



GUIDING OUR GROWTH

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

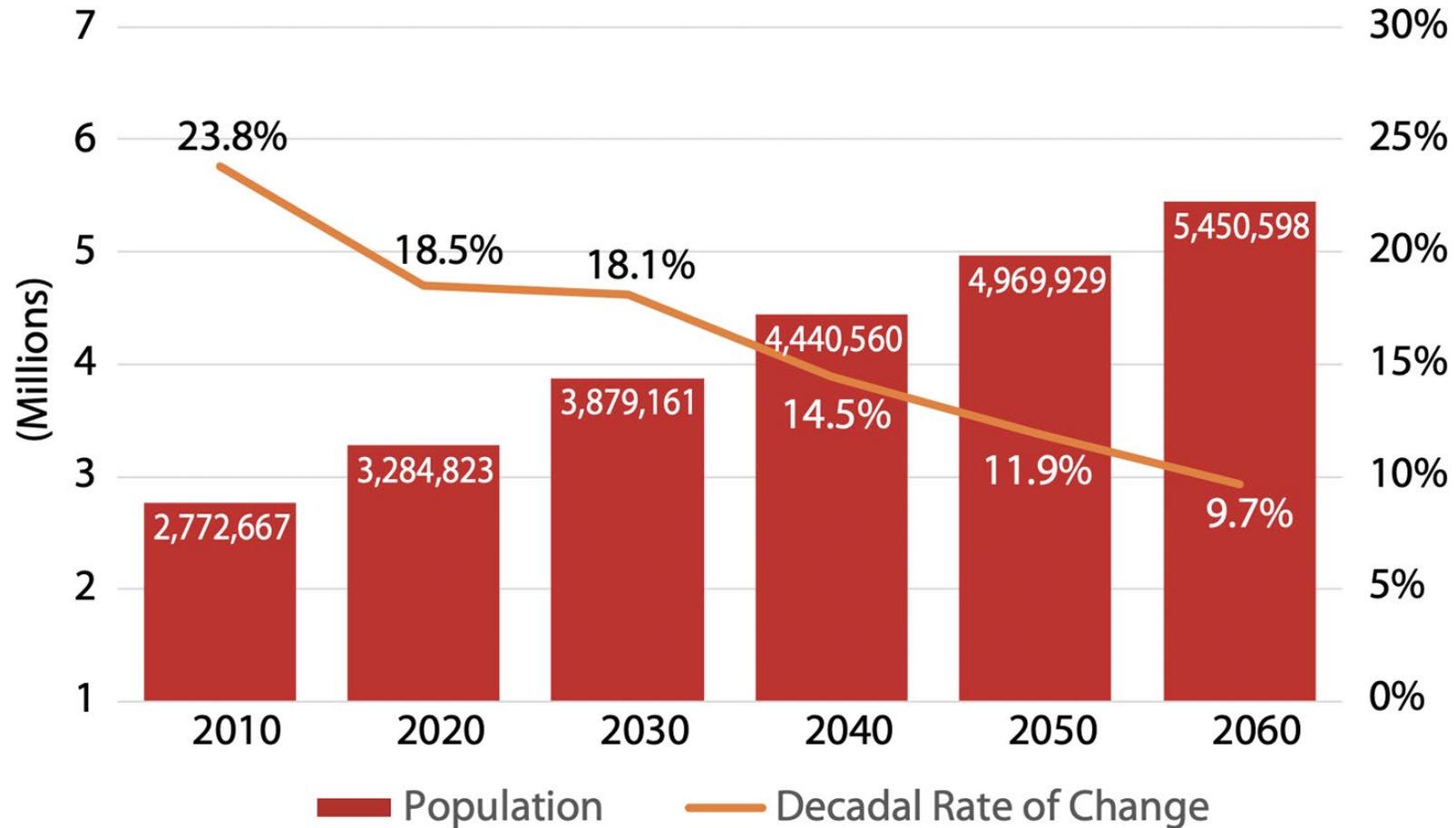
GUIDING OUR GROWTH

**A STATEWIDE CONVERSATION
ABOUT GROWTH
2022-2023 AND BEYOND**



THERE'S SO MUCH
TO CELEBRATE
ABOUT UTAH

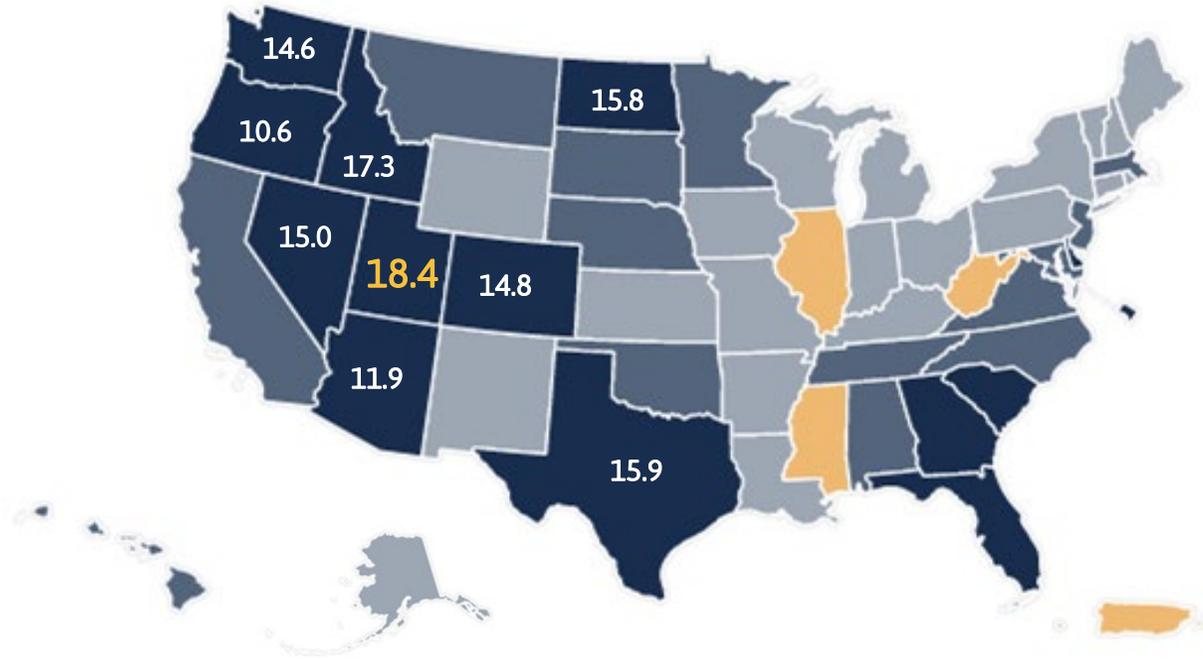
What makes Utah great also **MAKES UTAH GROW**



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.





