

BRIGHTON, UTAH
RESOLUTION NO. 2025-R-11-2

A RESOLUTION ADOPTING A STRATEGIC PLAN FOR THE TOWN OF BRIGHTON, UTAH.

WHEREAS, The Brighton Town Council ("Council") has determined that a Town of Brighton Strategic Plan would be beneficial for the planning, operations, and welfare of the Town; and,

WHEREAS, the Council hired a facilitator trained in developing community strategic plans to conduct research, facilitate community meetings, and prepare a strategic outline; and,

WHEREAS, the Town held a community focus group for the public on April 7, 2025, in which community input was gathered; and,

WHEREAS, the Council held a Council Strategic Planning Retreat on April 8, 2025, in which the Council discussed its strategic initiatives for the Town; and,

WHEREAS, the Council reviewed in public meeting on September 8, 2025, and November 11, 2025, the proposed Town of Brighton Strategic Plan.

NOW, THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF BRIGHTON, STATE OF UTAH, as follows:

Section 1. That the Town of Brighton, hereby adopts the following Town of Brighton Strategic Plan.

Section 2. That this Resolution shall become effective immediately upon the passage thereof.

PASSED AND APPROVED this 11th day of November 2025.

TOWN OF BRIGHTON

By: _____
Dan Knopp, Mayor

ATTEST:

Kara John, Town Clerk

Exhibit 1: Town of Brighton Strategic Plan



Brighton Strategic Plan

Adopted November 11, 2025

Mission Statement

Preserve our rustic quality of life through thoughtful investment in our community, environment, infrastructure, and people.

Strategic Imperatives

1. Preserve our Rustic Community and Environment
2. Help Manage our Recreation Economy
3. Build a Connected Community Through Communication and Transparency
4. Public Safety Services

Strategic Imperative I:

Preserve Our Rustic

Community

And

Environment

Key Initiatives:

- Land Acquisitions
- Continue Partnership with Forest Service, CCF, BCCA, BI, etc
- Continue Fuels Mitigation Initiatives such as Chipper Days and coordination with other agencies
- Advocate for the approval of additional bathrooms from Forest Service and help fund construction once approved
- Adopt a highway initiative
- Adopt a trail
- Evaluate Strategies to preserve viewsheds, noise management, and traffic calming
- Develop a town administrative staffing plan to map out future staffing needs
- Develop an environmental preservation strategy. Evaluate all decisions with environmental stewardship as a key outcome

What does success look like:

- Commencement of UDOT projects
- Properties re: identified and purchased by the Town
- Number of Acres dedicated as open space
- Positive Feedback in the form of resident survey scores





Strategic Imperative 2:
Help Manage Our
Recreation Economy

Key Initiatives:

- Continue to stress compliance regarding Short-term rentals (STRs)
- Collaborate with Partners to effectively lobby the Utah Department of Transportation (UDOT) to adopt and implement plans to relieve traffic congestion in the Canyon
- Continue additional lobbying efforts with UDOT to adopt and implement needed Public Transit and Parking projects
- Adopt and implement the Brighton Neighborhood Nodes Plan, as appropriate
- Evaluate the feasibility of a resident shuttle service
- Continue to engage and expand relationship with Ski Resorts
- In partnership with Forrester Service, increase trail connectivity
- Identify appropriate parking options for back country skiers

What does success look like:

- Traffic reduction
- Lower commuting times both up and down the canyon
- Evaluate the potential for resident shuttles and usage rates
- Reduction in number of roadside parking spots

**Strategic Imperative 3:
Building a Connected
Community Through
Communication**



Key Initiatives:

- Promote the Community Newsletter and explore additional communication channel
- Incorporate Geo Fencing techniques to more effectively target town announcements to residents
- Evaluate methods to more effectively communicate to full-time residents, part-time residents, and visitors
- Expand efforts to articulate to residents existing efforts of the Town, status updates on current projects, and what falls inside and outside the jurisdiction of the Town
- Identify needs and potential locations of a community gathering place

What does success look like:

- Newsletter readership
- Marketing specific metrics
- Town hall attendance and survey response rates

Strategic Imperative 4:

Public Safety Services

Key Initiatives:

- Continue to provide quality Fire services to the Town through support of the Unified Fire Authority (UFA) and the Unified Fire Service Area (UFSA)
- Continue to provide quality Law Enforcement services to the Town through support of the Unified Police Department (UPD) and the Salt Lake Valley Law Enforcement Service Area (SLVLESA)
- Communicate the Emergency Response Plan
- Conduct trainings on service districts for elected officials and local board members
- Draft appropriate contingency plans to respond to evolving structures of the public safety service districts model

What does success look like:

- Continued membership with UFA, UFSA, UPD, and SLVLESA
- Service needs are met in a fiscally sound manner
- Maintaining a High Fire Rating Score (ISO)

