



COMMUNITY ENGAGEMENT SUMMARY

JUNE 2026

Prepared by
DESIGNWORKSHOP

Introduction

The City of Brighton conducted Community Engagement Window #3 during June and July of 2026. Building on the findings from previous engagement activities, this open house and online questionnaire focused on refining the preferred direction for the Comprehensive Plan by asking community members to react to draft vision and value statements, evaluate future land use concepts, prioritize community investments, and explore the tradeoffs associated with future growth. Activities encouraged residents to confirm community priorities, identify areas for refinement, and ensure the proposed plan reflects Brighton’s values while balancing growth, preservation, and long-term quality of life. This engagement approach was designed to move from visioning into plan refinement and validation.

Communications & Engagement Activities



Engagement

Community Engagement Window #3 consisted of a community-wide Open House held at the Armory Performing Arts Center on June 17, 2026. A public online questionnaire was also available from June 17th to July 3rd and gathered 230 responses. The Open House was organized as a series of interactive stations that allowed participants to move through the room at their own pace while discussing ideas with City staff and the consultant team.

Approximately 35 community members attended the Open House and participated in activities throughout the evening. Participants were encouraged to visit each station using a passport activity, providing feedback on draft plan recommendations, reviewing previous engagement findings, commenting on the proposed Future Land Use Framework, evaluating community priorities, and participating in Brighton’s Growth Lotería tradeoff exercise.

The Open House built directly upon Engagement Windows #1 and #2 by presenting draft recommendations informed by earlier community engagement. Rather than generating new ideas, the purpose of this engagement

window was to validate the proposed direction of the Comprehensive Plan, identify refinements, and better understand community preferences regarding future growth, preservation, infrastructure investments, housing, economic development, and community character.

Interactive materials were designed to encourage discussion through dot-voting exercises, written comments, mapping activities, and facilitated conversations. Participants also explored the relationship between community choices and long-term outcomes through Brighton’s Growth Lotería activity, which asked participants to prioritize competing community values and evaluate the tradeoffs associated with future growth decisions. Feedback collected during this engagement window will be used to refine the draft Comprehensive Plan prior to adoption.

The results from these activities are being used to refine key elements of the Comprehensive Plan, including the vision, values, and future land use framework. This engagement represents a critical input in the overall process, helping ensure that the plan reflects community priorities and perspectives.



Participants at Community Open House

Analysis Methodology

Feedback was collected through a series of interactive stations that combined informational displays with hands-on activities, including vision statement evaluations, prioritization exercises, map reviews, written comments, and an interactive growth tradeoff activity.

Stations

1. Learn About the Project

Participants reviewed the Comprehensive Plan process, project timeline, and existing conditions before identifying where they live or work within Brighton by placing a pin on a community map. This station provided context for the remainder of the workshop and familiarized participants with the purpose of the Comprehensive Plan.

2. Vision, Community Character, and Priorities

Participants first reviewed the key themes identified through previous engagement activities before evaluating the draft Vision Statement, identifying the characteristics that best define Brighton’s small-town character, and prioritizing the community values they believe should receive the greatest emphasis during implementation of the Comprehensive Plan. Participants also provided written comments identifying elements they felt should be added or refined within the Vision Statement.

3. Preferred Future Land Use Framework

Participants reviewed the proposed Future Land Use Framework, including the preferred growth direction, Opportunity Areas, existing and proposed Future Land Use Maps, and the updated land use category framework. Participants were encouraged to provide written comments on the proposed land use map and future growth strategy.

4. Investment Priorities

Participants identified investments they believe should receive the greatest focus over the next twenty years by selecting from a range of community investment priorities, including transportation, parks and recreation, water infrastructure, downtown improvements, housing, open space preservation, economic development, and community facilities.

5. Brighton Growth Lotería

Participants explored the tradeoffs associated with future growth through an interactive Lotería activity. The exercise asked participants to choose between competing community outcomes related to housing, economic development, transportation, utilities, agriculture, water conservation, neighborhood design, and community amenities before ranking the values that were most important to them. The activity encouraged discussion about the interconnected decisions required to accommodate future growth while preserving Brighton’s character.

6. Tell Us About Yourself

Participants voluntarily completed a demographic questionnaire describing their relationship to

Brighton, length of residency, and age group. Responses provide context for understanding the range of community perspectives represented during the engagement process.

Analysis Considerations

The following considerations should be taken into account when reviewing the results presented throughout this report:

- Many activities allowed participants to select multiple responses; therefore, totals may exceed the total number of workshop participants.
- Participation was voluntary, and not every participant completed every activity. As a result, response totals vary between questions.
- Engagement methods included dot-voting exercises, prioritization activities, map-based comments, written feedback, sticky notes, and facilitated discussions.
- The Brighton Growth Lotería activity combined quantitative rankings with qualitative observations from participant discussions to better understand community preferences and the tradeoffs associated with future growth.
- Written comments have been reviewed and organized into common themes. Representative comments are included throughout this report to illustrate recurring ideas and perspectives expressed by participants.
- Demographic information was collected on a voluntary and anonymous basis and is summarized separately at the end of this report.
- All engagement materials were provided in both English and Spanish to encourage broad participation from Brighton’s diverse community

STATION 1

Learning about the Project

Orienting materials were provided to help participants understand the project context and key topics. This section included information on existing conditions such as housing, population, environment, and land use. Project boards also introduced the purpose of the workshop and highlighted key themes to support informed participation.

Methodology

Participants were invited to review the project boards and familiarize themselves with existing conditions and community context. The materials were designed to provide a shared foundation of knowledge, helping participants engage with subsequent activities and discussions.

