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MEMORANDUM

To: City of Brighton

From: Design Workshop

Date: 2/10/2026

Project Name: City of Brighton Comprehensive Plan

Project #: 8681

Subject: Qualtrics Open Community Questionnaire Summary Memorandum

Copy To:

Introduction

An open community questionnaire was conducted from November 1 through December 28, 2025, to gather input on the future of Brighton. The survey included 19 questions focused on community priorities and long-term direction, followed by a limited set of demographic questions, all of which were kept confidential. The survey was available in English and in Spanish and was shared through emails from the Community Development Department, social media posts, as well as flyers and business cards administered at locations around the city. The questionnaire was open to anyone to complete and was part of the overall engagement completed in Engagement Window 1.[1]

The survey was designed to inform the Brighton Comprehensive Plan. Responses provide valuable insight into residents' perspectives on topics such as growth and development, agriculture, housing, transportation, and overall community character, helping to ensure that the Plan's recommendations reflect the shared vision of the Brighton community. Overall, 316 responses were received, with between 169 to 298 responding to each question.[2]

The questionnaire offered multiple questions where participants were able to select more than one answer. For this reason, on multiple questions, the number of respondents does not equal the number of responses to the question. When this is the case, the table shall provide a summary of the percentage of respondents who selected each answer compared to the total number of respondents. The graph shall provide a summary of the percentage of total responses to each answer choice compared to the total number of answer choices selected.

Demographic Questions

What is your connection to Brighton?

A total of 258 survey responses were received to this question, representing 258 individual respondents. The majority of respondents, approximately 68 percent, identified as living in Brighton. An additional 25 percent indicated that they work in Brighton. Smaller shares of respondents reported owning property in Brighton (approximately 7 percent) or owning a business in the community. Very few respondents identified shopping or recreation in Brighton as their primary connection to the City.

What is your connection to Brighton?	Percentage of Respondents
I live in Brighton	68%
I work in Brighton	25%
I own property in Brighton	7%
I shop and/or recreate in Brighton	0%
Total	**100%**

Table 1: What is your connection to Brighton? (Percentage of Respondents)

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[1] Other community engagement opportunities in this Engagement Window included an open house, statistically valid survey, small group meetings, social media and email informational blasts, Christmas tree lighting event, and a Spanish-language book club pop up event.

[2] It is typical that not all questionnaire respondents will answer all questions. There are 294 fully complete surveys, and 22 incomplete responses for a total of 316.

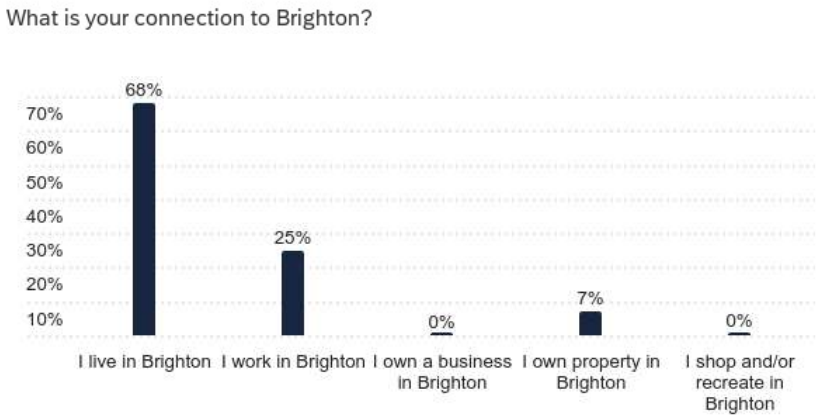

Figure 1: What is your connection to Brighton? (Percentage of Responses)

What is your gender identity?
A total of 259 survey responses were received for this question, representing 259 individual respondents. The majority of respondents identified as female (58 percent), followed by male (34 percent). A smaller share of respondents, 6 percent, preferred not to disclose their gender identity, while 1 percent selected "other."

What is your gender identity?	Percentage of Respondents
Male	34%
Female	58%
Prefer not to say	6%
Other: please specify	1%
Total	**100%**

Table 2: What is your gender identity? (Percentage of Respondents)

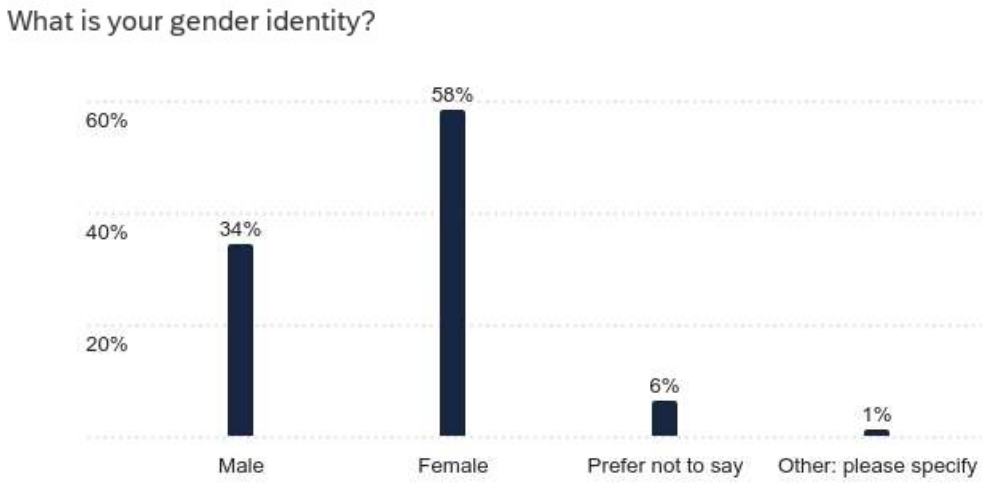

Figure 2: What is your gender identity? (percentage of Responses)

What is your racial/ethnic identity?
A total of 270 survey responses were received for this question, representing 254 individual respondents. Respondents were able to select all that apply. The majority of respondents identified as White/Caucasian (76 percent). Hispanic respondents accounted for 18 percent of responses. Smaller proportions of respondents identified as American Indian/Native American (3 percent), Asian (3 percent), or Pacific Islander (1 percent). A small number of respondents selected "Other" (5 percent), while less than 1 percent identified as Black/African American. Because respondents could select all options that applied, the percentages reflect the share of total responses.

