



**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

# APA Spring Conference

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May 12, 2023

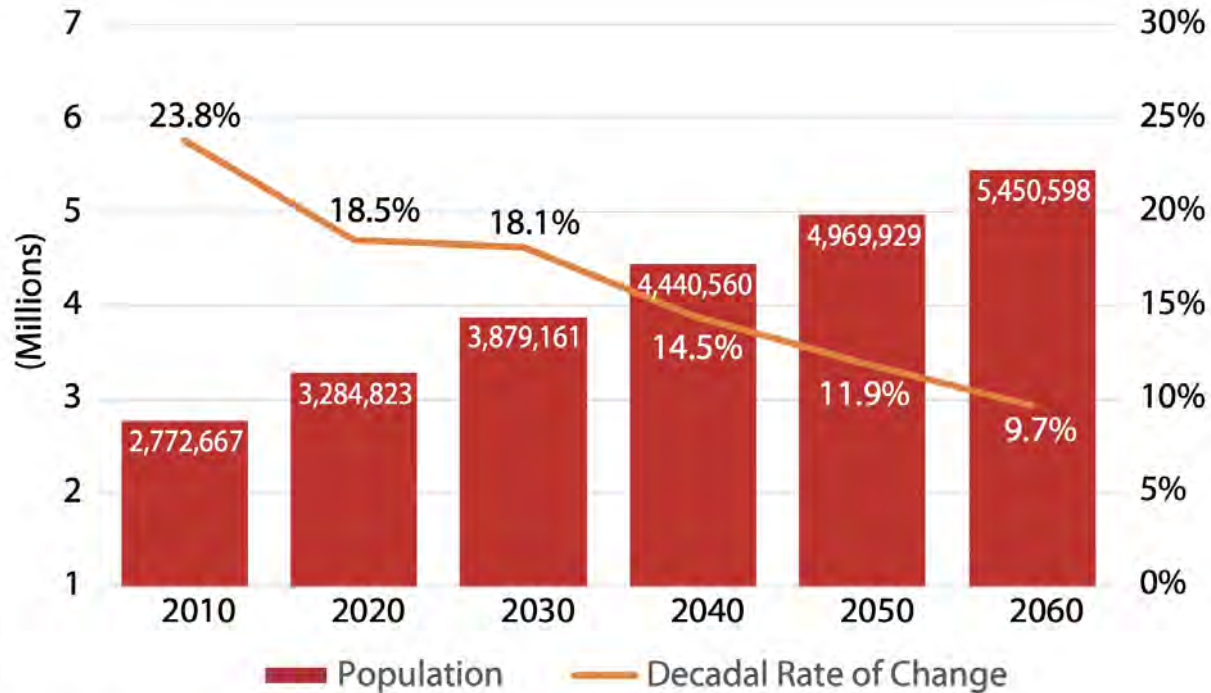


**THERE'S SO MUCH  
TO CELEBRATE  
ABOUT UTAH**

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What makes Utah great also

