



**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

# **APA UT & ID FALL CONFERENCE**

**SEPTEMBER 29, 2023**

# 25 Years of Quality Growth



**Envision  
Utah**

How we grow matters.

**Ari Bruening**

*President & CEO*

[ari@envisionutah.org](mailto:ari@envisionutah.org)



# Utah Faced Serious Challenges in 1997

- A million new residents by 2020
- Air quality at risk
- Doubling urban land by 2020
- New water sources needed by 2010
- Crowding and congestion increasing
- Business and personal costs rising
- Infrastructure needs outstripping resources



# Envision Utah — Who We Are

Founded in 1997 by concerned citizens

- Nonprofit, nonpartisan, voluntary
- Partnership of business, government, & community



**Envision  
Utah** How we grow matters.



# Traditional Planning Approach

**Decide** – through analysis and research

**Educate** – the public about the solution

**Announce** – the plan

**Defend** – the plan and yourself



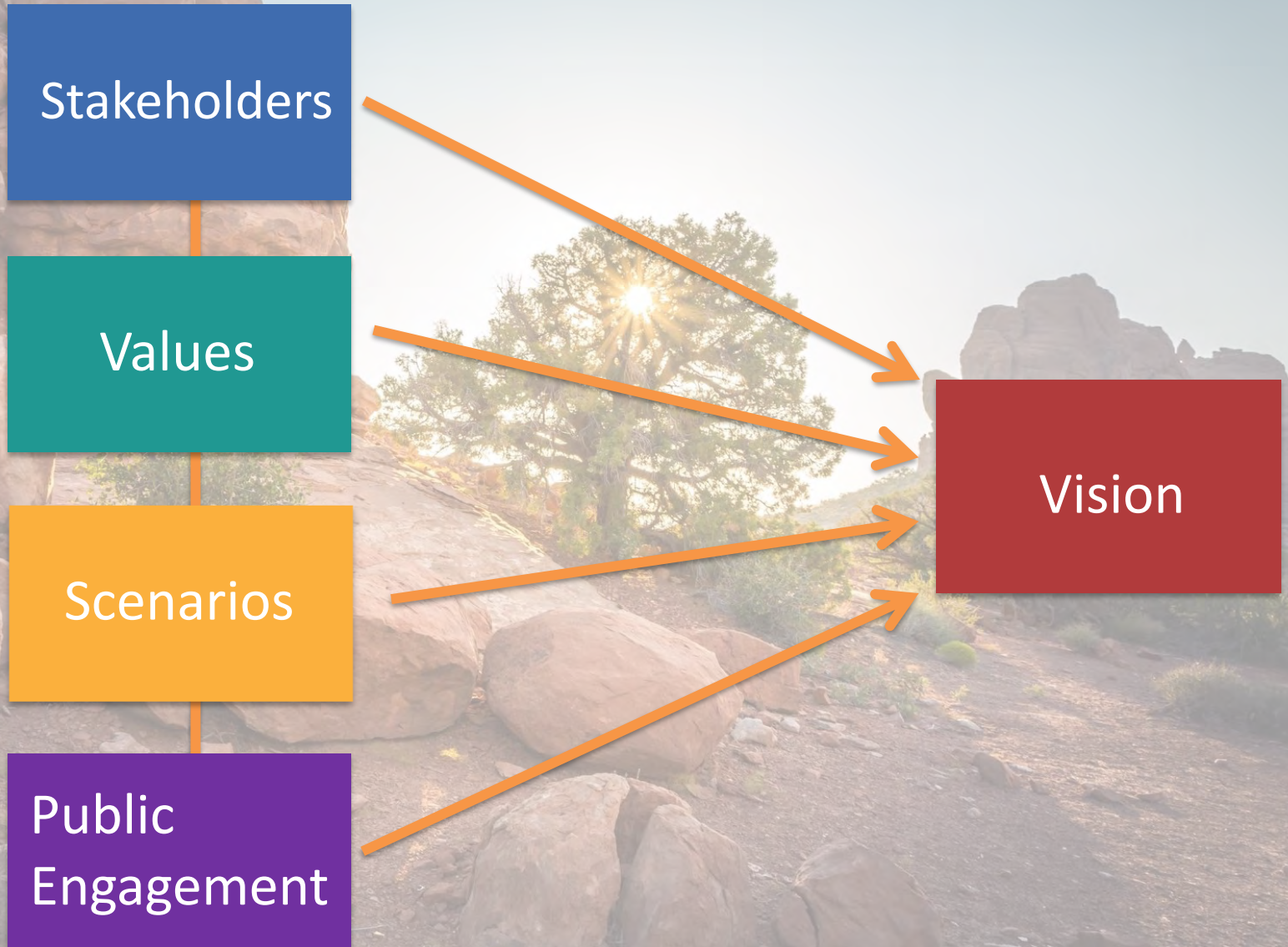
# Traditional Planning Approach

**D  
E  
A  
D**



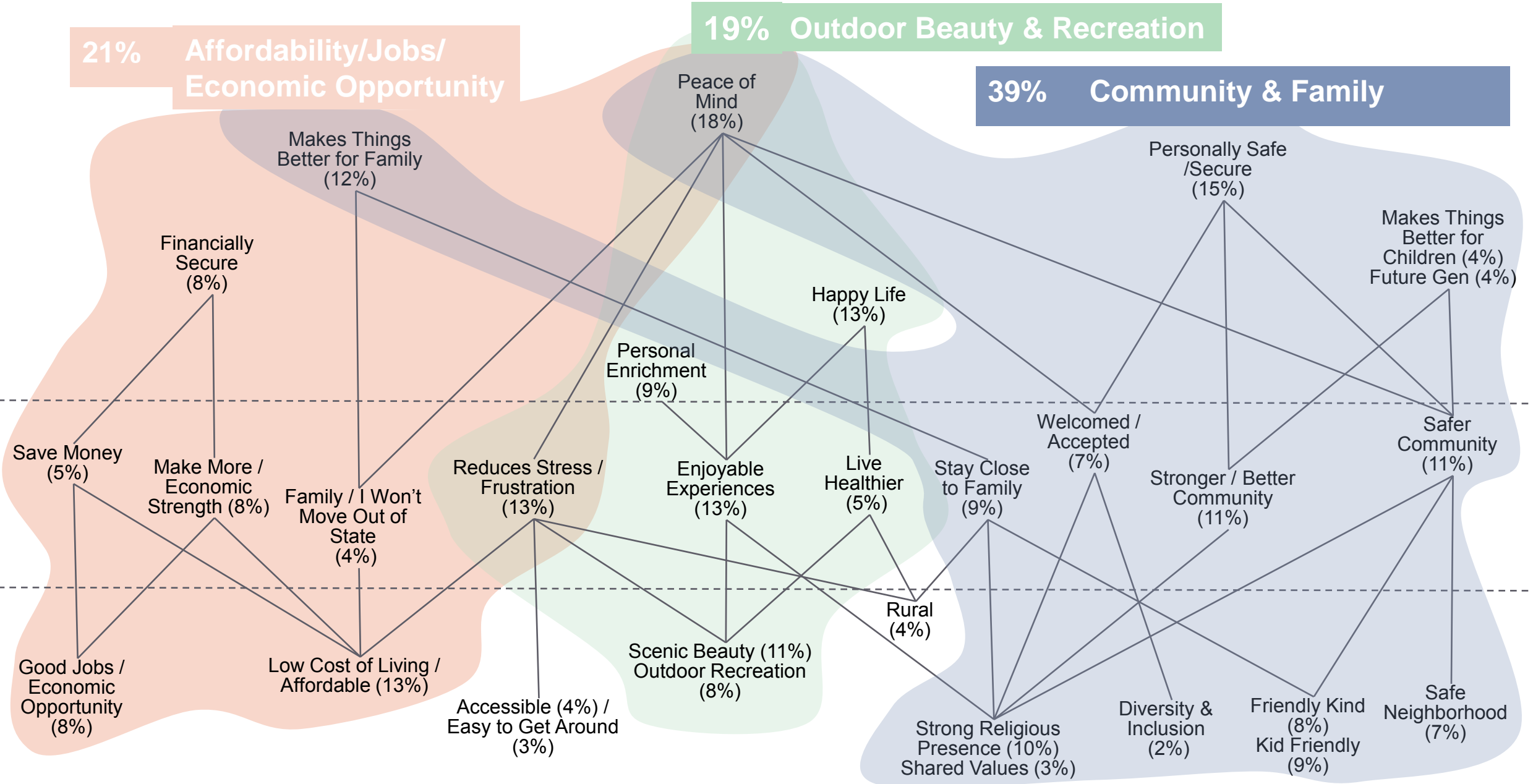


# Envision Utah Process



# 2021: Why do Utahns love Utah?

VALUES  
EMOTIONS  
BENEFITS  
ATTRIBUTES

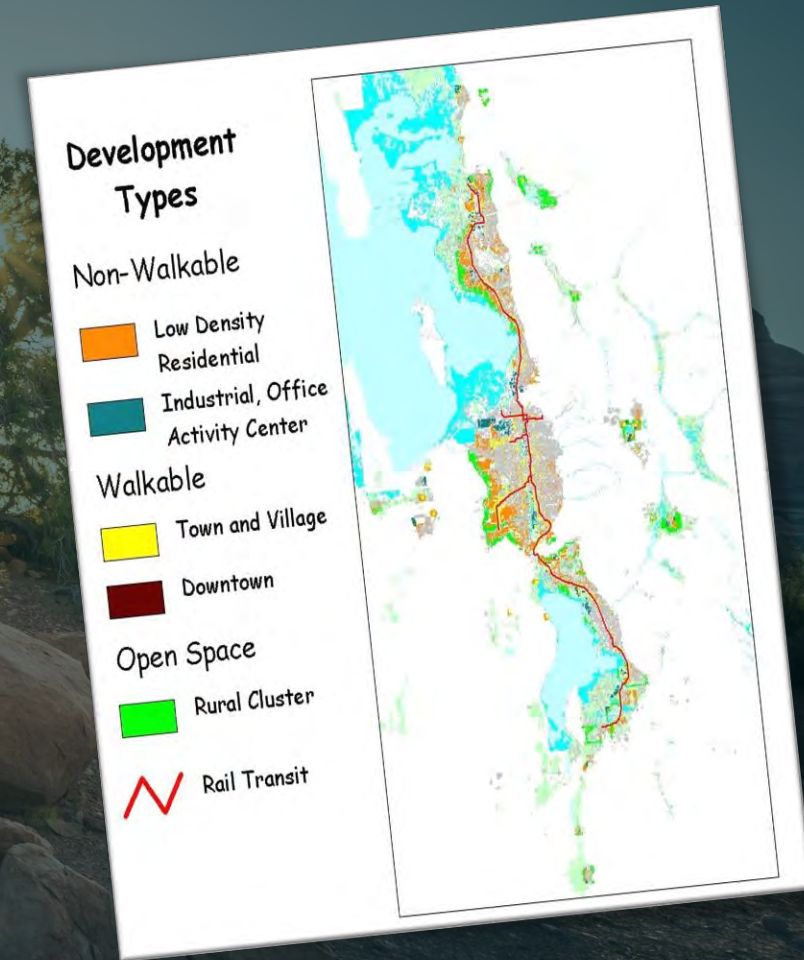




# 10-County Quality Growth Strategy

## Six Goals, 42 Strategies

- Enhance Air Quality
- Increase Transportation Choices
- Preserve Critical Lands
- Conserve Water Resources
- Provide Housing Opportunities
- Maximize Efficiency in Public Investment





YOUR UTAH, YOUR FUTURE

# VISION FOR 2050



**Envision  
Utah**





*Delivery of*

# **Recommended State Water Strategy**

*(2017)*







# VISION FOR THE POINT OF THE MOUNTAIN DRAPER PRISON SITE PLACEMAKING EXAMPLE

## JOBS



### 1 Highly-trained workforce

A strong presence for education, including higher education, trains Utahns for the innovation jobs of the future. Industry, school districts, higher education, and others collaborate to maximize impact. Companies have access to student labor, while students can experience hands on learning in research and industry.

## ENVIRONMENT



### 2 Improved air quality & reduced resource use

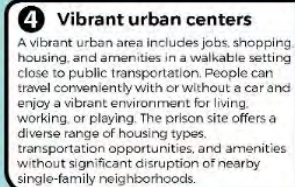
The place becomes a demonstration site for sustainability. Energy efficiency, on-site energy generation and storage, and low-emission appliances improve air quality, along with electric vehicle charging infrastructure and preferred parking. Public transportation, proximity of housing to jobs and amenities, and walkable design reduce driving. Water-wise landscaping means less water is needed.



### 3 Connected trails, parks, and open space

Located near two major mountain ranges, key open space and trail systems, and the Jordan River Parkway, the site is an ideal meeting point for diverse types of recreation. A network of parks, trails, and open spaces provides quality of life and allows travel by foot or bicycle. A portion of the existing prison is preserved to provide historic context and authenticity.

## COMMUNITY DESIGN



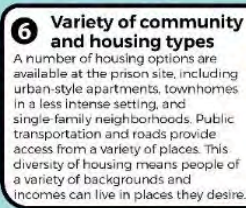
### 4 Vibrant urban centers

A vibrant urban area includes jobs, shopping, housing, and amenities in a walkable setting close to public transportation. People can travel conveniently with or without a car and enjoy a vibrant environment for living, working, or playing. The prison site offers a diverse range of housing types, transportation opportunities, and amenities without significant disruption of nearby single-family neighborhoods.



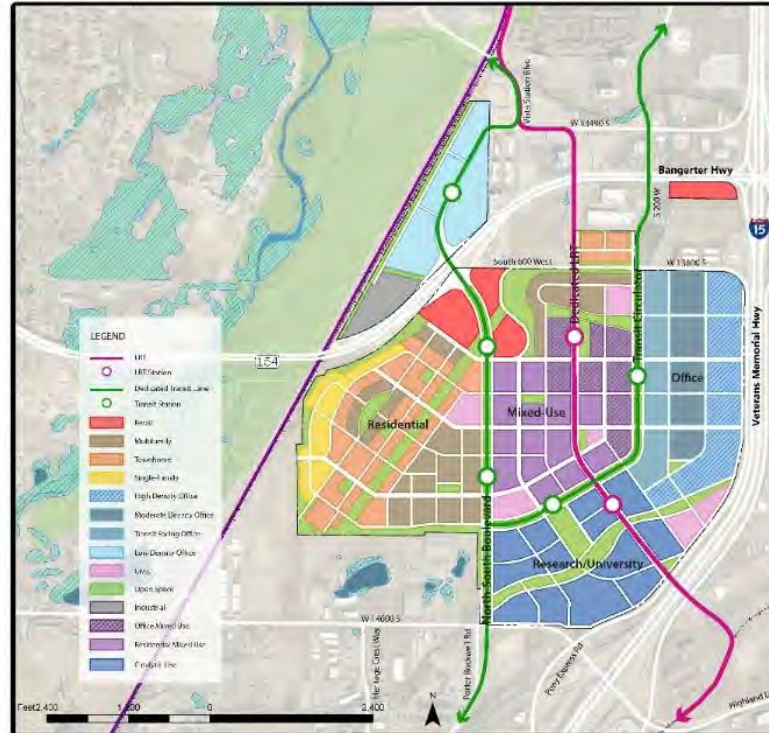
### 5 Jobs close to where people live

Jobs and housing are close together on the site, and housing in surrounding communities is also proximate and well-connected through roads and public transportation, including existing automobile and FrontRunner corridors and planned TRAX lines.