Station 1

LEARN ABOUT THE PROJECT / CONOZCA EL PROYECTO

Comprehensive plans are truly comprehensive – covering growth, community services, infrastructure, economic development, housing, tourism, transportation, agriculture, natural resources, and historic and cultural resources. This is an opportunity for the community to take stock of where we are and where we want to be – and to confirm the City’s overall vision, values, and policies.

Los planes integrales son realmente integrales: cubren el crecimiento, los servicios comunitarios, la infraestructura, el desarrollo económico, la vivienda, el turismo, el transporte, la agricultura, los recursos naturales y los recursos históricos y culturales. Esta es una oportunidad para que la comunidad evalúe dónde estamos y hacia dónde queremos llegar, y para confirmar la visión, los valores y las políticas generales de la Ciudad.

Laying the Foundation

ESTABLECIENDO LA BASE

August 2025

Agosto 2025

Data Collection & Analysis

RECOPIACIÓN Y ANÁLISIS DE DATOS

Summer 2025 - Fall 2025

Verano 2025 - Otoño 2025

Community Engagement

PARTICIPACIÓN COMUNITARIA

Fall 2025 - Summer 2026

Otoño 2025 - Verano 2026

Vision, Theme and Goals

VISIÓN, TEMA Y OBJETIVOS

Fall 2025 - Spring 2026

Otoño 2025 - Primavera 2026

Implementation Framework

MARCO DE IMPLEMENTACIÓN

Fall 2025 - Fall 2026

Otoño 2025 - Otoño 2026

What neighborhood or area of Brighton do you live in?

¿En qué barrio o zona de Brighton vives?

Place a flag pin on the map

Coloque un pin de bandera en el mapa

✓ A COMPREHENSIVE PLAN

• A strategic guidebook to help guide citywide policy decisions and priorities

• A long-range tool for planning, legislation, financing and action

• A reflection of the community's vision and goals

• Required by State Statute

✗ A COMPREHENSIVE PLAN IS NOT...

• Zoning

• A set of land use code standards

• A detailed budget document

• Specific regulations, requirements or ordinances

¿Qué es un Plan Integral?

✓ UN PLAN INTEGRAL ES...

• Una guía estratégica para orientar las decisiones y prioridades políticas de toda la Ciudad

• Una herramienta a largo plazo para la planificación, la legislación, el financiamiento y la acción

• Un reflejo de la visión y los objetivos de la comunidad

• Requerido por la legislación estatal

✗ UN PLAN INTEGRAL NO

• Zonificación

• Una serie de normas del código de uso del terreno

• Documento presupuestario detallado

• Regulaciones, requisitos o ordenanzas específicas

Brighton

COMPREHENSIVE PLAN

COMMUNITY WORKSHOP 2 / TALLER COMUNITARIO 2

STATION 2

Vision, Community Character & Priorities

The first board in Station 2 summarized the major themes identified through previous community engagement activities, including the statistically valid community survey, open houses, advisory group meetings, Planning Commission discussions, and City Council work sessions. Rather than collecting new feedback, this display demonstrated how community input has informed the draft Comprehensive Plan. Six consistent themes emerged throughout the planning process:

- Preserve Brighton’s small-town character.
- Protect open space and agricultural lands.
- Expand housing choices.
- Support growth while managing it thoughtfully.
- Improve transportation and connectivity.
- Focus future growth in strategic locations.

Station 2

WHAT WE HEARD / LO QUE ESCUCHAMOS

METHODS

COMMUNITY SURVEY & QUESTIONNAIRE

ENCUESTA Y CUESTIONARIO

1200 +

RESPONSES RECEIVED

RESPUESTAS RECIBIDAS

OPEN HOUSE

ABRIR CASA

150 +

OPEN HOUSE PARTICIPANTS

PARTICIPANTES EN LA ABERTURA DE CASAS

ADVISORY GROUP

GRUPO ASesor

3

MEETINGS

REUNIONES

PLANNING COMMISSION & CITY COUNCIL

COMISION DE PLANEACION Y CONCEJO MUNICIPAL

4

MEETINGS

REUNIONES

WHO WE HEARD FROM

QUE NOS OYERON

88

RESIDENTS, BUSINESS & COMMUNITY LEADERS

RESIDENTES, EMPRESARIOS Y LIDERES COMUNITARIOS

English & Spanish Speaking Community

Comunidad que habla español e inglés

PRESERVE SMALL TOWN CHARACTER

PRESERVAR EL CARÁCTER DE PUEBLO PEQUEÑO

Maintain the qualities that make Brighton unique, including community connections, local identity, and a family-friendly atmosphere.

Mantener las cualidades que hacen única a Brighton, incluyendo las conexiones comunitarias, la identidad local y un ambiente familiar.

PROTECT OPEN SPACE & FARMLAND

PROTEGER LOS ESPACIOS ABIERTOS Y LAS TIERRAS AGRÍCOLAS

Open space, agriculture, and natural resources remain important parts of Brighton's identity.

Los espacios abiertos, la agricultura y los recursos naturales siguen siendo elementos importantes de la identidad de Brighton.

EXPAND HOUSING CHOICES

AMPLIAR LAS OPCIONES DE VIVIENDA

There is support for a wider variety of housing options that meet the needs of different households.

Existe apoyo para una mayor variedad de opciones de vivienda que satisfagan las necesidades de distintos hogares.

SUPPORT GROWTH BUT MANAGE IT THOUGHTFULLY

APOYAR EL CRECIMIENTO, PERO DE FORMA PENSATIVA

Residents generally support growth but want it coordinated with infrastructure, services, and community priorities.

Los residentes generalmente apoyan el crecimiento, pero desean que esté coordinado con la infraestructura, los servicios y las prioridades comunitarias.

IMPROVE TRANSPORTATION AND CONNECTIVITY

MEJORAR EL TRANSPORTE Y LA CONECTIVIDAD

Residents want safer roads, better connections, and more opportunities to walk and bike.

