



Transportation Adaptability

Brighton is a modern multi-modal city investing in major sustainable transportation improvements. We recognize the need for diverse forms of mobility, from bikes, to walking, to vehicular, and invest in infrastructure that connects us to the region and prepares us for the needs of tomorrow.

Improve connectivity to reliable and sustainable modes of transportation

- Continue work on the Boulder to Brighton Bus Rapid Transit Systems
- Evaluate the feasibility of including multimodal feature in new roadway projects and major upgrades to existing roadways
- Explore options and develop strategies for alternative public transit

Improve traffic flow to benefit residents

- 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



Safe and Healthy Community

The City of Brighton is a safe and healthy 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.

The Brighton Police Department proudly provides professional public safety services to our unique community.

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.

Maintain safe and reliable utility services and infrastructure that support public health and community safety.

Meet or exceed federal and state drinking water standards.

Strengthen the City of Brighton Utilities brand and organizational development.

Improve safety for all modes of travel including vehicular, pedestrian, and bicycle.

Utilize crash and speeding analysis in recommending roadway enhancements

Secure City data and electronic assets from cyber events.

Develop a cybersecurity scorecard for the City of Brighton.

Catalog all cybersecurity services.



Economic Acceleration

The City of Brighton has a matured 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.

Economic Development is intentional in attracting primary employment and desirable industries to Brighton.

Identify desired economic growth needs.

Create an attraction plan and incentive structure for identified growth needs

Downtown features vibrant businesses, residences, and civic services; and is a regional destination

Establish a small business support program.

Expand or relocate events to engage the downtown.

Support the Downtown Development Authority



Destination for Recreation and Cultural Amenities

Brighton provides fun and unique ways for residents to access the City's recreational and cultural amenities and is a regional destination for these activities.

The City is the premier destination in the Denver Metro for tournament tourism.

Completion of a regional sports complex.

The City maintains an exceptional system of parks and public spaces.

Analyze the partnership opportunities to establish a premier regional recreation destination along the South Platte River.

Ensure all new developments have a park within a 10-minute walk.

The City fosters cultural engagement.

Update the Arts and Culture Strategic Plan

Facilitate more opportunities to display art in the community and evaluate maintenance needs for pieces the City owns.

Integrate arts and culture into neighborhoods citywide and public art into planning and development of the City's infrastructure.



Fiscal Resilience

Brighton is intentional in developing long term fiscal plans and administering these plans utilizing best practices. Our revenue streams are diverse, and our spending is purposeful, and we maintain appropriate reserves to ensure we are resilient to economic changes and anticipate future needs. Brighton is proactive in communicating our fiscal plan, activities, and results.

The City ensures programs and process decisions made today are financially sustainable long-term.

Maintain fiscally responsible revenue and expenditure forecasts based on best practices to efficiently allocate resources.

Prioritize budget for ongoing replacement and maintenance costs for equipment and capital assets.

Conduct operational feasibility assessments for major capital projects.

Revenue sources are diverse and resilient even in economic downturn.

Establish schedules for regular review of revenue sources and identify opportunities to accommodate inflation.

Pursue grant funding for major infrastructure improvements.

Acquire dedicated public safety funding.



Strategic Growth and Infrastructure

Brighton is a welcoming city with unique and diverse neighborhoods that foster community connections. Our development is intentional and balanced, meeting residential and economic demands, while accounting for necessary services and amenities for today and tomorrow.

The City has adequate quantity and quality of water supply to support expected growth.

- 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

Housing supply is balanced including stock that is diverse, affordable, and sustainable

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

Brighton has diverse neighborhoods and a unique identity

- Complete a community branding and physical spaces design plan
- Incorporate branding into development plans



Organizational Excellence

Brighton is a desirable employer that prioritizes staff development and engages residents and staff to cultivate future leaders dedicated to organizational excellence. The City is innovative in its service delivery and values continuous improvement.

The City is a choice municipal employer.

- 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.

The City operates under a culture of continuous process improvement.

- Create a public dashboard for key performance indicators (KPIs) for City programs.
- Have at least one employee from each department complete the Performance and Leadership Academy
- Have 80% of academy attendees graduate within one-year of their course end.
- Have 20% of City employees utilizing process improvement techniques in their programs and projects
- Actualize 50% of identified potential process savings.

The City creates innovative solutions for service delivery.

- Partner with City departments to identify areas for processes improvement utilizing technology.
- Transition City fleet to alternative fuel and hybrid vehicles where appropriate.
- Review sustainability options for major capital projects.
- Establish and define an employee data and technology governance group

The City develops employees that are skilled, engaged, and proactive.

- All full-time employees have an established training and goals plan within 6 months of hire.
- All employees have at least one performance check-in with their supervisor each year.
- Recommend professional development and training opportunities that support leadership growth in the organization



Community Engagement

The City of Brighton is an inclusive community where all residents 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.

Diversify participation in boards and commissions.

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

The City regularly assesses communication and engagement strategies for accessibility.

- Bring the City's website into ADA compliance.
- Develop a plan for engagement our diverse community.
- Incorporate a public engagement strategy into the launch of major capital projects.

The City is transparent and welcomes residents to learn more about our programs and projects.

- Create and maintain a financial transparency dashboard.
- Launch a Citizen Civic Academy.
- Implement and evaluate success of the new City Council recap.