What is your racial/ethnic identity?	Percentage of Respondents
American Indian/Native American	3%
Asian	3%
Black/African American	0%
Hispanic	18%
White/Caucasian	76%
Pacific Islander	1%
Other: please specify	5%
Total	**100%**

Table 3: What is your racial/ethnic identity? (Percentage of Respondents)

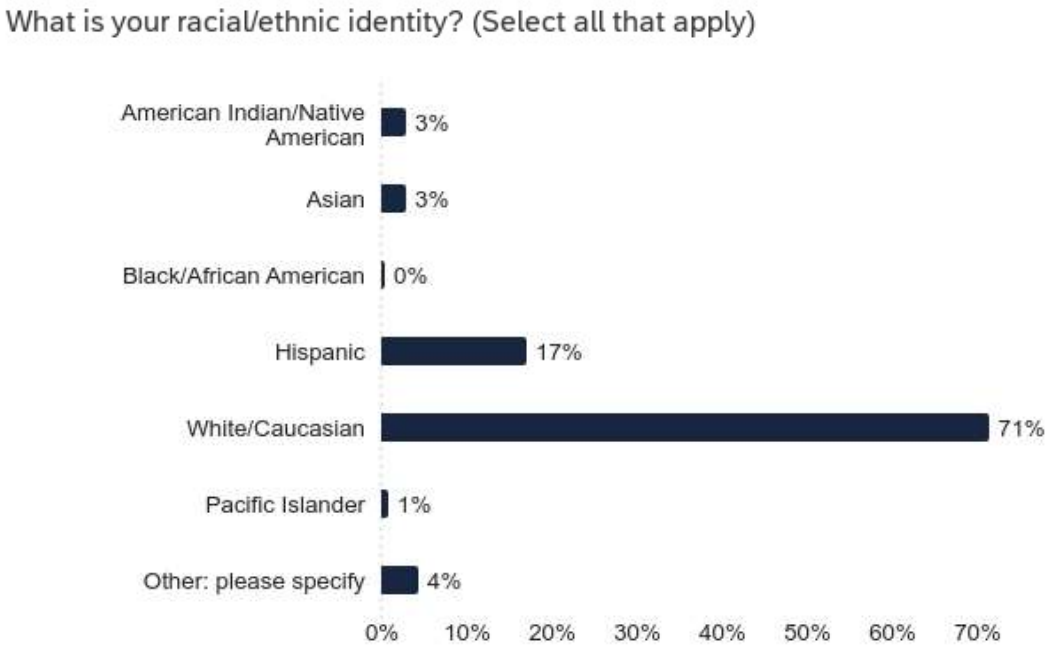

Figure 3: What is your racial/ethnic identity? (Percentage of Responses)

How would you like to stay involved in the Brighton Comprehensive Plan?
Respondents were asked whether and how they would like to stay involved in the Brighton Comprehensive Plan. The question received 91 responses from 91 respondents. Of those respondents, 37 expressed interest in participating in focus groups, 32 indicated interest in serving on advisory committees, and 38 noted a desire to participate in community workshops. In addition, 39 respondents indicated they would stay involved by sharing information about the Plan with friends and family.

How would you like to stay involved in the Brighton Comprehensive Plan? (Select all that apply)	Percentage of Respondents
Focus Group	41%
Advisory Committee	35%
Community Workshops	42%
Sharing information about the Plan with friends and family	43%
Total	**-**

Table 4: How would you like to stay involved in the Brighton Comprehensive Plan? (Percentage of Respondents)

Conclusions
The majority of respondents identified their primary connection to Brighton as living in the city (approximately 68 percent). In terms of gender identity, most respondents identified as female (58 percent). For racial and ethnic identity, the most frequently selected response was White/Caucasian (76 percent). These responses reflect the dominant characteristics of the survey participant pool and provide context for interpreting the survey results.

Topical Questions

The questionnaire addressed a range of topics aimed at understanding the community's perspectives on quality of life and the vision for Brighton's future, including development and land use considerations as well as transportation and mobility goals. Each of these topic areas is explored in greater detail in the analysis that follows.

Section 1: Community Values and Quality of Life

Question 1: Overall, how would you rate your quality of life in Brighton?

A total of 294 survey responses were received for this question, representing 294 individual respondents. Nearly half of respondents (49 percent) rated their quality of life in Brighton as average, while 38 percent rated it as "high" and 6 percent as "very high". A smaller share (5 percent) rated their quality of life as "low", and very few respondents selected "very low". Overall, the findings indicate that most respondents perceive their quality of life in Brighton as generally positive, with the majority reporting average to high satisfaction.

Q1: Overall, how would you rate your quality of life in Brighton?	Percentage of Respondents
Average	49%
High	38%
Very high	6%
Low	5%
Very low	0%
Total	**100%**

Table 5: Question 1 (Percentage of Respondents)

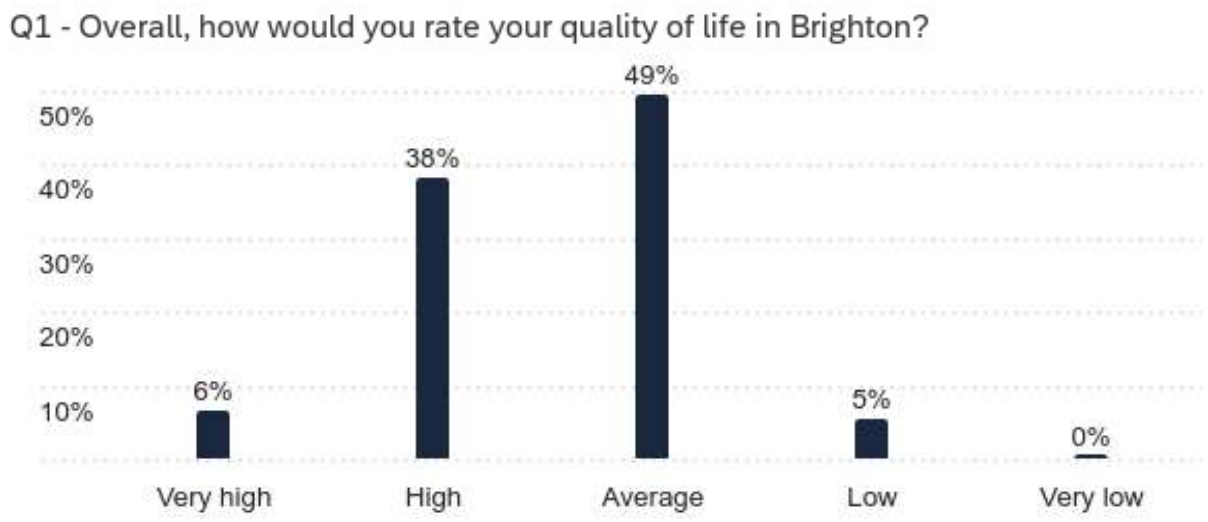

Figure 4: Question 1 (Percentage of Responses)

Question 2: What do you value most about living or working in Brighton? (Select up to three)
A total of 860 responses were recorded from 292 individual respondents for this question, as participants were allowed to select up to three options. The percentages shown indicate the share of respondents who selected each option. The most commonly valued aspect of living or working in Brighton was its small-town feel (56 percent), followed by proximity to Denver (40 percent). Other frequently selected values included a friendly community (29 percent), local businesses (26 percent), affordability (26 percent), a family-friendly environment (25 percent), and safe neighborhoods (25 percent). Additional priorities included community events and activities (23 percent), cultural diversity (21 percent), and recreation opportunities (19 percent). Open-ended "other" responses highlighted additional factors such as quick commutes, schools, and Brighton's historic downtown as valued aspects of the community.