Los residentes desean caminos más seguros, mejores conexiones y más oportunidades para caminar y andar en bicicleta.

FOCUS GROWTH IN STRATEGIC AREAS

CONCENTRAR EL CRECIMIENTO EN ÁREAS ESTRATÉGICAS

Many participants supported focusing growth along major corridors and in key centers.

Muchos participantes apoyaron concentrar el crecimiento en corredores principales y centros de actividad.

Participants at Station 2

Participants at Station 2

Methodology

Station 2 built upon the extensive community engagement completed throughout the Comprehensive Plan process by asking participants to confirm the community’s vision and identify the values they believe should guide Brighton’s future. The station began by summarizing the key themes that emerged from previous engagement efforts before inviting participants to evaluate the draft Vision Statement, identify the characteristics that best define Brighton’s small-town character, and prioritize the community values that should receive the greatest emphasis during implementation of the Comprehensive Plan. Participants also provided written comments identifying elements they felt should be added or refined within the Vision Statement.

Unlike earlier engagement windows that explored broad ideas and growth alternatives, this activity focused on validating the draft direction of the Comprehensive Plan and ensuring it reflects the community’s long-term aspirations.

6 | Community Workshop 1 Engagement Summary

VISION, COMMUNITY CHARACTER & PRIORITIES

Vision Statement

Participants reviewed the draft Vision Statement and evaluated how well it reflected their vision for Brighton’s future using a five-point rating scale ranging from 1 - “Does Not Reflect” to 5 - “Completely Reflects.” Participants were also invited to provide written comments identifying topics they believed should be added or revised within the statement.

Open House Responses						Online Questionnaire Responses					
1	2	3	4	5	TOTAL	1	2	3	4	5	TOTAL
0	0	5	9	9	23	25	30	74	76	23	228

Table 1: Vision Alignment

COMBINED RESULTS					
1	2	3	4	5	TOTAL
25	30	79	85	32	251

Key Understanding

Overall, responses indicate broad support for the direction of the draft Vision Statement. Participants generally agreed with the emphasis on thoughtful growth, preserving Brighton’s agricultural heritage, maintaining its small-town character, strengthening neighborhoods, expanding economic opportunities, and protecting environmental resources. Written comments primarily focused on refining language and reinforcing topics that participants felt should receive additional emphasis rather than suggesting substantial changes to the overall vision.

What Defines Brighton’s Small-Town Character?

Participants were asked to identify the two characteristics they believe best define Brighton’s small-town identity.

Key Understanding

The responses illustrate that Brighton’s identity is defined by both its physical character and community culture. Participants consistently associated Brighton with its agricultural heritage, historic downtown, local businesses, and community-oriented atmosphere. These findings reinforce the importance of preserving the qualities that distinguish Brighton while accommodating future growth.

Small-Town Characteristic	Open House Responses	Online Questionnaire Responses	TOTAL RESPONSES
Farms & Agriculture	4	75	79
Historic Downtown	13	37	50
Local Businesses	16	23	39
Knowing Your Neighbors	4	14	18
Parks & Open Space	6	26	32
Community Events	6	16	22
Safe Neighborhoods	4	26	30
Walking & Biking	5	7	12
TOTAL	58	224	282

Table 2: Small-Town Character

VISION, COMMUNITY CHARACTER & PRIORITIES

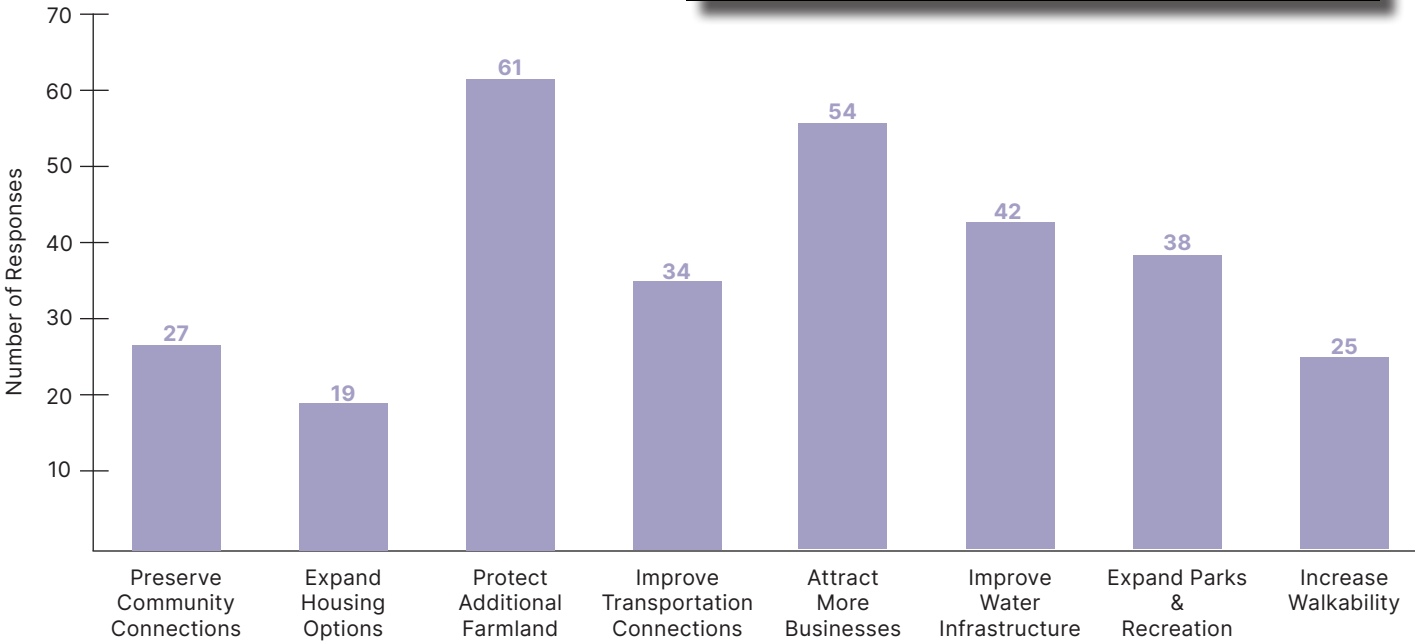
Community Priorities

Participants were asked to identify the community priorities they believe should receive the greatest emphasis during implementation of the Comprehensive Plan. Rather than selecting projects, this exercise focused on the policy areas residents believe should guide future City decisions. Participants (Open House + Online Questionnaire) selected from the following priorities:

