversity of housing options in the complex rather than their age-specific focus.

6 Various needs assessments and indicator studies have been completed for Broomfield, including: a 2000 focus group report, a 2001 community health assessment, a 2002 health assessment with a focus on youth, a 2009 HHS indicator study, and a more recent public health assessment.

7 This area deserves much more consideration than we were able to give it in this report. Since Broomfield and Adams counties are both part of the 17th Judicial District, one place to begin addressing the needs of local youth might be through heightened collaboration with the Adams County Youth Initiative, [www.acyi.org](http://www.acyi.org).

8 A variety of resource guides are already in use by various local government departments and non-profit organizations, but many of them are incomplete, updated infrequently, too overwhelming for clients to easily navigate or lack important information about requirements and qualifications.

9 Efforts by local officials to address Broomfield's need for a low-income health clinic have so far been unsuccessful. This is due to funding barriers that stem from federal income eligibility limitations, according to our meeting with Debra Oldenettel in Oct. 12, 2011. Two area low-income health facilities are Clinica Family Health Services and Salud Family Health Centers.

10 Rubino, Joe. "Glory Community set to show off its plans for Broomfield Complex." *Broomfield Enterprise*, June 12, 2011, [www.broomfieldenterprise.com](http://www.broomfieldenterprise.com).

11 *Holy Bible: Pocket-Size Edition*, New International Version. Nashville, Tenn.: Holman Bible Publishers, 1995, Hebrews 10:24, p. 933.

12 Golden Cares 3C, Golden Backpack Program, [www.goldencares3c.org/supplies.html](http://www.goldencares3c.org/supplies.html). The backpack program operates through an ongoing partnership between Golden churches and area rotaries.

13 A host of local government- and non-profit-facilitated committees already involve members of the community at large, including, but certainly not limited to: the HHS Advisory Committee, the Child Protection Team, the Local Coordinating Council on Human Service, and various boards of directors.



The sun sets behind Josh's Pond.  
Source: David R. Jennings, *Broomfield Enterprise*.

# A Few Closing Words

For most of Part III, we've focused on sobering local realities that will need to be addressed in the future, but we want to reiterate in closing that we are thankful we live in Broomfield. We care about our hometown and the many wonderful things it has to offer. We look forward to seeing it grow and develop and continue to live up to its already high standards.

To read or download a copy of the report in PDF format, go to  
[www.BroomfieldFoundation.org/Sweep-Report](http://www.BroomfieldFoundation.org/Sweep-Report).

Please share The Sweep Report with your friends, family members, neighbors and co-workers, and let us know your take on Broomfield's key needs and trends. We want this to be the beginning of a conversation, not the end of one.

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## About the Authors

**Marrton Dormish** is a Colorado native who lives in Broomfield with his wife and four kids. He graduated with a degree in journalism from the University of Missouri in 1997, served for 10 years as a campus minister and now runs the faith-inspired non-profit initiative Everyday Epics, which publishes profiles, news and commentary on the story of need in Broomfield and beyond. He also helps coordinate community outreach for the Refuge, a faith community that meets at Broomfield's Crescent Grange.

[EVERYDAY EPICS]

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**Karen Smith** is the executive director for the Broomfield Community Foundation, a position she has held for eight years. She has a bachelor's degree in recreation administration from Eastern Illinois University. Karen lives in Broomfield with her husband, and has two daughters who graduated from Broomfield High School.



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\*Jennie was president of the board for the Broomfield Community Foundation until early 2012. She continues to serve as a board member of the Boulder Valley School District.

\*\*Not her real name.

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Finally, thank you to Charles Ozaki, Broomfield's city manager, and Suzanne Smith, Broomfield's human resources director, for taking time to meet with us and discuss this report. ■



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“I will say, from my own belief and experience, that imagination thrives on contact, on tangible connection. For humans to have a responsible relationship to the world, they must imagine their places in it. To have a place, to live and belong in a place, to live from a place without destroying it, we must imagine it. By imagination we see it illuminated by its own unique character and by our love for it. By imagination we recognize with sympathy the fellow members, human and nonhuman, with whom we share our place. By that local experience we see the need to grant a sort of preemptive sympathy to all the fellow members, the neighbors, with whom we share the world. As imagination enables sympathy, sympathy enables affection. And it is in affection that we find the possibility of a neighborly, kind, and conserving economy.”

– Wendell Berry, *“It All Turns On Affection,”*  
*Jefferson Lecture in the Humanities*, given  
on April 23, 2012, in Washington, D.C.

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*...building a community  
with heart!*

*Connecting good people with great causes.*

- We are a nonprofit foundation created by and for the residents of Broomfield.
- We help people give back in ways that matter to them and in ways that strengthen Broomfield.
- We partner with donors to serve our community, providing resources and opportunities for organizations to grow stronger and make a positive difference in the Broomfield community.

### **Three Distinct Donor Benefits**

- 1. We help you fulfill your vision.** We help individuals, families and businesses fulfill their charitable visions for the community of Broomfield. We facilitate multiple forms of giving, including planned gifts and estates, and have the ability to receive gifts of cash, real estate, securities or other personal property. We tailor giving approaches to match the unique interests and financial circumstances of our donors, while providing maximum tax benefit within state and federal laws. Our approach to community philanthropy is very personalized.
- 2. We help you get the most from your contributions.** Our board, staff and professional advisors have in-depth knowledge of the needs of our community including the agencies and programs available that can make the greatest difference for residents of Broomfield. We work on a local level, using our knowledge and relationships to find the best return on each donor's investment to benefit our community. Our approach to community philanthropy is highly effective.
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To donate or learn more about the Foundation, visit [www.BroomfieldFoundation.org](http://www.BroomfieldFoundation.org).

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