Q2: What do you value most about living or working in Brighton? (Select up to three)	Percentage of Respondents
Small-town feel	56%
Proximity to Denver	40%
Friendly community	29%
Affordability	26%
Local businesses	26%
Family-friendly environment	25%
Safe neighborhoods	25%
Community events and activities	23%
Cultural diversity	21%
Recreation opportunities	19%
Other: please specify	5%
Total	**-**

Table 6: Question 2 (Percentage of Respondents)

Figure 5: Question 2 (Percentage of Responses)

Question 3: What are the biggest concerns or challenges facing Brighton today and in the next 3-5 years? (Select up to three)

A total of 1,002 responses were recorded from 297 individual respondents for this question, as participants were allowed to select up to three options. The percentages shown reflect the share of respondents who selected each concern. Traffic and congestion emerged as the most significant concern, selected by 70 percent of respondents. A second tier of major challenges included housing affordability, growth management, and infrastructure capacity, each cited by 39 percent of respondents, followed closely by public safety (36 percent). Additional concerns included economic development (24 percent), downtown vitality (23 percent), water conservation (22 percent), and recreation opportunities (17 percent). Fewer respondents identified job opportunities (13 percent) or environmental sustainability (10 percent) as top concerns. Overall, the results highlight potential areas for the Comprehensive Plan to address, including managing growth, transportation impacts, and maintaining infrastructure and affordability as Brighton continues to evolve. Open-ended "other" responses highlighted additional issues such as homelessness, preserving farmland, and school funding.

Q3: What are the biggest concerns and challenges facing Brighton today and in the next 3-5 years? (Select up to three)	Percentage of Respondents
Traffic and congestion	70%
Housing affordability	39%
Infrastructure capacity	39%
Growth management	39%
Public safety	36%
Economic development	24%
Downtown vitality	23%
Water conservation	22%
Recreation opportunities	17%
Job opportunities	13%
Environmental sustainability	10%
Other: please specify	6%
Total	**-**

Table 7: Question 3 (Percentage of Respondents)

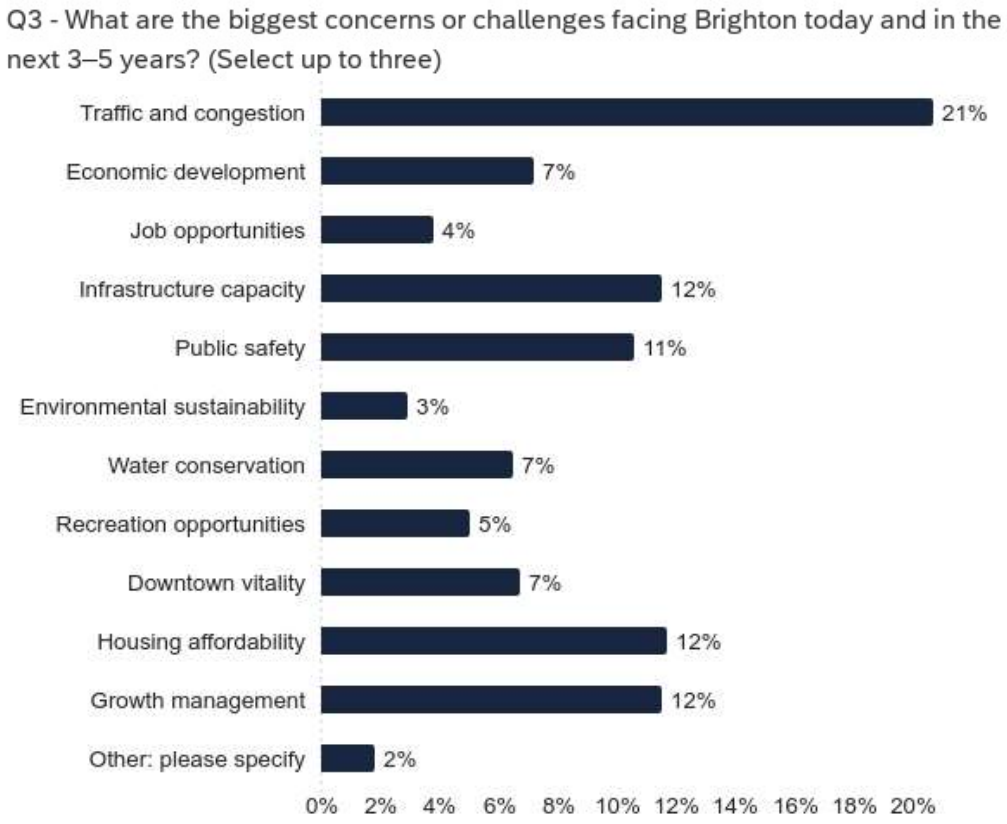

Figure 6: Question 3 (Percentage of Responses)

Question 4: Which of the following statements best reflects how you feel about the pace at which Brighton is growing?
A total of 294 survey responses were received for this question, representing 294 individual respondents. Opinions on the pace of growth in Brighton were mixed. The largest share of respondents (34 percent) felt that Brighton is growing at an appropriate pace. However, a combined 60 percent of respondents indicated concern that growth is occurring too quickly, with 32 percent stating it is growing much too quickly and 28 percent stating it is growing a bit too quickly. A smaller share (5 percent) felt that Brighton is growing a bit too slowly. Overall, the results suggest that while many residents are comfortable with the current pace of growth, the majority express concern about the speed of development and its potential impacts.

Q4: Which of the following statements best reflects how you feel about the pace at which Brighton is growing?	Percentage of Respondents
Brighton is growing at an appropriate pace	34%
Brighton is growing much too quickly	32%
Brighton is growing a bit too quickly	28%
Brighton is growing a bit too slowly	5%
Total	**100%**

Table 8: Question 4 (Percentage of Respondents)

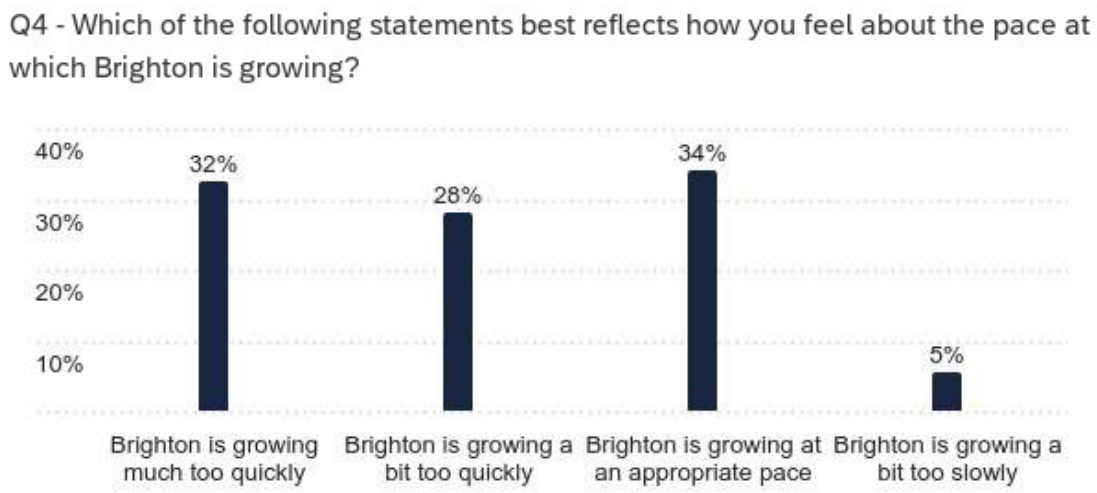

Figure 7: Question 4 (Percentage of Responses)

Community Values and Quality of Life Conclusions
Overall, survey responses indicate that residents and workers generally experience a positive quality of life in Brighton, with most respondents rating it as average to high. The community strongly values Brighton's small-town character, sense of friendliness, and proximity to Denver, alongside practical qualities such as affordability, safety, and a family-friendly environment. At the same time, the results reveal clear concerns about the city's future trajectory. Traffic and congestion emerged as the most pressing challenge, closely followed by housing affordability, growth management, and infrastructure capacity. Perceptions of growth reflect this tension. A number of respondents feel Brighton is growing at an appropriate pace, however, the majority express concern that growth is happening too quickly. These findings suggest broad support for maintaining Brighton's community character and quality of life along with well-managed growth that addresses transportation, infrastructure, and affordability as the city continues to evolve.