- Preserve Community Connections
- Expand Housing Options
- Protect Additional Farmland
- Improve Transportation Connections
- Attract More Businesses
- Improve Water Infrastructure
- Expand Parks & Recreation
- Increase Walkability



Community Priorities Responses



Key Understanding

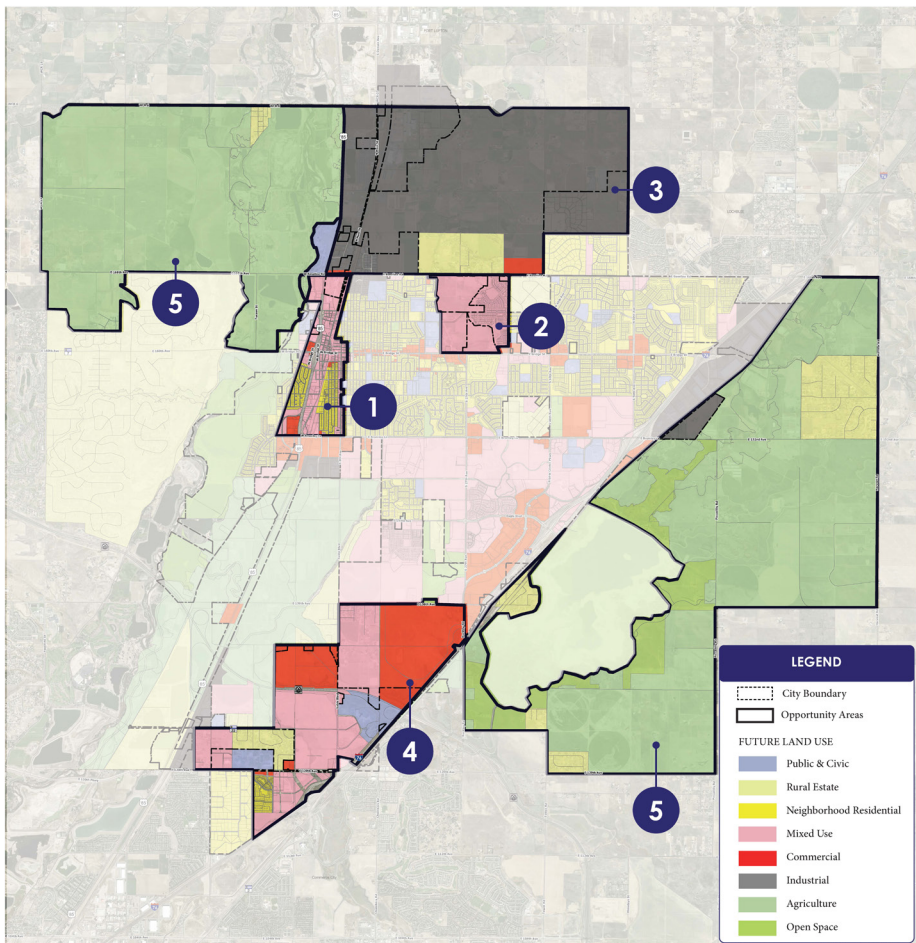
The community priorities identified through this exercise reinforce many of the themes heard throughout the planning process. Participants emphasized balancing future growth with investments that preserve Brighton’s identity, strengthen infrastructure, support economic opportunity, and improve quality of life. Collectively, these priorities provide direction for implementing the Comprehensive Plan and will help guide future policy decisions, capital investments, and strategic initiatives.

STATION 3

Preferred Future Land Use Framework

Station 3 introduced the Preferred Future Land Use Framework and summarized how the planning process progressed from existing conditions through the evaluation of alternative growth scenarios to the preferred direction for Brighton’s future. Five Opportunity Areas were identified where future investment and redevelopment are anticipated to play an important role in achieving the community’s vision:

- 1. Downtown
- 2. Bridge Street
- 3. North Brighton Industrial
- 4. South Brighton
- 5. Special Study Areas



Map: Opportunity Areas

Each Opportunity Area includes unique planning objectives intended to strengthen community identity, improve mobility, expand housing and employment opportunities, support economic development, and preserve Brighton’s agricultural and natural resources. The Preferred Future Land Use Framework reflects the recurring themes identified throughout the planning process by concentrating future growth in strategic locations while preserving established neighborhoods, agricultural lands, open space, and natural resources. Rather than encouraging growth everywhere, the framework directs investment toward areas where infrastructure, transportation, and community services can most effectively support future development.

