



## MEETINGS OF THE *Broomfield Council*

### **BROOMFIELD COUNCIL WORKSHOP AGENDA**

SATURDAY, AUGUST 29, 2026

9:00 AM

Broomfield Community Center

280 Spader Way

Broomfield, CO 80020

#### 1. Workshop

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NOTE: The workshop is open to the public. Due to the format (e.g., hands-on, moving around the room, etc.), it will not be live-streamed or recorded. While verbal public comments will not be part of the workshop, attendees may submit comments via comment cards.

#### 1. Broomfield Together – Values and Challenges Workshop



*Date Posted: August 18, 2026*



**Meeting Date:** Saturday, August 29, 2026 (Special Meeting)

**To:** Mayor and Council

**From:** Jennifer Hoffman, City and County Manager

**Presented By:** Lynn Merwin, Deputy Director of Community Development/Planning  
Sarah Grant, Deputy Director of Community Development/Transportation  
Olsson, Project Consultant

**Memo Subject:** Broomfield Together - Values and Challenges Workshop

[View Correspondence\\*](#)

\*Note: A high-level consolidation of comments received to date is provided beginning on page 7 below.

[View Presentation](#)

## Council Action Needed on Item

This memo provides Broomfield Council with a project overview, background information, initial findings, and community feedback gathered to date to support each councilmember's participation in the Broomfield Together - Values and Challenges Workshop on August 29, 2026, 9-11 a.m. at the Broomfield Community Center.

## Summary

Broomfield Together is an integrated update to the Broomfield Comprehensive Plan and Transportation Mobility Plan. The update effort is expected to extend into late 2027/early 2028 when the final plans will be presented for Council adoption.

This workshop will allow the project team and Broomfield Council to discuss long-term community challenges and identify potential core values through facilitated exercises. Together, these discussions will help shape the foundation for a values-based decision-making framework for Broomfield Together. The framework will identify desired outcomes for these important policy documents and help guide Council through uncertainty as it addresses Broomfield's most pressing challenges with the community, now and into the future.

The study session's agenda is planned as follows.

- 9 a.m. Introduction and Icebreaker Results Review
- 9:05 a.m. Project Overview Presentation and Discussion
- 9:20 a.m. Community Challenges Discussion
- 9:50 a.m. Values Mapping and Trade-off Exercise
- 10:55 a.m. Next Steps

## Background, Overview and Engagement Efforts

The [February 24, 2026 memo](#) provides background on the Comprehensive Plan and Transportation Mobility Plan, the five-phase project schedule and the public engagement plan.

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## **Background**

The Comp Plan and TMP are typically updated every decade to affirm community expectations for the next 20 years, address changes since the previous updates, and outline community-supported policies and actions that help Broomfield Council make decisions aligned with community values.

Since the last update in 2016, broader societal shifts, regional initiatives and local developments have introduced new complexities to Broomfield's governance, future growth and economic resilience, including:

- A growing and aging population, shifting demographics and socioeconomic trends
- The rise of online retail, rising regional competition and slower growth of traditional revenue sources
- The normalization of remote work, a trend accelerated by the pandemic
- A shift from greenfield, first-generation development to second- and third-generation redevelopment and reinvestment
- Declining affordability and imbalanced housing supply
- Aging public infrastructure
- Increasing costs, shifts in travel patterns and modal choices, and emerging technologies
- Legislative mandates

Broomfield Together is being developed in close partnership with the community. The integrated effort blends technical analysis with community input to create an informed, values-based decision-making framework for Broomfield's future. It will allow Council to consider land use, housing, economic development and transportation investments together, and in alignment with community expectations. This approach will help Council address opportunities and challenges holistically, identify conflicting policies and make more efficient, community-supported decisions.

A key overarching goal of Broomfield Together is to create opportunities for the community to become informed and, if they choose, to engage, share ideas and help ensure the final plans work together to support a more livable, sustainable and fiscally resilient Broomfield.

## **Relationship to Key Plans**

Since late 2024, CCOB has been updating three key plans that will work in tandem as they are completed to inform the annual budget preparation and adoption, and ensure Broomfield's economic sustainability for the future.

The development of CCOB's first Organizational Strategic Plan (OSP) was initiated in 2024 to guide the organization's operational efforts and help CCOB align with the long-term goals established in the updated Broomfield Together Comprehensive Plan, once adopted. The OSP Framework (mission, vision and values) was adopted on February 24, 2026.