Section 2: Vision and Priorities

Question 5: How well does Brighton's current vision reflect your vision for the city today? (Scale 1-5) "A star community where small-town values meet the city of tomorrow"

A total of 270 survey responses were received for this question, representing 270 individual respondents. The largest share of respondents (36 percent) indicated a neutral view on how well Brighton's current vision statement reflects their own vision for the city. That current statement reads, *A star community where small-town values meet the city of tomorrow*. About 28 percent of respondents expressed a more positive alignment, with 21 percent stating the vision is mostly reflective and 7 percent indicating it is very reflective. Conversely, 35 percent of respondents felt the vision was less aligned with their own, including 20 percent who selected slightly reflective and 15 percent who selected not reflective. Overall, the results suggest mixed perceptions, with many respondents neutral and others divided between moderate alignment and concern that the current vision does not fully reflect their priorities.

Q5: How well does Brighton's current vision reflect your vision for the city today? (Scale 1-5) "A star community where small-town values meet the city of tomorrow"	Percentage of Respondents
1: Not reflective	15%
2: Slightly	20%
3: Neutral	36%
4: Mostly	21%
5: Very reflective	7%
Total	**100%**

Table 9: Question 5 (Percentage of Respondents)

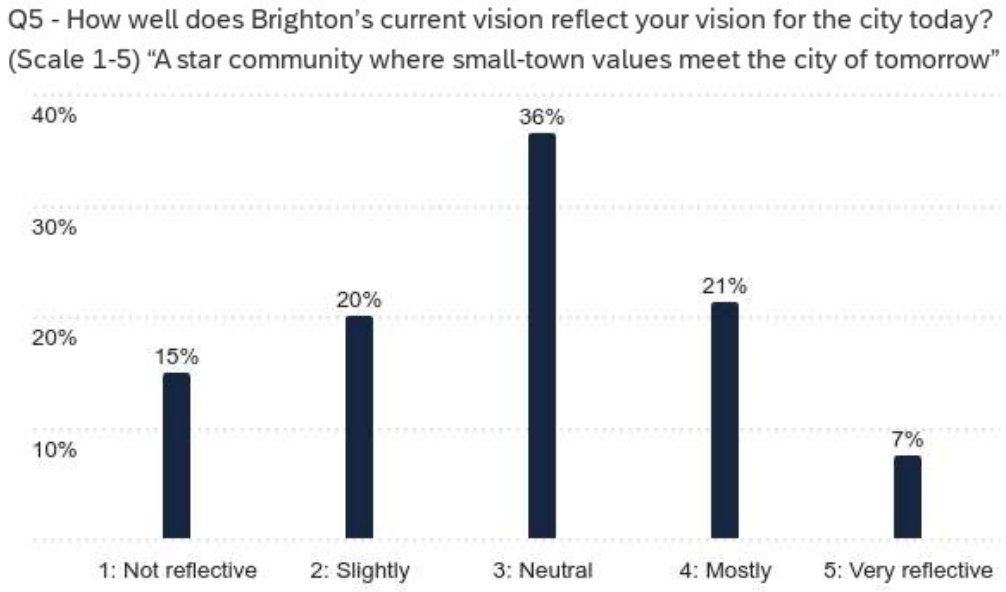

Figure 8: Question 5 (Percentage of Responses)

Question 6: What would you like to see added or changed in an updated Vision Statement?
This question received 84 responses from 84 respondents. Common themes emerged across the open-ended responses regarding updates to Brighton's vision statement. Many respondents expressed concern that the language feels vague, overly aspirational, or unrealistic, particularly phrases such as "star community" and "the city of tomorrow," which several respondents said lack clear meaning or feasibility. A frequent recommendation was to remove or redefine "star community", with many noting that it feels trite, unclear, or disconnected from lived experience.

Another prominent theme was the tension around "small-town" identity. Some respondents felt Brighton has already grown beyond a small town and should adopt a vision that acknowledges its evolution and future as a larger city, while others emphasized the importance of respecting long-term residents and preserving core community values even as growth continues. Several responses suggested reframing this concept to be more specific, inclusive, or grounded in reality.

Question 7: How important are the following priorities to your quality of life? (Rate each 1-5)
A total of 274 responses were received for this question, representing 274 individual respondents. Responses were between 1 and 5 with 1 meaning "not important at all" and 5 meaning "extremely important". Overall, respondents rated managing and facilitating traffic flow as the most important quality-of-life priority, with the highest average score (4.18). Other highly valued priorities included having a place for children and families to live in the community (3.83), preserving outdoor recreation opportunities and supporting arts and cultural programs (3.80), and preserving neighborhood and community character (3.64). Environmental sustainability (3.63) and bringing in development that contributes revenue and diversifies the tax base (3.55) were also considered important.

Moderately rated priorities included promoting accessibility, diversity, and inclusion (3.42), increasing employment opportunities (3.39), and providing safe alternative transportation options (3.31). The lowest average rating, though still above neutral, was providing and maintaining a mix of housing types at various price points (3.21). Overall, the results suggest that respondents place the greatest emphasis on managing growth impacts, particularly traffic, while continuing to value family stability, recreation, community character, and long-term sustainability.

Q7: How important are the following priorities to your quality of life? (Rate each 1-5)	Average
Managing and facilitating traffic flow through the City	4.18
Having a place for my children/family to live in the community	3.83
Preserving outdoor recreation opportunities Supporting arts and cultural programs	3.8
Preserving neighborhood and community character	3.64
Becoming a more environmentally sustainable city (e.g., water conservation, renewable energy options, recycling, etc.)	3.63
Bringing in development opportunities that will contribute revenue to the City and diversify the tax base	3.55
Promoting accessibility, diversity, and inclusion	3.42
Increasing employment opportunities	3.39
Providing safe alternate transportation choices (e.g., public transit, walking and biking routes, etc.)	3.31
Providing and maintaining a mix of housing types at various price points	3.21
Total	**-**

Table 10: Question 7

Vision and Priorities Conclusions
Survey responses reveal mixed alignment with Brighton's current vision statement, with many respondents expressing neutral views and a sizable share indicating it does not fully reflect their priorities. Open-ended feedback consistently described the vision language as vague or overly aspirational, with frequent calls to clarify or replace phrases such as "star community" and "the city of tomorrow." Respondents were also divided on the notion of Brighton as a "small town," highlighting a tension between acknowledging continued growth and preserving core community values.