GOALS OF THE EFFORT

- 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





THE TIMELINE

GUIDING OUR GROWTH - Public Engagement Timeline



GUIDING OUR GROWTH - Decision-making Timeline



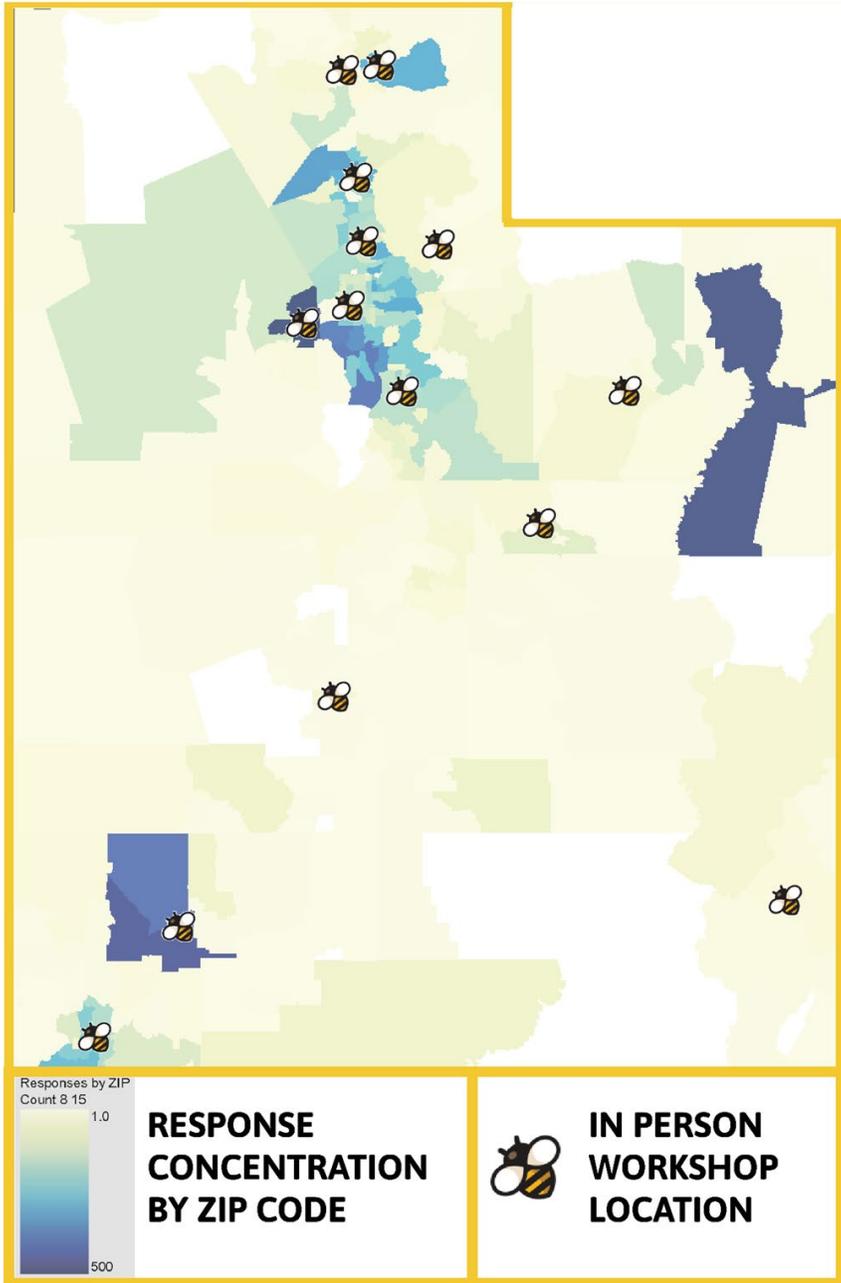
GUIDING OUR GROWTH: PHASE 2 SURVEY

ADMINISTERED BY: Envision Utah

FOR: Utah Governor's Office of Planning and Budget

DATES OPEN: May 11th – August 31st 2023

guidingourgrowth.utah.gov/beheard/



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

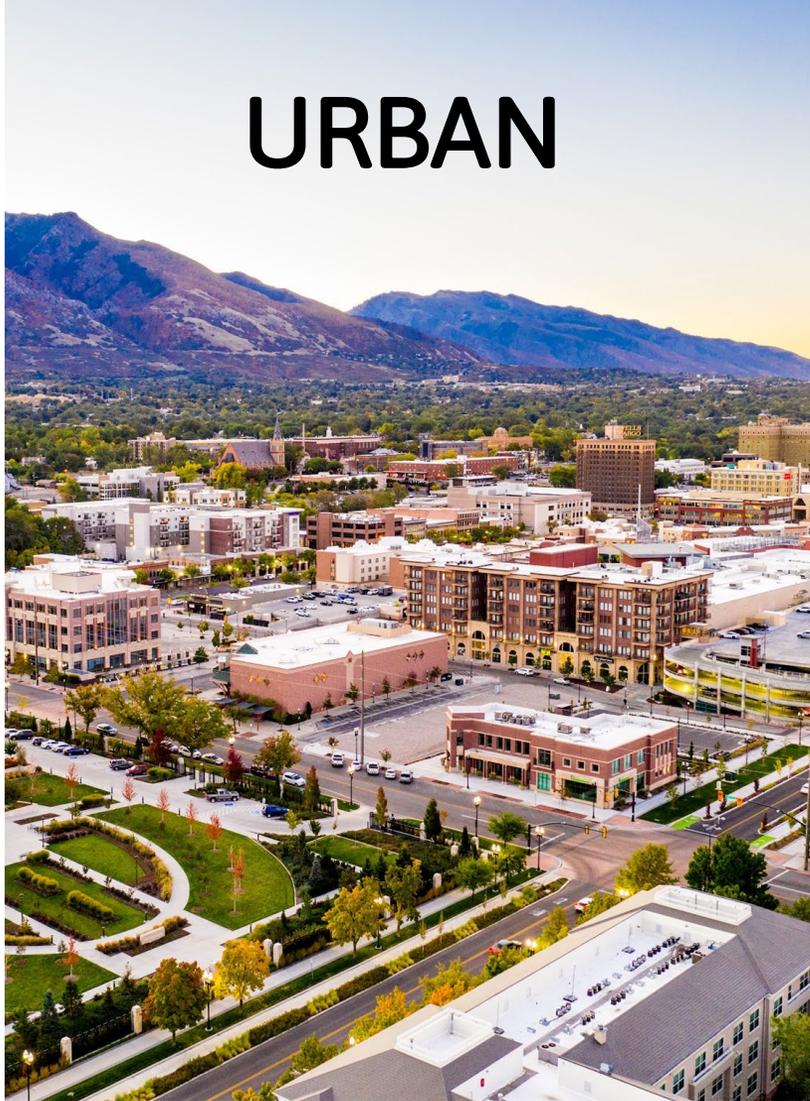
SURVEY OVERVIEW

GUIDING OUR GROWTH 2023

3 Distinct Surveys



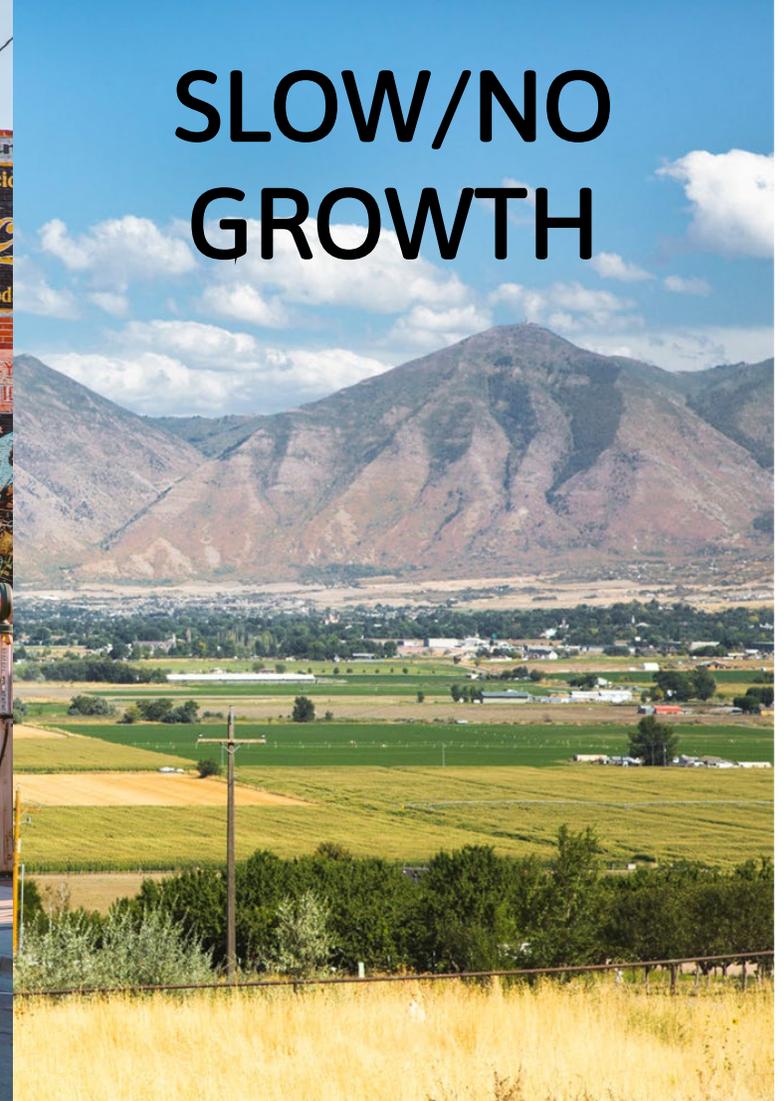
URBAN



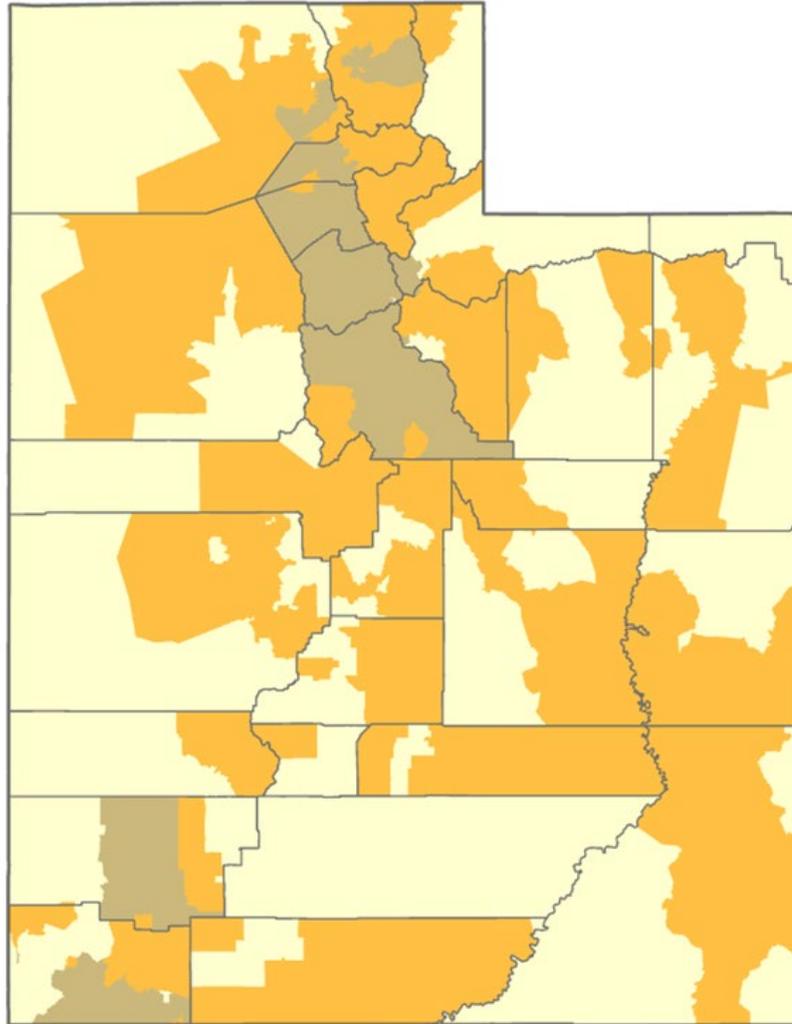
**GROWING
RURAL**



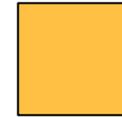
**SLOW/NO
GROWTH**



3 Distinct Surveys



URBAN



GROWING RURAL



SLOW/NO GROWTH



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

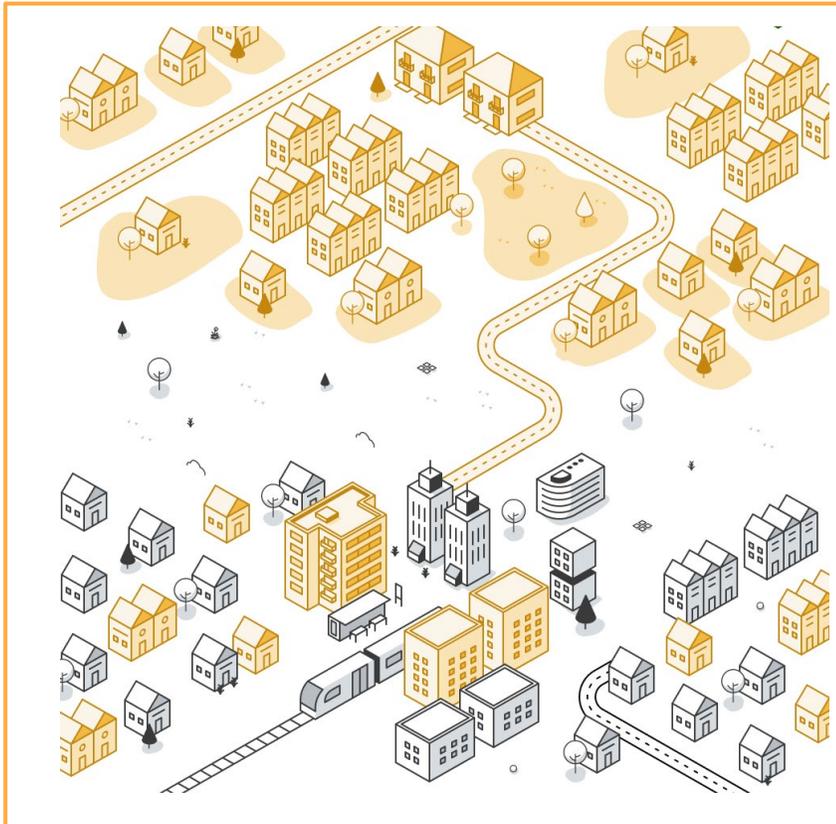


Select your favorite
ideas

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



Allow new housing in currently undeveloped areas, near transit stations and town centers, and in appropriate areas within existing neighborhoods

New housing is built on the edges of town with a mix of housing and lot sizes. Existing neighborhoods add duplexes and townhomes on vacant properties. Transit station areas, downtowns, commercial areas, and neighborhood centers add apartments and condos.

[View Visualization](#)

 **Upsides**

- LOW HOUSING COSTS [?](#)
- LOW OPEN SPACE LOSS [?](#)

 **Other Considerations**

- MED PUBLIC INFRASTRUCTURE SPENDING [?](#)
- MED DISTANCE TO STORES, JOBS, SCHOOLS, ETC. [?](#)

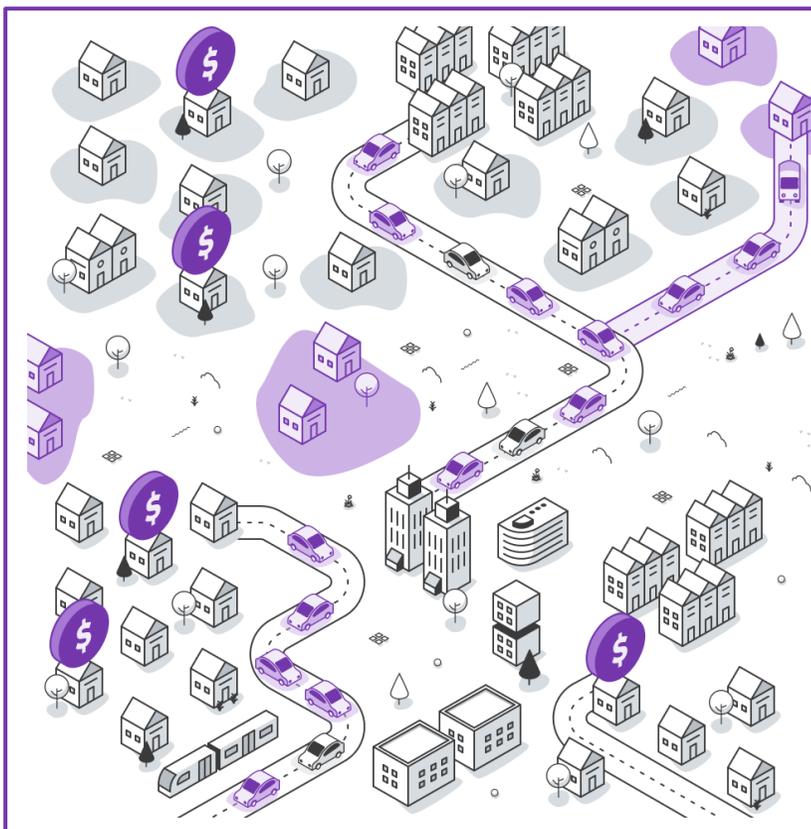
 **Downsides**

- HIGH NEIGHBORHOOD PHYSICAL CHANGE [?](#)



What was the survey like?

- A “Stop Growth” option included for each topic
 - realistic concerns about stopping growth with that topic were explained



Restrict housing development as a strategy to reduce future traffic

Cities and towns adopt rules that limit most new housing construction with an aim to prevent traffic levels from increasing. These restrictions drive up the prices of homes, which are still built outside of cities. As homes become more crowded and are built further away from jobs, future traffic levels increase.