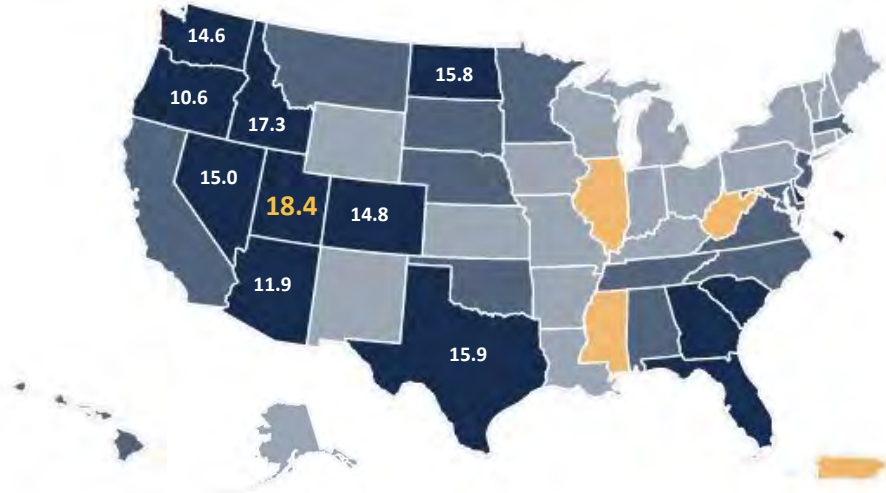
# MAKES UTAH GROW



# MANY UTAH FAMILIES STAY FOR GENERATIONS

Others recognize all that Utah has to offer and move here

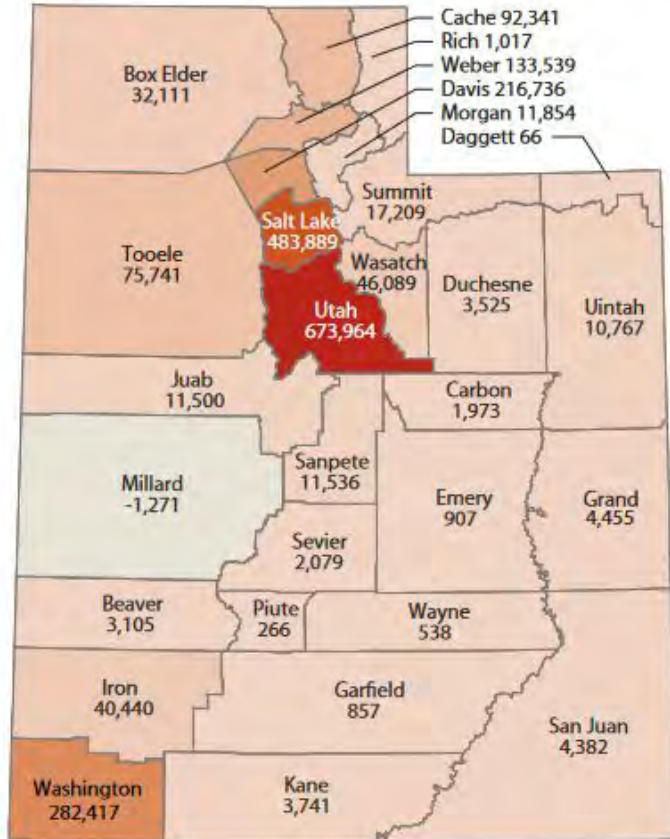
**FASTEST  
GROWING  
STATE IN THE  
NATION  
2010-2020**