Priority rankings reinforce these themes, with the strongest emphasis placed on managing traffic and growth impacts. Respondents also consistently valued family-friendly neighborhoods, recreation and cultural amenities, community character, and environmental sustainability. Economic development and job growth were viewed as important but secondary to day-to-day quality-of-life considerations. Overall, the findings point to a desire for a clearer, more grounded vision that directly reflects practical concerns about managing growth while reinforcing the qualities that residents value most about living in Brighton.

Section 3: Growth, Land Use, and Housing

Question 8: Which types of new development are most needed in Brighton? (Select up to three)

A total of 678 responses were recorded from 259 individual respondents for this question, as participants were allowed to select up to three options. The most commonly identified need was commercial development, selected by 54 percent of respondents, followed by mixed-use development (46 percent). Single-family homes with large yards were also frequently cited (37 percent), indicating continued demand for traditional residential options.

Housing types targeted to specific populations and "missing middle" formats were also noted, including senior housing or assisted living (30 percent), townhomes or row homes (19 percent), garden courtyard homes (19 percent), and Accessory Dwelling Units (ADUs) (18 percent). Industrial development was selected by 17 percent of respondents, while fewer respondents identified apartments or condos with shared amenities (12 percent) as a priority. Respondents who selected other specified a need for better roads and schools and more diverse shopping, dining, and indoor recreation options. Overall, the results suggest a strong desire for employment- development, along with a mix of housing options to accommodate different household types and life stages.

Q8: Which types of new development are most needed in Brighton? (Select up to three)	Percentage of Respondents
Commercial	54%
Mixed-use development	46%
Single-family homes with large yards	37%
Senior housing or assisted living	30%
Garden courtyard homes	19%
Townhomes or row homes	19%
Accessory Dwelling Units (ADUs)	18%
Industrial	17%
Apartments or condos with shared amenities	12%
Other: Please specify	9%
Total	-

Table 11: Question 8 (Percentage of Respondents)

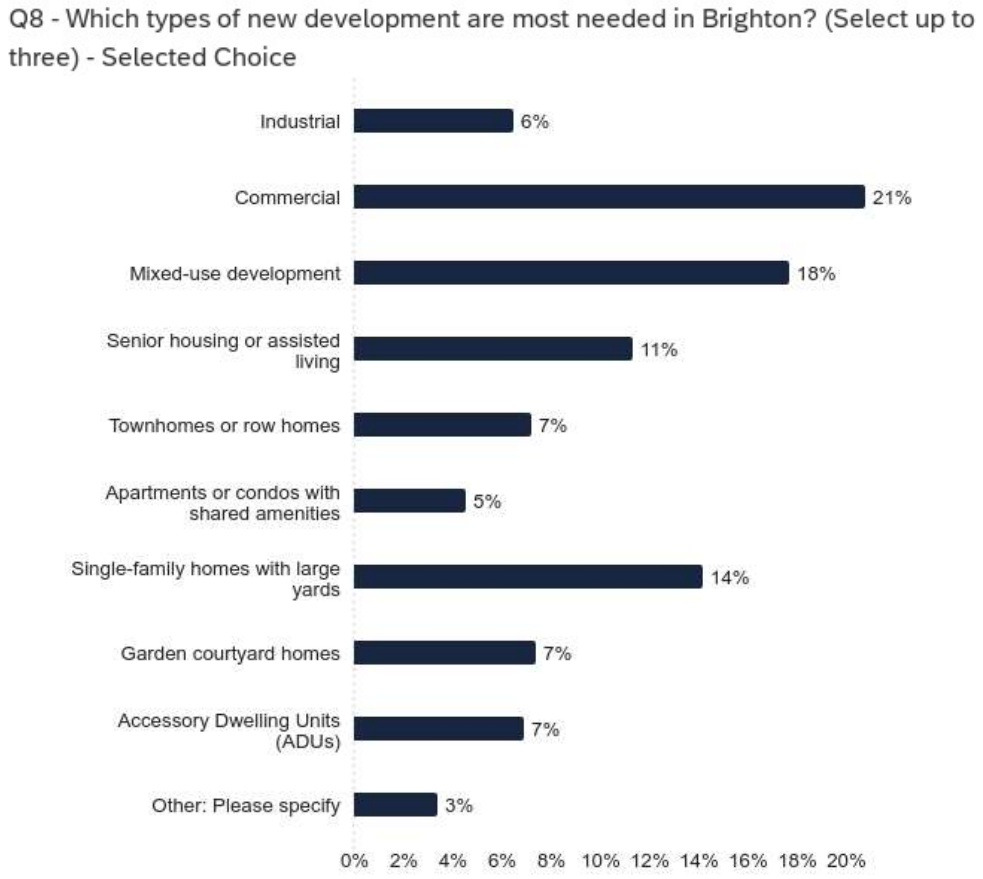

Figure 9: Question 8 (Percentage of Responses)

Question 9: Which of the following land uses would you like to see more of in Brighton? (Select all that apply)
A total of 845 responses were recorded from 256 individual respondents for this question, as participants were allowed to select all options that applied. The percentages shown reflect the share of respondents who selected each land use. The most commonly desired land uses were open space and parks (63 percent) and retail, restaurants, and entertainment (62 percent), highlighting strong interest in both recreational amenities and everyday services. Farming and agriculture were also highly valued (55 percent), reflecting continued community support for preserving Brighton's agricultural identity.

Additional priorities included public places and plazas (45 percent) and mixed-use areas (35 percent), suggesting interest in active, multi-functional community spaces. Arts and cultural facilities were selected by 29 percent of respondents, while single-family and row homes were selected by 19 percent. Fewer respondents expressed a desire for office uses (9 percent), industrial uses (8 percent), or multi-family housing (5 percent). Overall, the results indicate a strong preference for land uses that enhance quality of life, community gathering, and local character, alongside a continued emphasis on open space, agriculture, and neighborhood-serving amenities.

Q9: Which of the following land uses would you like to see more of in Brighton? (Select all that apply)	Percentage of Respondents
Open space and parks	63%
Retail, restaurants, and entertainment	62%
Farming and agriculture	55%
Public places and plazas	45%
Mixed-use areas	35%
Arts and cultural facilities	29%
Single-family and row homes	19%
Office uses	9%
Industrial uses	8%
Multi-family housing	5%
Total	-

Table 12: Question 9 (Percentage of Respondents)