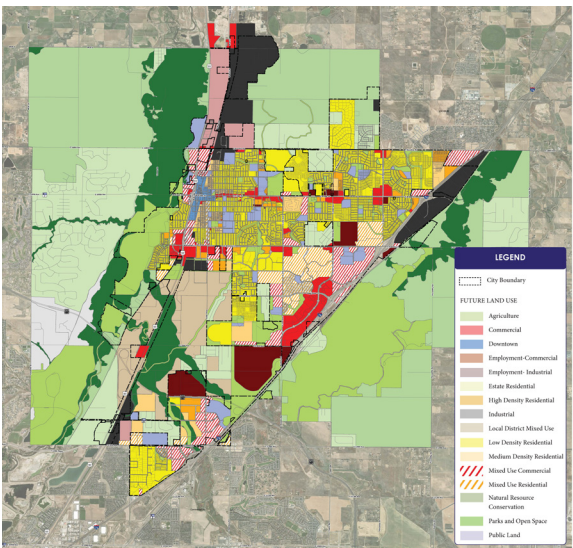
PREFERRED FUTURE LAND USE FRAMEWORK

Existing Future Land Use Map

Participants next reviewed Brighton’s adopted 2016 Future Land Use Map to understand how the City’s long-term vision has evolved over the past decade. The display explained why an update is needed, highlighting changing housing needs, population growth, transportation priorities, state planning requirements, and community feedback collected throughout the Comprehensive Plan process. The board also summarized several community themes that are not fully reflected in the existing map, including:

- Coordinating growth with infrastructure and water resources
- Protecting Brighton’s small-town character
- Expanding housing choices
- Focusing growth in strategic locations
- Improving transportation and walkability
- Preserving agricultural lands and open space

Map: Existing Future Land Use



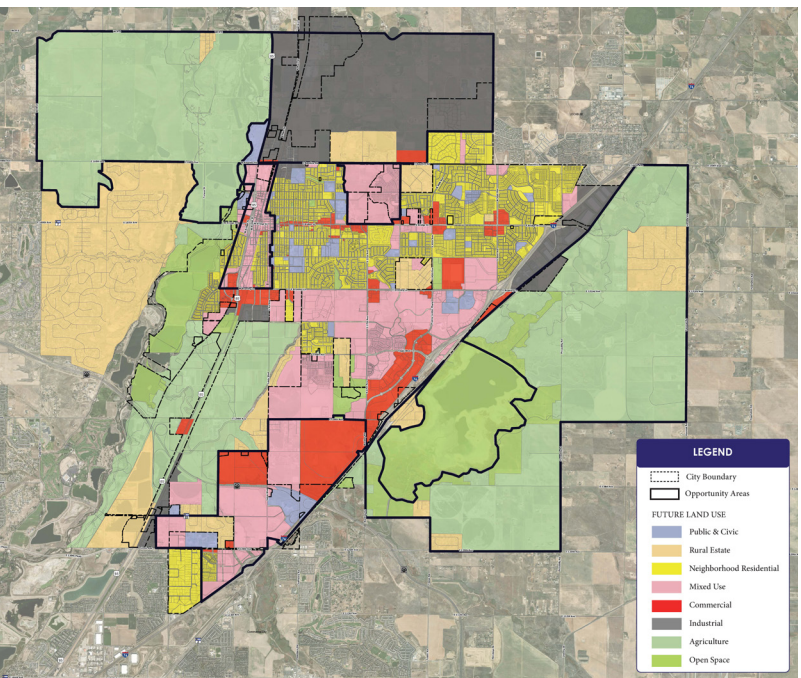
Proposed Future Land Use Map

Participants then reviewed the Proposed Future Land Use Map, which reflects the preferred growth direction identified through the Comprehensive Plan process. The proposed map consolidates the existing sixteen land use categories into eight broader categories while identifying fewer, more strategic Opportunity Areas intended to focus future growth where infrastructure and services can best support development. Participants were invited to provide written comments directly on the display identifying areas they supported, locations they believed should be reconsidered, and additional ideas for future land use.

Key Understanding

Overall, participants expressed support for the proposed Future Land Use Framework and viewed it as a positive direction for Brighton’s future. Comments focused primarily on refining the plan rather than suggesting significant changes to the overall growth strategy. Participants appreciated the simplified and more flexible land use categories while offering recommendations to strengthen the plan’s implementation.

Map: Proposed Future Land Use



STATION 4

Investment Priorities

Station 4 asked participants to identify the community investments they believe should receive the greatest emphasis over the next twenty years. Recognizing that communities face limited resources and competing priorities, participants were asked to select the two investment areas they felt would have the greatest positive impact on Brighton’s future. Rather than evaluating individual projects, this activity focused on identifying long-term investment priorities that should guide implementation of the Comprehensive Plan.

Participants selected from eight investment categories representing many of the major topics addressed throughout the Comprehensive Plan, including transportation, parks, water infrastructure, housing, economic development, downtown improvements, community facilities, and open space preservation.

Major Investment	Open House Responses	Online Questionnaire Responses	TOTAL RESPONSES
Roads & Transportation	13	47	60
Parks & Recreation	4	16	20
Water Infrastructure	11	32	43
Downtown Improvements	5	30	35
Affordable Housing and Different Housing Types	8	14	22
Open Space Preservation	7	22	29
Economic Development	8	24	32
Community Facilities	2	12	14

Table 3: Investment Priorities

Key Understanding

The investment priorities identified by participants reinforce the community’s desire to balance future growth with continued investment in the infrastructure, amenities, and services that support a high quality of life. Rather than focusing on a single issue, responses demonstrate that residents recognize the importance of investing in multiple areas to accommodate growth while maintaining Brighton’s character.

The highest-ranked investment priorities will help inform implementation of the Comprehensive Plan by identifying where residents believe future public investments can have the greatest long-term benefit. Together with previous engagement findings, these results provide direction for future capital improvements, partnership opportunities, and policy initiatives that support Brighton’s vision for the next twenty years.



Participants selecting investment priorities

STATION 5

Brighton Growth Lotería



Participants playing Loteria

Methodology

The Brighton Growth Lotería activity encouraged participants to consider the tradeoffs associated with accommodating future growth. Rather than evaluating individual projects or policies, participants explored how different planning decisions influence one another by selecting between competing community priorities related to housing, economic development, transportation, infrastructure, agriculture, environmental stewardship, and community character. The activity emphasized that planning requires balancing multiple community objectives rather than maximizing any single outcome.