Source: US Census Bureau  
Percent increase in population, 2010-2020



**Figure 8: Utah Projected County Population Change, 2020 to 2060**



**WHILE GROWTH IS PROJECTED STATEWIDE, EXPECTATIONS VARY BY COUNTY**



# Are Californians to blame for changes to Utah? Who's really living here?

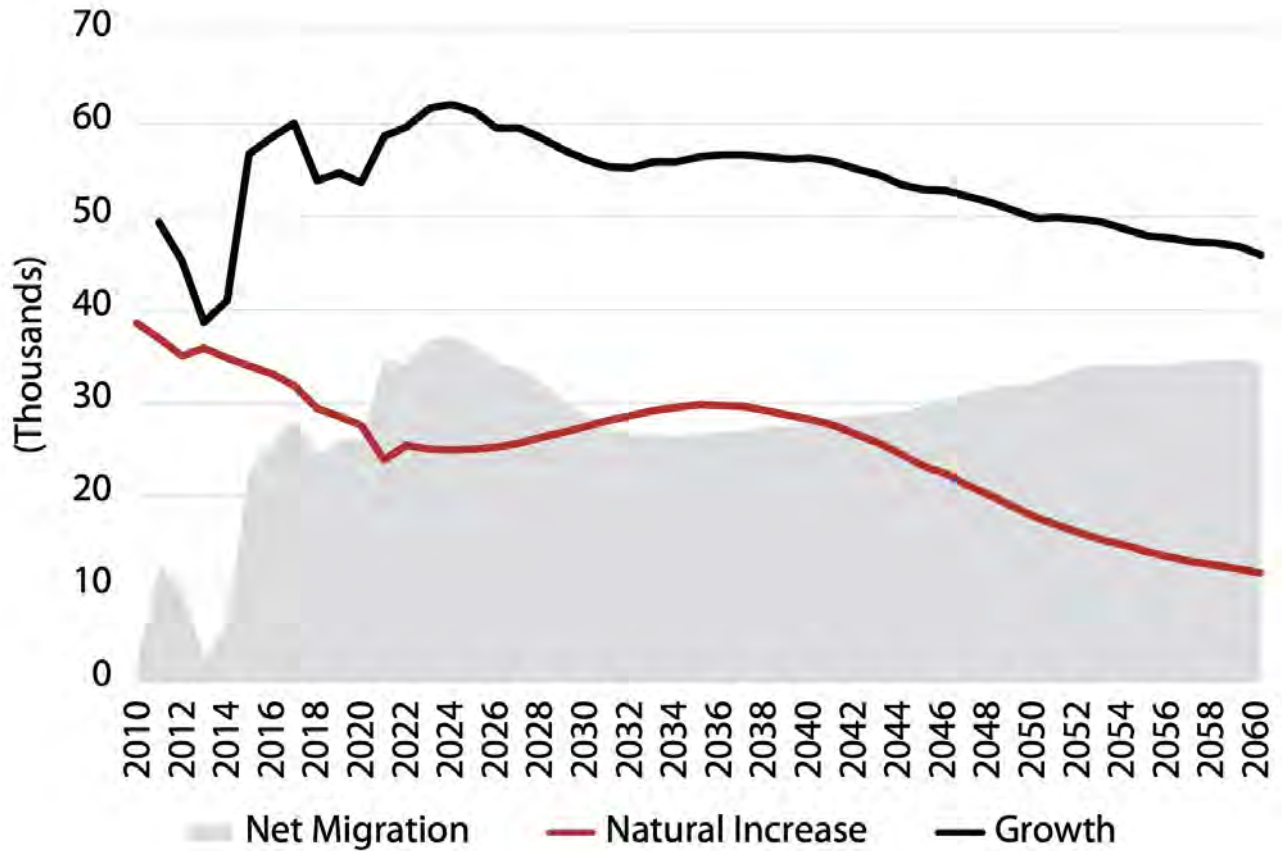
By Katie McKellar, Deseret News | Posted - April 11, 2022 at 6:15 a.m.



Salt Lake City is pictured at sunset on April 17, 2020. Utah is a top state in the West for its share of homegrown residents. (Spenser Heaps, Deseret News)