In addition, CCOB has been working on an update to the Long Range Financial Plan (LRFP), which was recently reviewed at the August 18, 2026 study session. The Financial Plan serves as an analytical tool that provides staff and decision-makers with clear economic and

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financial data, metrics to inform policy decisions, and clarity regarding the overall direction of Broomfield, along with the various factors that influence, inhibit, and enhance that direction.

The upcoming Broomfield Together Comprehensive Plan update, when approved, will feature an updated land use map that reflects the desired vision for land uses throughout Broomfield as established during the update process. The land use map will be used to inform assumptions in the LRFP and the LRFP model will be used to evaluate the land use plan updated with the Comprehensive Plan to ensure fiscal sustainability moving forward.

Staff will continue to collaborate on the updates and roll out of these interrelated plans. All three documents are considered living documents that can be updated as needed to respond to changing economic and other conditions.

### **Project Overview, Outreach and Schedule**

The Broomfield Together values-driven planning process is rooted in inclusiveness, transparency and balancing community expectations with technical rigor. The [five-phase project approach](#) is described as follows.

- Phase 1 - Discover: Together with the community, CCOB identifies how Broomfield functions today, the issues and opportunities it faces, and the shared values that make the community unique. Outreach during this phase seeks engagement with key CCOB partners, the public, advisory committees, vested stakeholders and Broomfield Council.
- Phase 2 - Desire: CCOB affirms and finalizes the community's shared values and decision-making framework. Engagement focuses on confirming Phase 1 feedback with the CPCAC, advisory committees, recommending boards and commissions and Broomfield Council.
- Phase 3 - Design: CCOB develops and evaluates alternative strategies, solutions, and desired outcomes for each plan with the community and for Council consideration, in alignment with the community's agreed-upon shared values. Outreach seeks engagement with key CCOB partners, the public, advisory committees and vested stakeholders, the CPCAC, advisory boards and commissions and Broomfield Council.
- Phase 4 - Discuss: CCOB refines and selects the preferred strategies, solutions, and desired outcomes for each plan that best align with community feedback and agreed-upon values. Outreach seeks public engagement with the CPCAC, advisory boards and committees and Broomfield Council.
- Phase 5 - Document: Together with the community, CCOB integrates the planning results into clear, coordinated plans for adoption. Outreach seeks feedback on the first drafts from the public, key CCOB partners and stakeholders, the CPCAC, recommending CCOB boards and commissions and Broomfield Council before final adoption.

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During the Discover and Desire phases, both plans (the Comp Plan and TMP) align through shared data collection, community engagement and values development. After the existing conditions analyses are complete and Broomfield's vision, values and decision-making framework are established, the two plans will diverge to define specific strategies, projects and policies. The process will then realign the efforts for document production, review and adoption by Broomfield Council to ensure seamless integration.

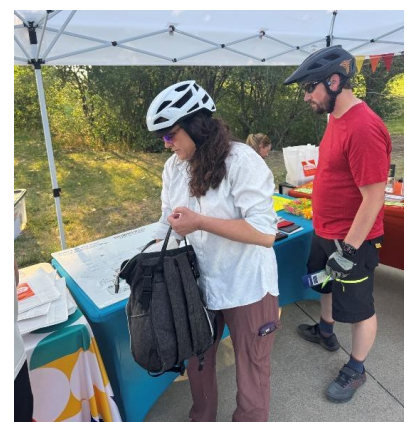
The goal of this five-phase planning and engagement effort is to create integrated, outcome-based policy documents that use community values to guide informed decisions.

### Engagement Efforts (through August 14, 2026)

At the [February 24, 2026](#) Council meeting, staff presented an overview of the proposed public engagement strategy for Broomfield Together. The [presentation](#) addressed the project purpose, timeline and engagement plans; key partnerships to engage through the process; marketing and outreach; branding; and next steps. The formal Broomfield Together public project launch occurred on June 1, 2026.

The following provides an update on these efforts. Through August 14, 2026, the project team has used the following engagement activities and tools to understand community challenges and gather feedback on what residents, business owners and stakeholders value most about Broomfield.