[View Visualization](#)

Other Considerations

- MED PUBLIC INFRASTRUCTURE SPENDING ?
- MED HOUSEHOLD TRAVEL COSTS ?
- MED TIME SPENT DRIVING ?
- MED TRANSIT/BIKE OPPORTUNITIES ?
- MED PARKING CONVENIENCE ?

Downsides

- HIGH VEHICLE EMISSIONS ?
- VERY HIGH HOUSING COSTS ?



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

The screenshot shows a survey interface for 'Part 2: Explore Big Ideas'. At the top, there are four category icons: Housing (house), Water (water tap), Transportation (car), and Open Space & Recreation (trees). The 'Water' category is selected and highlighted in blue. Below the icons, a text block explains that Utah has experienced 20 years of below-average precipitation and that population growth and weather trends will require changes in water use. It asks participants to select as many Big Ideas as they like for state and local leaders to explore. The survey options are listed as follows:

- 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

A blue callout box on the right side of the survey options contains the text: '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.'

On the left side of the screenshot, there is a yellow box titled 'Part 2: Explore Big Ideas'. It contains a lightbulb icon and the text 'Review ideas submitted by Utahns', a list icon and the text 'Select your favorite ideas', and a yellow 'Start' button.



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

...BUT HOW WE
GROW MATTERS



**UTAHNS WANT A
VARIETY OF
HOUSING
PRODUCTS AND
PRICE POINTS**



HOUSING SUMMARY



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

- 60% 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.
- 58–59% 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.

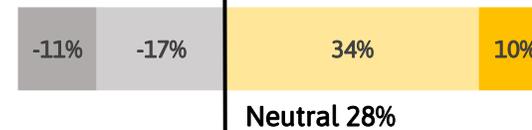


URBAN HOUSING OPTIONS (STATEWIDE)

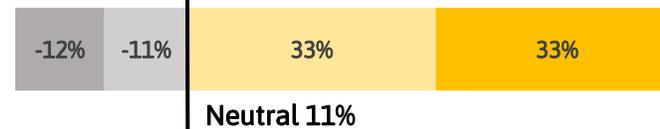
Option 1: Allow new housing, but only away from existing neighborhoods, such as on undeveloped land on the edges of communities



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%



RESULTS MAY VARY BY REGION AND DEMOGRAPHICS

Which of the options do you prefer most?