Participants worked individually or in small groups to compare paired community outcomes, selecting the option they believed would provide the greatest long-term benefit for Brighton. After completing the activity, participants identified the choices that were most important to them. These selections provide insight into the community values that residents prioritized when faced with competing planning decisions.

Community Priorities and Tradeoffs

The Brighton Growth Lotería consisted of a series of paired choices representing common planning tradeoffs. Participants selected the outcome they preferred for each pairing before identifying the priorities they believed should receive the greatest emphasis as Brighton continues to grow. All results are combined Open House and Online Questionnaire responses.

Tradeoff	Number of Responses	Percentage %
More Houses = More Businesses	114	50%
Fewer Houses = Fewer Businesses	113	50%
TOTAL	227	100%

Tradeoff	Number of Responses	Percentage %
Variation in Designs = More Expensive Homes	148	69%
Cookie-Cutter Designs = Cheaper Homes	66	31%
TOTAL	214	100%

Tradeoff	Number of Responses	Percentage %
New Development = Quicker Improvements to Roads	148	69%
Less Development = Slower Improvements to Roads & Traffic	68	31%
TOTAL	216	100%

Tradeoff	Number of Responses	Percentage %
Compact Development = More Walkable Development	154	71%
Development Spread Out Across the City = Fewer Walkable Spaces	62	29%
TOTAL	216	100%

Tradeoff	Number of Responses	Percentage %
Smaller Lots = Smaller Yards & More Shared Open Spaces	119	56%
Bigger Lots = Larger Yards with Fewer Shared Open Spaces	93	44%
TOTAL	212	100%

Table 4: Community Tradeoffs

COMMUNITY PRIORITIES AND TRADEOFFS

Tradeoff	Number of Responses	Percentage %
Bigger Yards = More Water & Cost	79	37%
Smaller Yards = Less Water & Cost	137	63%
TOTAL	216	100%

Tradeoff	Number of Responses	Percentage %
Compact Development = Streamlined Traffic	129	61%
Development Spread Out Across the City = Traffic in More Places	83	39%
TOTAL	212	100%

Tradeoff	Number of Responses	Percentage %
Economic Development with a Focus on Chain Stores	123	57%
Economic Development with a Focus on Small Business	93	43%
TOTAL	216	100%

Tradeoff	Number of Responses	Percentage %
More Agricultural Land Preservation = More Taxes	67	31%
Maintain Current Land Preservation = No Changes to Taxes	149	69%
TOTAL	216	100%

Tradeoff	Number of Responses	Percentage %
More Development = More Improvements to Utilities	134	63%
Less Development = Fewer Improvement to Utilities	80	37%
TOTAL	214	100%

Tradeoff	Number of Responses	Percentage %
Expand Areas for New Businesses to Support More Job Options	153	71%
Keep Existing Areas for Businesses & Have Fewer Job Options	63	29%
TOTAL	216	100%

Table 5: Community Tradeoffs

COMMUNITY PRIORITIES AND TRADEOFFS



Participants playing Loteria and tradeoff cards ranking

Tradeoff	Number of Responses	Percentage %
More Development = More Amenities	133	63%
Less Development = Same Amenities as Today	78	37%
TOTAL	211	100%

Tradeoff	Number of Responses	Percentage %
Compact Development = More Transit Service	122	58%
Spread Out Development = Less Transit Service	90	42%
TOTAL	212	100%

Tradeoff	Number of Responses	Percentage %
Jobs in Restaurants, Retail, & Entertainment	135	65%
Jobs in Offices	74	35%
TOTAL	209	100%

Table 6: Community Tradeoffs

Tradeoff	Number of Responses	Percentage %
More New Businesses = More Growth & Sales Tax for City-wide Improvements:	170	80%
No New Businesses = Less Growth & Sales Tax for City-wide Improvements	43	20%
TOTAL	213	100%

Tradeoff	Number of Responses	Percentage %
Reuse Existing Buildings for New Uses	184	84%
Replace Older Buildings with New Development	36	16%
TOTAL	220	100%

Table 7: Community Tradeoffs

Key Understanding

The Brighton Growth Lotería provided valuable insight into how residents weigh competing priorities when considering the community’s future. Rather than focusing on individual projects or policies, the activity encouraged participants to think about the interconnected decisions required to accommodate growth while preserving the qualities that make Brighton unique.

Several consistent themes emerged throughout the exercise. Participants emphasized the importance of managing growth thoughtfully, ensuring that new development is supported by infrastructure, transportation, utilities, and community services. Responses also reflected a strong desire to preserve Brighton’s small-town character, agricultural heritage, and open spaces while continuing to expand housing opportunities, strengthen the local economy, and invest in parks, community amenities, and environmental stewardship.

The activity demonstrated that residents recognize future planning decisions are not simply either/or choices, but require balancing multiple community priorities. Rather than prioritizing a single issue, participants consistently considered how housing, economic development, transportation, infrastructure, environmental resources, and community character influence one another. This reinforces the Comprehensive Plan’s integrated approach to directing growth, coordinating infrastructure investments, protecting community assets, and enhancing quality of life over the next twenty years.

Collectively, the Lotería results complement the feedback gathered throughout the planning process and reaffirm the community’s desire for a balanced approach to growth, one that preserves Brighton’s identity while providing opportunities for future residents, businesses, and generations to come.

STATION 7 Demographics

The workshop included participation from individuals representing a variety of connections to Brighton, providing perspectives from residents, business owners, employees, property owners, and other community stakeholders.

Methodology

At the conclusion of the workshop, participants were invited to voluntarily complete a short demographic questionnaire. The purpose of the questionnaire was to better understand the range of community members represented during Community Engagement Window #3 and to help identify opportunities for continued outreach as the Comprehensive Plan moves toward adoption. Responses were anonymous and were used only in aggregate for reporting purposes.

