



**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

# **GUIDING OUR GROWTH**

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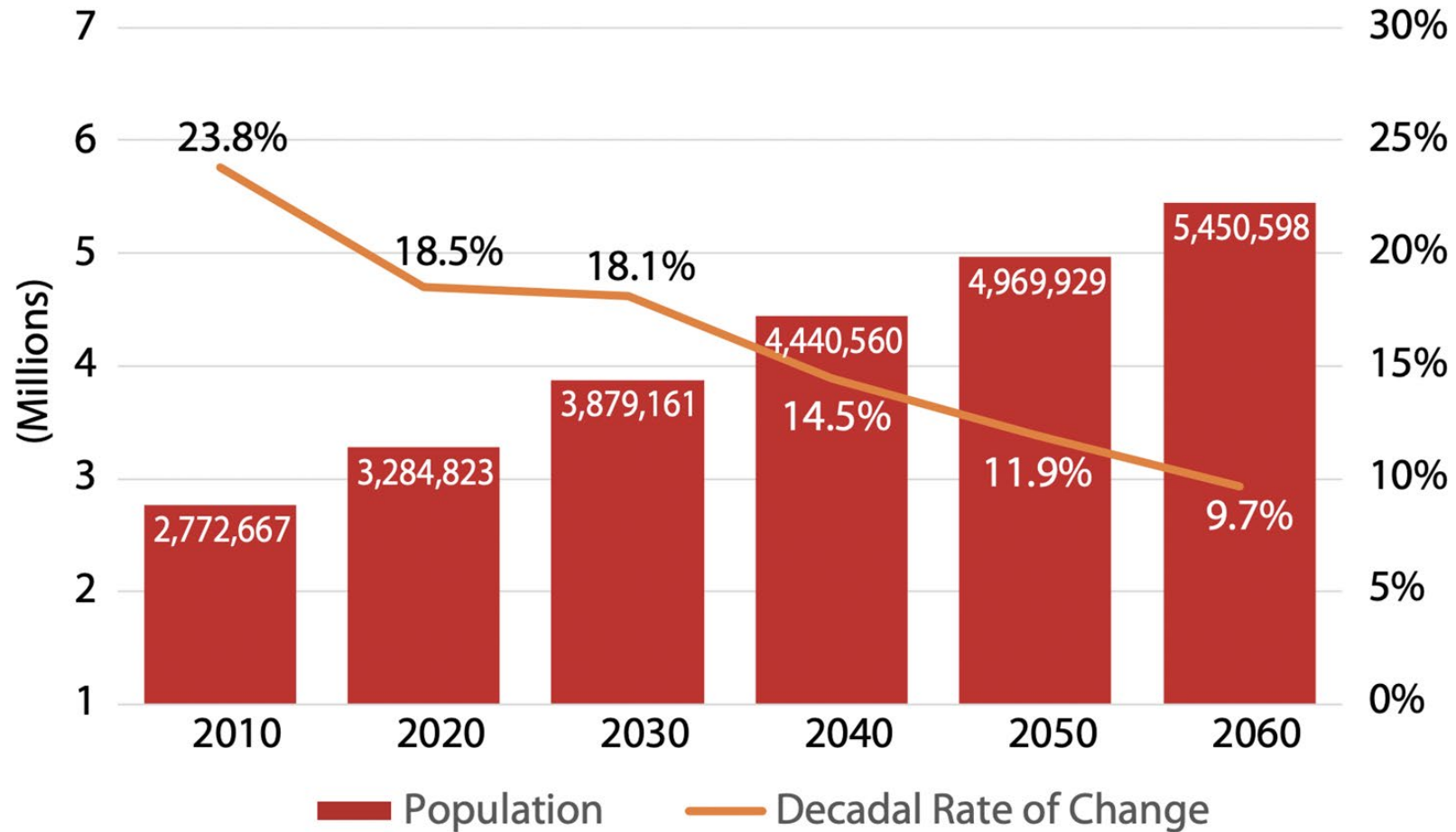
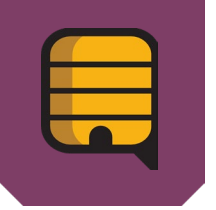
**A STATEWIDE CONVERSATION  
ABOUT GROWTH  
2022-2023 AND BEYOND**



THERE'S SO MUCH  
TO CELEBRATE  
ABOUT UTAH

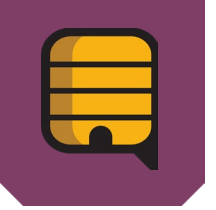
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# What makes Utah great also **MAKES UTAH GROW**









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

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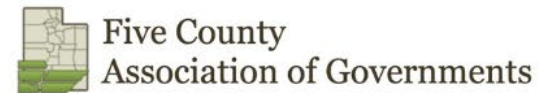