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

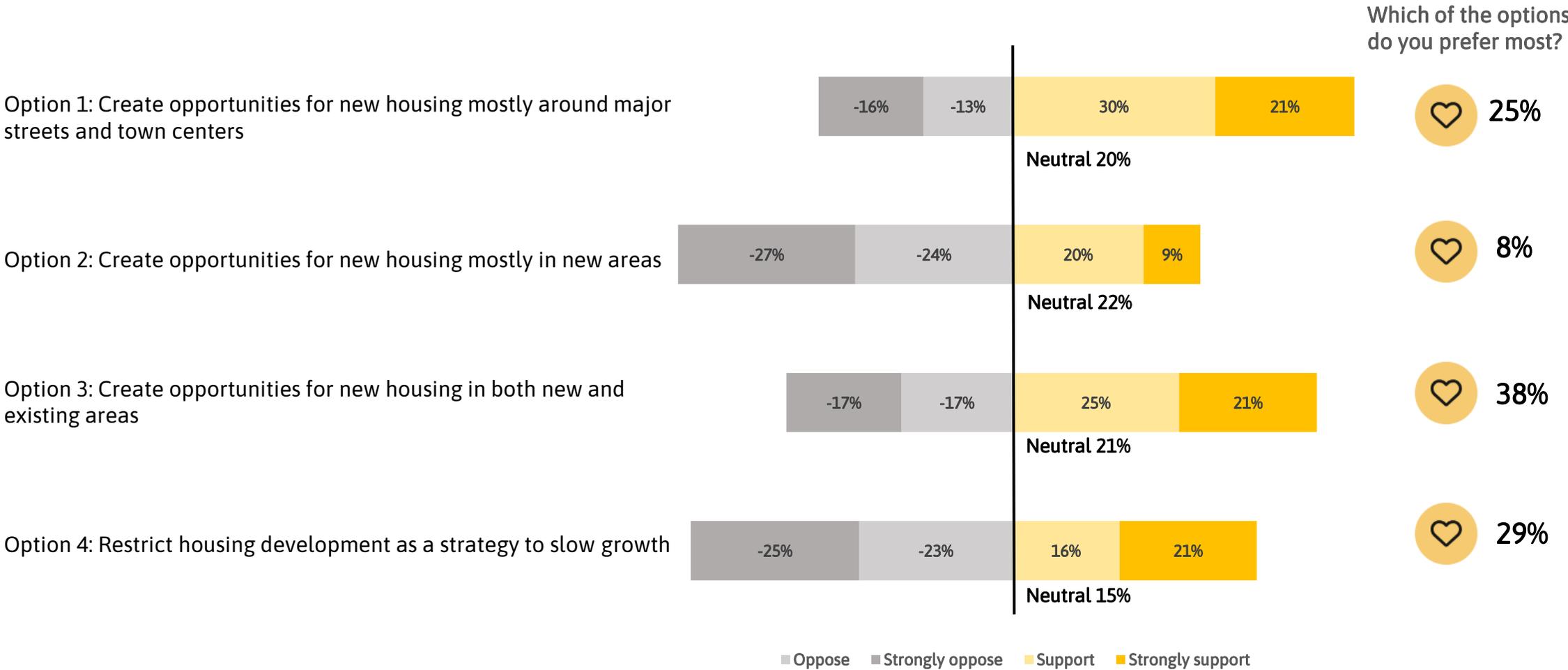


Age 13-34 (68-77%), Renters (78%), and Income \$75,000 or less (66-74%) are more likely to select options that promote housing options throughout the survey (urban and rural)

Southwest Utah (34%), Age 55 or older (24-30%), and homeowners (21%) are more likely to select options that restrict housing development throughout the survey (urban and rural)



RURAL HOUSING OPTIONS (STATEWIDE)



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

Commenters 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."

URBAN HOUSING BIG IDEAS



TOP 5

- **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

OTHER IDEAS

- **45%** Limit short-term rentals in neighborhoods through regulation
- **36%** Facilitate the construction of new communities beyond the edge of our metropolitan areas to increase housing supply
- **31%** Facilitate more prefabricated, modular, or manufactured homes
- **27%** Implement strict local restrictions to try to limit new housing development
- **23%** Allow home builders to construct less parking for both multiple-family and single-family homes

RURAL HOUSING BIG IDEAS



TOP 5

- **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

OTHER IDEAS

- **40%** Facilitate more prefabricated, modular, or manufactured homes
- **34%** Incentivize the construction of townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)
- **32%** Implement strict local restrictions to try to limit new housing development
- **31%** Incentivize employer-provided housing or down payment assistance
- **22%** Create and expand community land trusts and housing co-ops

**UTAHNS WANT
AGGRESSIVE
WATER
CONSERVATION
EFFORTS**





WATER SUMMARY

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 two-thirds 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.

- 57% support investing in **optimized agricultural irrigation** as well as residential and commercial water conservation.
- 70% support **rebates/incentives** for landscape conversions.
- 55% support **requiring low-water landscaping** in all new development.



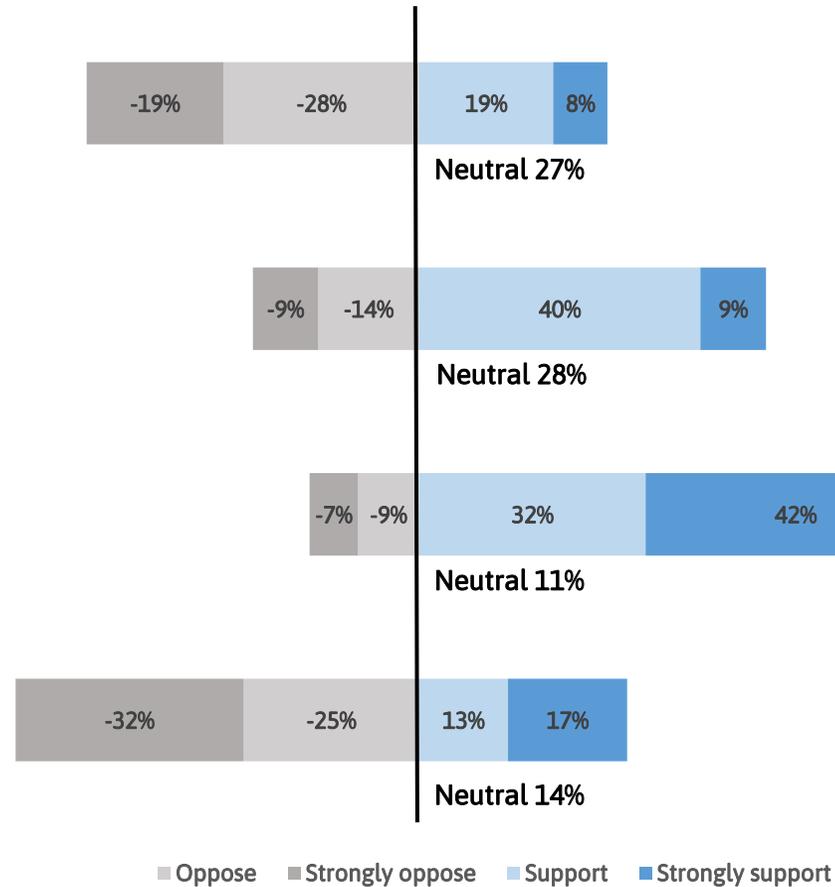
URBAN WATER OPTIONS (STATEWIDE)

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



Which of the options do you prefer most?

 7%

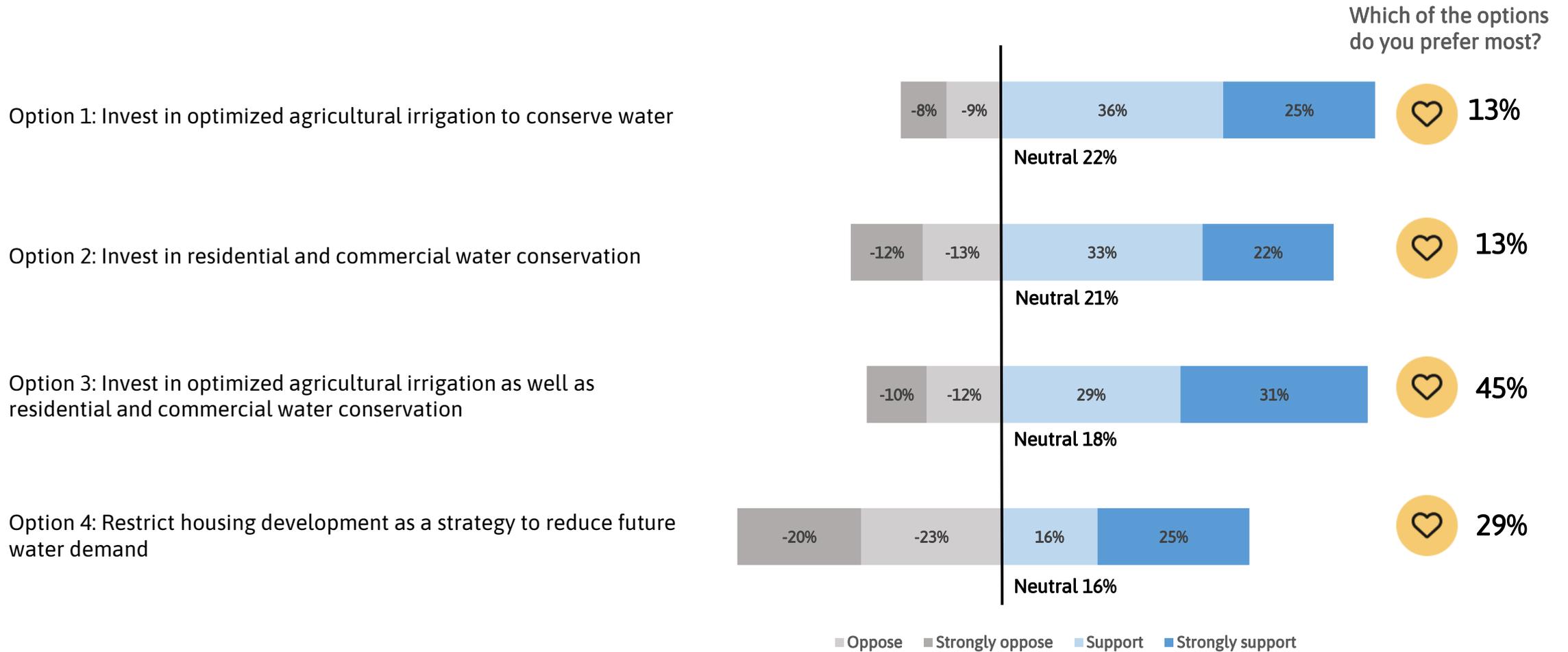
 12%

 61%

 20%



RURAL WATER OPTIONS (STATEWIDE)



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... "

URBAN WATER BIG IDEAS



TOP 5

- **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)

OTHER IDEAS

- **67%** Increase investments in agricultural water-optimization projects
- **57%** Invest in new water infrastructure projects (reservoirs, wells, pipelines)
- **54%** Use tiered water rates and transparent billing practices to reduce demand
- **53%** Allow the housing market to shift to smaller lots, townhomes, and apartments so there is less irrigated landscaping per person
- **28%** Invest in agricultural fallowing (paying farmers to not plant or water crops)

RURAL WATER BIG IDEAS



TOP 5

- **70%** Provide rebates or incentives to encourage low-water-use landscape conversions
- **64%** Invest in new water infrastructure projects (reservoirs, wells, pipelines, aquifer storage)
- **57%** Increase investments in agricultural water-optimization projects
- **55%** Invest in municipal-scale water recycling and reuse systems
- **55%** Require low-water-use landscaping in all new residential and commercial areas

OTHER IDEAS

- **48%** Use tiered water rates and transparent billing practices to encourage water conservation
- **44%** Expand participation in voluntary rural water quality programs
- **39%** Allow the housing market to shift to smaller lots, townhomes, and apartments so there is less irrigated landscaping per person
- **32%** Invest in regionalization of local water treatment facilities
- **18%** Invest in agricultural fallowing (paying farmers to not plant or water crops)



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



TRANSPORTATION SUMMARY

Urban Utahns want significant investments in public and active transportation.