- Community Open Houses: Three in-person community open houses were held across Broomfield to gather community feedback on values and challenges facing the community today. Approximately 120 people were engaged in meaningful discussion at the open house events. The same information and activities were provided at each open house.
  - June 17, 2026 Aloft Hotel at Arista - 13 engaged
  - June 23, 2026: Aspen Lodge in Anthem Ranch - 58 engaged
  - June 24, 2026: Broomfield Community Center - 49 engaged
- Major Community Event Tabling and Pop-up Events: Project information and engagement tables were provided at three events or locations to identify community opportunities, challenges and values. So far, approximately 776 people have been engaged at major community events. One more is scheduled after the publication of this memo.
  - June 13, 2026: Brew HaHa - 251 engaged



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- July 11, 2026: Broomfield Play Date - 252 engaged, including youth
- August 4, 2026: National Night Out - 273 engaged, including youth
- September 19, 2026: Broomfield Days - (Occurring after this workshop)
- Pop-up Events: Meeting people at specific locations where they gather. So far, 433 people have been engaged, including youth, at pop-up events
  - June 6, 2026: Broomfield Trail Adventure - 120 people engaged
  - June 24, 2026: Bike to Work Day - 100 people engaged
  - July 20, 2026: The Bay Aquatic Park - 46 people engaged, including 25 youth
  - July 21, 2026: Paul Derda Rec Center - 134 people engaged, including youth
  - July 23, 2026: FlatIron Crossing Jazz in the Park - 33 people engaged
  - August 11, 2026: The Refuge - 25 people engaged in in-depth conversations
  - August 13, 2026: Palisade Park Concert - 20 people engaged, despite poor weather conditions.
  - August 21, 2026: Broomfield FISH - Occurred after the publishing of this memo
- Technical Advisory Group (TAG): The TAG comprises CCOB department heads and other subject-matter experts within the organization, providing a key stakeholder voice in the development and implementation of the final plans.
  - April 20, 2026: TAG Meeting #1 - project overview, lessons learned from last Comp Plan and departmental interviews, topic-based challenge identification, preferred Comp Plan structure discussion and initial trade-off identification.
  - November 9, 2026: TAG Meeting #2 (upcoming)
- Comprehensive Plan Community Advisory Committee (CPCAC): Council appointed the CPCAC in March 2026 to serve in an advisory capacity for the duration of the project.
  - May 14, 2026: CPCAC Meeting #1 - project overview, roles and responsibilities, values, big ideas and topic-based challenge identification
  - November 12, 2026: CPCAC Meeting #2 (upcoming)
- Topic Area Focus Group Meetings: These meetings will augment the existing conditions analysis and allow vested stakeholders a voice in the process by sharing and clarifying their roles, responsibilities, priorities, initiatives, needs, and aspirations. Approximately 135 engaged through August 17th. Generally, these groups were limited to approximately 15 attendees.
  - July 16, 2026: Cultural and Historic Resources
  - July 20, 2026: Wet Utilities
  - July 29, 2026: Sustainability
  - August 3, 2026: Housing
  - August 3, 2026: Public Health



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- August 10, 2026: Economic Vitality
  - August 12, 2026: Business Vitality
  - August 17, 2026: Community and Families
  - August 17, 2026: Community Equity & Opportunity
  - August 19, 2026: Regional Growth/Transportation East (I-25, CO 7, Huron, Zuni)
  - August 20, 2026: Regional Growth/Transportation West (US 36, US 287, CO 128)
  - August 24, 2026: Youth and Older Adults
  - August 27, 2026: Broomfield Local Transportation
- Broomfield Together Student Activity Workbook
  - A student activity workbook is currently in development and will be distributed to 4th grade students and parents in Broomfield at the beginning of the school year. The workbook aims to raise awareness of civic planning and the Broomfield Together project.
- Broomfield Together Surveys:
  - Community-wide Survey: This survey launched on the Broomfield Voice project web page on June 1, 2026 and closed August 14, 2026. The survey was hosted on a third-party platform and linked from the Broomfield Voice. The survey numbers from the Broomfield Voice page do not reflect the actual completed surveys from the hosted link.
  - Statistically Significant Survey: This survey is the same as the community-wide survey, but was mailed randomly to 3,000 Broomfield households on July 1, 2026. The project's survey team has received the minimum of 400 completed surveys required to achieve statistical significance.
  - In total, approximately 1,500 surveys were completed. Results began final tallying when the survey officially closed.
- Broomfield Voice Project Web Page: The CCOB project management team created and maintains a project web page at [BroomfieldVoice.com/BroomfieldTogether](https://BroomfieldVoice.com/BroomfieldTogether). The web page provides a project description, the Mayor's video, opportunities for engagement, a link to the survey, quick polls and regular updates including engagement photos. The site is regularly updated with new engagement opportunities, project information and interim deliverables.
  - Approximately 5,200 total visits to the project page (3,883 are unique visitors)
  - 115 people have signed up to receive project newsletters through the BV page
  - Approximately 60 participants have submitted either an idea, a question or responded to a poll
- Broomfield Together Project email: A dedicated email address has been established as [broomfieldtogether@broomfield.org](mailto:broomfieldtogether@broomfield.org) for general communication with the community and project stakeholders.