# GOALS OF THE EFFORT

- ⬢ 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



# PROJECT PARTNERS

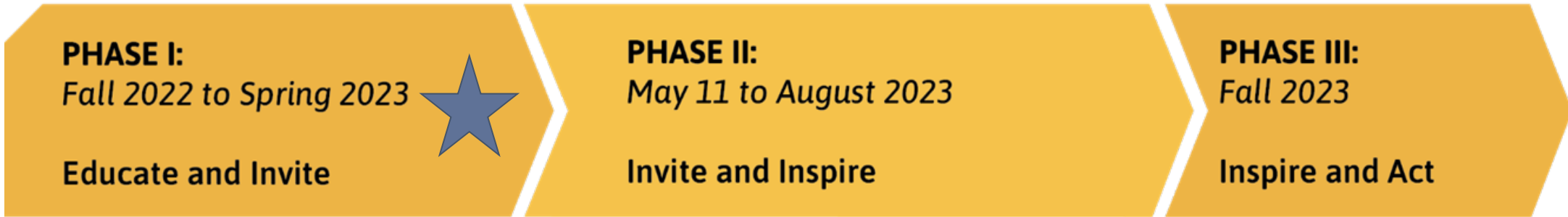






# THE TIMELINE

## 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:

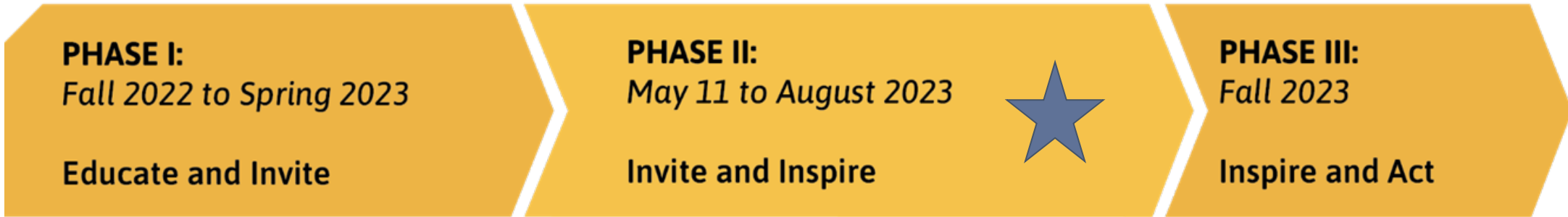
- Housing
- Water
- Transportation
- Open Space





# THE TIMELINE

## GUIDING OUR GROWTH - Public Engagement Timeline



## GUIDING OUR GROWTH - Decision-making Timeline





# GUIDING OUR GROWTH: PHASE 2 SURVEY

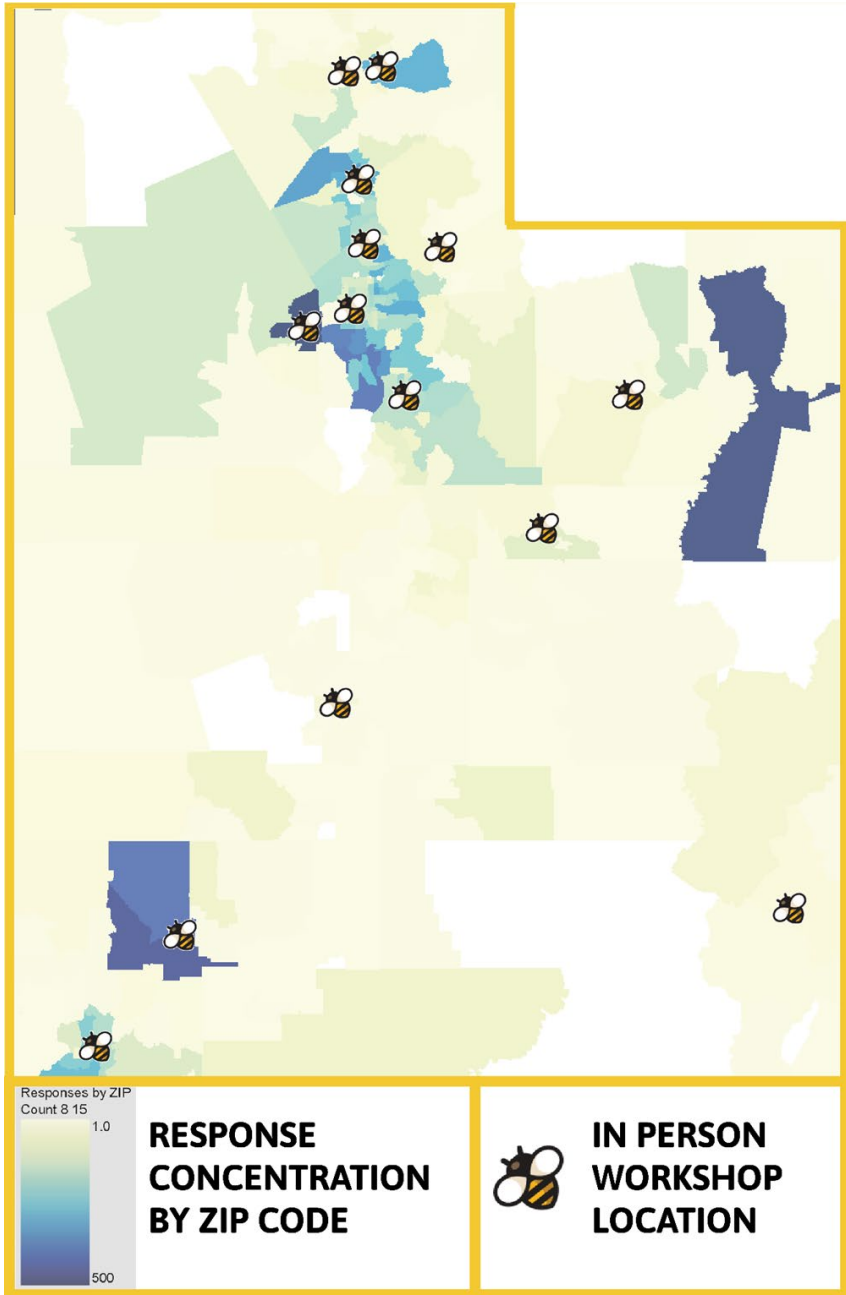
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ADMINISTERED BY: Envision Utah

