

## Stewardship and Sustainability

**Vision Statement:** Brighton prioritizes being good stewards of City resources to reduce environmental impacts, strengthen community resilience, and ensure a healthy future for current and future generations.

### **Goal 1:** Enhance Environmental Sustainability

#### **Tasks:**

- Update Water Conservation/Drought Management plan.
- Complete waste characterization study to better understand the city's waste streams.
- Conduct feasibility study of a construction and demolition recycling ordinance.
- Identify potential updates to the building and land use development codes to include sustainability and resilience factors.

### **Goal 2:** Advance Multimodal Mobility and Alternative Fuel Vehicles and Infrastructure

#### **Tasks:**

- Increase the proportion of the City's fleet that are alternative fuel and hybrid vehicles and equipment.
- Explore options and develop strategies for alternative public transit.

**Goal 3:** The City maintains good fiscal stewardship practices to ensure a sustainable long-term financial picture

#### **Tasks:**

- Adopt internal budget process policies that institutionalize best practices and prioritize sustainability of resources and services.
- Develop metrics for prioritizing capital projects to include prioritization of sustainable, efficient, and durable infrastructure.
- Use data and asset management to reduce deferred maintenance.

## Organizational Excellence & Accountability

**Vision Statement:** Brighton is a high-performing and accountable organization that invests in its people, cultivates future leaders, and delivers innovative, continuously improving services. We are intentional in our long-term fiscal planning, ensuring responsible stewardship of public resources through diverse revenue streams, purposeful spending, and appropriate reserves.

**Goal 1:** The City is a choice municipal employer.

### Tasks:

- Maintain an employee turnover rate of around 10%.
- Conduct a biennial employee experience survey.
- Complete an annual market study of position compensation.
- Develop innovative recruiting strategies to attract talented staff.

**Goal 2:** The City operates under a culture of continuous process improvement.

### Tasks:

- Update public dashboard for key performance indicators (KPIs) for City programs.
- Continuously analyze opportunities available for professional development trainings.

**Goal 3:** Revenue Sources are diverse and resilient even in economic downturn.

### Tasks:

- Establish schedules for regular review of revenue sources and identify opportunities to accommodate inflation.
- Pursue grant funding for major infrastructure improvements.
- Pursue opportunities for dedicated funding where appropriate and supported by voters.
- Analyze rates and fees on a regular basis to ensure they are covering costs.

**Goal 4:** The City establishes and maintains a comprehensive data governance framework to ensure accurate, secure, and accessible information across the organization

### Tasks:

- The City strengthens enterprise-wide management practices to ensure that it strives to make data driven decisions, execute efficient resource allocation, and alignment with the City's strategic priorities.
- The City strives to tell the most accurate story with data.

## Safe & Secure Community

**Vision Statement:** The City of Brighton is a safe and secure place to live, work, and play. Our residents can trust that the City is meeting or exceeding safety standards for policing, utilities, infrastructure, and other services. The City is working to secure our community now and into the future.

**Goal 1:** The Brighton Police Department proudly provides professional public safety services to our unique community.

**Tasks:**

- Determine ideal Police Department staffing to meet community needs and growth through a comprehensive workforce analysis.
- Meet or exceed national best practices by becoming a Commission on Accreditation for Law Enforcement Agencies (CALEA) accredited agency.
- Increase understanding of community expectations and needs through post-contact surveys and engagement opportunities.

**Goal 2:** Maintain safe and reliable utility services and infrastructure that support public health and community safety.

**Tasks:**

- Meet or exceed federal and state drinking water standards.
- Strengthen the City of Brighton Utilities brand and organizational development.

**Goal 3:** Improve safety for all modes of travel including vehicular, pedestrian, and bicycle.

**Tasks:**

- Utilize crash and speeding analysis in recommending roadway enhancements.

**Goal 4:** Secure City data and electronic assets from cyber events.

**Tasks:**

- Develop a cyber security scorecard for the city of Brighton.
- Catalog all cyber security services.

## Vibrant Economy

**Vision Statement:** The City of Brighton has a matured, proactive strategy for economic development and is intentional in the industries it pursues. We serve the economic needs of our residents and our neighbors by incentivizing priority companies that create desirable employment, supporting the growth of existing businesses, and attracting entertainment and amenities that are a draw toward our community.

**Goal 1:** Economic Development is intentional in attracting primary employment and desirable industries to Brighton.

**Tasks:**

- Identify desired economic growth needs.
- Create an attraction plan and incentive structure for identified growth needs.