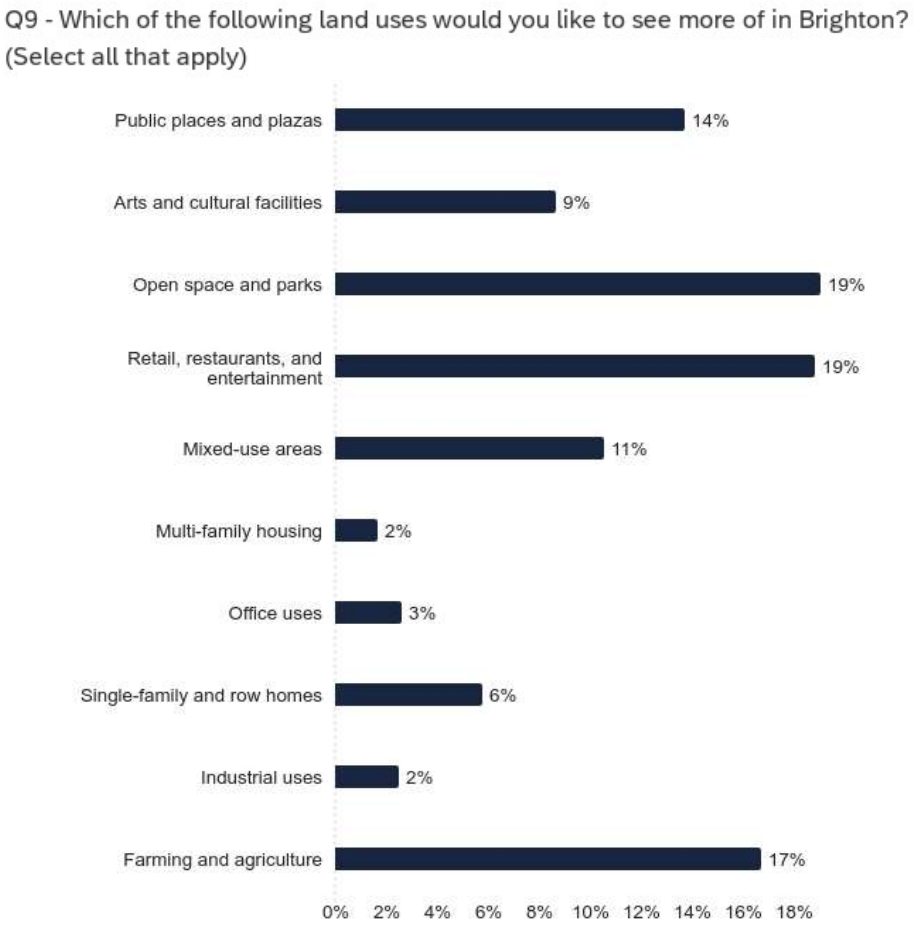

Figure 10: Question 9 (Percentage of Responses)

Question 10: How important are the following qualities when considering new development? (Rate each 1-5)
A total of 262 responses were received for this question, representing 262 individual respondents. Respondents were asked to rate each quality on a scale from 1 ("not important at all") to 5 ("extremely important"). Overall, connected sidewalks and trails were rated as the most important quality when considering new development, with the highest average score (3.79), indicating strong emphasis on connectivity and walkability. Attractive landscaping (3.38), neighborhood buffers and compatibility (3.26), and public gathering spaces (3.22) were rated as "moderately important". High-quality architectural design received the lowest average rating (2.99), suggesting it is viewed as "neutral" to "moderately important" relative to other qualities. Collectively, the results indicate that respondents prioritize functional, community-oriented features over purely aesthetic considerations in new development.

Q10: How important are the following qualities when considering new development? (Rate each 1-5)	Average
Connected sidewalks and trails	3.79
Attractive landscaping	3.38
Neighborhood buffers and compatibility	3.26
Public gathering spaces	3.22
High-quality architectural design	2.99
Total	**-**

Table 13: Question 10

Question 11: If you had to choose, which would you prefer?
A total of 259 responses were received for this question, representing 259 individual respondents. Results show a closely divided preference. A slight majority (53 percent) indicated a preference for high-quality design, even if it may increase housing or development costs. The remaining 47 percent preferred greater flexibility in design standards to help lower housing or development costs. Overall, the findings highlight a near-even split between prioritizing design quality and prioritizing affordability.

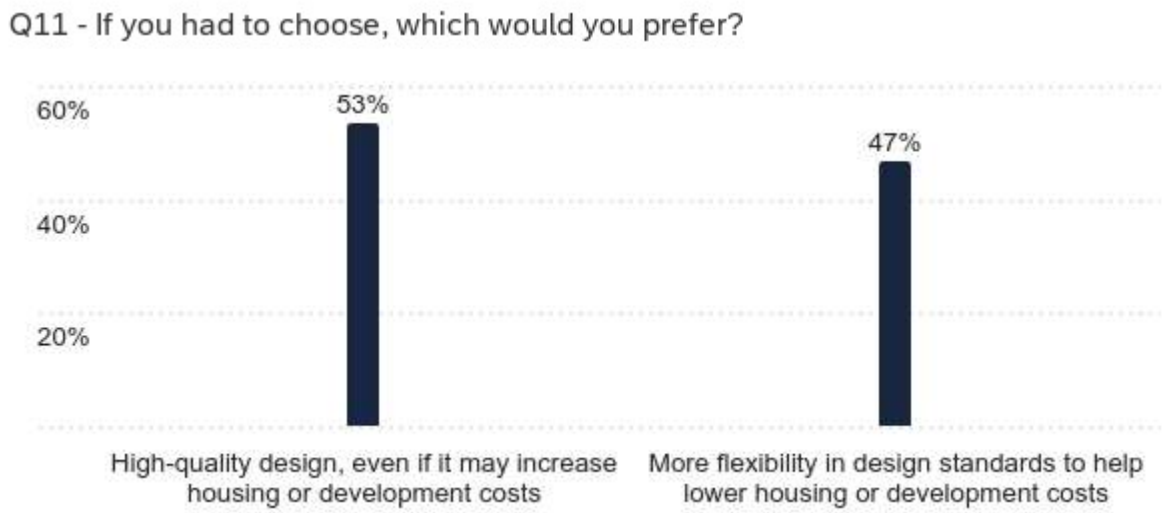

Figure 11: Question 11

Growth, Land Use, and Housing Conclusions
Responses show strong support for balanced growth that expands employment and services while protecting quality of life. Commercial and mixed-use development were flagged as the most needed, paired with continued demand for single-family homes and broader support for diverse housing options, including senior housing and "missing middle" types.

Land use preferences emphasize open space, parks, agriculture, and neighborhood-serving retail, reflecting a desire to preserve community character while adding amenities and gathering places. Respondents prioritized functional development qualities over architectural design. Preferences on design quality versus affordability were nearly evenly split, highlighting an ongoing tradeoff between development standards and housing costs.

Section 4: Mobility and Access

Question 12: What transportation improvements are most important for Brighton to address? (Select up to three)

A total of 748 responses were recorded from 259 individual respondents for this question, as participants were allowed to select up to three options. Reducing traffic congestion was the top priority by a wide margin, selected by 70 percent of respondents. Other leading transportation priorities included improving east–west mobility (42 percent) and improving biking and walking between areas (41 percent), reflecting strong concern about connectivity across the city. Additional priorities included improving parking access (34 percent), expanding public transit options (31 percent), and improving biking and walking within neighborhoods (28 percent). Fewer respondents identified reducing speeds in neighborhoods (24 percent) or increasing commuter connections (18 percent) as top concerns. Overall, the results emphasize congestion relief and citywide connectivity as the most critical transportation issues facing Brighton.