FOR: Utah Governor's Office of Planning and Budget

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

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

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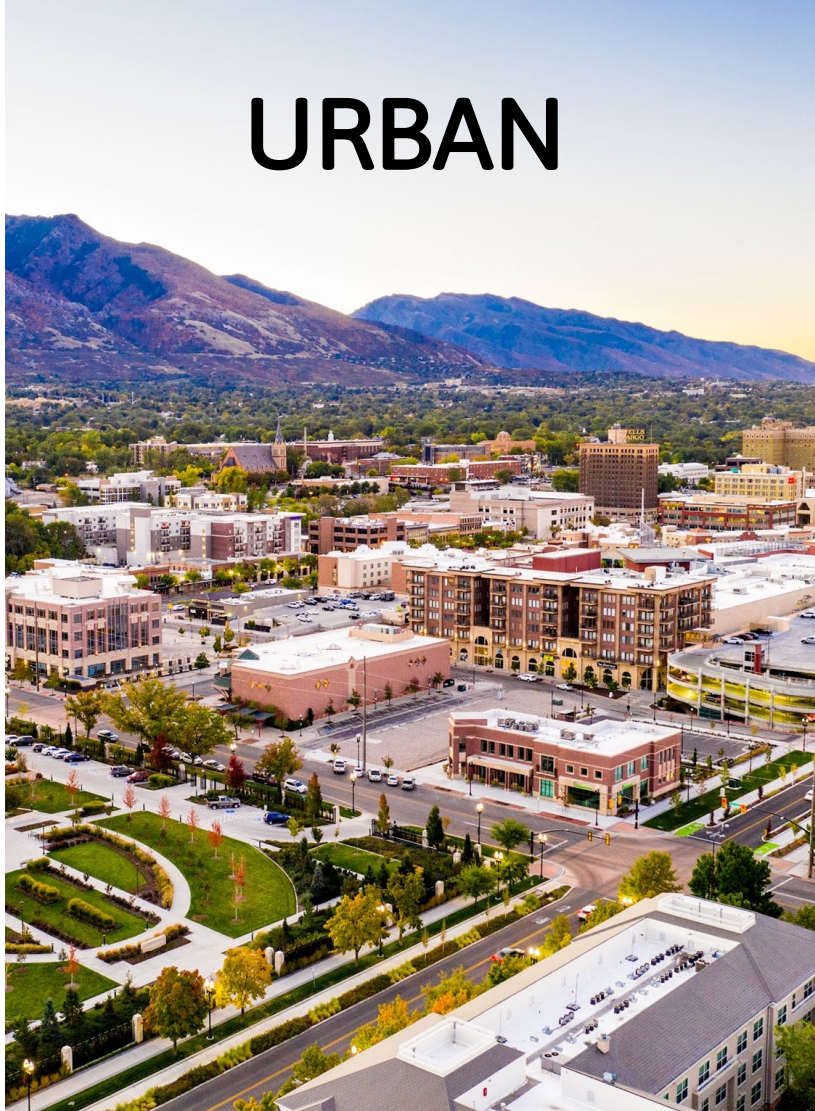
**GUIDING OUR GROWTH 2023**



# 3 Distinct Surveys



**URBAN**



**GROWING  
RURAL**

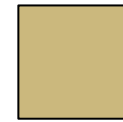
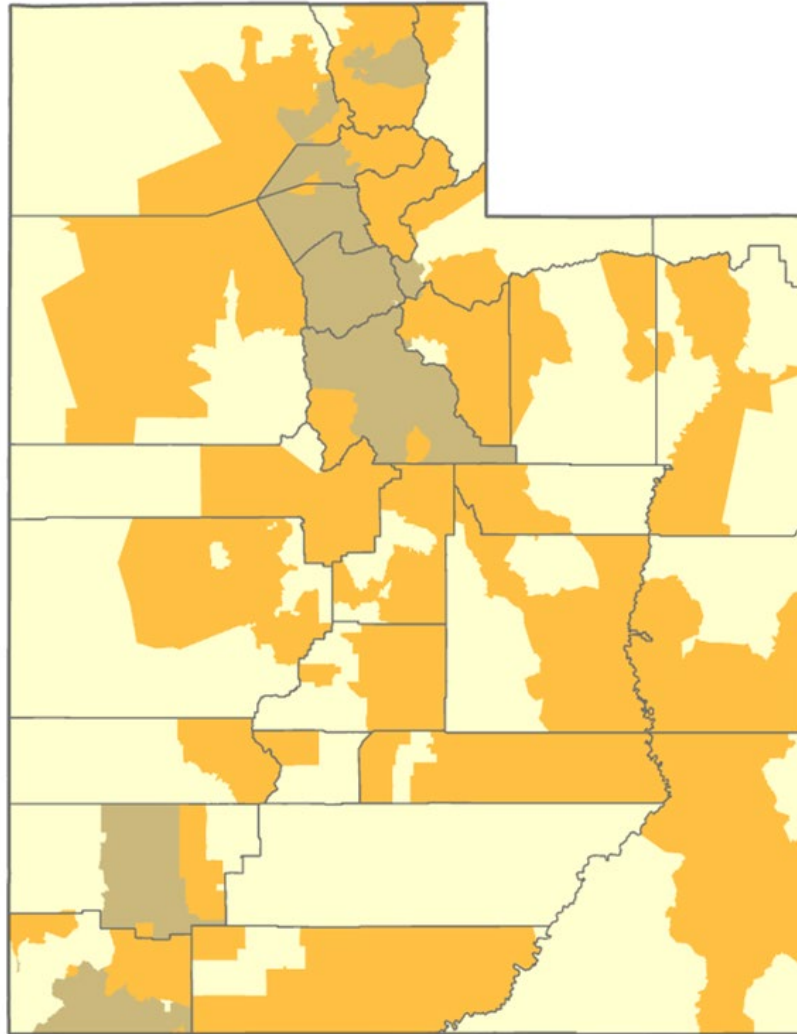