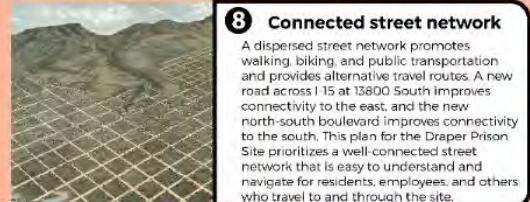
### 6 Variety of community and housing types

A number of housing options are available at the prison site, including urban-style apartments, townhomes in a less intense setting, and single-family neighborhoods. Public transportation and roads provide access from a variety of places. This diversity of housing means people of a variety of backgrounds and incomes can live in places they desire.



### 7 New north-south boulevard

A new boulevard links the Bangor Highway 600 West interchange to Porter Rockwell Boulevard and continues south to Lehi 2100 North. The road accommodates bicycles, pedestrians, and public transportation and carries local trips without using freeway capacity. This boulevard connects at the prison site, making the site a gateway for this "main street" connection between Utah and Salt Lake counties.

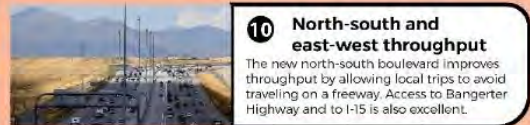


### 8 Connected street network

A dispersed street network promotes walking, biking, and public transportation and provides alternative travel routes. A new road across I-15 at 13800 South improves connectivity to the east, and the new north-south boulevard improves connectivity to the south. This plan for the Draper Prison Site prioritizes a well-connected street network that is easy to understand and navigate for residents, employees, and others who travel to and through the site.

### 9 World-class public transit

Light rail or similar mode connects the site to the TRAX Blue Line, the Draper FrontRunner station, and points north and south. A micro-transit shuttle circulates throughout the site and to the FrontRunner station to provide on-demand, convenient mobility. A vehicle in its own lane runs north and south along the new boulevard.



### 10 North-south and east-west throughput

The new north-south boulevard improves throughput by allowing local trips to avoid traveling on a freeway. Access to Bangor Highway and to I-15 is also excellent.

### 11 Catalytic center at the prison site

Incentives and other mechanisms are utilized to locate one or more marquee employers on the site. The marquee employers attract other jobs, as well as employees. Sites are available for jobs in urban, mixed-use settings as well as in more campus-style settings. There are also opportunities for start-ups.



### 12 Research and university presence

A nationally-recognized research presence creates a "wow" factor that attracts employers and employees and contains open space that is appealing and important to residents. Research and technology transfer also boosts job growth, as does the skilled workforce that is trained there. This university presence is clearly visible and accessible from I-15.

## TRANSPORTATION

## PRISON SITE



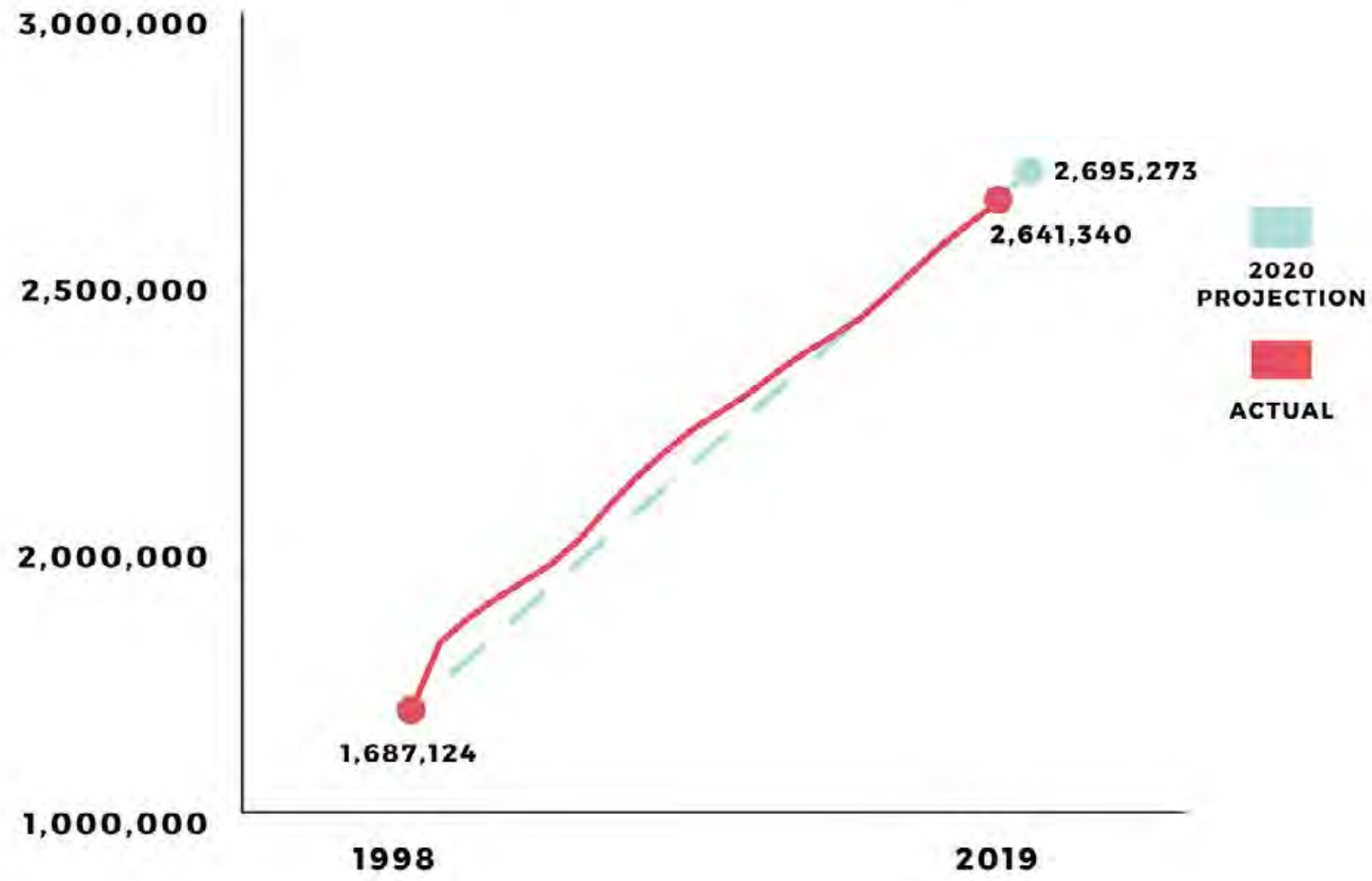


# **The Results**

**What does our 20- year retrospective/  
report card say?**

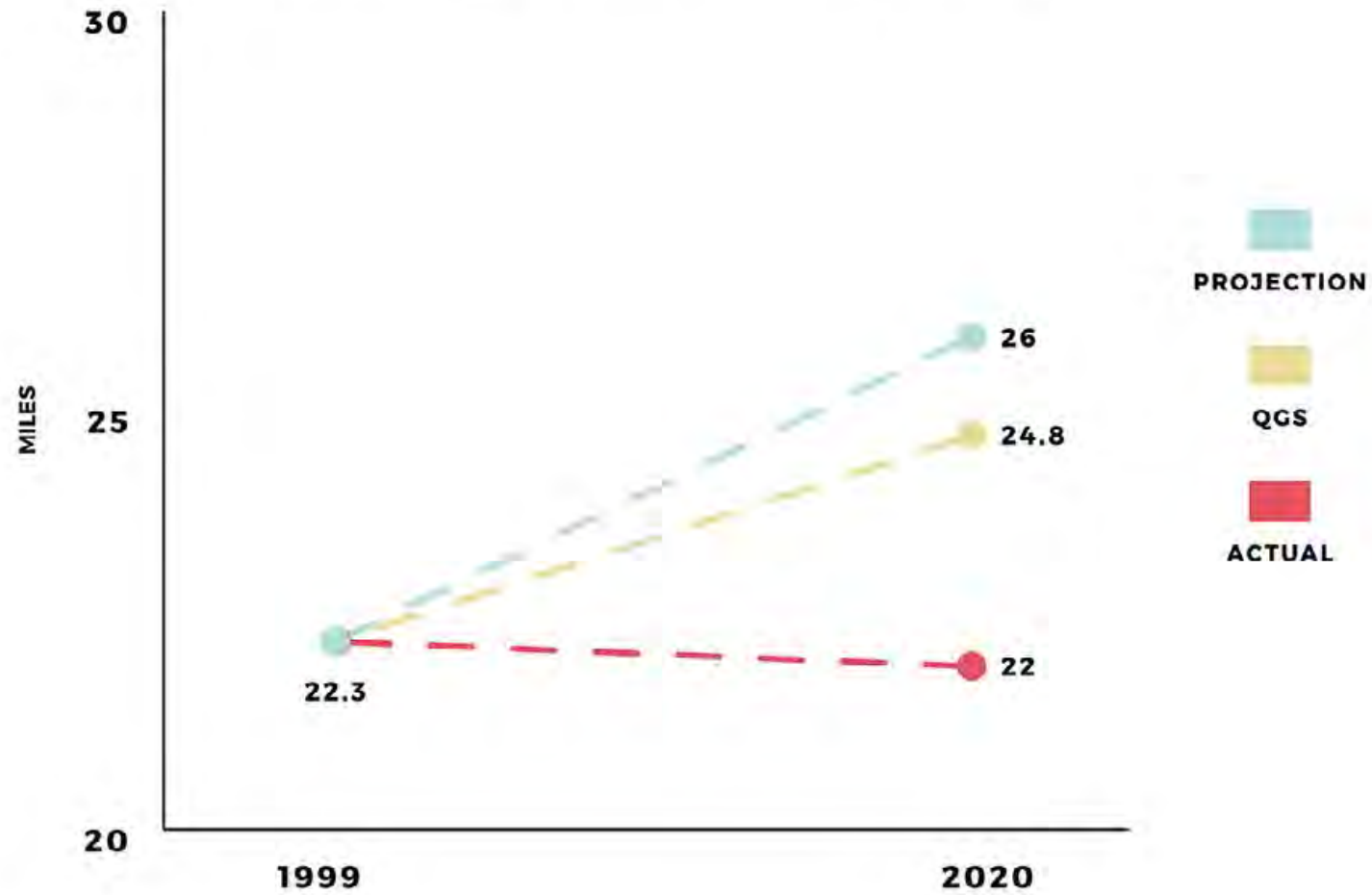


# POPULATION GROWTH (10 COUNTY WASATCH FRONT + BACK)





# DAILY VEHICLE MILES TRAVELED PER CAPITA (FOUR COUNTY WASATCH FRONT)

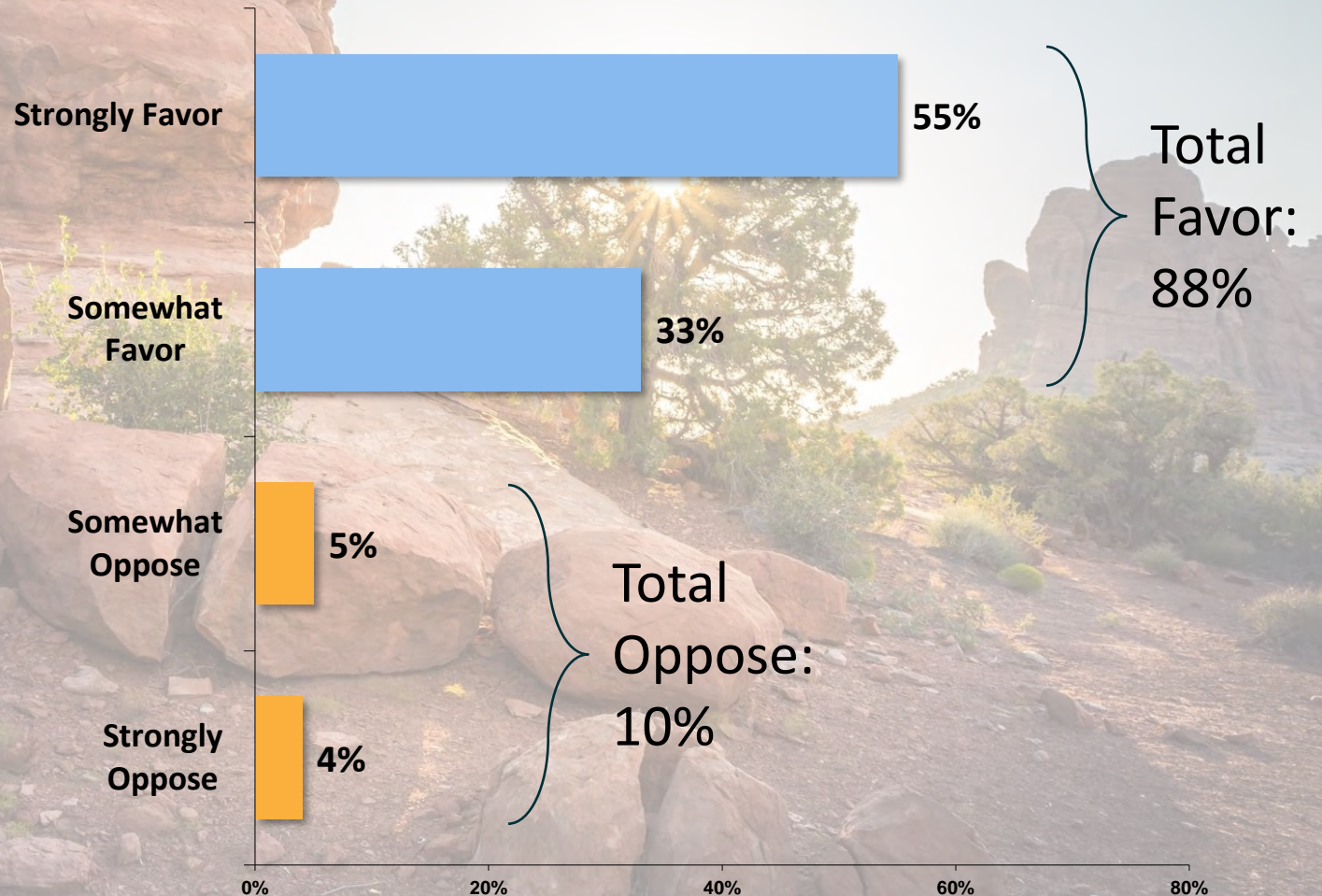


*\*Dashed lines are for illustrative purposes only and do not reflect data points.*



# Utah's Public Transportation

***Do you favor or oppose the EXPANSION of light rail, often referred to as Trax, and other public transportation systems?***