- 75% support a transportation option that **focuses new development in town centers**, with convenient walking, biking, and public transportation.
- 65% support **more funding for public transportation** and bicycle and pedestrian infrastructure, as well as zero-fare public transportation.

Rural Utahns want better transportation connections.

- 58% want **public transportation service** connecting smaller towns to larger cities.
- 53% support statewide passenger rail.
- 53% want to invest in **improving high-use state highways and main streets**.
- 51% support public transit for peak usage of tourism areas.



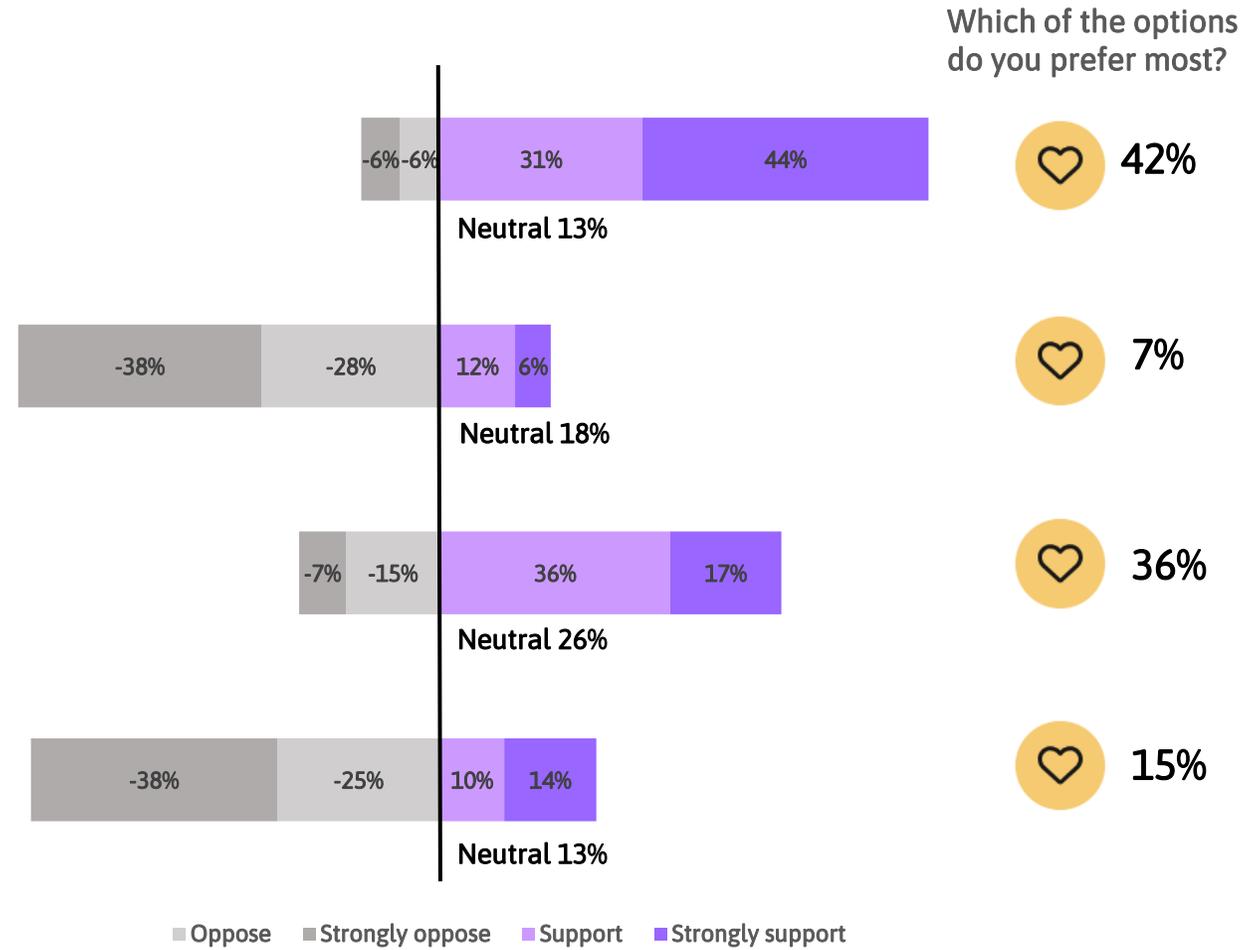
URBAN TRANSPORTATION OPTIONS (STATEWIDE)

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





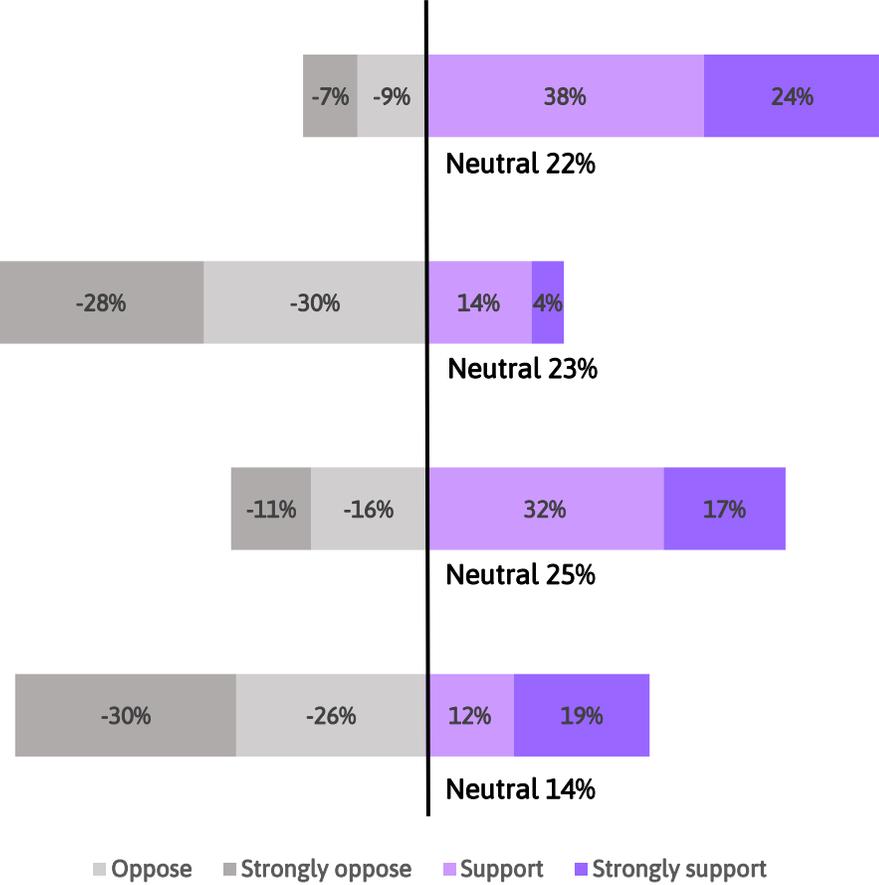
RURAL TRANSPORTATION OPTIONS (STATEWIDE)

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%

■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

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."

URBAN TRANSPORTATION BIG IDEAS



TOP 5

- **67%** Invest in more bicycle and pedestrian infrastructure
- **66%** Provide zero-fare public transportation
- **66%** Allow more apartments, condos, and townhomes near transit stations and downtowns
- **65%** Invest more funding in public transportation to serve urban areas
- **64%** Invest in public transportation for peak usage of tourism areas

OTHER IDEAS

- **42%** Improve roadway connectivity through grid street patterns
- **40%** Invest in charging infrastructure and incentives for conversion to electric vehicles
- **33%** Reduce required parking in commercial or town centers
- **33%** Invest in improvement or expansion of high-use state highways and add new highways in high-demand areas
- **19%** Reduce congestion by pricing freeway use during peak hours

RURAL TRANSPORTATION BIG IDEAS



TOP 5

- **58%** Implement public transportation service to connect smaller towns to larger cities
- **53%** Invest in statewide passenger rail
- **53%** Invest in improvement or expansion of high-use state highways and main streets (e.g. Highways 6, 189, 191)
- **51%** Implement a statewide trails network to connect communities across Utah
- **51%** Invest in public transit for peak usage of tourism areas

OTHER IDEAS

- **40%** Build new highways in high-demand areas to connect communities
- **38%** Proactively invest in new infrastructure (roads, utilities) to support the construction of new communities
- **33%** Reduce required parking in commercial or town centers
- **25%** Invest in charging infrastructure and incentives for conversion to electric vehicles
- **19%** Implement tolling on key roadways in high-visitation areas (e.g. Mirror Lake Highway)