**SLOW/NO  
GROWTH**

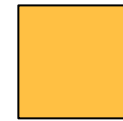




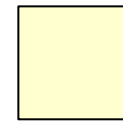
# 3 Distinct Surveys



**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. [?](#)

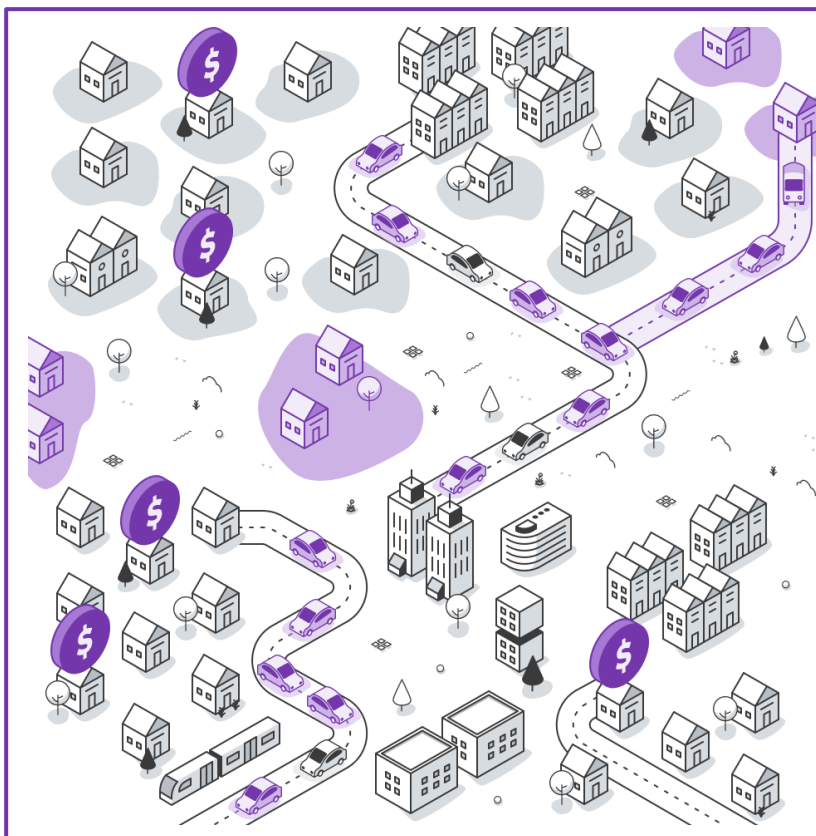
 **Downsides**

- 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

**Part 2**  
**Explore Big Ideas**

**Review ideas submitted by Utahns** | **Select your favorite ideas**

**Start**

**Housing** | **Water** | **Transportation** | **Open Space & Recreation**

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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...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.

- 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.
- 59–60% 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.



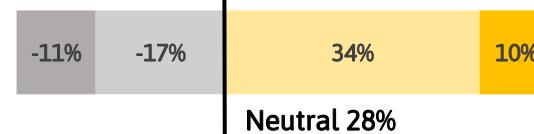


# URBAN HOUSING OPTIONS (STATEWIDE)

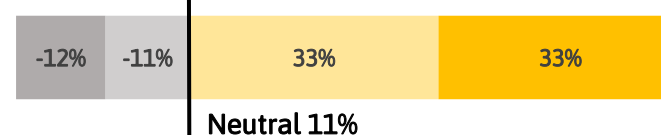
Option 1: Allow new housing, but only away from existing neighborhoods, such as on undeveloped land on the edges of communities



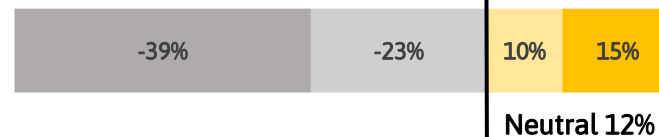
Option 2: Allow new housing mostly away from existing neighborhoods, but also include development near public transit stations and town centers



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%

# 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

6%

Option 2: Allow new housing mostly away from existing neighborhoods, but also include development near public transit stations and town centers

15%

Option 3: Allow new housing in currently undeveloped areas, near transit stations and town centers, and in appropriate areas within existing neighborhoods

60%

Option 4: Restrict housing development in existing and new areas as a strategy to slow growth