162





## How should Utah grow — when many don't want it to?

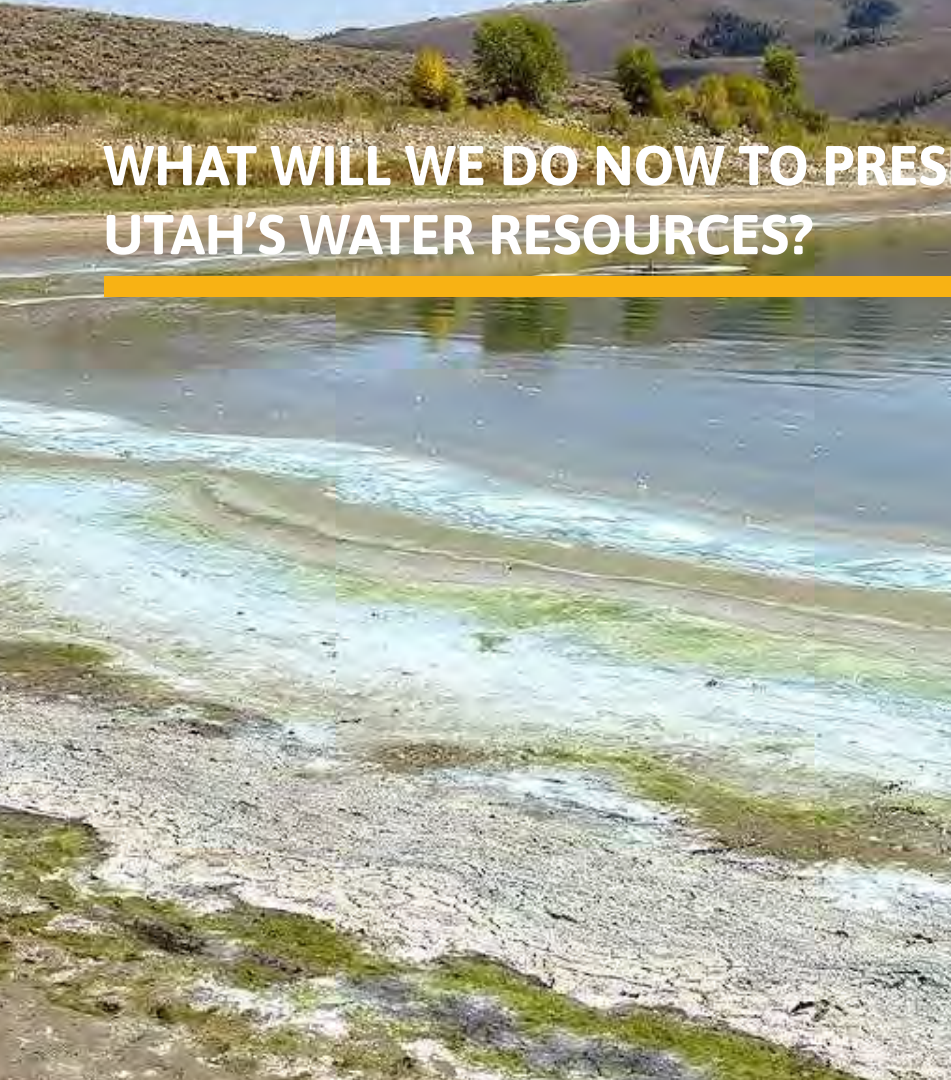
Alarmed by polls showing increasingly negative views about the ever-expanding state, officials plan a sweeping campaign to gather residents' input on issues such as housing, traffic, recreation and quality of life.





# WHAT WILL WE DO NOW TO PRESERVE UTAH'S WATER RESOURCES?

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**WHAT WILL WE  
DO NOW TO  
ENSURE FUTURE  
HOUSING  
AVAILABILITY &  
AFFORDABILITY?**

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**WHAT WILL WE  
DO NOW TO  
MAKE SURE  
FUTURE  
UTAHNS CAN  
GET FROM  
PLACE TO PLACE  
EFFICIENTLY?**

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**WHAT WILL WE  
DO NOW TO  
PROTECT OPEN  
SPACE FOR  
FUTURE  
UTAHNS TO  
ENJOY?**

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**WHAT WILL WE  
DO NOW TO  
MAINTAIN THE  
IDENTITY  
OF OUR  
COMMUNITIES?**

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# GROWTH DECISIONS AREN'T EASY

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Advancing one goal may  
require a tradeoff on  
another.





# GUIDING OUR GROWTH

A STATEWIDE CONVERSATION  
ABOUT UTAH'S FUTURE



# GOALS OF THE EFFORT

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- Educate Utahns on the effects of growth decisions
- Encourage Utahns to support quality growth principles
- Solicit input on Utahns' growth preferences
- Generate a list of Big Ideas and guidance for decision makers
- Support existing local and regional planning efforts





# THE TIMELINE

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## GUIDING OUR GROWTH - Public Engagement Timeline



## GUIDING OUR GROWTH - Decision-making Timeline



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# PHASE 1

## PROCESS & RESULTS

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# PHASE I ENGAGEMENT

15	Stakeholder workshops
13	Community presentations
29/29	Counties represented
7/7	Regions visited in-person
2,930	Online survey responses
1,329	Social media engagements
3,057	Workshop & presentation participants