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



OPEN SPACE SUMMARY



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

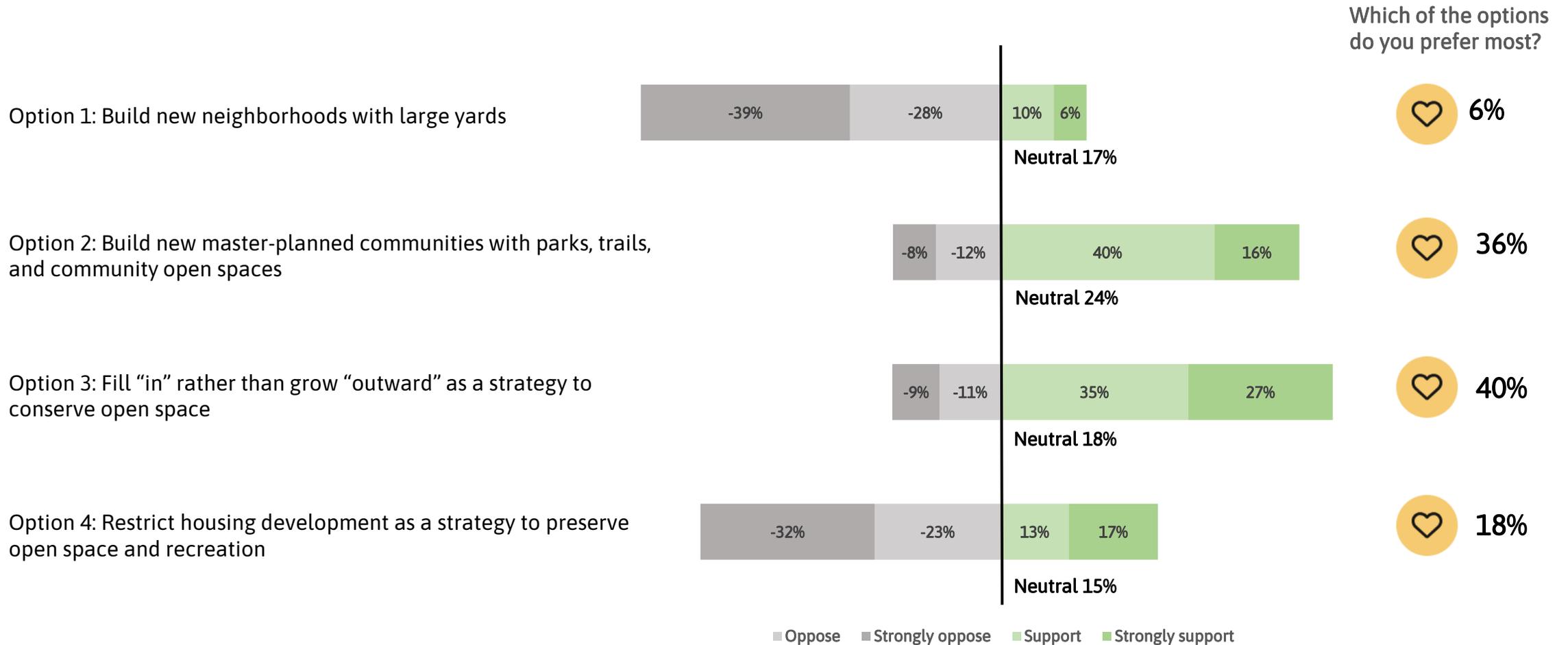
- 56% support building **new master-planned communities** with parks, trails, and community open spaces.
- Nearly 75% want to **invest in recreational amenities** in both natural areas (trailheads, campgrounds, etc.) and in urban areas (parkways, river trails, etc.).

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

- 37% prefer new development to be in **master-planned communities** with community open space, parks, and trails, more than any other open space option.
- 58% support **prioritizing prime farmlands** in long-range planning efforts.

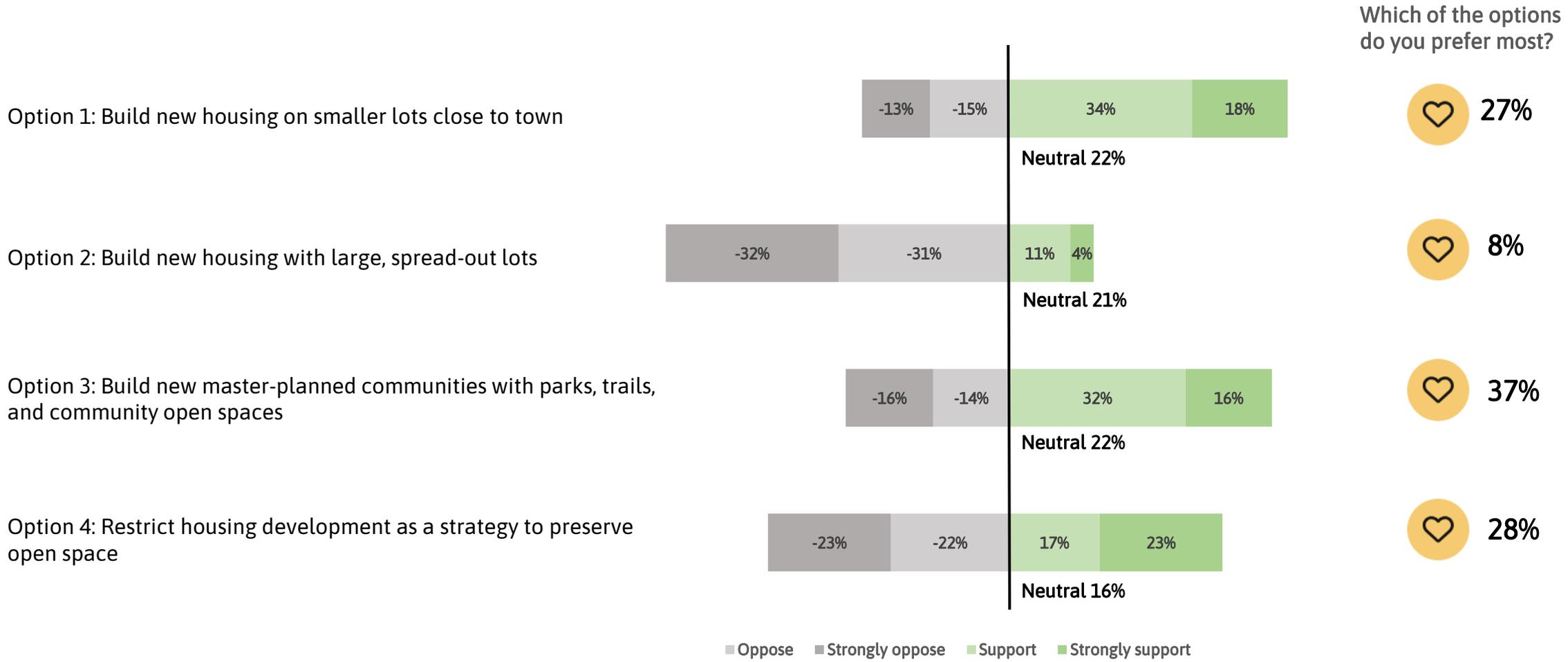


URBAN OPEN SPACE OPTIONS (STATEWIDE)





RURAL OPEN SPACE OPTIONS (STATEWIDE)



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."

URBAN OPEN SPACE BIG IDEAS



TOP 5

- **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

OTHER IDEAS

- **63%** Invest in the preservation of open space through conservation easements or purchases
- **57%** Allow for clustering homes on smaller lots to preserve areas for open space
- **51%** Invest in micro open spaces (e.g., low-water-use gardens with street furniture) on small publicly owned properties
- **50%** Facilitate the construction of more master-planned developments with ample parks and trails
- **36%** Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits