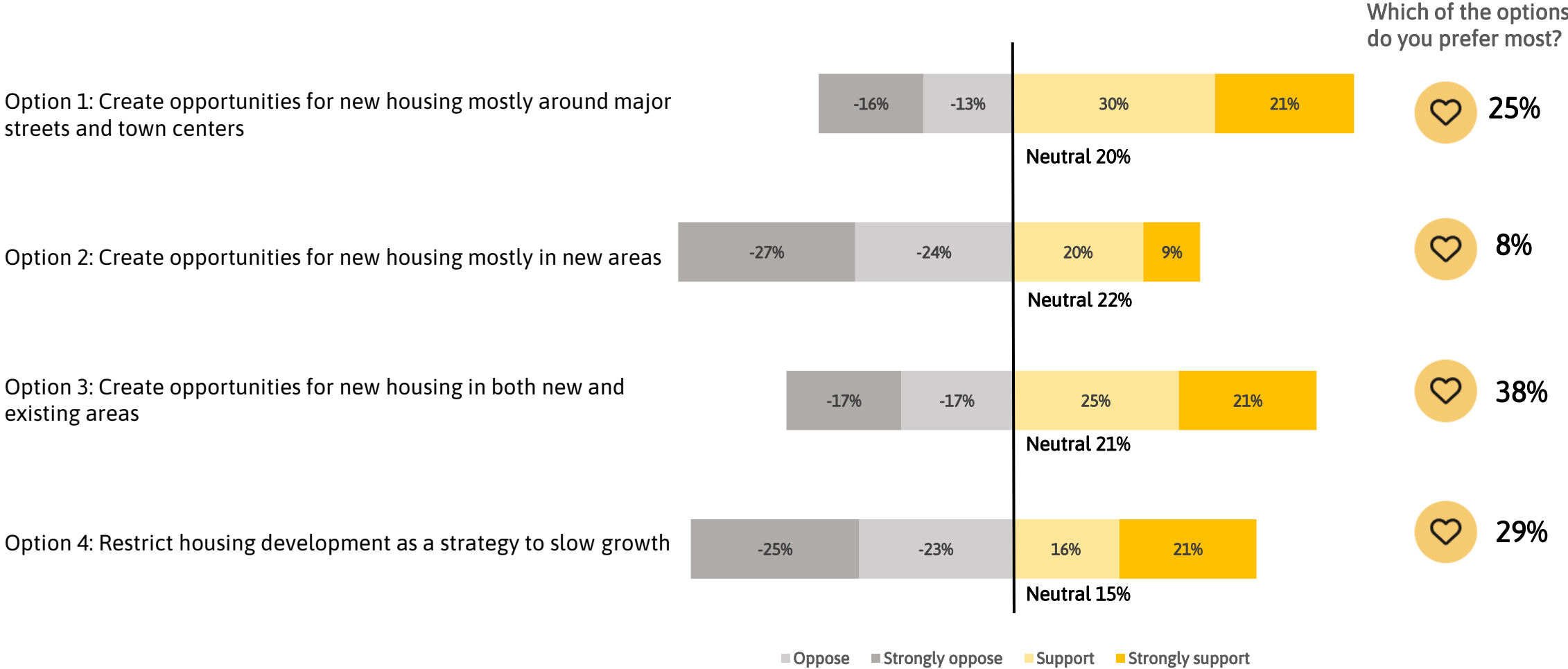
19%

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)



# URBAN HOUSING BIG IDEAS



## TOP 5

- **60%** Allow more strip malls, big box stores, and parking lots to be redeveloped into housing
- **60%** Allow more townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)
- **59%** Allow more new houses to be built on smaller lots and incentivize the construction of smaller homes
- **57%** 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
- **35%** Facilitate the construction of new communities beyond the edge of our metropolitan areas to increase housing supply
- **32%** 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

- **50%** Expand sweat equity home-building programs
- **46%** Allow new houses to be built on smaller lots
- **46%** Proactively invest in or establish frameworks for financing new infrastructure (roads, utilities) to support the construction of new housing
- **39%** Incentivize the construction of townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)
- **37%** Limit short-term rentals through regulation

## OTHER IDEAS

- **36%** Implement strict local restrictions to try to limit new housing development
- **36%** Incentivize employer-provided housing or down payment assistance
- **32%** Invest in local government- or nonprofit-owned subsidized housing for workers and full time residents
- **31%** Facilitate more prefabricated, modular, or manufactured homes
- **25%** Create and expand community land trusts and housing co-ops



## COMMENTS (HOUSING, TOPICS)

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- **Strategic Growth Advocacy:** Over 60% of respondents advocate for intentional and strategic housing growth to address Utah's changing demographics and ensure a balance between population growth and the preservation of open spaces.
- **Call for Innovative Solutions:** Nearly 20% urge policymakers to explore innovative solutions beyond the presented "big ideas," with suggestions including higher taxation on investment properties and a reevaluation of the state budget model.
- **Urgency for Affordable Housing:** A minimal but urgent representation of comments emphasizes the critical need for more affordable housing options.



## COMMENTS (HOUSING, EXAMPLES)



“People in Utah need to embrace the idea of living in more dense housing closer to transit and existing locations. Less water is used, less emissions are generated, and traffic is lessened by making more walkable communities.”  
- *Salt Lake County Resident*

“ We need to allow for ample space (large lots) and water for development. Simply, restrict growth if not enough space or water.”  
- *Sanpete County Resident*

“Utah is population dense in only two small spots and I believe it would be in our benefit to encourage growth in smaller cities south of salt lake. ...Encouraging people to expand outside of current cities would reduce transit loads during rush hour, maintain current property values and create more area for people to live and invest in.” -*Weber County Resident*



**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 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.

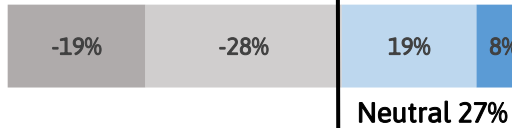
- 57% support investing in **optimized agricultural irrigation** as well as residential and commercial water conservation.
- 70% support **rebates/incentives** for landscape conversions.
- 55% support **requiring low-water landscaping** in all new development.

# URBAN WATER OPTIONS (STATEWIDE)



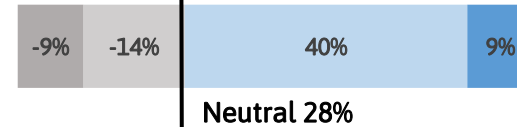
Which of the options do you prefer most?