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## Marketing and Communications

A robust communications strategy is being used to promote the project. This updated list from the February 24 Council memo includes, but is not limited to, marketing on the following channels:

- CCOB websites, e-newsletters, social media accounts
- Digital signs in CCOB facilities
- Digital advertising, including on social media
- Mailed postcards to all Broomfield households and property owners northeast of I-25 and CO 7 in Broomfield
- Flyering at apartment and condo residences in Broomfield
- Articles in Our Broomfield and the Broomfield Enterprise
- Print advertising in local periodicals, bus stops and more
- Print yard signs in more than 50 parks and facilities around Broomfield
- Banners around community athletic fields
- Display posters in some CCOB facilities
- Co-promotion by community partners

## Phase 1: Discover

### Initial Findings Based on Research and Data

Many topic areas related to Broomfield's community-building elements have been examined, assessed and, at the time of this publication, are being discussed with stakeholders via the Topic Area Focus Group meetings to verify a shared understanding of the opportunities and challenges facing the community over the next 10 to 20 years. Key findings on a few important factors are highlighted below to facilitate conversations at the Council Workshop.

These initial findings can be found in the [Preliminary Findings Memorandum](#) and are intended to inform the integrated effort, ensure the Comp Plan and TMP build on previous planning efforts, align with current priorities, and recognize the physical, social and economic realities of Broomfield. The Preliminary Findings Memorandum includes a summary of Garner Analytics' report, "[Broomfield Demographic, Housing, Labor Force, and Economic Profile and Forecast, Current Conditions and Forecasts Through 2050](#)," dated May 2026.

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## **Initial Findings Based on Community Engagement**

The following engagement findings and previous outreach summaries are not yet final. The findings are likely to evolve as final engagement and outreach activities take place through the fall. A more final version of this information will be provided in the engagement summary in late fall 2026/early winter 2027. Additional pop-up events, major community events, focus groups and survey results will continue to inform these values and challenges.

For an illustrative representation of the engagement events and findings so far, refer to the [Draft Phase 1 Illustrative Engagement Summary](#).

### **What We've Heard So Far: Bottom Line Message**

The most consistent message across engagement activities is that residents want Broomfield to remain a connected, welcoming, small-town community known for its open space, trails, recreation and quality of life, while thoughtfully addressing housing affordability, transportation, growth, infrastructure needs and the creation of a stronger community identity and town center.

### **Community Values**

#### ***What People Love About Broomfield***

Across the engagement activities conducted to date, community members consistently described what they love about Broomfield in terms of the outcomes they want to preserve, strengthen, or create for the future. These “loves” reflect a desire for a connected and welcoming community, protected open space and trails, high-quality public services and amenities, responsive local government, regional access, transportation choices, and a balanced relationship between community character and future opportunity.

Together with the technical analysis, these findings will serve as the foundation for the values mapping exercise at the upcoming Council Study Session/Workshop, where Council will begin translating community input into shared values and a values-based decision-making framework for Broomfield Together. Specifically, the community has expressed that they love (value):

- **The strong sense of community and small-town feel**
  - Residents consistently describe Broomfield as welcoming, connected, friendly and community-oriented.
  - Many appreciate that Broomfield feels like a small town while still offering access to urban amenities and opportunities.
  - Community events, neighborhood connections and civic engagement are frequently cited strengths.

- **Open space, trails, parks and natural beauty**
  - Open space preservation is one of the most frequent recurring themes throughout all engagement efforts.
  - Residents highly value the trail network, parks, recreation opportunities, mountain views, wildlife and access to nature.
  - Trails and open space are viewed as defining features of the Broomfield lifestyle and identity.
- **Responsive local government and community engagement**
  - Many participants expressed appreciation for accessible leaders, responsive staff and opportunities to provide feedback.
  - Residents value being heard and having multiple ways to participate in community decision-making.
- **High quality of life and community amenities**
  - Recreation centers, libraries, community centers, older adult programs, youth programs, The Bay, community events and public services are widely appreciated.
  - Residents frequently mention safety, cleanliness and well-maintained facilities as key strengths.
  - Many feel Broomfield provides excellent services for families, older adults and residents across life stages.
- **Convenient location and regional access**
  - Residents value Broomfield's central location between Denver and Boulder.
  - Easy access to employment, shopping, recreation, regional trails and transit services is frequently highlighted.
  - The community is seen as offering a balance between suburban comfort and metropolitan access.
- **Walkability, bikeability and transportation options**
  - Trails, bike paths, multimodal infrastructure, Easy Ride, Flex Ride and the Flatiron Flyer are frequently mentioned as community assets.
  - Residents appreciate opportunities to walk, bike and access regional transportation options.
- **Balance of community character and opportunity**
  - Residents appreciate Broomfield's mix of neighborhoods, businesses, employment opportunities and community services.
  - Many view Broomfield as a place that balances economic vitality, recreation, sustainability and family-friendly living.