**Goal 2:** Downtown features vibrant businesses, residences, and civic services; and is a regional destination.

**Tasks:**

- Establish a small business support program.
- Expand or relocate events to engage the downtown.
- Support the Downtown Development Authority.

**Goal 3:** Support the retention and expansion of existing businesses to strengthen Brighton's economic base and create quality job opportunities.

**Tasks:**

- Leverage the City's Business Investment Program to support business retention and expansion efforts, including outreach to existing businesses and targeted assistance for growth opportunities.

## Destination for Recreation and Cultural Amenities

**Vision Statement:** Brighton provides fun and unique ways for visitors to access the City's recreational and cultural amenities and is a national destination for these activities.

**Goal 1:** Expand and enhance recreational and cultural opportunities that actively engage youth and support their development, leadership, and well-being.

### Tasks:

- Strengthen and grow youth leadership programs to create meaningful opportunities that support civic engagement, skill development, and community connection.
- Strengthen and grow inclusive youth participation in art and recreational programming by creating diverse, accessible opportunities that support creativity, engagement, and well-being.

**Goal 2:** The City maintains an exceptional system of parks and public spaces.

### Tasks:

- Ensure all new developments have a park within a 10-minute walk.
- Implement native and xeric landscape to reduce water usage.
- Ensure playground replacements are ADA compliant with sensory components.
- Connect parks and recreational facilities with safe walking and biking trails.
- Completion of a regional sports complex

**Goal 3:** The City fosters cultural engagement.

### Tasks:

- Strengthen cultural enrichment efforts by creating inclusive programming that highlights diverse cultures, promotes representation, and ensures broad community access.
- Foster inclusive cultural engagement by ensuring diverse community voices are represented and involved in the planning, selection, and creation of public art.
- Facilitate more opportunities to display art in the community and evaluate maintenance needs for pieces owned by the City.

## **Intentional Community and Infrastructure Planning**

**Vision Statement:** Brighton is an intentionally planned and regionally connected city that integrates thoughtful community development with modern infrastructure systems. Our distinct neighborhoods are supported by sustainable, multimodal transportation, efficient approval processes, and forward-thinking infrastructure investments. We plan for growth in a way that strengthens mobility, enhances access to the region, and ensures long-term resilience for residents, businesses, and future generations.

**Goal 1:** The City has adequate quantity and quality of water supply to support expected growth.

### **Tasks:**

- Complete design of the Water Treatment and Softening Plant.
- Complete construction of the Water Treatment and Softening Plant.
- Launch Lutz Reservoir non-potable water service.
- Continue to obtain water rights and other water resources necessary to support City build-out.
- Complete Water Master Plan.

**Goal 2:** Housing supply is balanced including stock that is diverse, affordable, and sustainable.

### **Tasks:**

- Complete an affordable housing needs assessment.
- Provide policy recommendations to the City Council to encourage development of missing housing stock.

**Goal 3:** Brighton has distinct neighborhoods and a unique identity.

### **Tasks:**

- Complete a community branding and physical spaces design plan.
- Incorporate branding into development plans.
- Continue work on the Boulder to Brighton Bus Rapid Transit Systems.

**Goal 4:** Evaluate the feasibility of including multimodal feature in new roadway projects and major upgrades to existing roadways.

### **Tasks:**

- Improve traffic flow to benefit residents and benefits.
- Complete Bridge Street widening.
- Explore options for completing the I-76/Bridge Street interchange.
- Complete Sable Blvd. interchange and enhancements.
- Work with DRCOG to complete Core City Circulation study.

## Community Engagement

**Vision Statement:** The City of Brighton is an inclusive community where all stakeholders can engage meaningfully regarding the direction and future of our community. The City employs a communications and engagement strategy that reaches a diverse audience and includes residents of all ages, races, genders, and economic backgrounds. Our approach is multi-faceted and creates a variety of opportunities for resident input and engagement so all voices have the opportunity to be heard.

**Goal 1:** Diversify participation in boards and commissions.

**Tasks:**

- Identify barriers to participation in boards and commissions.
- Develop a boards and commissions recruitment strategy.

**Goal 2:** The City regularly assesses communication and engagement strategies for accessibility.

**Tasks:**

- Maintain ADA compliance of digital communications.
- Develop a plan for engagement our diverse community.
- Incorporate a public engagement strategy into the launch of major capital projects.

**Goal 3:** The City is transparent and welcomes residents to learn more about our programs and projects.

**Tasks:**

- Create and maintain a financial transparency dashboard through quarterly metric reporting.
- Continue citizen Civic Academy.