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



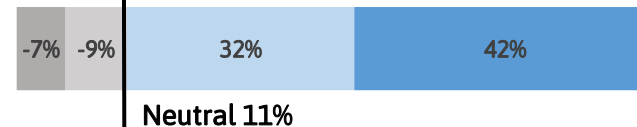
7%

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



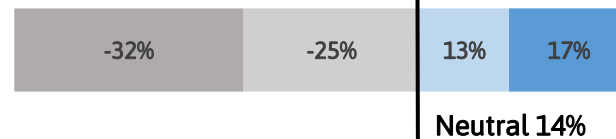
12%

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



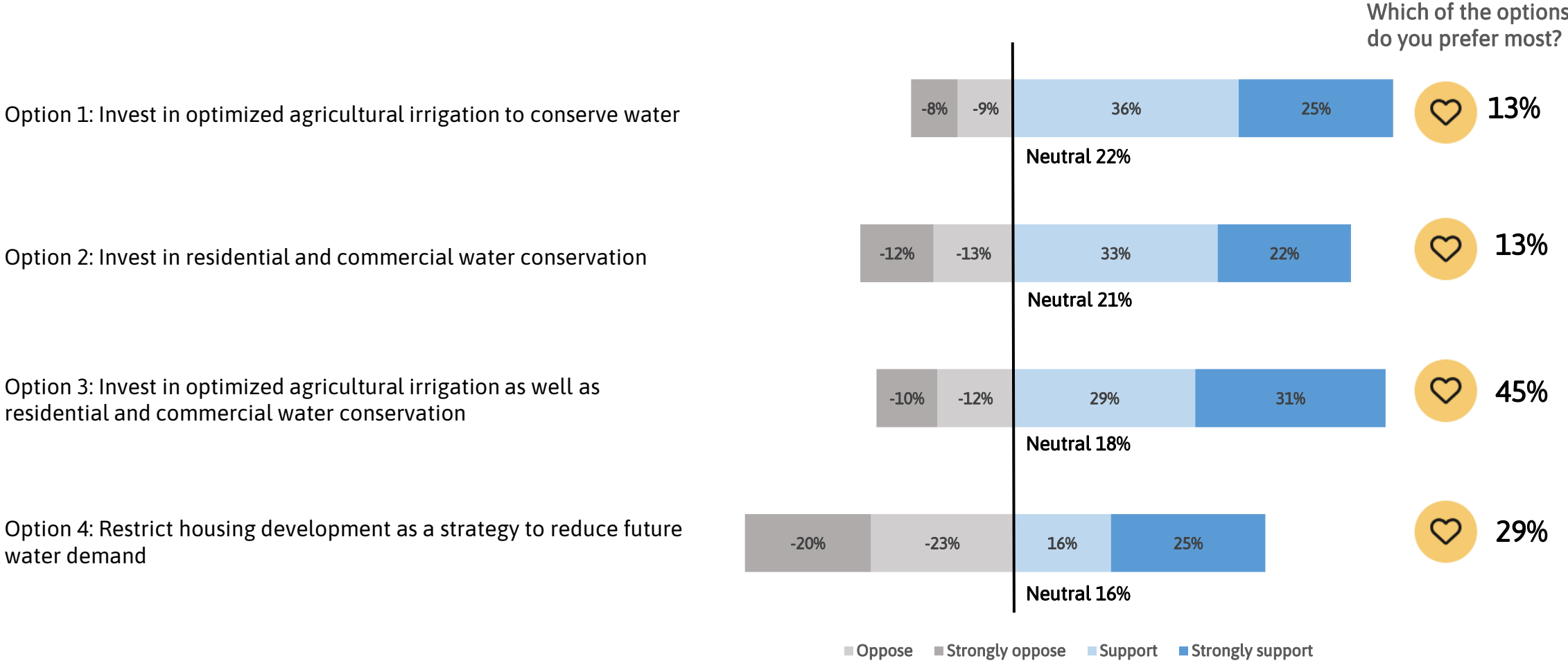
20%

■ Oppose ■ Strongly oppose ■ Support ■ Strongly support





# RURAL WATER OPTIONS (STATEWIDE)



# 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
- **72%** 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)



## COMMENTS (WATER, TOPICS)

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- **Dominant Concern: Responsible Water Usage:** Over 65% of respondents advocate for urgent water conservation and responsible usage. This includes calls for tiered water rates, limitations on property tax subsidies, and systemic changes to address agricultural water use.
- **Sustainable Development Focus:** A quarter of the discourse centers on sustainable development, emphasizing the implementation of natural stormwater drainage systems. Participants express support for legislative measures restricting housing developments that do not align with water conservation standards.
- **Balancing Aesthetics and Water Efficiency:** A notable portion of the discussion, though smaller, navigates landscaping practices and aesthetics in relation to water conservation. Suggestions include tax credits, incentives, and grants to encourage water-efficient landscaping and farming practices.





## COMMENTS (WATER, EXAMPLES)

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“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.” - *Davis County Resident*

“The water challenge has to be addressed not only by agriculture and communities, but industries with big water needs.” - *Juab County Resident*

“Encourage saving water by increasing the price for landscaping. Change the way that water rights are managed so conservation is not punished. Get rid of the "use it or lose it" rules for farmers. Water should have a market price, just like any other product.” -*Utah County Resident*



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

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# TRANSPORTATION SUMMARY

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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)



Which of the options do you prefer most?

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



Neutral 13%



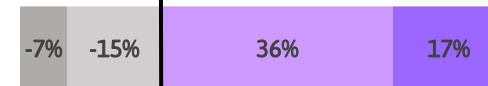
Option 2: Prioritize new and expanded highways and roads in new suburbs



Neutral 18%



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 13%



■ Oppose ■ Strongly oppose ■ Support ■ Strongly support



# RURAL TRANSPORTATION OPTIONS (STATEWIDE)



Which of the options do you prefer most?