Participants were asked about their relationship to Brighton, length of residency, age group, and other demographic characteristics. Because completion of the questionnaire was optional, response totals vary by question and may not equal the total number of workshop participants.

What is your connection to Brighton?

Connection	Open Houses Response		Online Questionnaire Responses		COMBINED RESULTS	
	Count	%	Count	%	Count	%
I live in Brighton	12	31%	92	45%	104	43%
I work in Brighton	4	10%	22	11%	26	11%
I own a business in Brighton	0	0%	8	4%	8	3%
I own property in Brighton	14	36%	39	19%	53	22%
I shop and/or recreate in Brighton	9	23%	43	21%	52	21%
None of the above	0	0%	0	0%	0	0%
TOTAL	39	100%	204	100%	243	100%

Table 8: Connection to Brighton responses

What is your gender?

Gender	Open Houses Response		Online Questionnaire Responses		COMBINED RESULTS	
	Count	%	Count	%	Count	%
Male	13	54%	67	33%	80	35%
Female	11	46%	126	62%	137	60%
Other	0	0%	10	5%	10	4%
TOTAL	24	100%	203	100%	227	100%

Table 9: Gender responses

Appendix

How long have you lived in Brighton?

Length	Open Houses Response		Online Questionnaire Responses		COMBINED RESULTS	
	Count	%	Count	%	Count	%
Less than 2 years	4	24%	20	16%	24	17%
2-4 Years	0	0%	27	22%	27	19%
5-10 Years	6	35%	39	32%	45	32%
11-15 Years	0	0%	18	15%	18	13%
16-20 Years	3	18%	14	11%	17	12%
21+ Years	2	12%	0	0%	2	1%
I do not live in Brighton	2	12%	5	4%	7	5%
TOTAL	17	100%	123	100%	140	100%

Table 10: Demographic responses

What is your age?

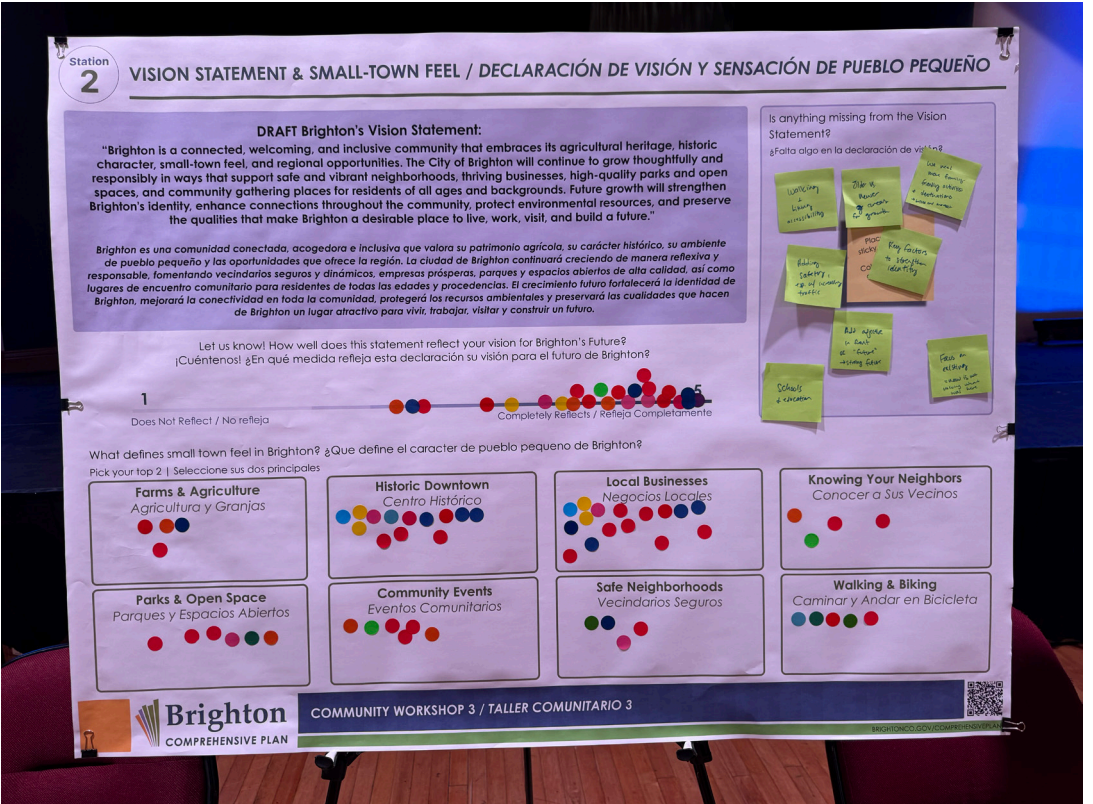
Age	Open Houses Response		Online Questionnaire Responses		COMBINED RESULTS	
	Count	%	Count	%	Count	%
Under 18	4	16%	1	0%	5	2%
18-24	2	8%	3	1%	5	2%
25-34	2	8%	15	7%	17	7%
35-44	2	8%	33	16%	35	15%
45-54	4	16%	37	18%	41	18%
55-64	4	16%	43	21%	47	21%
65-74	2	8%	37	18%	39	17%
75-84	3	12%	28	14%	31	14%
85 or older	2	8%	5	2%	7	3%
TOTAL	25	100%	202	100%	227	100%

Table 11: Age responses

What race/ethnicity do you identify with?