Built 140  
miles of rail

70 stations


2020 goal: 600,000  
people within  
1,000 steps of  
a rail station





## % of development since 2010 that is <.5 miles from rail station


Multi- Family Units



12,060

42%

Hotel sq ft



545,139

41%

Office sq ft



5,406,812

39%

Retail sq ft



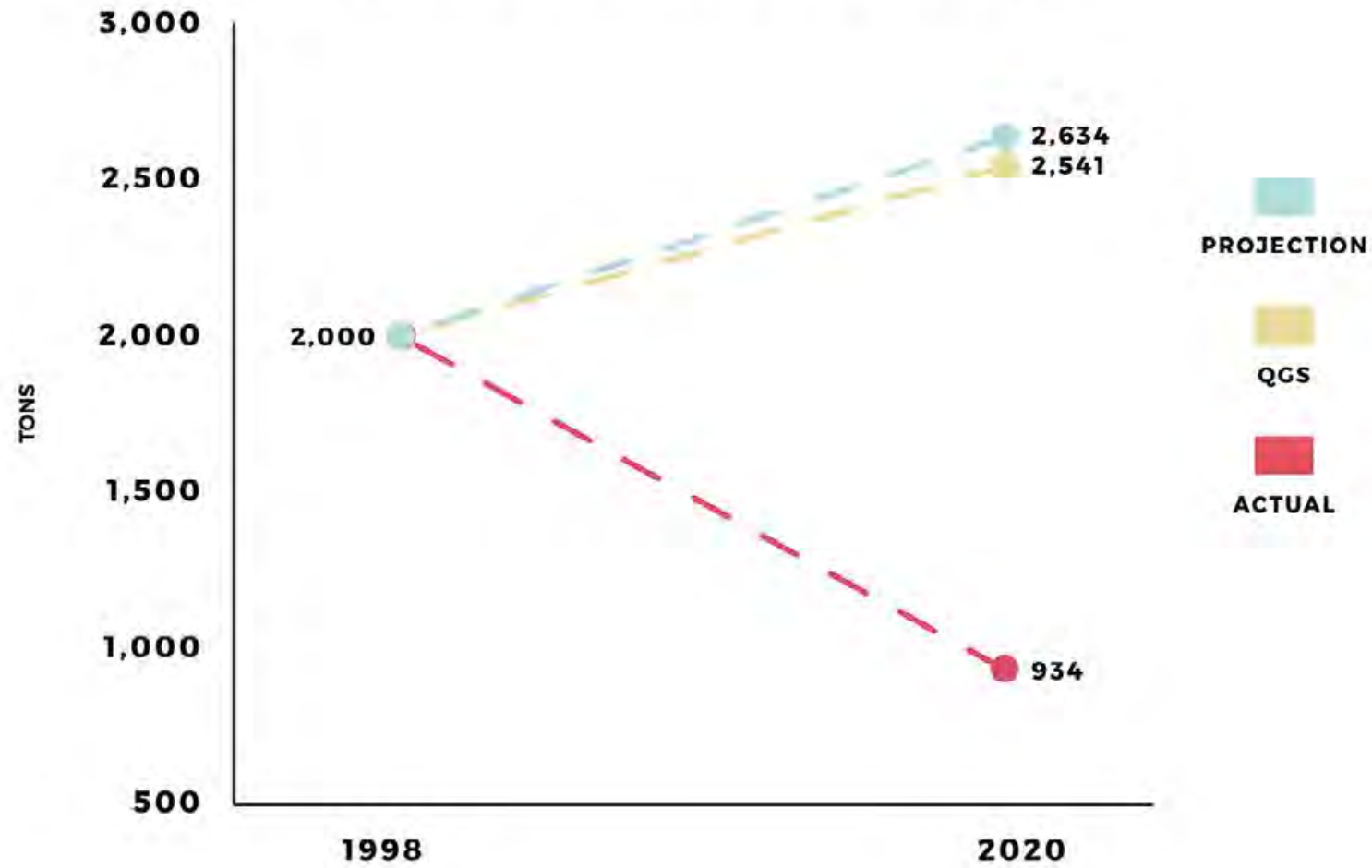
2,451,079

28%

Development in  
Weber, Davis,  
Salt Lake and Utah  
counties



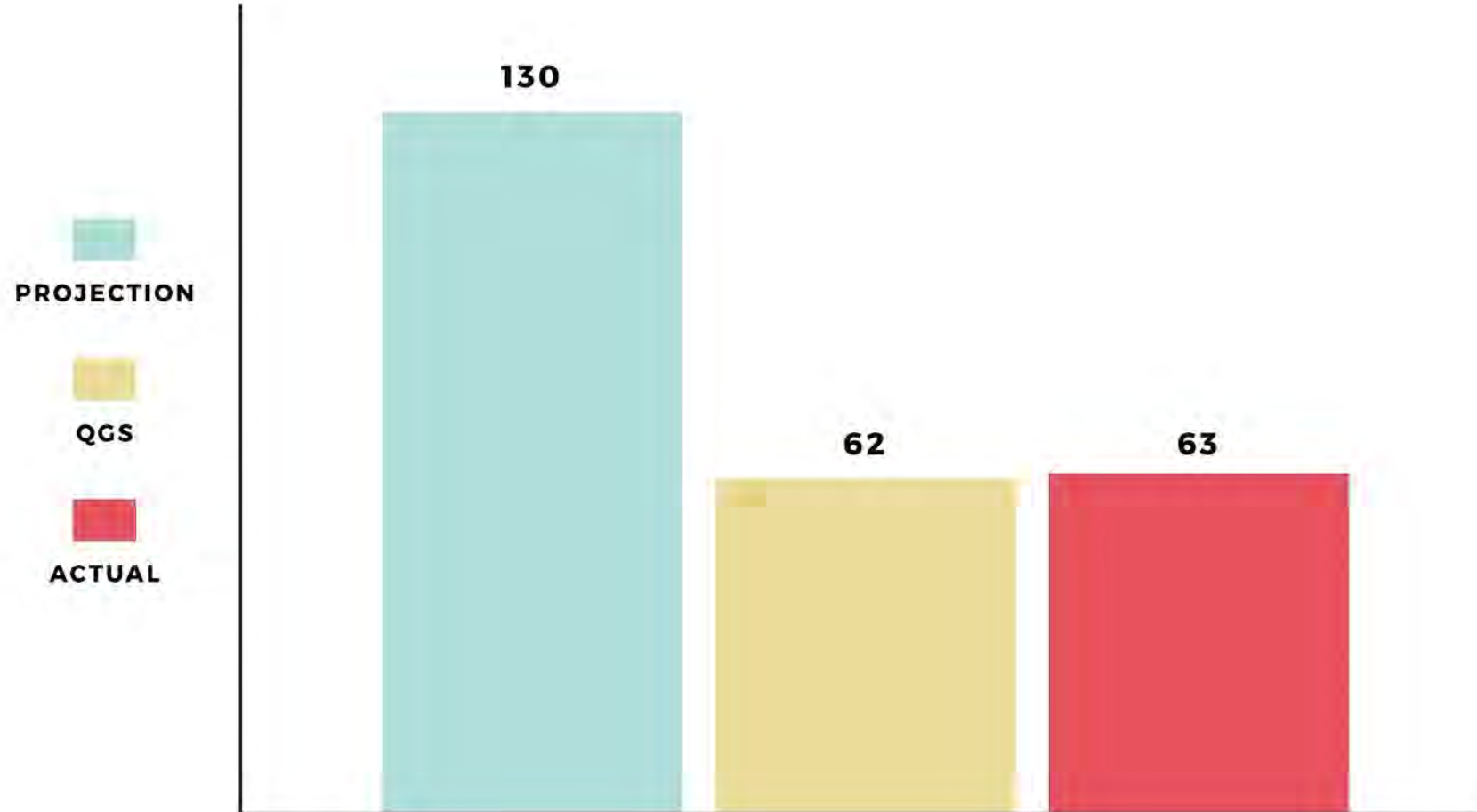
# DAILY EMISSIONS: CO, NOx, VOC, PM10, AND SO2 (4 COUNTY WASATCH FRONT)



\*Dashed lines are for illustrative purposes only and do not reflect data points.



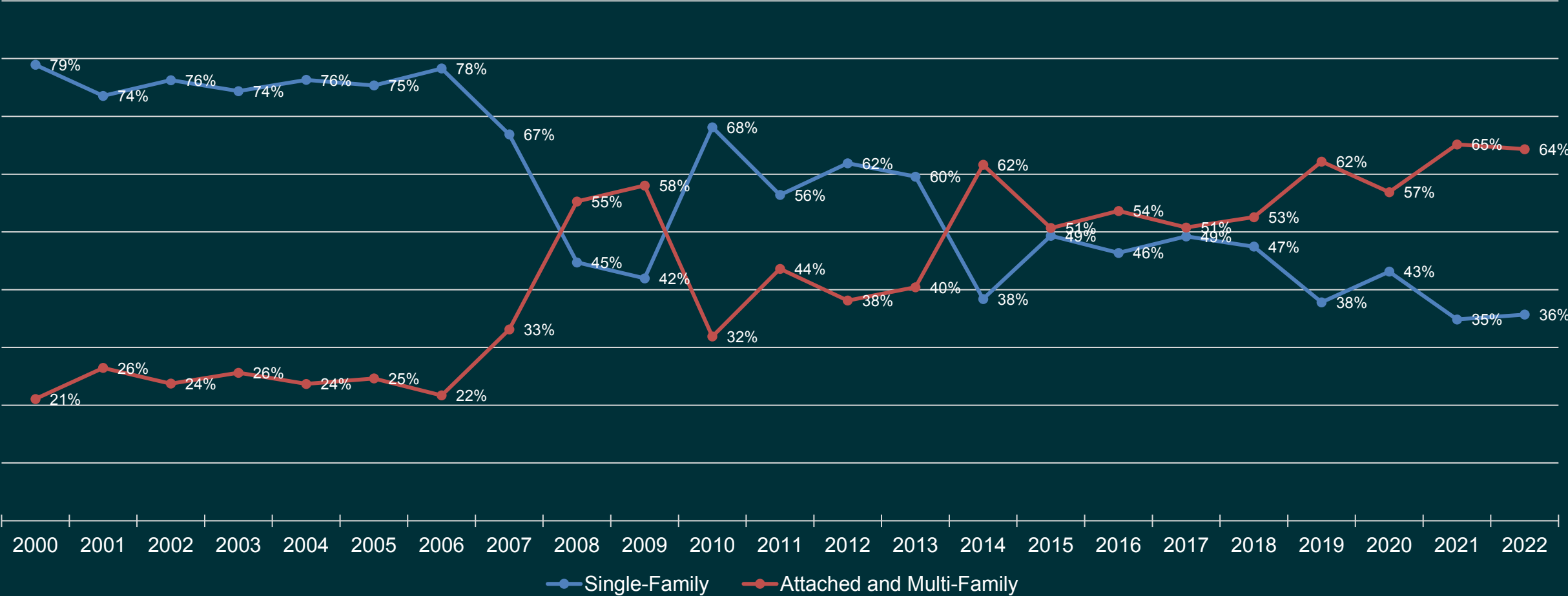
## SQUARE MILES DEVELOPED PER DECADE (10 COUNTY WASATCH FRONT + BACK)





# PERMITS FOR DETACHED SINGLE-FAMILY UNITS HAVE DECLINED WHILE PERMITS FOR ATTACHED & MULTI-FAMILY UNITS HAVE INCREASED

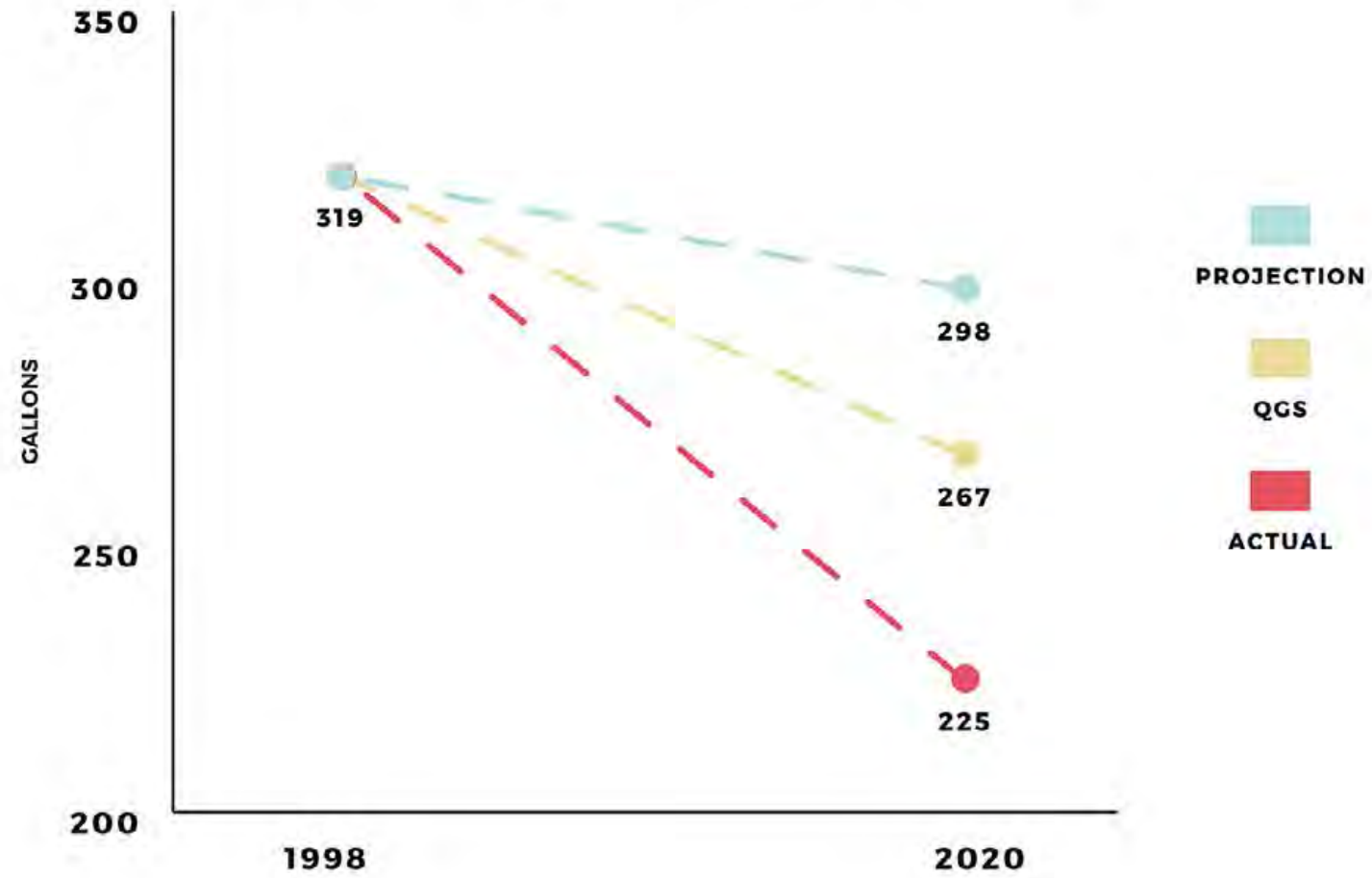
Wasatch Front Residential Units Added



Source: Kem C. Gardner Policy Institute



# WATER USE PER CAPITA PER DAY (10 COUNTY WASATCH FRONT + BACK)



*\*Dashed lines are for illustrative purposes only and do not reflect data points.*