**7,316**

**Engagements to date**



# PHASE I ENGAGEMENT



**Which of these is the best description of the community you live in?**



- Urban/big city
- Suburban community near a big city
- Suburban community near a medium or small city
- Semi-rural community or small town
- Rural community
- Medium or small city

# PHASE I VALUES



## Growth patterns and housing/cost of living are top priorities...

	2014's Mean Score	Movement
Water	6.5	6.4
<b>Housing and cost of living</b>	<b>6.2</b>	<b>6.0</b> +.2
Education	6.2	6.2
Air quality	6.1	6.2
Healthcare	6.1	6.1
Economic development/jobs	6.0	6.0
Healthy living	5.9	5.9
<b>How our towns and cities grow</b>	<b>5.9</b>	<b>5.7</b> +.2
Energy	5.9	5.9
Preparation for disasters	5.8	5.8
Agriculture	5.7	5.5 +.2
*Public land management	5.6	NA
Outdoor recreation	5.6	5.6 -
Transportation	5.6	5.7
Diversity and inclusion	5.3	NA
Climate change	5.2	NA
Arts and culture	5.0	5.0

BASE: All Respondents (n=800)

\*Natural lands was asked in 2014. However, these are not directly comparable.

Q215. Thinking about the community where you live, please rate each of the following issues where 1 means "not at all important to Utah's future" and 7 means "extremely important to Utah's future".

# PHASE I VALUES



...but are perceived as performing poorly statewide.

		2014's Mean Score	Movement
Outdoor recreation	5.4	5.7	-3
Economic development/jobs	4.8	5.1	-3
Agriculture	4.7	4.7	
Arts and culture	4.7	4.9	-2
Healthy living	4.6	4.9	-3
Energy	4.6	4.6	
Transportation	4.6	4.7	
Healthcare	4.5	4.7	-2
*Public land management	4.5	NA	
Preparation for disasters	4.5	4.8	-3
Education	4.4	4.1	+3
<b>How our towns and cities grow</b>	<b>4.3</b>	<b>4.6</b>	<b>-3</b>
Water	4.3	4.6	-3
Diversity and inclusion	4.2	NA	
Climate change	4.0	NA	
Air quality	3.6	3.4	+2
<b>Housing and cost of living</b>	<b>3.3</b>	<b>4.6</b>	<b>-1.3</b>

BASE: All Respondents (n=800)

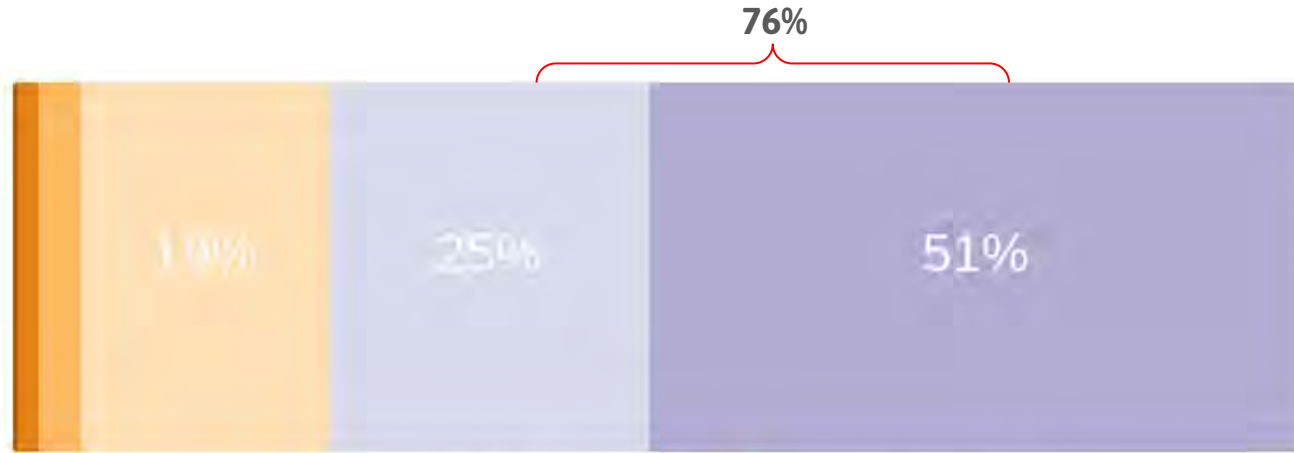
\*Natural lands was asked in 2014. However, these are not directly comparable.