Q12: What transportation improvements are most important for Brighton to address? (Select up to three)	Percentage of Respondents
Reducing traffic congestion	70%
Improving east-west mobility	42%
Improving biking and walking between areas	41%
Improving parking access	34%
Expanding public transit options	31%
Improving biking and walking within neighborhoods	28%
Reducing speeds in neighborhoods	24%
Increasing commuter connections	18%
Total	-

Table 14: Question 12 (Percentage of Respondents)

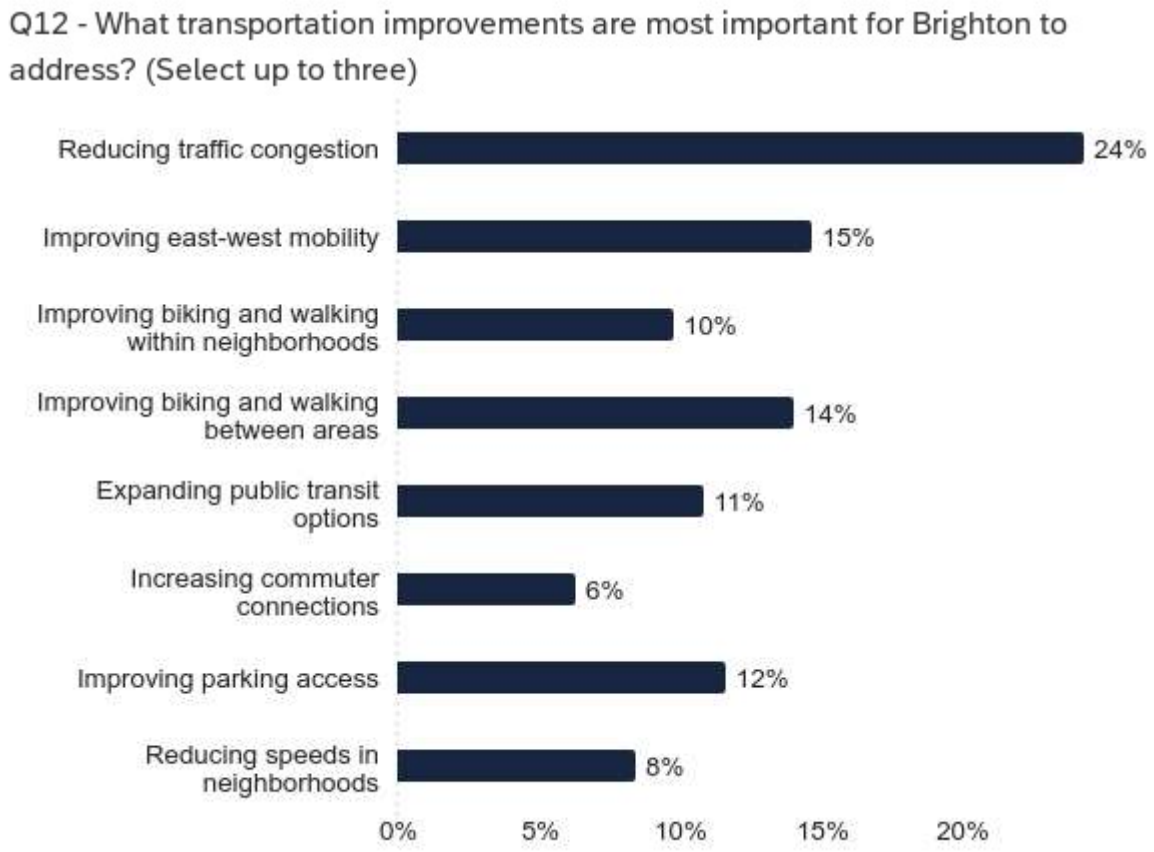

Figure 12: Question 12 (Percentage of Responses)

Question 13: Where should Brighton prioritize improvements to make it easier to get around?
A total of 253 responses were received for this question, representing 253 individual respondents. The most common priority identified was more opportunities to drive, selected by 34 percent of respondents, indicating continued emphasis on improving vehicular mobility. More opportunities to walk was the second-highest priority (28 percent), reflecting strong interest in pedestrian improvements. Transit enhancements were selected by 21 percent of respondents, while more opportunities to bike were identified by 17 percent. Overall, the results suggest that while driving remains the top priority for improving mobility in Brighton, there is also meaningful support for expanding walking and transit options to make it easier to get around the city.

Q13: Where should Brighton prioritize improvements to make it easier to get around?	Percentage of Respondents
More opportunities to drive	34%
More opportunities to walk	28%
More opportunities for transit	21%
More opportunities to bike	17%
Total	**100%**

Table 15: Question 13 (Percentage of Respondents)

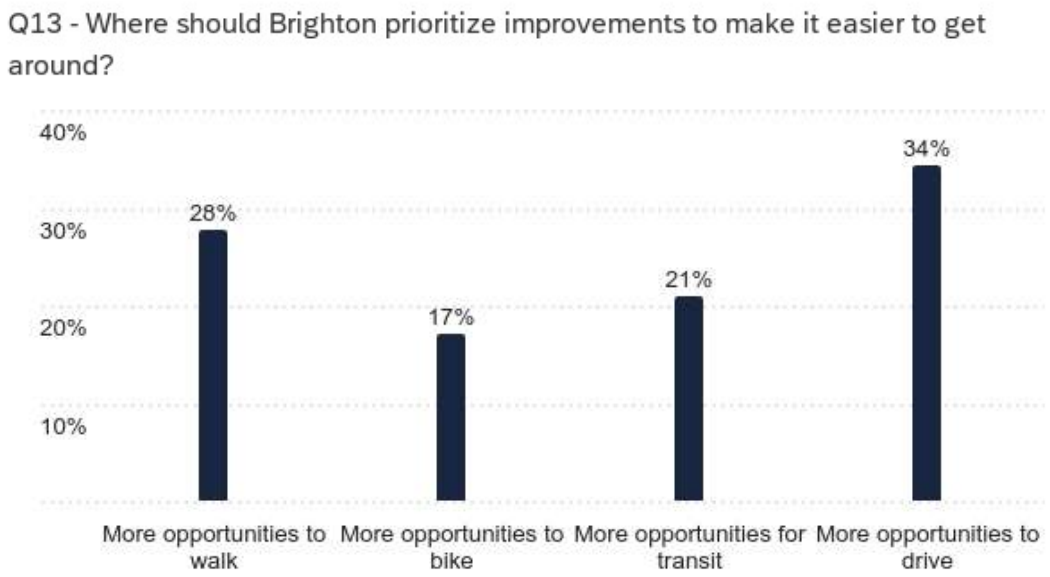

Figure 13: Question 13 (Percentage of Responses)

Question 14: How far would you ideally like to travel to reach key amenities like parks, shops, and restaurants?
A total of 257 responses were received for this question, representing 257 individual respondents. The most common preference was reaching key amenities within a 5–9-minute drive, selected by 42 percent of respondents. A substantial share (33 percent) indicated a preference for a 15-minute walk, reflecting interest in walkable access to daily needs. Smaller proportions preferred a 5-minute walk (10 percent) or a 10–19-minute drive (13 percent), while very few respondents (2 percent) were comfortable traveling 20 minutes or more. Overall, the results suggest that respondents value relatively close access to amenities, with a strong preference for short driving distances.