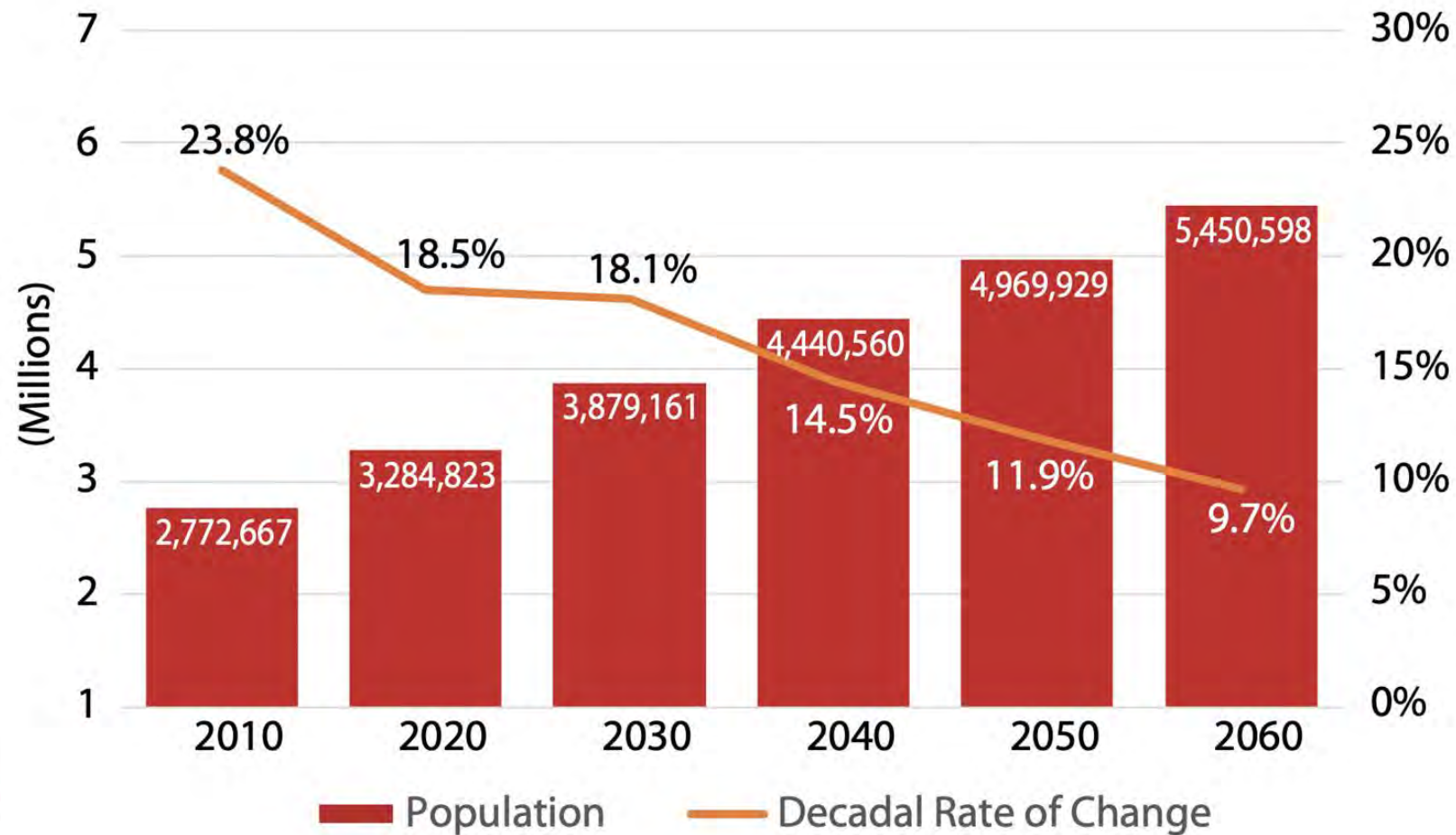
**THERE'S SO MUCH  
TO CELEBRATE  
ABOUT UTAH**

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# What makes Utah great also **MAKES UTAH GROW**

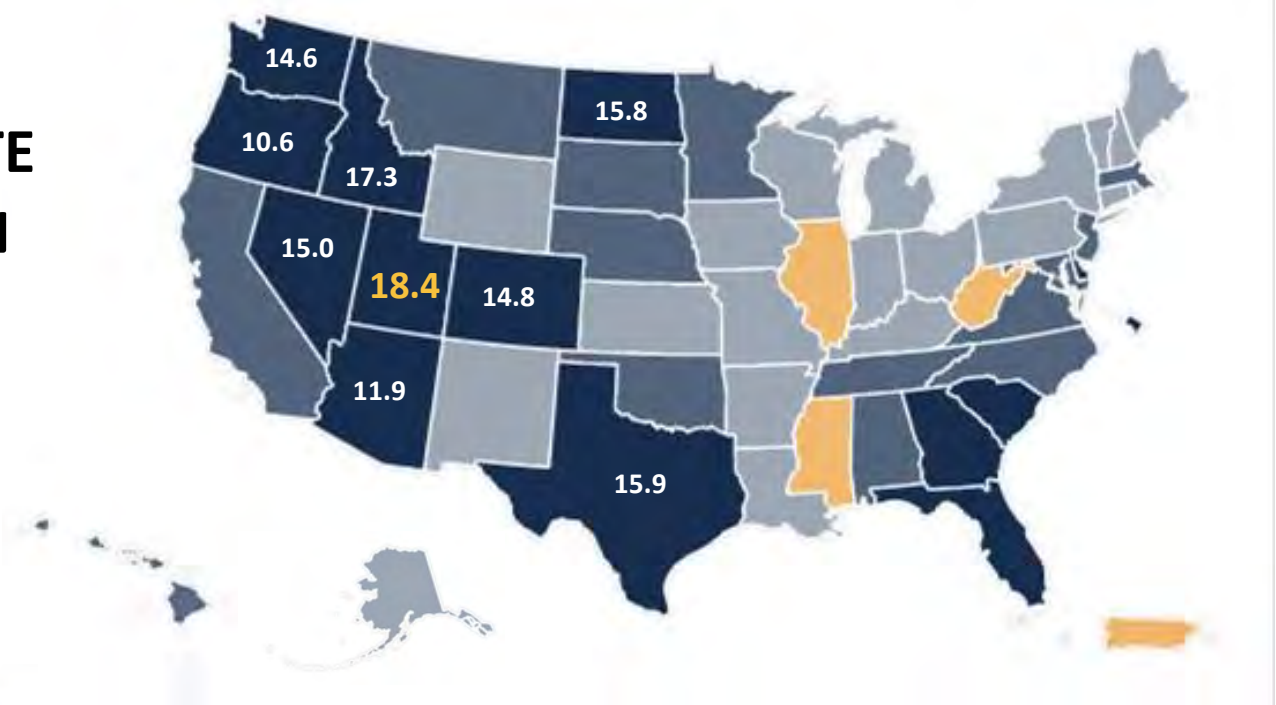




# MANY UTAH FAMILIES STAY FOR GENERATIONS

Others recognize all that Utah has to offer and move here

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



■ 10.0 or more ■ 0.0 to 4.9  
■ 5.0 to 9.9 ■ Less than 0.0

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







It's not so much **IF**  
Utah will continue  
to grow, but **HOW**  
Utah will continue  
to grow.

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



# THE TIMELINE

## GUIDING OUR GROWTH - Public Engagement Timeline



## GUIDING OUR GROWTH - Decision-making Timeline



# PHASE I ACTIVITIES

- 15 Workshops
- Many interactive presentations
- Phase I survey about values and key issues

## 4 Key Issues:

- Housing
- Water
- Transportation
- Open Space





**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

## GUIDING OUR GROWTH: PHASE 2 SURVEY

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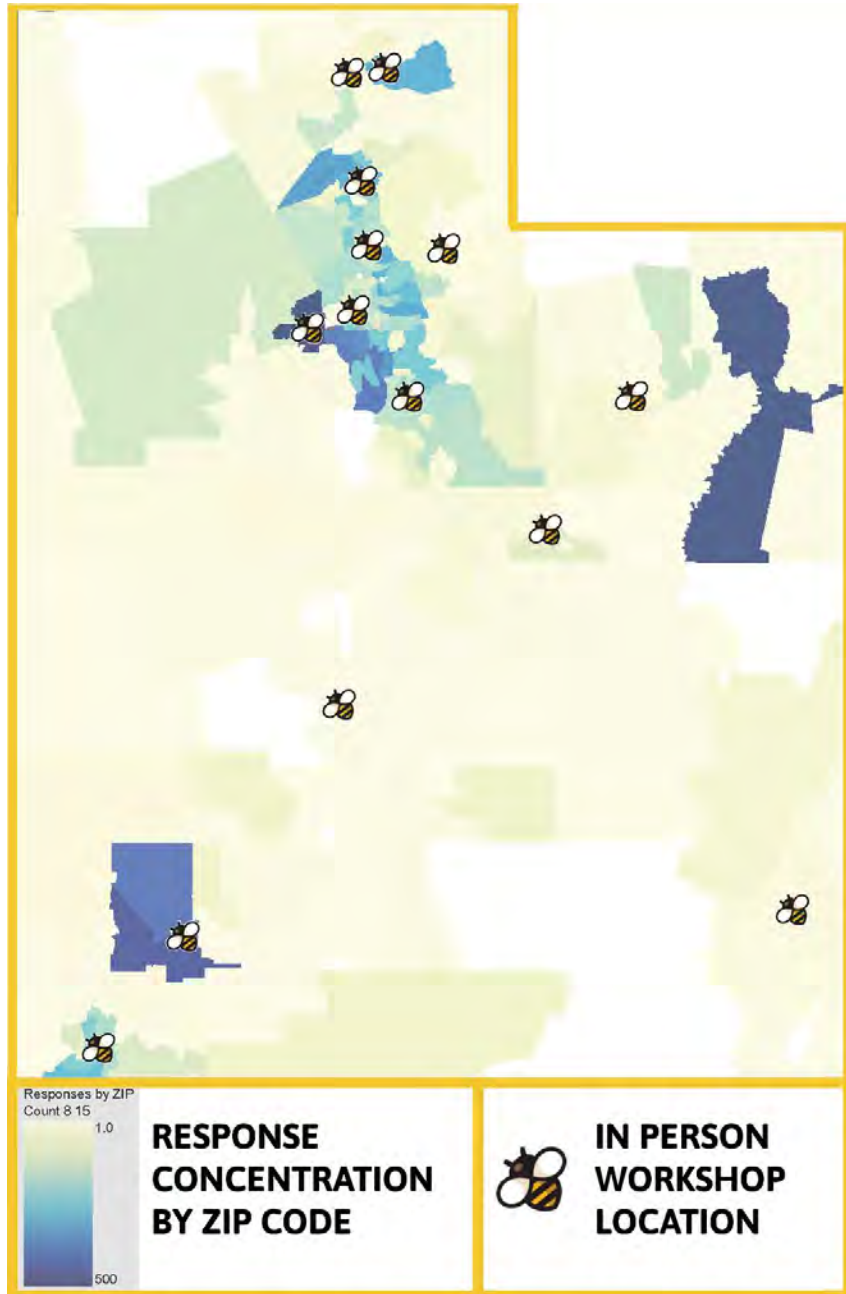
ADMINISTERED BY: Envision Utah

FOR: Utah Governor's Office of Planning and Budget

DATES OPEN: May 11<sup>th</sup> – August 31<sup>st</sup> 2023







**29/29** Counties Represented

**21** Community Presentations

**15** In-person Workshops

**1.7M** Online Engagements

**68K** Ad Campaign Clicks

**19K** Survey Responses (28K engagements)



## Minority and “Hard-to-Reach” Population Outreach Efforts

- In-person outreach at community and cultural events
- Spanish language promotional and educational videos
- Spanish language paid advertising
- Interview with Telemundo
- Stipends to community oriented nonprofits for survey promotion
- Engagement with Ethnic Chambers of Commerce
- Alternative news outlets: SLUG, Utah Stories, Catalyst





**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

# **SURVEY OVERVIEW**

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**GUIDING OUR GROWTH 2023**



# What was the survey like?

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



Housing



Water



Transportation



Open Space &  
Recreation

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

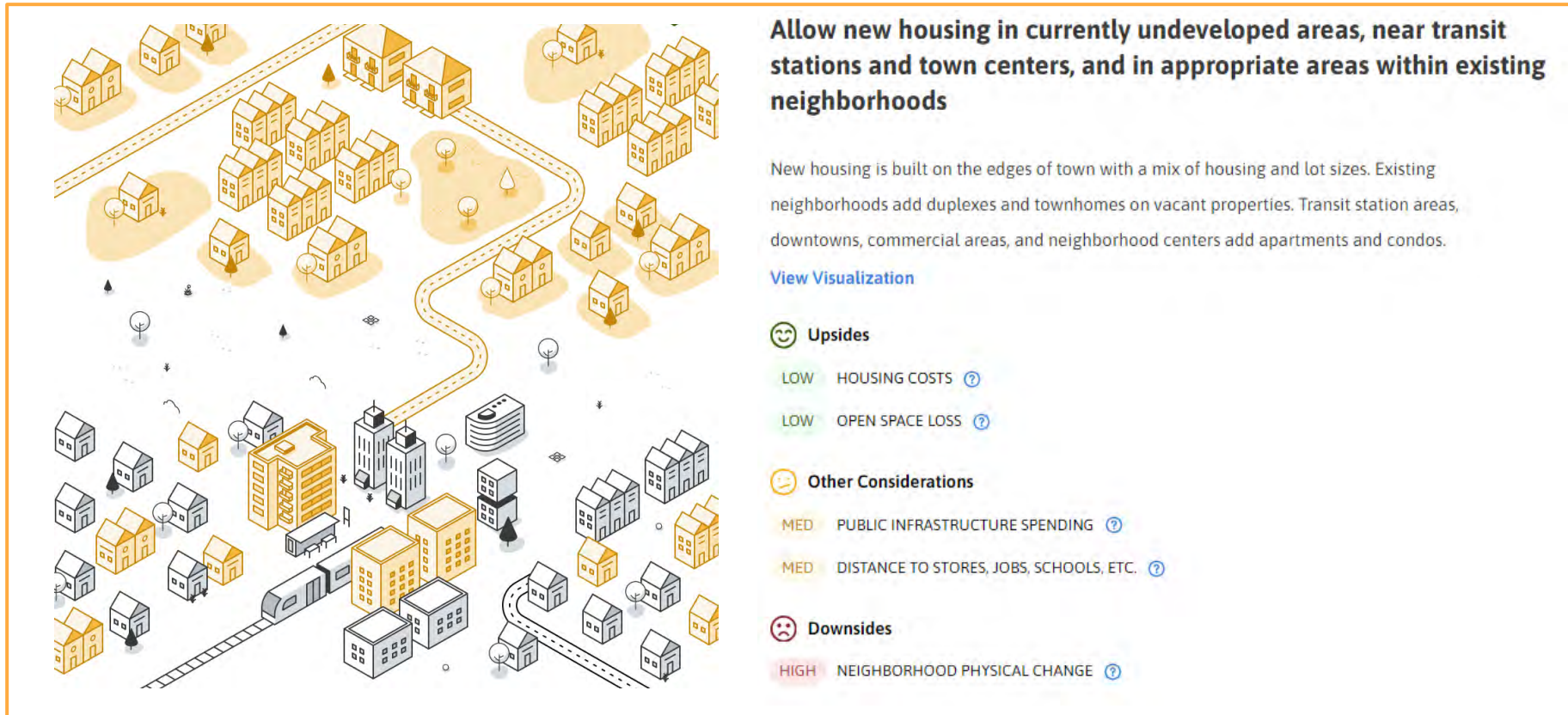




# What was the survey like?

4 options of growth were presented for each of the 4 topics

- Tradeoffs were listed for each of the options
- Local experts weighed in to help explain costs and benefits, which were represented in text and images