Q220. Please indicate how well you think Utah is performing on each of these priorities using the scale where 1 means "the state is not performing well at all" and 7 means "the state is performing extremely well."

# PHASE I RESULTS



How would you describe the rate of growth in your community?



■ Is not growing at all or is shrinking ■ Is growing way too slowly

■ Is growing a little too slowly ■ Is growing at just the right pace

■ Is growing a little too fast ■ Is growing way too fast



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# PHASE 2

## SURVEY

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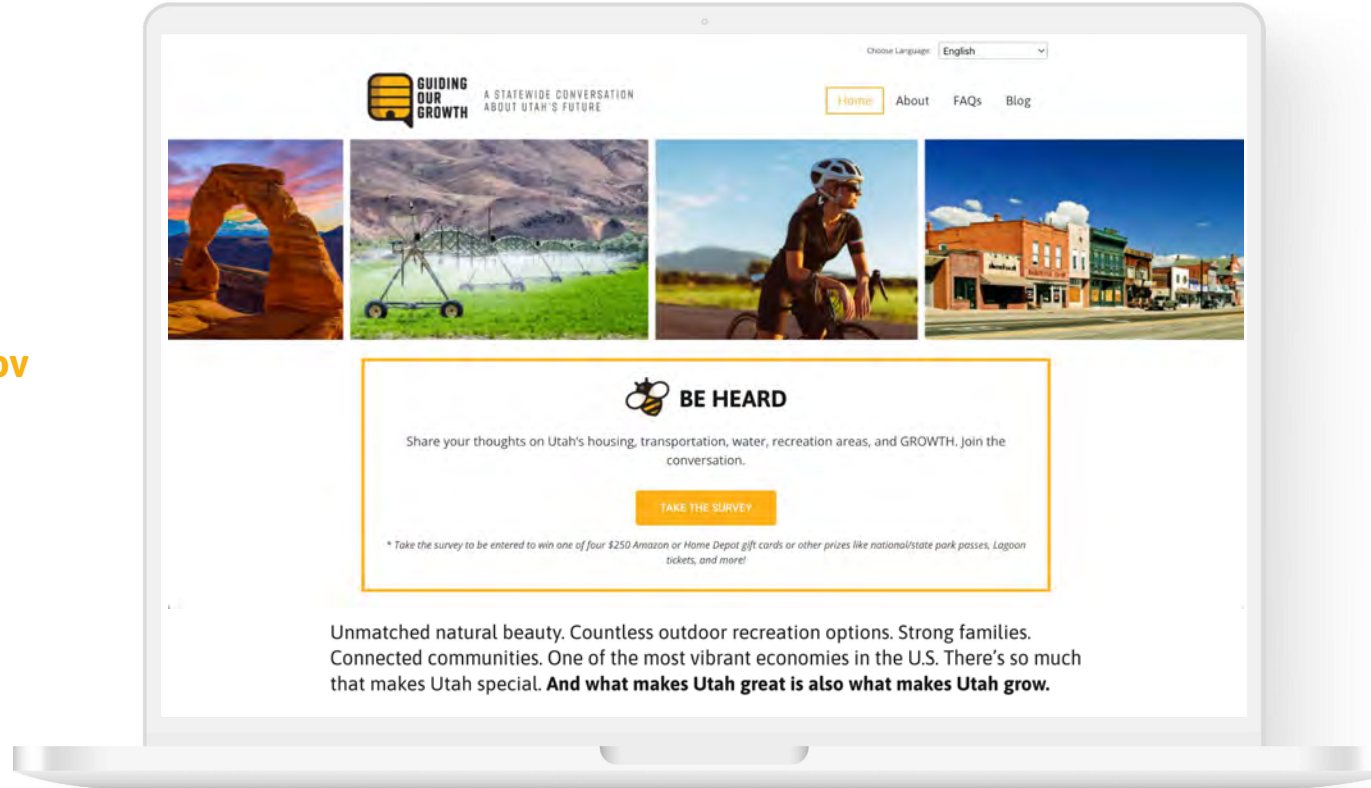