RURAL OPEN SPACE BIG IDEAS



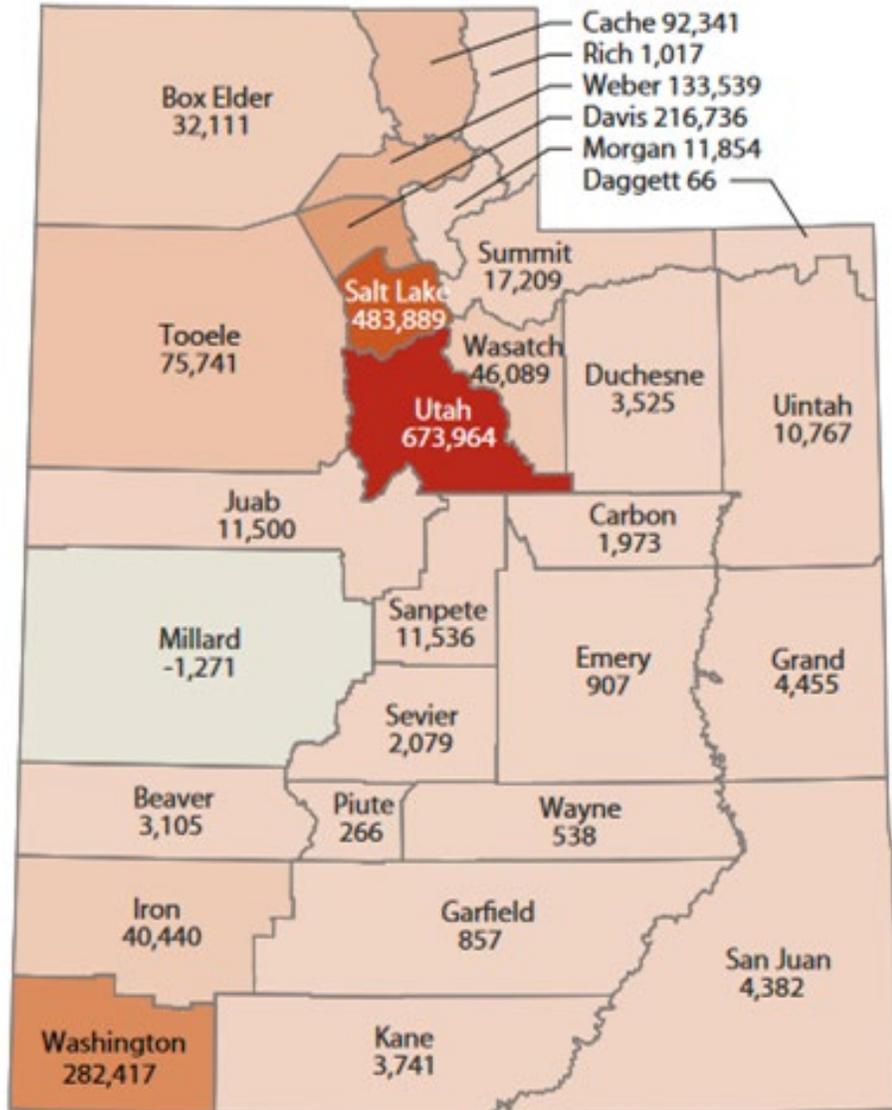
TOP 5

- **67%** Invest more in natural-area recreational amenities (trailheads, campgrounds, mountain bike/hiking/equestrian/OHV trails, parking, restrooms) on state or county lands
- **58%** Encourage ongoing agricultural uses by prioritizing prime farmlands in long-range planning efforts
- **54%** Utilize agricultural zoning in areas desired for agricultural preservation
- **53%** Invest in the preservation of open space through conservation easements or purchases
- **45%** Allow for clustering homes on smaller lots to set aside areas for open space

OTHER IDEAS

- **43%** Invest more in paved trails and trailheads (e.g., Price River Trail, Historic Union Pacific Rail Trail, Moab Canyon Pathway)
- **43%** Explore ways to capture and retain more tourism spending in rural communities
- **40%** Allow and encourage new development to use less land
- **34%** Create flexibility in how transient room taxes (TRT) collected at hotels can be used
- **29%** Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits

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.

- 52% prefer to add **some job opportunities**.
- 35% want their community to **stay the same**, even though this might mean jobs for current and future generations are hard to come by.
- Only 13% 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 as popular, but 65% support attracting remote workers and almost 60% support promoting local entrepreneurship.



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

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



GUIDING OUR GROWTH

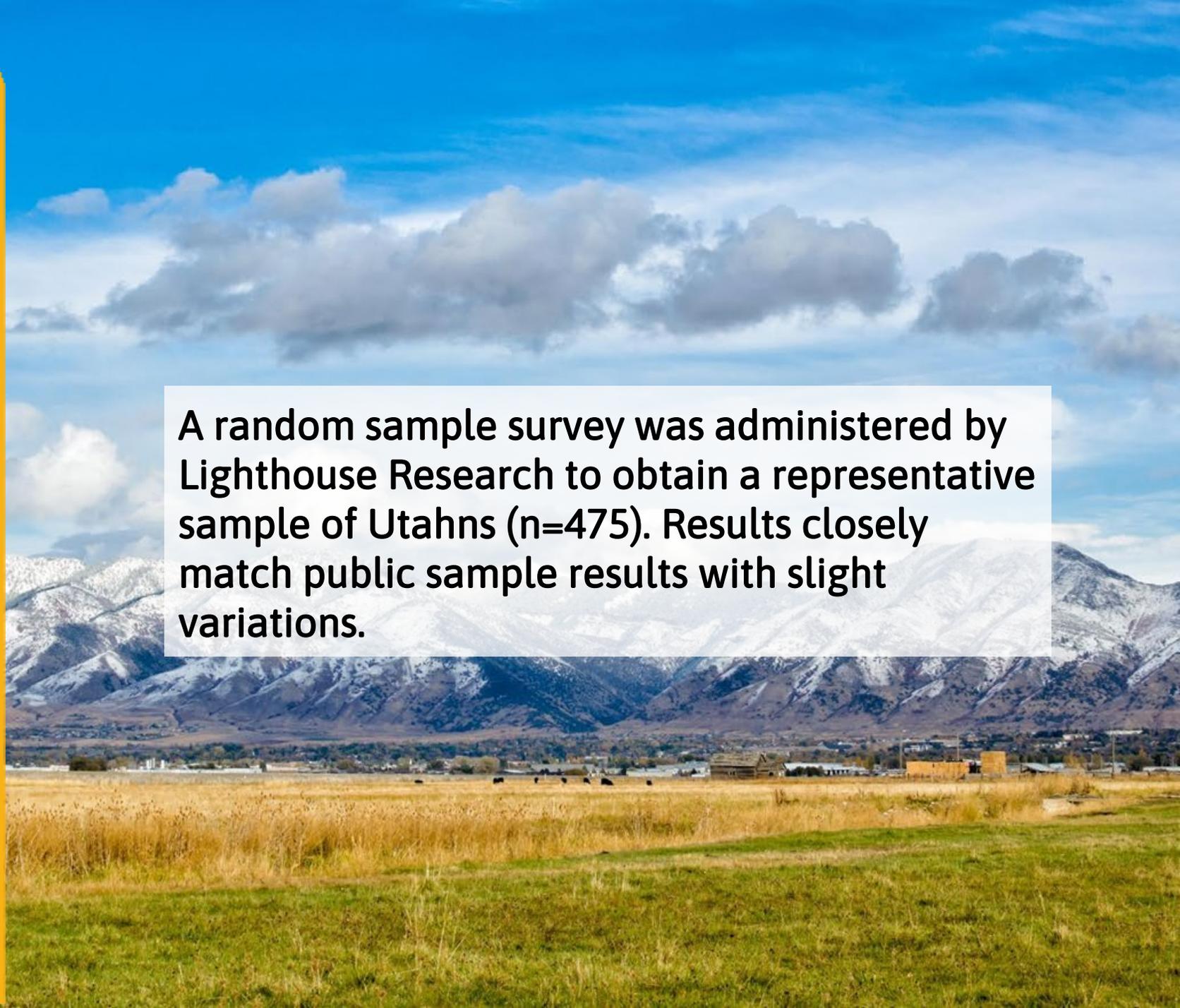
A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

APPENDIX A

RANDOM SAMPLE SURVEY RESULTS

RANDOM SAMPLE SURVEY

A random sample survey was administered by Lighthouse Research to obtain a representative sample of Utahns (n=475). Results closely match public sample results with slight variations.





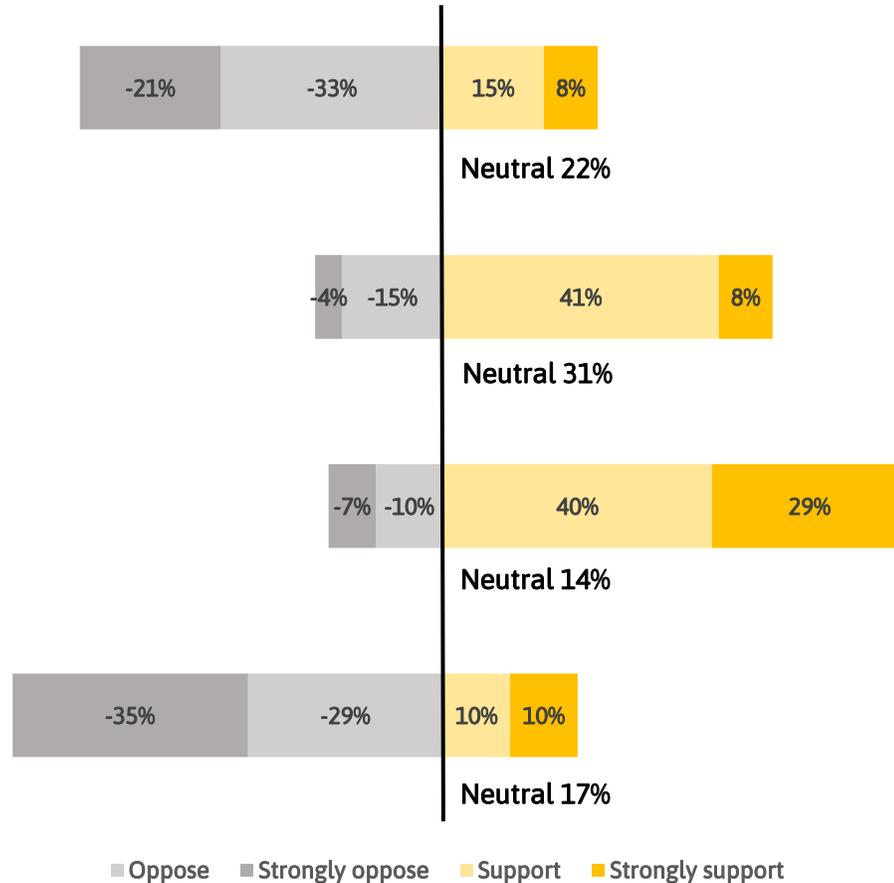
URBAN HOUSING OPTIONS (RANDOM SAMPLE)

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



Which of the options do you prefer most?

5%

23%

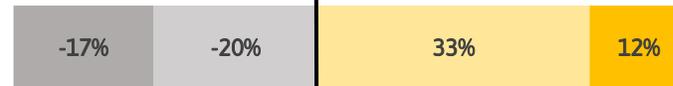
58%

14%



RURAL HOUSING OPTIONS (RANDOM SAMPLE)

Option 1: Create opportunities for new housing mostly around major streets and town centers



Neutral 18%

21%

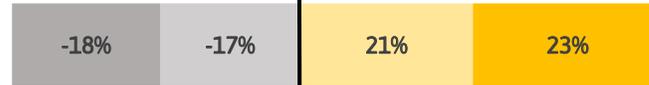
Option 2: Create opportunities for new housing mostly in new areas



Neutral 19%

8%

Option 3: Create opportunities for new housing in both new and existing areas



Neutral 22%

38%

Option 4: Restrict housing development as a strategy to slow growth



Neutral 13%

34%

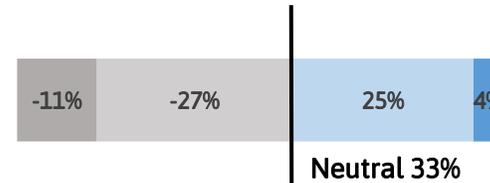
■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

Which of the options do you prefer most?