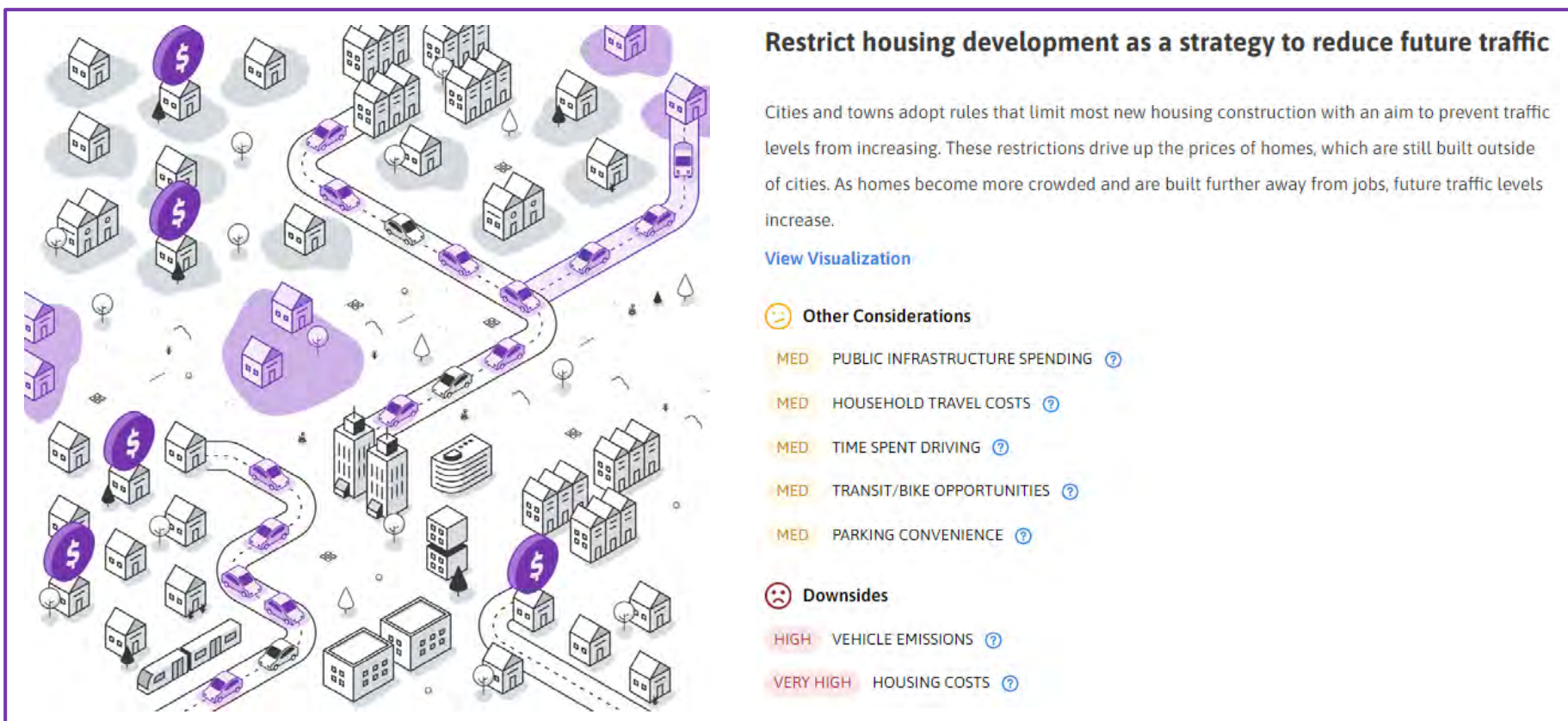




# What was the survey like?

A “Stop Growth” option included for each topic

- realistic concerns about stopping growth with that topic were explained







# What was the survey like?

“Big Ideas” were refined from ideas received during the Phase 1 Tour

- Participants were asked to select Big Ideas they would support in their community

Part 2

## Explore Big Ideas

Review ideas submitted by Utahns

Select your favorite ideas

Start

Housing Water Transportation Open Space & Recreation

Water

Utah experienced 20 years of below-average precipitation. As the population grows, and if current long-term weather trends continue, Utahns will need to change how we use water. Development patterns, landscaping, and irrigation practices can influence the amount of water consumed.

Please select as many Big Ideas as you like for state and local leaders 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

Local governments could implement stricter landscaping requirements designed to minimize outdoor water use. This could mean lawn only in well-used areas and low-water shrubs and trees with drip irrigation elsewhere.

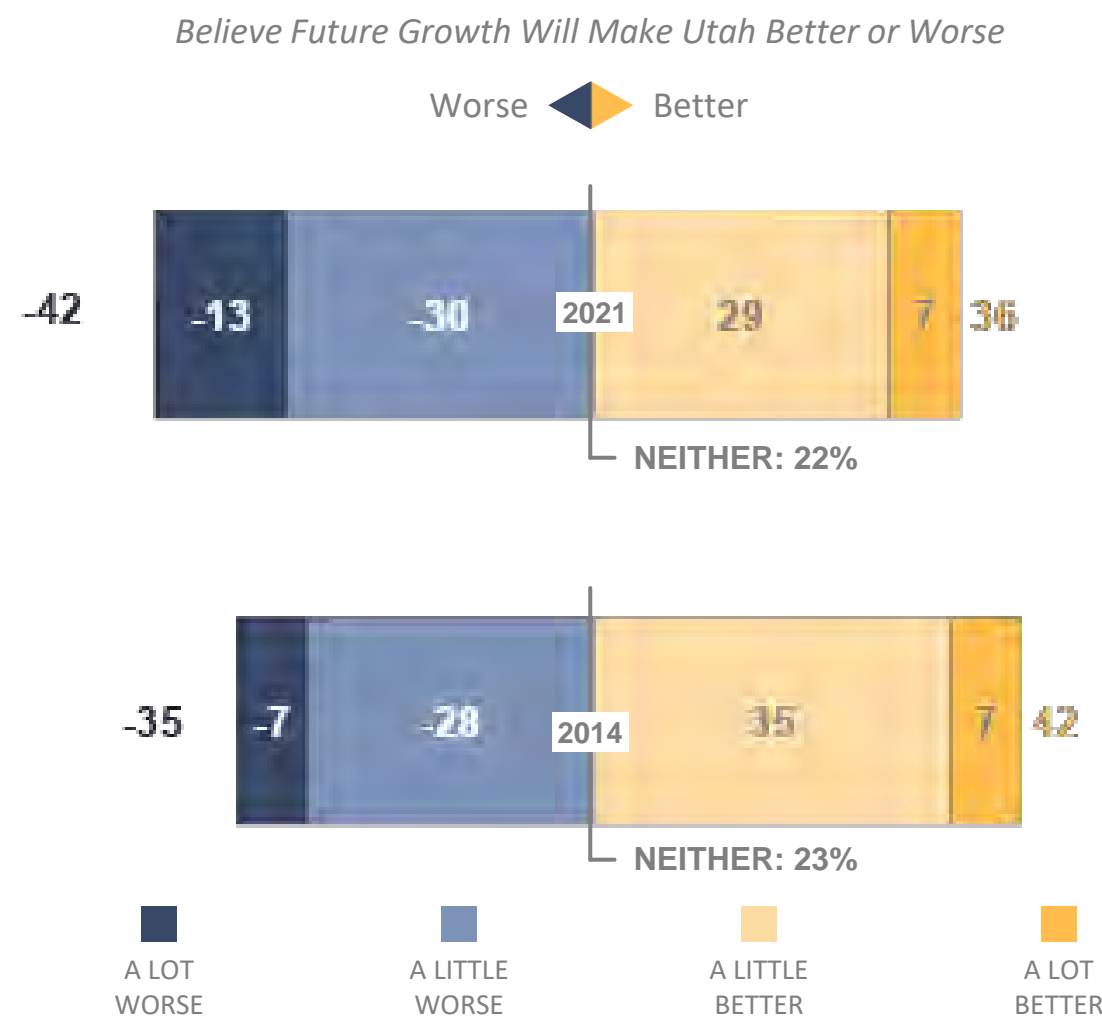


UTAHNS ARE  
FEELING THE  
PRESSURES OF  
GROWTH, BUT MOST  
DON'T THINK WE  
SHOULD TRY TO  
STOP IT

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# Two in five believe that future growth will make Utah worse, up significantly since 2014.



...BUT HOW WE  
GROW MATTERS

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UTAHNS WANT A  
VARIETY OF  
HOUSING  
PRODUCTS AND  
PRICE POINTS

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# HOUSING SUMMARY



Urban Utahns want to allow more housing, and a greater variety of housing types, throughout urban areas.

- 59% choose the housing **option that allows the most new housing**: in centers and TODs, existing neighborhoods, and new greenfield development.
  - Younger Utahns and renters are particularly likely to choose this option.
- 58–60% want to allow **more small lots, townhomes, duplexes, and accessory dwelling units**.
  - They also want to allow more strip malls, big box stores, and parking lots to be redeveloped into housing.

Rural Utahns want much of the state's rural growth to focus around existing town centers and main streets.

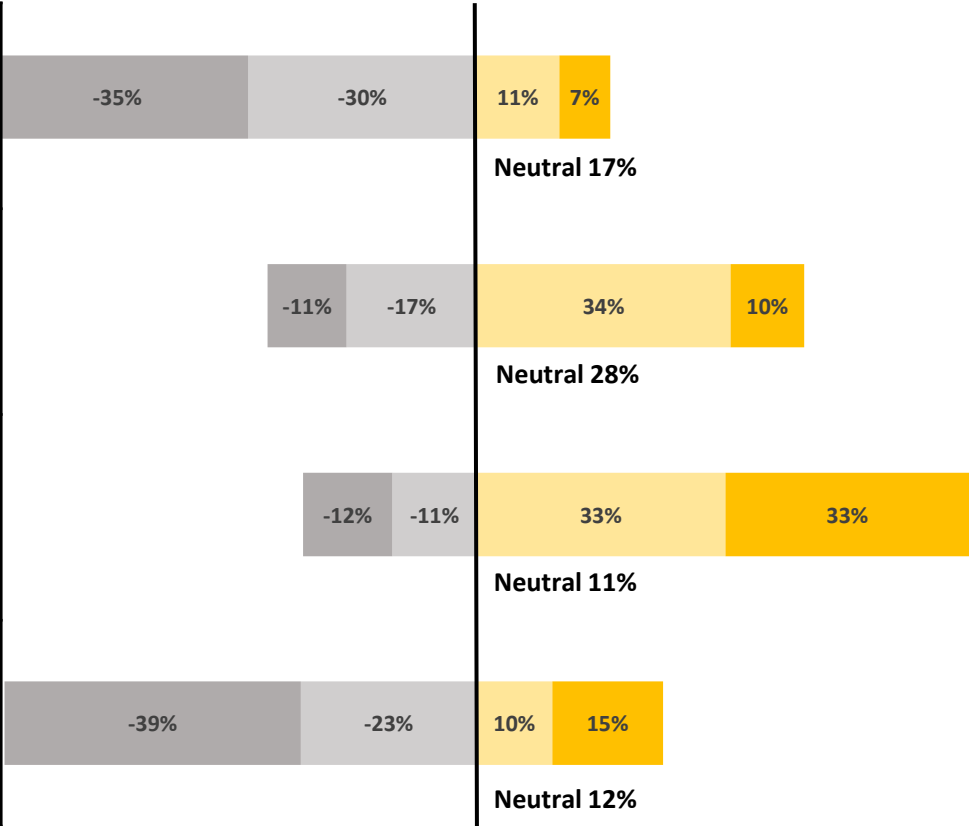
- A majority support **focusing new development along main streets** to create a lively town center and maintain country roads outside of town.
- 63% disagree with building new housing on large, spread-out lots.





# URBAN HOUSING OPTIONS (STATEWIDE)

Option 1: Allow new housing, but only away from existing neighborhoods, such as on undeveloped land on the edges of communities
Option 2: Allow new housing mostly away from existing neighborhoods, but also include development near public transit stations and town centers
Option 3: Allow new housing in currently undeveloped areas, near transit stations and town centers, and in appropriate areas within existing neighborhoods
Option 4: Restrict housing development in existing and new areas as a strategy to slow growth



■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

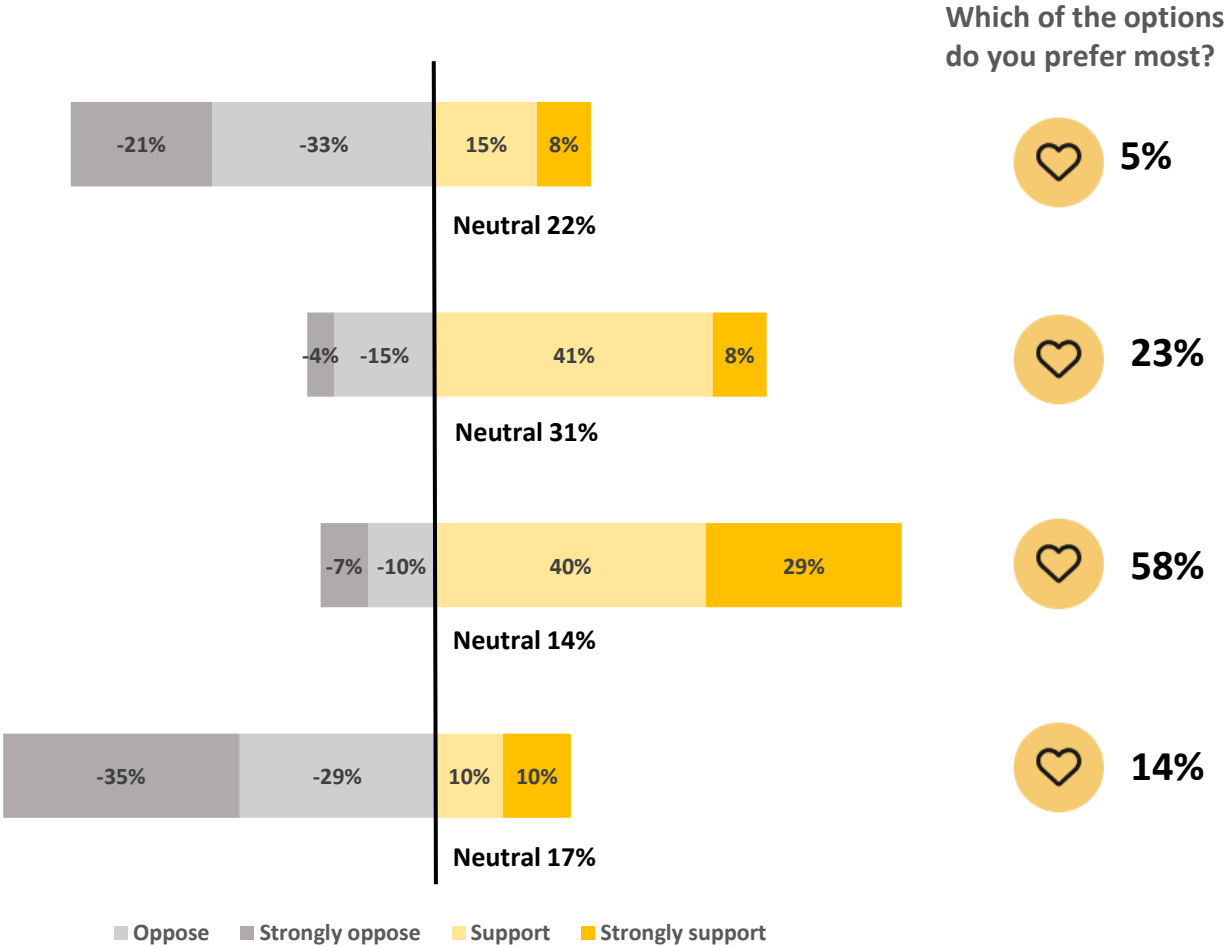
Which of the options do you prefer most?