## **Community Challenges**

### ***Key Challenges Facing Broomfield***

Across the engagement activities conducted to date, staff, stakeholders, advisory boards and community members have identified a range of challenges that reflect the tensions Broomfield should navigate as it grows and changes. These challenges focus on housing affordability and choice, growth management, transportation and transit, infrastructure and fiscal sustainability, environmental stewardship, community services and the need for stronger community connections and gathering places.

While opinions vary on specific solutions, the feedback points to the strategic outcomes the community wants Broomfield Together to consider, test, and refine. These challenges will be evaluated through the values-based decision-making framework to help Council understand trade-offs, align future policy direction with community priorities and make integrated decisions about land use, transportation, housing, infrastructure and community investment.

- **Expanding housing affordability and housing choice**
  - Rising housing costs are one of the most consistently identified concerns.
  - Residents want more attainable housing for young families, seniors, teachers, service workers and people who work in Broomfield.
  - Many expressed a desire for a wider range of housing options/affordability, including missing-middle housing, senior housing and workforce housing, while not necessarily supporting additional high-density multi-unit housing within the community.
- **Managing growth while preserving community character**
  - Residents want to maintain Broomfield's small-town feel, sense of community and quality of life as the city grows.
  - Concerns were raised about rapid growth, increased density, traffic and losing the character that residents value.
  - Many discussion participants acknowledged the need to balance growth with preservation of open space, established neighborhoods and community identity.
- **Creating a true downtown and community gathering places**
  - Many residents believe Broomfield lacks a recognizable "downtown," town center or civic gathering place.
  - Support is strong for walkable mixed-use areas that can serve as community gathering places and "third spaces," and several specifically referenced the Broomfield Town Square project area.
  - Residents want more local restaurants, coffee shops, arts venues, entertainment and community-focused destinations.
- **Balancing growth, infrastructure and fiscal sustainability**
  - Residents and stakeholders raised concerns about keeping pace with infrastructure, utilities, facilities and service demands as growth continues.

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- Funding infrastructure improvements, maintaining aging assets and addressing long-term maintenance costs were common concerns.
  - Participants frequently emphasized the need to understand the financial impacts of future growth and development decisions.
- **Improving transportation, traffic flow and transit options**
  - Traffic congestion remains a concern, particularly around major corridors and growth areas.
  - Residents repeatedly cited inadequate local fixed-route transit service and access to regional transit service in north Broomfield, limited RTD service and poor first- and last-mile connections.
  - There is strong interest in expanded transit, improved bike and pedestrian infrastructure, safer crossings and future rail connections.
- **Maintaining and expanding community services**
  - Residents want continued investment in libraries, recreation facilities, senior services, childcare, social services and community programs.
  - Concerns were raised about meeting future service demands while maintaining service quality and affordability.
- **Protecting environmental sustainability and resource management**
  - Water supply, drought, air quality, climate resilience and sustainability were recurring concerns.
  - Residents want to preserve open space and environmental quality while also accommodating future growth.
  - Many participants emphasized the importance of balancing environmental goals with affordability and implementation realities.
- **Strengthening community connectivity and cohesion**
  - Participants noted that highways, railroads and dispersed development patterns can make Broomfield feel disconnected.
  - Residents want stronger connections between neighborhoods, better trail and transportation connections and more opportunities for community interaction.
  - Building a stronger, shared community identity emerged as a recurring theme.

## Next Steps

The project team will synthesize input from the Council workshop, technical assessment, focus groups, and broader community engagement to complete Phases 1 and 2, culminating in a shared set of community values and a decision-making framework.

In early 2027, the team will return to Council to confirm the community's core values, key challenges, and decision-making framework that will guide the remainder of the project. Building on this foundation, the project team will work with the community to develop alternative growth and development scenarios, identify desired outcomes, and establish implementation strategies to achieve them. These preferred outcomes will be translated into

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integrated, values-based policy documents, with the Comprehensive Plan and Transportation Mobility Plan presented to Broomfield Council for future adoption.