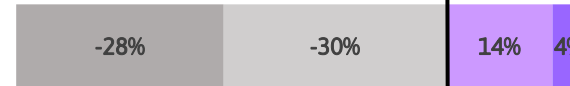
Option 1: Focus new development along main streets to create a lively town center and maintain country roads outside of town



Neutral 22%



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



Neutral 23%



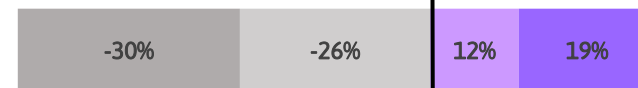
Option 3: Balance new development and road upgrades between a lively main street and country roads on the edge of town



Neutral 25%



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

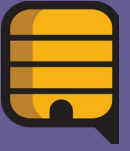


Neutral 14%



■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

# URBAN TRANSPORTATION BIG IDEAS



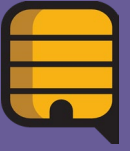
## TOP 5

- **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

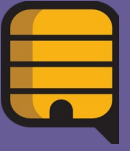
## OTHER IDEAS

- **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)





## COMMENTS (TRANSPORTATION, TOPICS)



- **Reducing Car Reliance:** Over 35% of respondents advocate the need for bike-friendly pathways, optimized freeways, and incentives for electric vehicles to curb the reliance on traditional cars. Suggestions include cautious urban expansion strategies and alternative freeway designs to address traffic congestion effectively.
- **Improving Public Transit Accessibility and Efficiency:** Over 54% comments focus on enhancing walkability and bikeability or making town centers more accessible while ensuring convenience for suburban areas concerning employment and recreation. This includes expanding tram and bus networks, investing significantly in Frontrunner, implementing measures like free fares and toll roads to boost ridership, and addressing urban sprawl through the adoption of a grid system.



## COMMENTS (TRANSPORTATION, EXAMPLES)



“Public transportation should be the first and most important consideration, it is the bare minimum. The financial and time barrier to getting a car and license is unaffordable to so many people. Everyone should have access and use public transportation it is the healthiest and safest option. Expanding highways and parking lots only promotes more driving and disconnects us further from a community.” - *Salt Lake County Resident*

“Require ergonomic or bike/walk paths for ALL new developments and require that the path hooks up with other paths. So one can actually get from one end of town to another.” - *Millard County Resident*

“New business growth and housing in the center. Concentrate people, jobs, and essential shopping (food) in the city center. Build in blighted city centers.”  
-*Tooele County Resident*



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.).

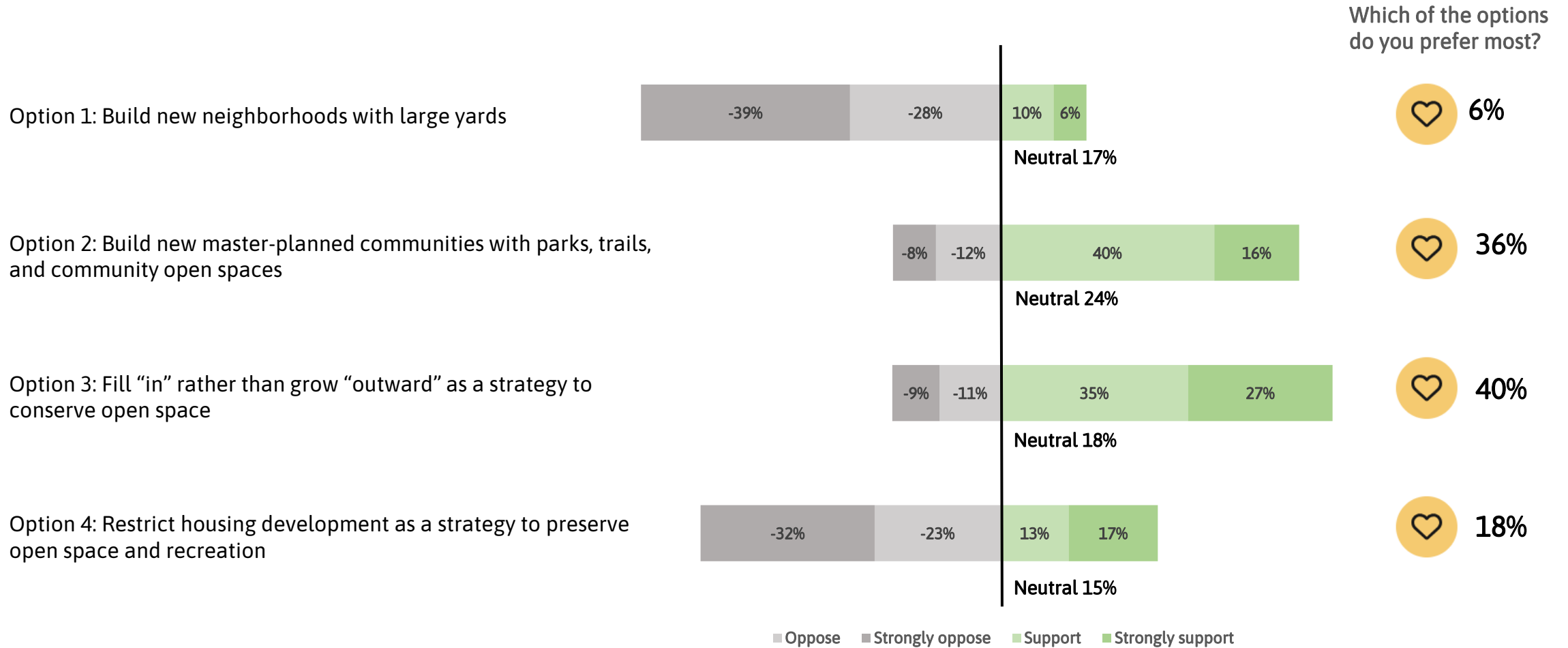
Rural Utahns want to preserve open space by focusing growth in master-planned communities or growing on smaller lots close to town.

- 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.