- 6%
- 15%
- 60%
- 19%



# URBAN HOUSING OPTIONS (RANDOM SAMPLE)

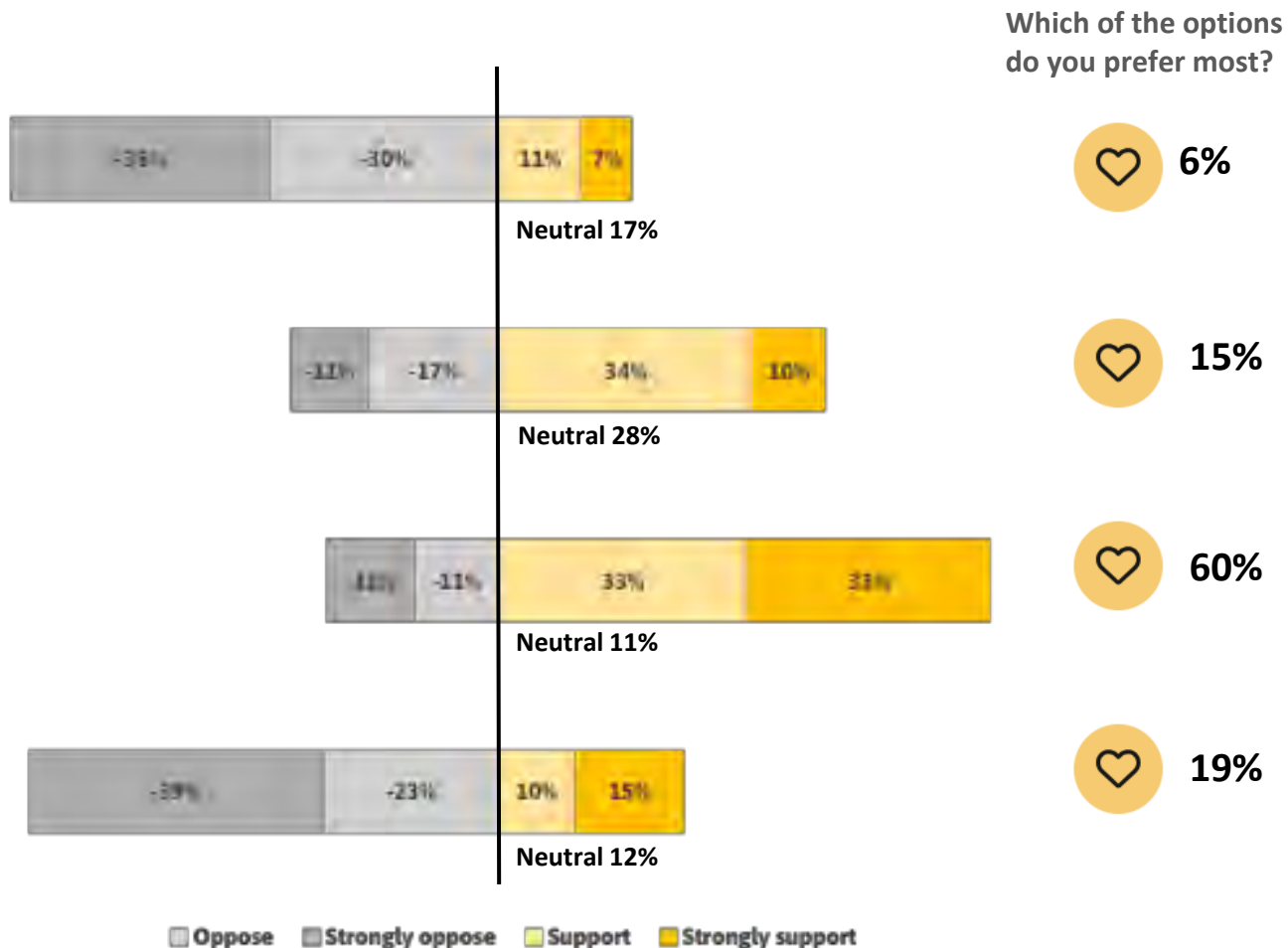
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# URBAN HOUSING OPTIONS (STATEWIDE)



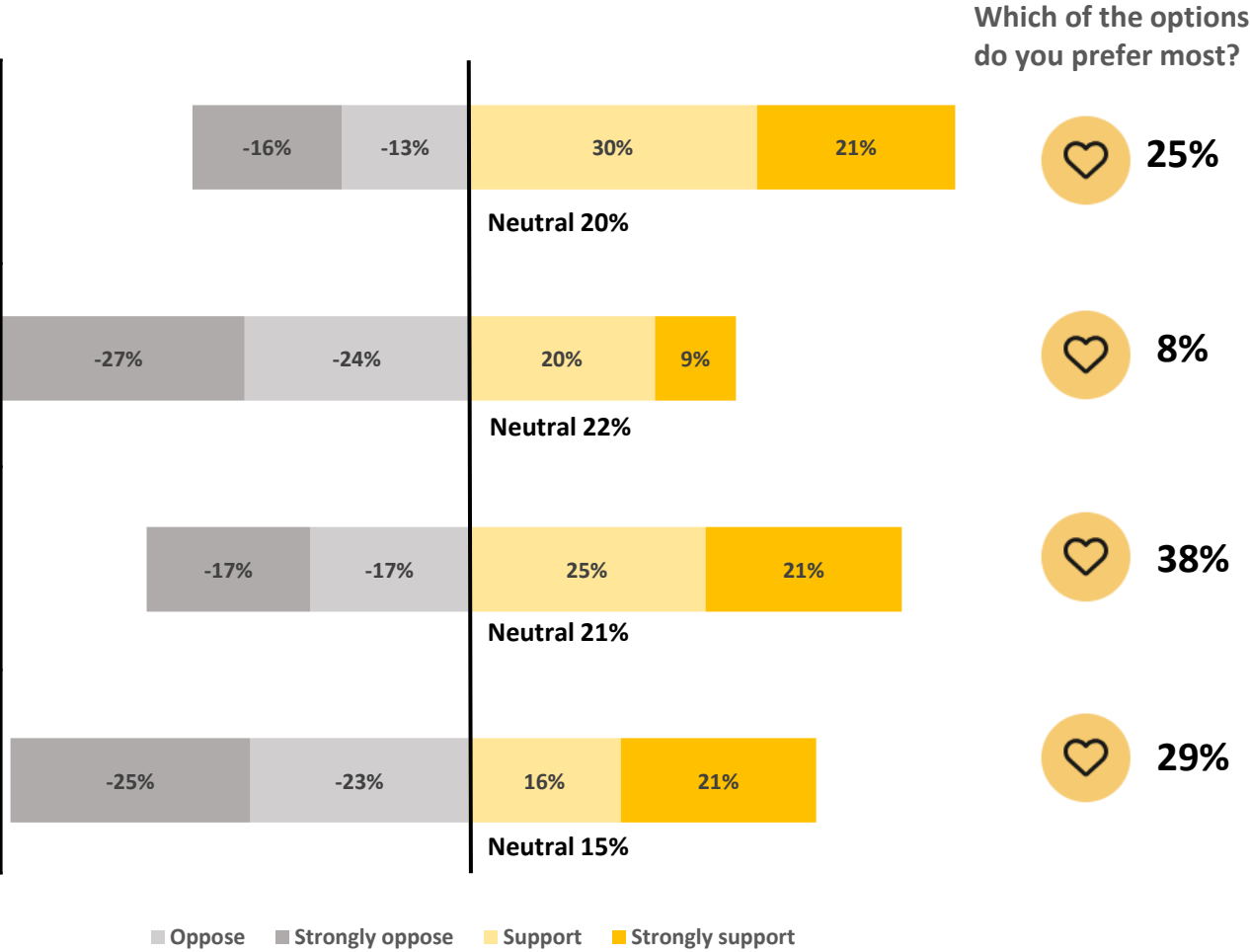
Age 13-34 (68-77%), Renters (78%), and Income \$75,000 or less are more likely to select options that promote housing options

Southwest Utah (34%), Age 55 or older (24-30%), and homeowners (21%) are more likely



# RURAL HOUSING OPTIONS (STATEWIDE)

Option 1: Create opportunities for new housing mostly around major streets and town centers
Option 2: Create opportunities for new housing mostly in new areas
Option 3: Create opportunities for new housing in both new and existing areas
Option 4: Restrict housing development as a strategy to slow growth





# HOUSING COMMENTS



## URBAN

**The overarching theme from these comments is the urgent need for housing solutions.**

"Fighting growth is a sure way of turning us into high-cost, poorly planned markets. Let's be intentional about how we grow and take charge of that growth before it overwhelms us."

"...Housing affordability is critical as the cost of living has increased dramatically."

## RURAL

**Commentors acknowledge the need for additional housing due to a growing population, but they also want to take steps to prevent uncontrolled and unsustainable growth**

"Many of us have lived in Utah for a long time and hate the growth. I choose to live rural so that my kids have more opportunities and don't get lost in the crowds. Low crime rates, knowing our neighbors, walking distance to so many things (schools, stores, work). Growth changes all of this. Our quality of life suffers with too much growth too fast."



# HOUSING- TOP 5 BIG IDEAS

## URBAN

- **59%** Allow more strip malls, big box stores, and parking lots to be redeveloped into housing
- **59%** Allow more townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)
- **58%** Allow more new houses to be built on smaller lots and incentivize the construction of smaller homes
- **56%** Increase the number of housing units with the potential for owner occupancy (single family house, condos, townhomes)
- **52%** Be more selective about the types of new businesses or development we seek to attract to Utah

## RURAL

- **54%** Allow new houses to be built on smaller lots
- **52%** Proactively invest in or establish frameworks for financing new infrastructure (roads, utilities) to support the construction of new housing
- **46%** Limit short-term rentals through regulation
- **44%** Expand sweat equity home-building programs
- **41%** Invest in local government- or nonprofit-owned subsidized housing for workers and full time residents



**UTAHNS WANT  
AGGRESSIVE  
WATER  
CONSERVATION  
EFFORTS**

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# WATER SUMMARY

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Urban Utahns support **aggressive water conservation** efforts.

- 61% choose the most aggressive conservation option, with waterwise landscaping and more **compact development**, along with **conversion of existing landscaping**.
- More than 66% support **rebates/incentives** for landscape conversions, **requiring low-water landscaping** in all new development, and incentivizing/requiring more efficient irrigation practices.

Rural Utahns support residential and commercial water conservation efforts as well as agricultural irrigation optimization.

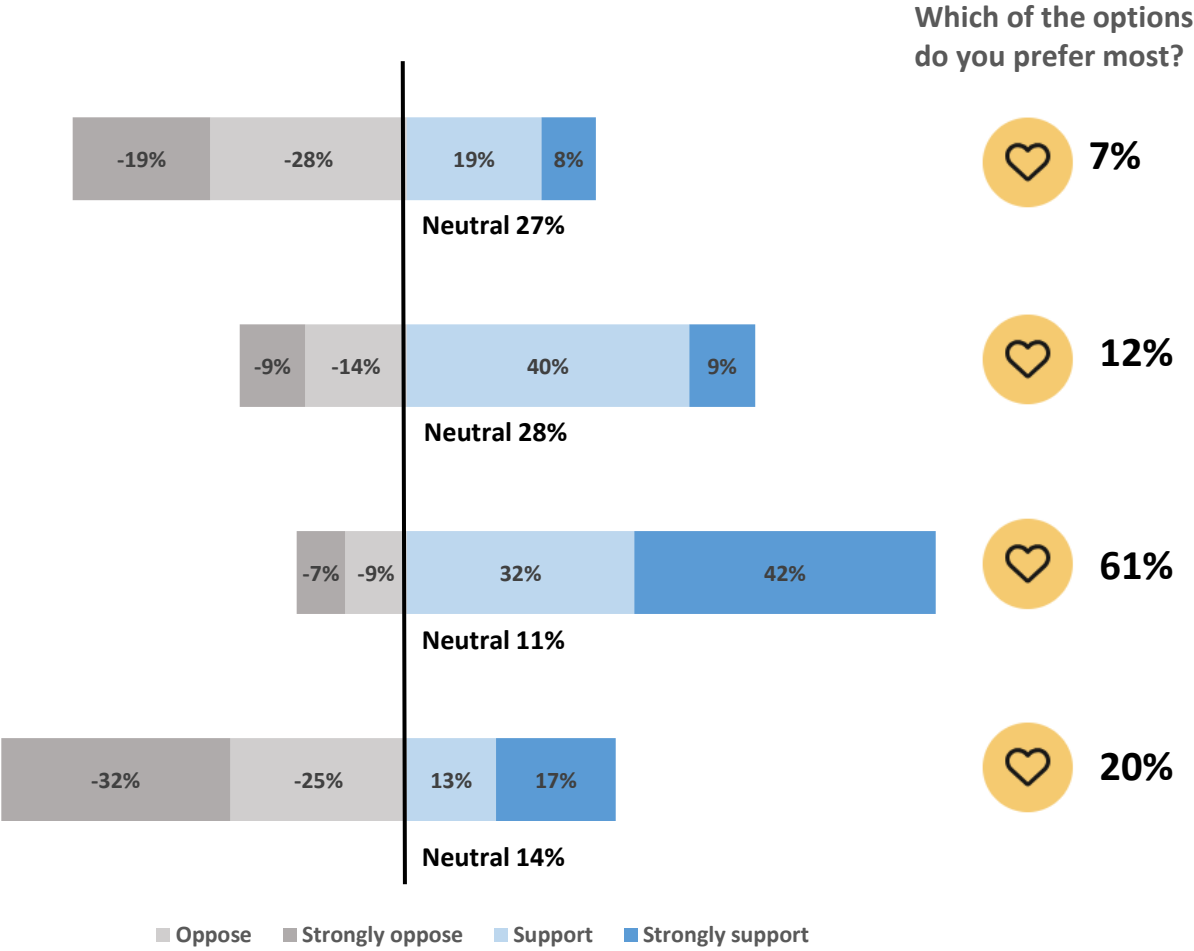
- 60% support investing in **optimized agricultural irrigation** as well as residential and commercial water conservation.
- 70% support **rebates/incentives** for landscape conversions.
- 54% support **requiring low-water landscaping** in all new development.