# PHASE II



SHARE YOUR  
THOUGHTS  
AND IDEAS AT

[guidingourgrowth.utah.gov](https://guidingourgrowth.utah.gov)





## 3 Survey Versions

Please share your zip code to get a survey tailored for your area.

Zip Code \*required

84109

Are you over the age of 13?

Begin Survey

## 4 Topics

Utahns shared four topics as top priorities for managing growth; we want your opinion on them



Housing



Water



Transportation



Open Space &  
Recreation



# 2 Sections

Part 1

## Compare Growth Options



Explore challenges  
and options



Consider pros and  
cons



Share your input

Start

Part 2

## Explore Big Ideas



Review ideas  
submitted by Utahns



Select your favorite  
ideas



# Water



## OPTION 1



### Conserve water in new development by building on large lots with water-wise landscaping

Cities require most new housing to be single-family homes on large lots with low-water landscaping and native plants. Grass is limited to areas used for recreation or gathering. Most existing laws remain as they are.

#### Upsides

LOW EXISTING LANDSCAPING CHANGE

#### Limitations

MED WATER FOR NATURE

#### Downsides

HIGH PER-CAPITA WATER CONSUMPTION

HIGH OPEN SPACE LOSS

HIGH PUBLIC INFRASTRUCTURE SPENDING



STRONGLY  
AGREE



AGREE



NEUTRAL



DISAGREE



STRONGLY  
DISAGREE



# Water



## OPTION 2



### Conserve water in new development by building on small or shared lots with water-wise landscaping

New single-family homes are developed on small lots with water-wise landscaping. Grass is limited to areas used for recreation or gathering. Townhomes and apartments have small, low-water, private outdoor spaces. Most existing lawns remain as they are.

#### Upsides

- LOW OPEN SPACE LOSS
- LOW PUBLIC INFRASTRUCTURE SPENDING
- LOW EXISTING LANDSCAPING CHANGE

#### Limitations

- MED PER-CAPITA WATER CONSUMPTION
- MED WATER FOR NATURE



STRONGLY  
AGREE



AGREE



NEUTRAL



DISAGREE



STRONGLY  
DISAGREE



# Water

## OPTION 3



### Conserve water in both new development and existing communities with water-wise landscaping

New housing is built on a mixture of large and small lots with water-wise and native plants. Grass is limited to areas used for recreation or gathering. Many existing lawns are replaced with water-wise and native plants.

#### Upsides

**LOW** PER-CAPITA WATER CONSUMPTION

**HIGH** WATER FOR NATURE

#### Limitations

**MED** PUBLIC INFRASTRUCTURE SPENDING

**MED** OPEN SPACE LOSS

#### Downsides

**HIGH** EXISTING LANDSCAPING CHANGE

**Remember to update. When graphic is switched.**



STRONGLY  
AGREE



AGREE



NEUTRAL



DISAGREE



STRONGLY  
DISAGREE





# Water

## OPTION 4



### Restrict housing development as a strategy to reduce future water demand

Cities restrict new housing and stop efforts to attract or expand businesses in order to slow population growth and reduce water demand. Some development still happens on large lots outside of existing cities and towns, but not enough to meet Utahns' needs. Current water uses continue and large lot development adds to water demand.