Race/Ethnicity	Open Houses Response		Online Questionnaire Responses		COMBINED RESULTS	
	Count	%	Count	%	Count	%
American Indian or Alaskan Native	0	0%	6	3%	6	3%
Asian	1	5%	4	2%	5	2%
Black or African American	2	11%	2	1%	4	2%
Hispanic/Latino/Spanish	4	21%	21	11%	25	12%
White/Caucasian	12	63%	151	79%	163	78%
Pacific Islander	0	0%	2	1%	2	1%
Other	0	0%	4	2%	4	2%
TOTAL	19	100%	190	100%	209	100%

Table 12: Race/ethnicity responses



Station
4

INVESTMENT PRIORITIES / PRIORIDADES DE INVERSIÓN

If Brighton could only focus on two major investments over the next 20 years, what should they be?
Si Brighton solo pudiera enfocarse en dos inversiones principales durante los próximos 20 años, ¿cuáles deberían ser?

Pick your top 2 | Seleccione sus dos principales

\$

Roads & Transportation
Carreteras y Transporte

\$

Parks & Recreation
Parques y Recreación

\$

Water Infrastructure
Infraestructura de Agua

\$

Downtown Improvements
Mejoras al Centro

\$

Affordable Housing and Different Housing Types
Vivienda asequible y diferentes tipos de vivienda

\$

Open Space Preservation
Preservación de Espacios Abiertos

\$

Economic Development
Desarrollo Económico

\$

Community Facilities
Instalaciones Comunitarias

Station
1

LEARN ABOUT THE PROJECT / CONOZCA EL PROYECTO

Comprehensive plans are truly comprehensive – covering growth, community services, infrastructure, economic development, housing, tourism, transportation, agriculture, natural resources, and historic and cultural resources. This is an opportunity for the community to take stock of where we are and where we want to be – and to confirm the City's overall vision, values, and policies.

Los planes integrales son realmente integrales: cubren el crecimiento, los servicios comunitarios, la infraestructura, el desarrollo económico, la vivienda, el turismo, el transporte, los recursos naturales y los recursos históricos y culturales. Esto es una oportunidad para que la comunidad evalúe dónde estamos y hacia dónde queremos llegar, y para confirmar la visión, los valores y las políticas generales de la Ciudad.

What is a Comprehensive Plan?

A COMPREHENSIVE PLAN IS...

- A strategic guidebook to help guide citywide policy decisions and priorities
- A long-range tool for planning, legislation, financing and action
- A reflection of the community's vision and goals
- Required by State Statute

A COMPREHENSIVE PLAN IS NOT...

- Zoning
- A set of land use code standards
- A detailed budget document
- Specific regulations, requirements or ordinances

¿Qué es un Plan Integral?

UN PLAN INTEGRAL ES...

- Una guía estratégica para orientar las decisiones y prioridades políticas de toda la Ciudad
- Una herramienta a largo plazo para la planificación, la legislación, el financiamiento y la acción
- Un reflejo de la visión y los objetivos de la comunidad
- Querido por la legislación tal

UN PLAN INTEGRAL NO

- Zonificación
- Una serie de normas del código de uso del terreno
- Documento presupuestario detallado
- Regulaciones, requisitos o ordenanzas específicas

What neighborhood or area of Brighton do you live in?

¿En qué barrio o zona de Brighton vives?

Place a flag pin on the map. Coloque un pin de bandera en el mapa.

Brighton
COMPREHENSIVE PLAN

COMMUNITY WORKSHOP 3 / TALLER COMUNITARIO 3

Local bar on Baseline or Restaurant

More communal options on Baseline

Have more comm in the U. Brighton area. It brings more services for residents than industrial

Would love to see Brighton look like nice! (and use image Board)

Need places families can libraries, etc

Nothing of the family to see for Brighton

Appreciate the more flexible categories

Given homes that exist in N. Brighton, consider residential with some density, esp. if South of Baseline is MU.

Want to see more housing types in the plan - allow townhomes.

Questions on metro districts. How do they overlay in the plan? Does this provide conflicts?

Keep Green Mile ideas, esp. for splendid valley.

Recognition of diversity of alternate abilities & ages blended in

Station
5

TELL US ABOUT YOURSELF / CUÉNTANOS SOBRE TI

Indicate all that apply to you using sticker dots. Your responses are optional and anonymous. Indica todo lo que te corresponda usando pegatinas. Tus respuestas son opcionales y anónimas.

What is your connection to Brighton?

¿Cuál es tu conexión con Brighton?

I live in Brighton
Vivo en Brighton

I work in Brighton
Trabajo en Brighton

I own a business in Brighton
Tengo un negocio en Brighton

I own property in Brighton
Tengo una propiedad en Brighton

I shop and/or recreate in Brighton
Compró y/o hago actividades recreativas en Brighton

None of the above
Ninguno de los anteriores

How long have you lived in Brighton?

¿Cuánto tiempo llevas viviendo en Brighton?

Less than 1 year
Menos de 1 año

1-5 years
1-5 años

6-10 years
6-10 años

11-15 years
11-15 años

16-20 years
16-20 años

21+ years
21+ años

I do not live in Brighton
No vivo en Brighton

What is your racial / ethnic identity?

¿Cuál es su identidad racial / étnica?

American Indian / Native American
Indio americano / Nativo americano

Asian
Asiático

Black / African American
Negro / Afroamericano

Hispanic / Latino
Latino

White / Caucasian
Blanco / caucásico

Pacific Islander
Isleño del Pacífico

Other, please specify
Otro, por favor especifique

What is your age range?

¿Cuál es tu rango de edad?

Under 18

18-29

30-39

40-49

50-59

60-69

70+

What is your gender identity?

¿Cuál es tu identidad de género?

Male / Masculino

Female / Femenina

Other, specify if you would like / Otro, especifique si lo desea

Anything else you'd like to share?

¿Algo más que quieras compartir?

Place your sticky note here
Coloque su nota adhesiva aquí

22 | DRAFT Community Engagement Summary

DRAFT Community Engagement Summary | 23