# URBAN WATER OPTIONS (STATEWIDE)

Option 1: Conserve water in new development by building on large lots with water-wise landscaping
Option 2: Conserve water in new development by building on small or shared lots with water-wise landscaping
Option 3: Conserve water in both new development and existing communities with water-wise landscaping
Option 4: Restrict housing development as a strategy to reduce future water demand

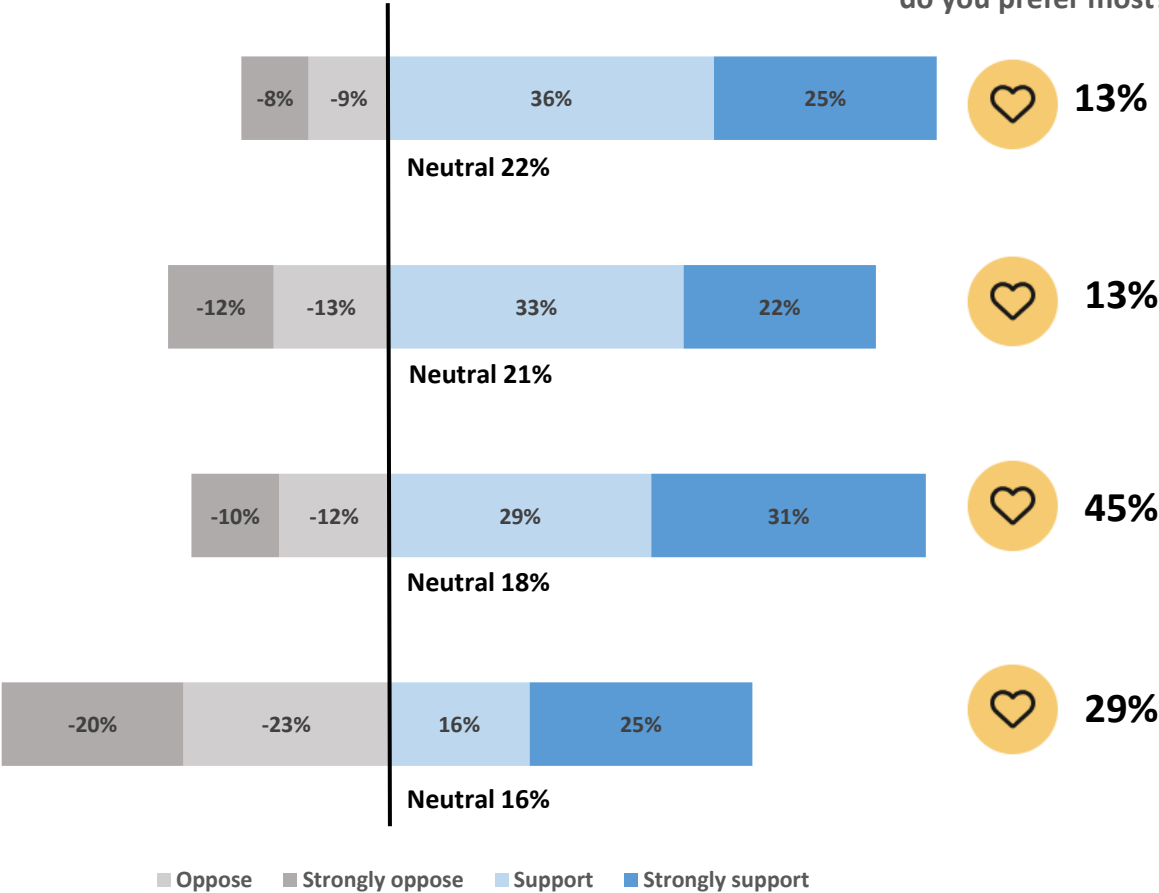




# RURAL WATER OPTIONS (STATEWIDE)

Option 1: Invest in optimized agricultural irrigation to conserve water
Option 2: Invest in residential and commercial water conservation
Option 3: Invest in optimized agricultural irrigation as well as residential and commercial water conservation
Option 4: Restrict housing development as a strategy to reduce future water demand

Which of the options do you prefer most?





# WATER COMMENTS



## URBAN

**Discussions typically revolve around the critical importance of water conservation in Utah, such as:**

- Portion of the water supply is used for agricultural irrigation
- Environmental impact of technology production
- Need to reconsider landscaping choices: commenters suggest transitioning from grass lawns to alternatives

"We've given up our privilege to waste water. If we want to continue to live and thrive here in Utah, we need to do our part to conserve."

"I'm between Option 3 and Option 4. I like the idea of restricting housing when we don't have enough water but fear that it will harm low-income people the most."

## RURAL

**Many comments focus on the agricultural sector's water needs, suggesting that optimizing water usage in farming practices is essential. Key ideas include:**

- Call for more efficient irrigation and water capture
- Essential need for water in agriculture and cattle
- Concerns about desert regions and lawns or golf courses

"I think it's ridiculous to only conserve water with new developments; that's not a strong water conservation tactic at all."

"...Water for food production must be re-prioritized about all other "beneficial" uses of water, because it produces essential food... "



# WATER- TOP 5 BIG IDEAS

## URBAN

- **80%** Provide rebates or incentives to encourage low-water-use landscape conversions
- **73%** Implement natural stormwater drainage systems in all new developments to improve water quality
- **71%** Require low-water-use landscaping in all new residential and commercial areas
- **71%** Invest in municipal-scale water recycling and reuse systems
- **67%** Incentivize or require more efficient irrigation practices (e.g., irrigate only on odd days)

## RURAL

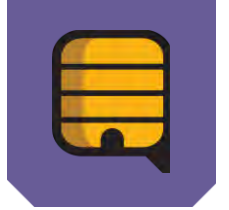
- **74%** Provide rebates or incentives to encourage low-water-use landscape conversions
- **69%** Invest in new water infrastructure projects (reservoirs, wells, pipelines, aquifer storage)
- **62%** Increase investments in agricultural water-optimization project
- **61%** Require low-water-use landscaping in all new residential and commercial areas
- **60%** Invest in municipal-scale water recycling and reuse systems





**UTAHNS WANT  
TO USE PUBLIC  
TRANSIT, TRAILS,  
BICYCLES, AND  
CARS TO GET  
AROUND.**

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# TRANSPORTATION SUMMARY

## Urban Utahns want significant investments in public and active transportation.

- 78% support a transportation option that **focuses new development in town centers**, with convenient walking, biking, and public transportation.
- Almost 66% support **more funding for public transportation** and bicycle and pedestrian infrastructure, as well as zero-fare public transportation.

## Rural Utahns want better transportation connections.

- 57% want **public transportation service** connecting smaller towns to larger cities.
- 53% support statewide passenger rail.
- 54% support public transit for peak usage of tourism areas.
- 53% want to invest in **improving high-use state highways and main streets**.





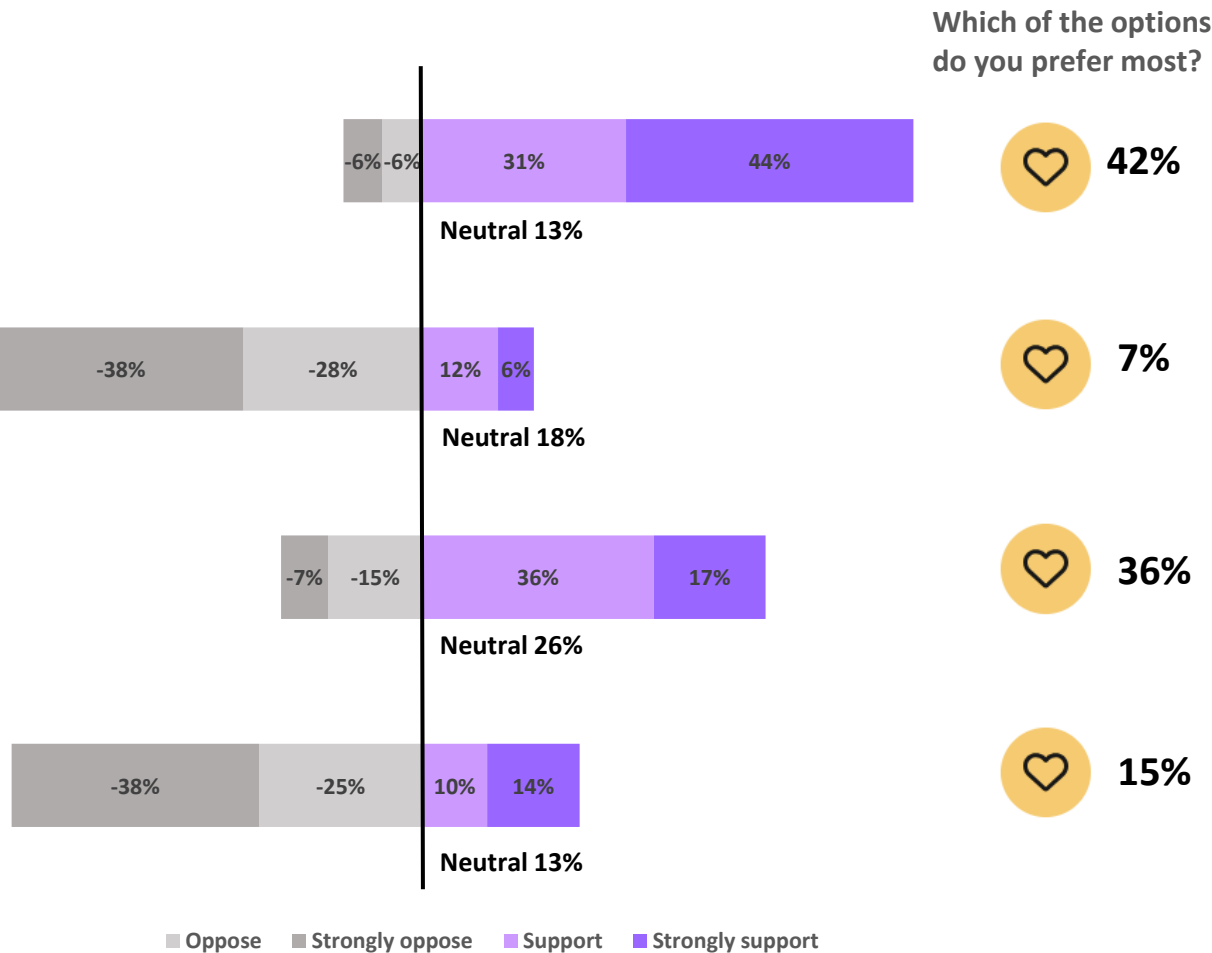
# URBAN TRANSPORTATION OPTIONS (STATEWIDE)

Option 1: Prioritize convenient walking, biking, and public transportation in many town centers

Option 2: Prioritize new and expanded highways and roads in new suburbs

Option 3: Balance investments in walking, biking, and transit in existing cities with additional roads and highways to serve new suburbs

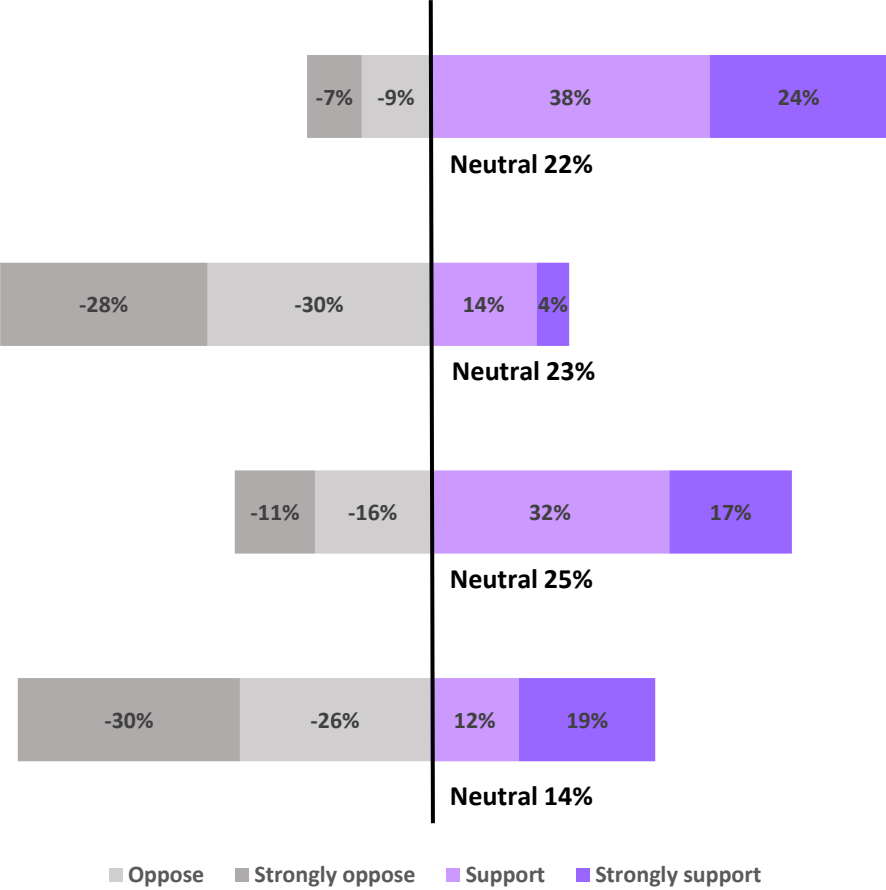
Option 4: Restrict housing development as a strategy to reduce future traffic





# RURAL TRANSPORTATION OPTIONS (STATEWIDE)

Option 1: Focus new development along main streets to create a lively town center and maintain country roads outside of town
Option 2: Spread development and new streets out on the edge of town
Option 3: Balance new development and road upgrades between a lively main street and country roads on the edge of town
Option 4: Restrict housing development as a strategy to reduce transportation infrastructure costs



Which of the options do you prefer most?

32%

7%

41%

21%



# TRANSPORTATION COMMENTS



## URBAN

The overarching focus is on creating walkable and bikeable cities, along with improving urban transit systems. There is a desire for creating bike- and walk-friendly environments, with calls to encourage exercise and reduce car dependency. There's a consensus that public transit should be a viable alternative, and its expansion is encouraged.

"Urban sprawl makes traffic and mobility issues worse. Walkability, bikeability, and urban transit are the way to go."

"Public transportation needs to be more convenient than driving and parking. We've prioritized freeways for long enough. Now we need to prioritize public transportation."

## RURAL

**Maintaining roads in rural areas and concern over addition housing are frequent themes. There is support bike trails, improved sidewalks, impact fees, financial tools access, and conservation requirements.**

"We need more bike and walking routes."

"...Encourage affordable housing to counter high housing costs. Enact conservation requirements to fend off the day we run out of water. And don't build too many roads. I favor mixed, in-town and out-of-town solutions, so people have choices based on personal preference and what they can afford."

# TRANSPORTATION- TOP 5 BIG IDEAS



## URBAN

- **66%** Provide zero-fare public transportation
- **66%** Invest in more bicycle and pedestrian infrastructure
- **65%** Invest more funding in public transportation to serve urban areas
- **65%** Allow more apartments, condos, and townhomes near transit stations and downtowns
- **64%** Invest in public transportation for peak usage of tourism areas

## RURAL

- **64%** Implement public transportation service to connect smaller towns to larger cities
- **60%** Invest in statewide passenger rail
- **60%** Invest in improvement or expansion of high-use state highways and main streets (e.g. Highways 6, 189, 191)
- **59%** Invest in public transit for peak usage of tourism areas
- **57%** Implement a statewide trails network to connect communities across Utah



**UTAHNS WANT  
OPEN SPACES  
PRESERVED  
WITHIN AND ON  
THE EDGES OF  
THEIR  
COMMUNITIES**

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# OPEN SPACE SUMMARY

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**Urban Utahns want new development on “the edge” to focus on master-planned communities with extensive open space and a variety of housing types.**

- 56% support building **new master-planned communities** with parks, trails, and community open spaces.
- Nearly 75% want to **invest in recreational amenities** in both natural areas (trailheads, campgrounds, etc.) and in urban areas (parkways, river trails, etc.).