Q14: How far would you ideally like to travel to reach key amenities like parks, shops, and restaurants?	Percentage of Respondents
5-minute walk	10%
15-minute walk	33%
5-9-minute drive	42%
10-19-minute drive	13%
20+ minutes	2%
Total	**100%**

Table 16: Question 14 (Percentage of Respondents)

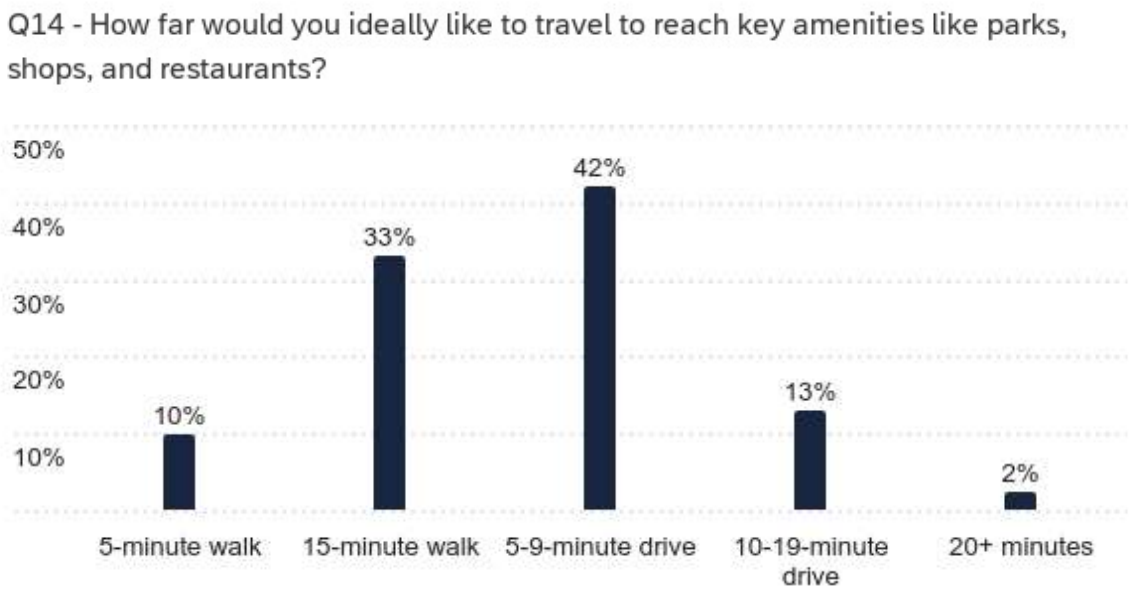

Figure 14: Question 14 (Percentage of Responses)

Mobility and Access Conclusions
Survey responses show that transportation and mobility are major concerns for the community, with reducing traffic congestion emerging as the clear top priority. Respondents also emphasized the need to improve east–west connectivity and strengthen biking and walking connections between areas, highlighting challenges with moving efficiently across the city. Parking access and expanded transit options were additional, but secondary, priorities.

When asked where to focus improvements, respondents most often prioritized driving, underscoring the continued importance of the roadway network in daily travel. At the same time, there was meaningful support for improving walkability and transit, suggesting a desire for a more balanced mobility system. Overall, the findings point to a strong need to address congestion and connectivity while gradually expanding multimodal options to improve access citywide.

Section 5: Brighton's Future

Question 15: What is your top hope for Brighton in the year 2050?

This question received 177 responses. Overall, the dominant hope for Brighton is that the City continues to grow thoughtfully and intentionally while preserving a high quality of life for residents. Across responses, people emphasized livability over size, wanting Brighton to remain a comfortable, safe, and enjoyable place to live with access to parks, open space, local amenities, and services that support everyday life. Many residents expressed a desire for growth that strengthens community character rather than overwhelming it. Closely tied to this is a strong concern about affordability and sustainability. Respondents repeatedly highlighted the need for attainable housing, manageable traffic, walkable neighborhoods, and responsible use of limited resources, particularly water.

Example Responses:

- *I would like to hopefully one day see Brighton as a larger city space with mixed uses of agriculture and modern technology. I want the city of Brighton to offer BOTH housing, recreational and business opportunities for its residents. A solid mix between all three to provide the best living status of its surrounding sister cities.*
- *An increase in walkable, green spaces with a diverse population and varied affordable homes for all stages of life.*
- *Brighton continues to grow and we always consider the residence and those who support the economic growth of our beautiful city.*
- *That we don't become absorbed into the rest of the Metro area. That Brighton feels separate from other communities and has distinct elements to differentiate it from other communities e.g., authentic, thriving downtown with higher density residential mixed in.*

Question 16: Are there any specific services or businesses you feel are missing in Brighton?

This question received 169 responses. Overall, responses to this question indicate that residents feel Brighton is missing everyday services and amenities that support daily life and reduce the need to travel outside the City. The most common themes point to a need for more local retail and commercial options distributed throughout the community, rather than concentrated in a few areas. People frequently mentioned missing conveniences such as grocery options, basic retail, dining, and personal services that would make Brighton feel more complete and self-sufficient. In addition, many respondents highlighted gaps in recreation, community services, and sustainability-related amenities, including recreation centers, youth and family facilities, and services like recycling. While a smaller group felt Brighton already meets their needs, the overall sentiment suggests residents want a broader mix of neighborhood-serving businesses and community amenities.

Example Responses:

- *I would love a few more well-lit areas for walking and running, and more connection between paths throughout the city so that it's easy to get around on foot or use the paths for running/biking/exercise.*
- *Would love to see more dining and retail options. It would be great to have a sports complex that brings in tournaments which helps bring in out-of-town money at restaurants, retail, and hotels.*
- *I think Brighton could benefit from additional healthcare options, more diverse restaurants and entertainment choices, and expanded services for youth and families.*
- *More breweries and more small businesses. I feel economic development focuses too much on big box and corporate businesses, but neglects small business owners. Further, more gathering areas, mixed use development and affordable and walkable housing may help attract more small business.*

Overall Conclusions

The community questionnaire results present a clear and consistent set of priorities that can serve as guiding themes for the Brighton Comprehensive Plan and the development of future scenarios.

Transportation emerges as the most consistent and cross-cutting issue throughout the survey. Traffic congestion was identified as the top concern facing Brighton today and in the next 3-5 years, the most important quality-of-life priority, and the highest transportation improvement priority. At the same time, respondents expressed a strong preference for short, convenient access to daily needs, most commonly a 5-9-minute drive or a walkable 15-minute distance. Together, these responses suggest that residents are not opposed to mobility or access, but are concerned about how growth is occurring and whether the transportation system is keeping pace.

Preservation of Brighton's identity, particularly its agricultural roots and small-town character, is another strong theme. Farming and agriculture ranked among the most desired land uses, and respondents repeatedly highlighted open space, parks, and farmland as assets worth protecting. Even as opinions vary on the pace of growth, there is broad agreement that growth should be thoughtful, intentional, and respectful of what makes Brighton special.

Managing growth and quality of life are closely linked in the responses. While many respondents accept that Brighton will continue to grow, a majority feel that growth is happening too quickly and are concerned about impacts to traffic, infrastructure, affordability, and community character. The dominant “hope for 2050” reflects this balance: residents want Brighton to evolve, but in a way that protects livability, affordability, and access to open space and amenities.

Finally, there is clear support for a more complete and self-sufficient community. Residents expressed interest in neighborhood-serving commercial uses, mixed-use areas, and everyday services that reduce the need to travel long distances. This reinforces the link between land use and transportation for scenario planning.