#### Upsides

LOW EXISTING LANDSCAPING CHANGE

#### Limitations

MED PER-CAPITA WATER CONSUMPTION

MED WATER FOR NATURE

MED PUBLIC INFRASTRUCTURE SPENDING

MED OPEN SPACE LOSS

#### Downsides

VERY HIGH HOUSING COSTS

**Remember to update. When graphic is switched.**



STRONGLY  
AGREE



AGREE



NEUTRAL



DISAGREE



STRONGLY  
DISAGREE





Water



Open Space &  
Recreation



Housing



Transportation

Please select as many Big Ideas as you like to further  
explore for your community.



Incentivize or require more efficient irrigation practices (e.g. irrigate only on odd days).



Require low water use landscaping in all new residential and commercial areas.



Provide rebates or incentives to encourage low water use landscape conversions.



Implement natural stormwater drainage systems in all new developments to improve water quality.







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# **BIG IDEAS**

## **DISCUSSION**

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# REVIEW “BIG IDEAS” SHARED BY UTAHNS



## Housing

- Allow more new houses to be built on smaller lots and incentivize the construction of smaller homes
- Limit short-term rentals in neighborhoods through regulation
- Facilitate more prefabricated, modular, or manufactured homes
- Allow or incentivize the construction of townhomes, duplexes, and accessory dwelling units
- Facilitate the construction of new communities beyond the edge of our metropolitan areas to increase housing supply



# REVIEW “BIG IDEAS” SHARED BY UTAHNS



Water

- Incentivize or require more efficient irrigation practices
- Increase investments in agricultural water-optimization projects
- Require low-water-use landscaping in all new residential and commercial areas
- Invest in agricultural fallowing
- Use tiered water rates and transparent billing practices to encourage water conservation
- Invest in municipal-scale water recycling and reuse systems



# REVIEW “BIG IDEAS” SHARED BY UTAHNS



## Transportation

- Invest in charging infrastructure and incentives for conversion to electric vehicles
- Invest in public transportation for peak usage of tourism areas
- Invest in improvement or expansion of high-use state highways and add new highways in high-demand areas
- Implement tolling on key roadways in high-visitation areas
- Invest in statewide passenger rail



# REVIEW “BIG IDEAS” SHARED BY UTAHNS



## Open Space & Recreation

- Invest in the preservation of open space through conservation easements or purchases
- Invest more in natural-area recreational amenities (trailheads, campgrounds, mountain bike/hiking/equestrian/OHV trails, parking, restrooms) on state or county lands
- Allow for clustering homes on smaller lots to set aside areas for open space
- Invest more in paved trails and trailhead
- Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits



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**#3818188**



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**What could the local governments do to implement these ideas?**

① Start presenting to display the poll results on this slide.

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**What could the state do to implement these ideas?**

① Start presenting to display the poll results on this slide.



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**How can local and state leaders work together to make these efforts successful?**

① Start presenting to display the poll results on this slide.



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# **NEXT STEPS**

## **PHASE 3 & BEYOND**

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# NEXT STEPS

## GUIDING OUR GROWTH - Public Engagement Timeline

**PHASE I:**  
*Fall 2022 to Spring 2023*

Educate and Invite

**PHASE II:**  
*May 11 to August 2023*

Invite and Inspire

**PHASE III:**  
*Fall 2023*

Inspire and Act

Promote Survey &  
Opportunity to  
Guide Our Growth

Review Preliminary  
Responses &  
Explore Big Moves

Finalize list of  
Big Moves  
&  
Budget Devel

2024 General  
Legislative  
Session

## GUIDING OUR GROWTH - Decision-making Timeline

# SHARE THE SURVEY: MEDIA ASSETS

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SHARE YOUR  
THOUGHTS ON UTAH'S  
**HOUSING**

TAKE THE SURVEY



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PLEASE SCAN THE QR CODE TO REQUEST A MEDIA ASSET KIT



**GUIDINGOURGROWTH.UTAH.GOV**