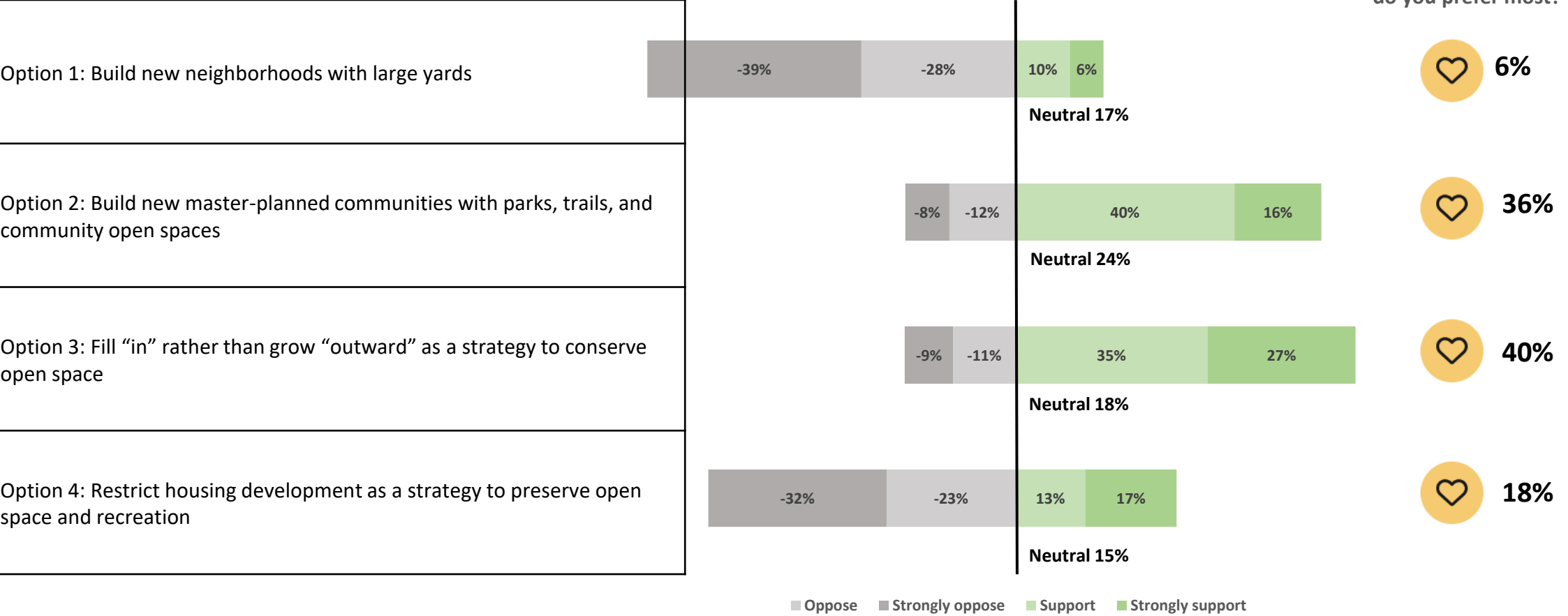
**Rural Utahns want to preserve open space by focusing growth in master-planned communities or growing on smaller lots close to town.**

- 38% prefer new development to be in **master-planned communities** with community open space, parks, and trails, more than any other open space option.
- 51% support a **statewide trails network** to connect communities across Utah.





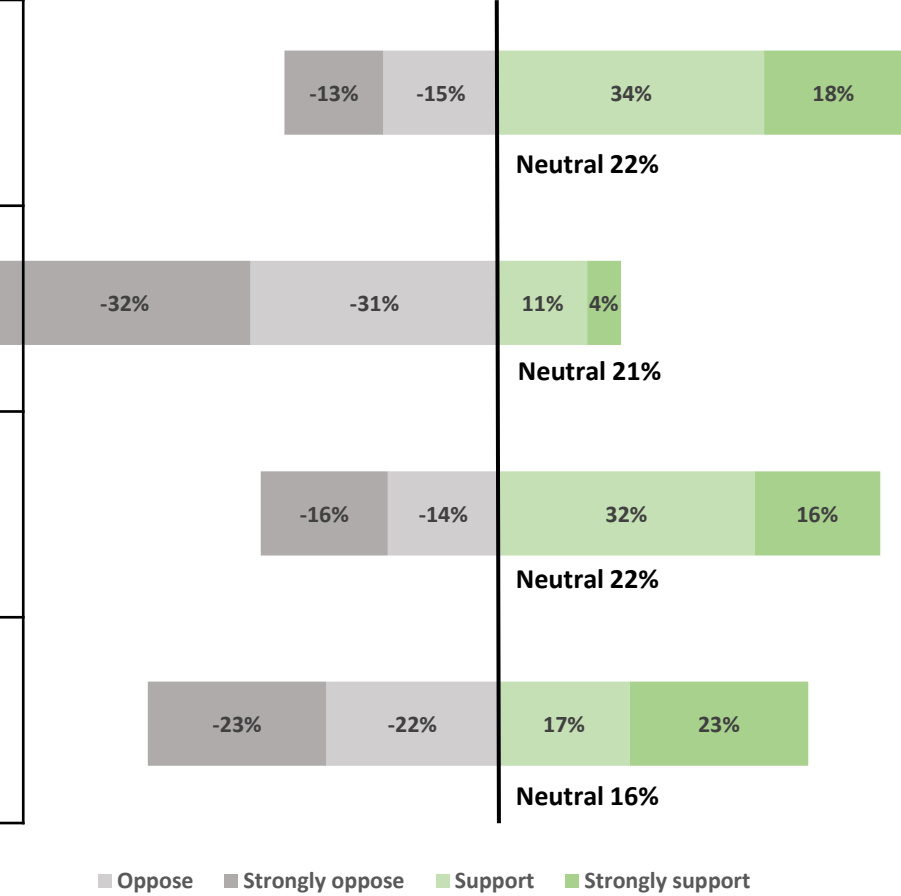
# URBAN OPEN SPACE OPTIONS (STATEWIDE)





# RURAL OPEN SPACE OPTIONS (STATEWIDE)

Option 1: Build new housing on smaller lots close to town
Option 2: Build new housing with large, spread-out lots
Option 3: Build new master-planned communities with parks, trails, and community open spaces
Option 4: Restrict housing development as a strategy to preserve open space



Which of the options do you prefer most?

 **27%**

 **8%**

 **37%**

 **28%**



# OPEN SPACE COMMENTS



## URBAN

**Option 3, which involves responsible housing and water conservation while preserving open spaces, resonates with most commenters as the path forward for Utah. Comments suggest there should be a focus on using existing spaces and limiting new construction. They emphasize the importance of adding more recreational opportunities within both new and existing communities.**

"I live in a development in Taylorsville where HOA manages three parks, a great trail system, tennis court and pool. They are great!"

"Let's be good stewards of our land by taking up less of it."

## RURAL

**While commenters recognize that in larger cities, there's a desire for a denser population with smaller lots, rural residents advocate for slow and controlled growth while keeping lots large to preserve the open, country feel.**

"I'd love to find a way to merge options 2 and 3. See, the plan needs to be for the communities to fill in, not the government. Allow the market to determine what's desirable."

"option #3. but just require an open space park in every community. And NOT under power lines."

# OPEN SPACE- TOP 5 BIG IDEAS



## URBAN

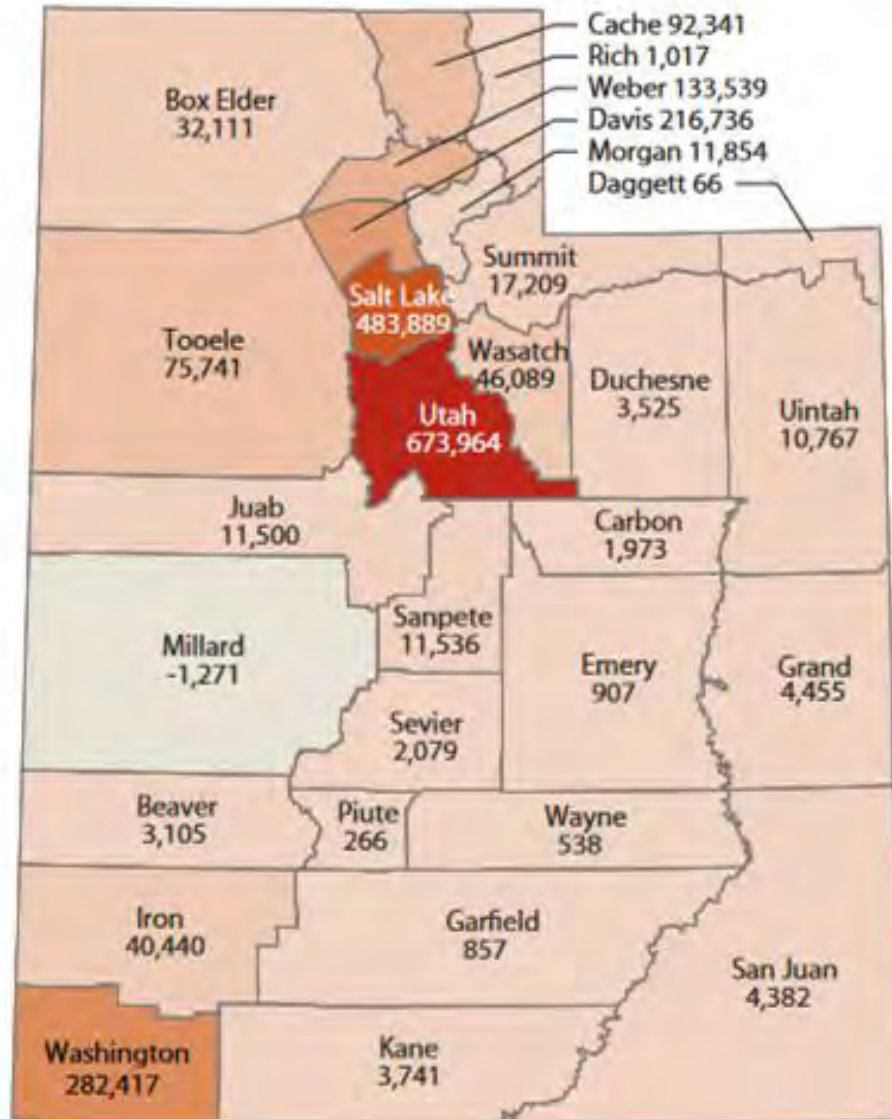
- **73%** Invest more in natural-area recreational amenities (trailheads, campgrounds, mountain bike/hiking/equestrian/OHV trails, parking, restrooms) on state or county lands
- **72%** Invest more in urban trails and trailheads (e.g., Jordan River Parkway, Virgin River Trail, Murdock Canal)
- **64%** Design new libraries, recreation centers, or senior centers to also provide multipurpose outdoor recreation space
- **63%** Partner with schools and churches to provide recreation space and allow community access
- **63%** Construct more public park spaces, plazas, and community-gathering places as communities grow

## RURAL

- **72%** Invest more in natural-area recreational amenities (trailheads, campgrounds, mountain bike/hiking/equestrian/OHV trails, parking, restrooms) on state or county lands
- **64%** Encourage ongoing agricultural uses by prioritizing prime farmlands in long-range planning efforts
- **60%** Invest in the preservation of open space through conservation easements or purchases
- **60%** Utilize agricultural zoning in areas desired for agricultural preservation
- **53%** Allow for clustering homes on smaller lots to set aside areas for open space



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



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

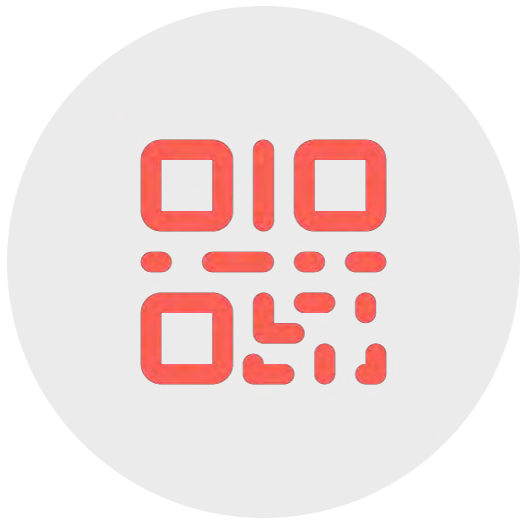
# **SLOW/NO GROWTH SUMMARY**



Utahns living in rural areas that are not experiencing growth do not support significant growth and change.

- 51% prefer to add **some job opportunities**.
- 37% want their community to **stay the same**, even though this might mean jobs for current and future generations are hard to come by.
- Only 12% want to add a lot of job opportunities.
- **Improving agricultural prosperity** and **supporting/expanding existing local businesses** are the economic development strategies that generate the most support.
  - Attracting new businesses is not popular.

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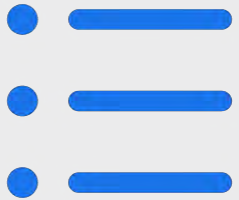


**Join at [slido.com](https://slido.com)  
#3246882**

① Start presenting to display the joining instructions on this slide.



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**How surprised are you by these survey results?**

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

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**What about these survey results surprised you?**

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

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**What do you need as Planners to implement these ideas?**

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



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**What kind data would be useful for your community?**

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

# SLOW/NO GROWTH



**Q1. It looks like you live in a place that's not experiencing much economic growth. Would you prefer the area where you live...**

- **50%** Add some job opportunities, even though this may mean a little population growth and some changes to my community.
- **38%** Stay the same, even though this might mean jobs for current and future generations are hard to come by.
- **12%** Add a lot of new job opportunities, even though this may mean more significant population growth and changes to my community.

**Q2. What strategies would you like to pursue to improve economic prosperity in your area? Choose as many as you'd like. (TOP 5)**

- **77%** Improve agricultural prosperity (this could include investments in water efficiency, food processing facilities, farm-to-table programs, and agritourism)
- **71%** Support and expand existing local businesses
- **65%** Attract remote workers (this could include improving broadband, improving main street/downtown, adding/improving housing, and adding outdoor recreation amenities)
- **59%** Promote more start-ups and entrepreneurs (this could include creating/expanding innovation centers)
- **56%** Make my area attractive to logistics and manufacturing companies (this could include adding energy, water, and transportation infrastructure; adding/improving housing; training residents to work in targeted industries; improving broadband; and expanding business recruitment incentives)



# THE TIMELINE

## GUIDING OUR GROWTH - Public Engagement Timeline



## GUIDING OUR GROWTH - Decision-making Timeline



# WE HAVE TO TAKE ACTION TO MAINTAIN OUR QUALITY OF LIFE

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1. Share the survey results widely!
2. Facilitate a series of solution-development workshops
3. Explore how well the survey results match our existing plans
4. Deliver a list of recommendations to policy makers
5. Develop a set of performance metrics to evaluate our progress