URBAN WATER OPTIONS (RANDOM SAMPLE)

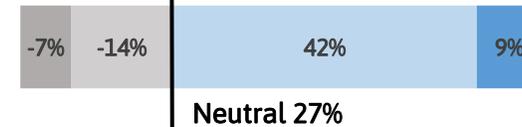
Option 1: Conserve water in new development by building on large lots with water-wise landscaping



Which of the options do you prefer most?

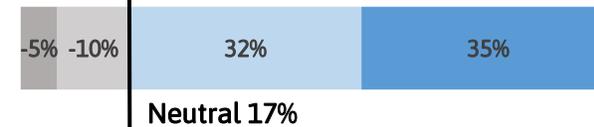
9%

Option 2: Conserve water in new development by building on small or shared lots with water-wise landscaping



18%

Option 3: Conserve water in both new development and existing communities with water-wise landscaping



61%

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

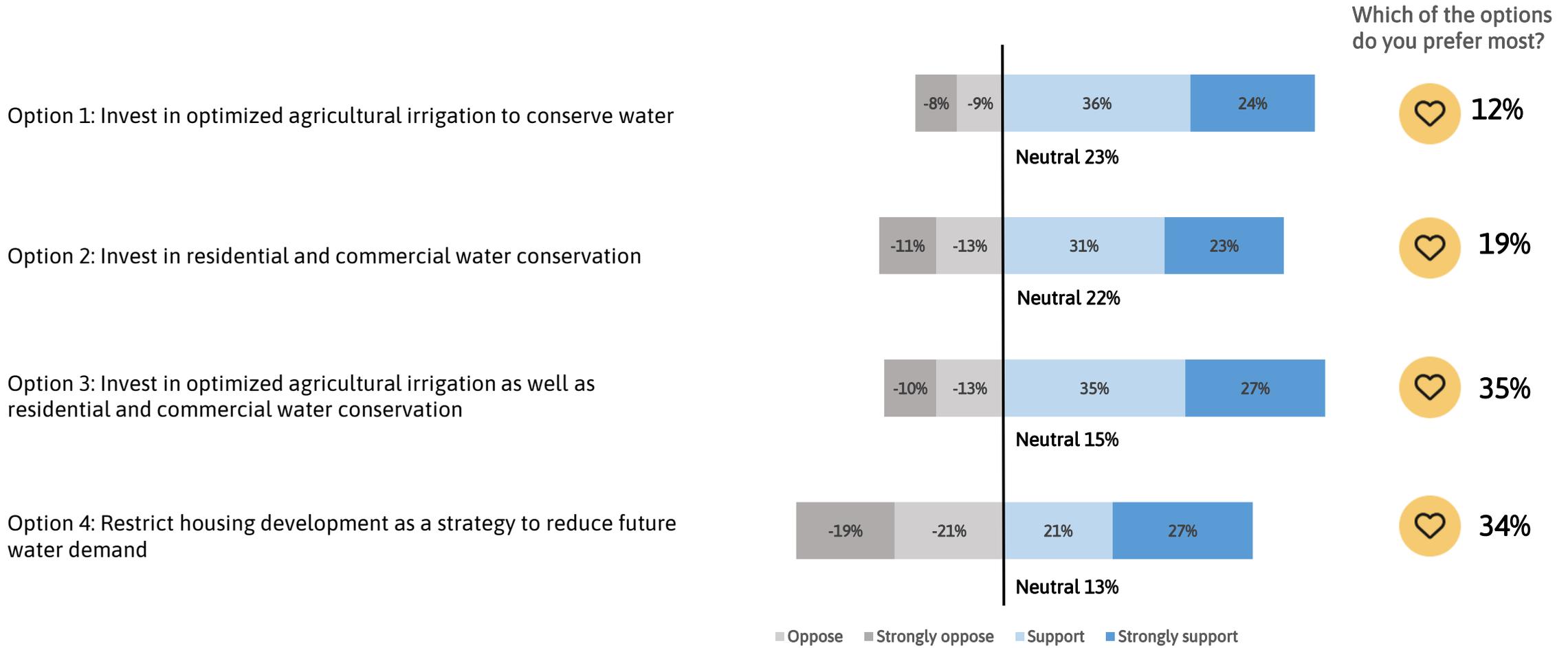


13%

■ Oppose ■ Strongly oppose ■ Support ■ Strongly support



RURAL WATER OPTIONS (RANDOM SAMPLE)



URBAN TRANSPORTATION OPTIONS (RANDOM SAMPLE)



Which of the options do you prefer most?

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



Neutral 19%



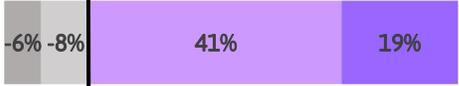
Option 2: Prioritize new and expanded highways and roads in new suburbs



Neutral 27%



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



Neutral 26%



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



Neutral 16%



■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

RURAL TRANSPORTATION OPTIONS (RANDOM SAMPLE)



Which of the options do you prefer most?

Option 1: Focus new development along main streets to create a lively town center and maintain country roads outside of town



Neutral 23%



Option 2: Spread development and new streets out on the edge of town



Neutral 26%



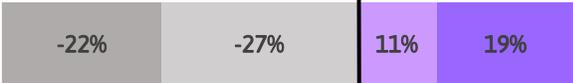
Option 3: Balance new development and road upgrades between a lively main street and country roads on the edge of town



Neutral 26%



Option 4: Restrict housing development as a strategy to reduce transportation infrastructure costs



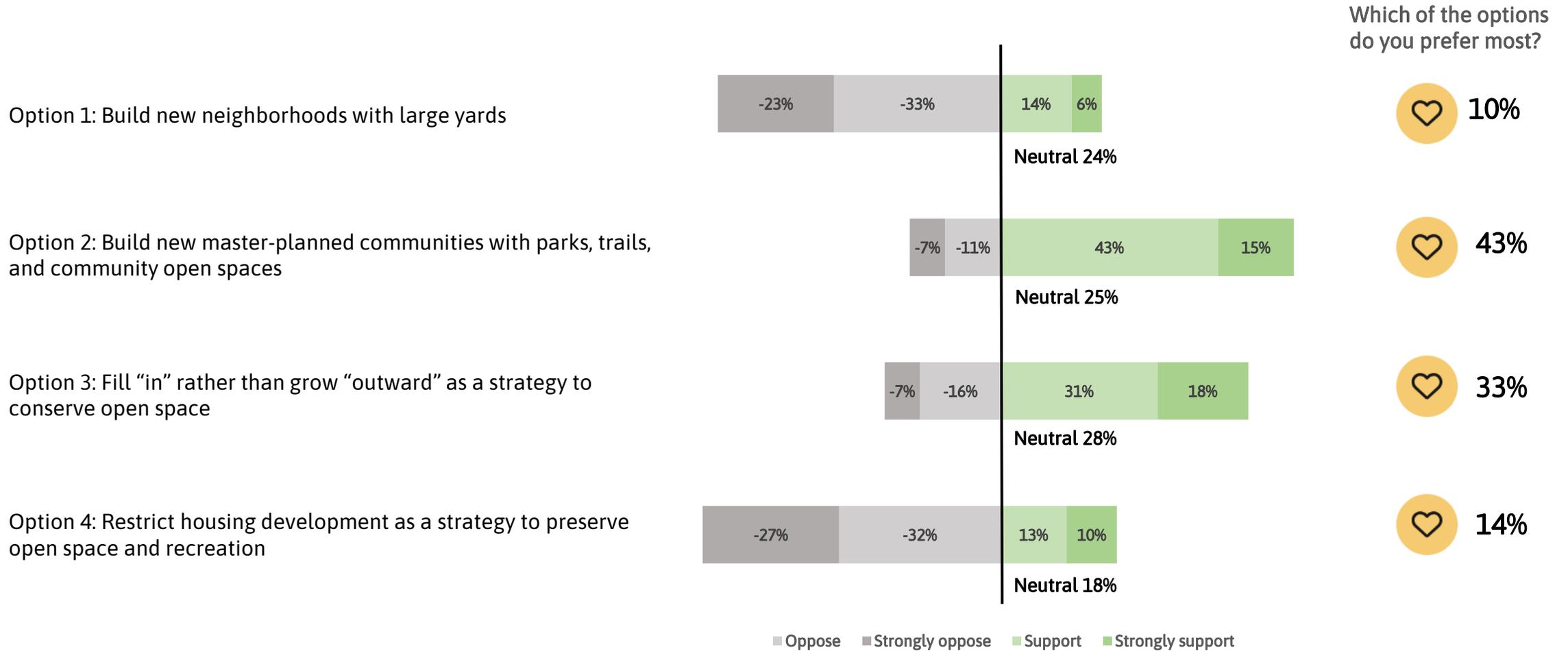
Neutral 21%



■ Oppose ■ Strongly oppose ■ Support ■ Strongly support



URBAN OPEN SPACE OPTIONS (RANDOM SAMPLE)





RURAL OPEN SPACE OPTIONS (RANDOM SAMPLE)

Which of the options do you prefer most?