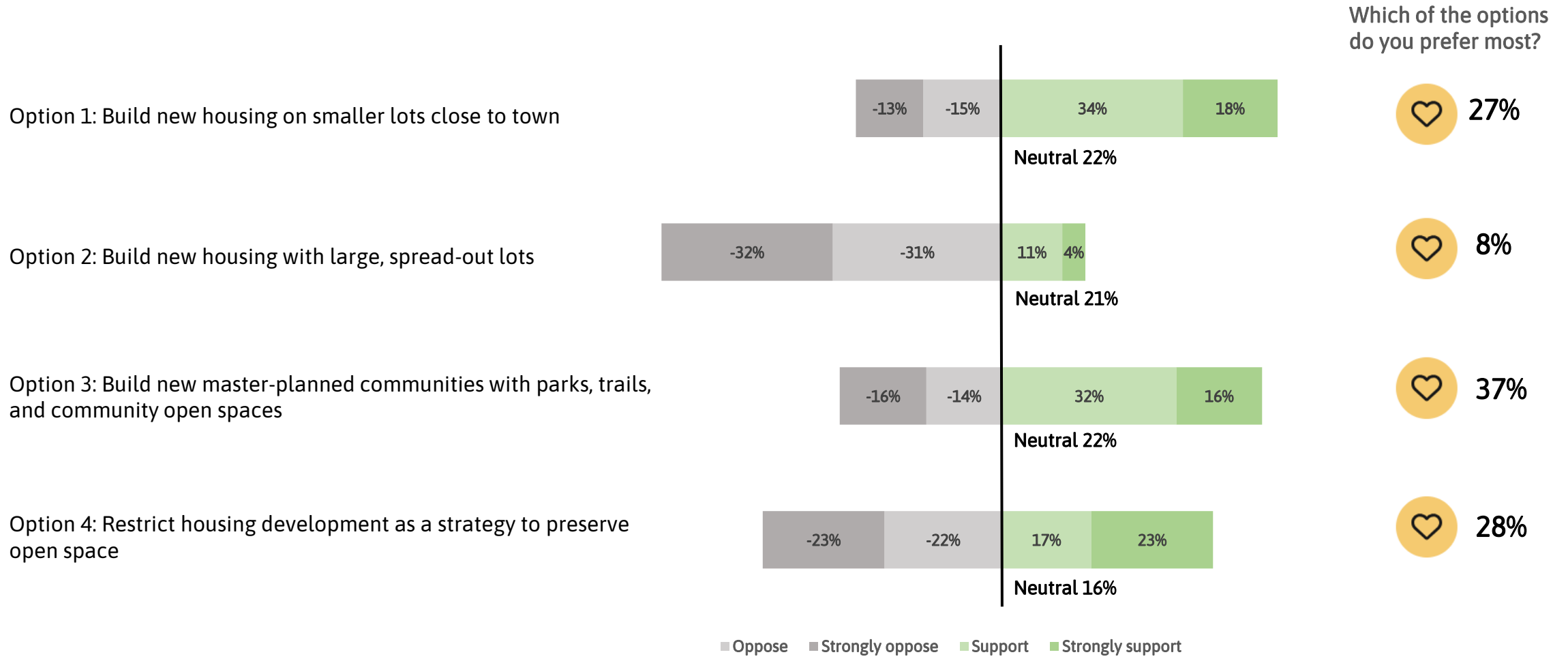


# URBAN OPEN SPACE OPTIONS (STATEWIDE)





# RURAL OPEN SPACE OPTIONS (STATEWIDE)



# 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



## COMMENTS (OPEN SPACE, TOPICS)

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- **Sustainable Development Emphasis:** Over 58% of respondents advocate for responsible and sustainable development, urging the need to be good stewards of the land by minimizing space usage to protect wild spaces and preserve the environment.
- **Diverse Open Spaces for Community Well-being:** Approximately 21% stress the importance of diverse open spaces to create varied neighborhoods accommodating different tastes and economic levels. This includes incentivizing developers for higher-density housing and reforming water rights for conservation.
- **Community Bonds Through Public Spaces:** Around 17% emphasize the role of public spaces in fostering community interaction, suggesting the preservation of natural spaces, development of paved bike trails, and incorporation of public areas in school and church grounds.



## COMMENTS (OPEN SPACE, EXAMPLES)



“Utah's outdoors is the best thing about this state. We need to stop wasting the limited developable land that we have by building large-lot suburbs. Build small lots, townhomes and apartments, and save space for trails and parks that the community can use, instead of hiding it the land behind fences in private yards.” - *Salt Lake County Resident*

“Spread-out lots are a waste of space. Small clusters are better and leave open spaces.” - *Uintah County Resident*

“I strongly prefer infill, and if new areas must be developed I'd prefer planned walkable communities.” - *Cache County Resident*



## SLOW/NO GROWTH SUMMARY

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

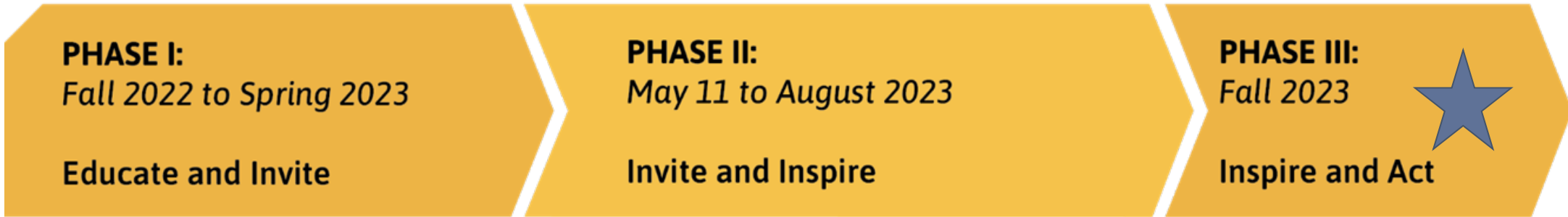
- 52% prefer to add **some job opportunities**.
- 35% want their community to **stay the same**, even though this might mean jobs for current and future generations are hard to come by.
- Only 13% want to add a lot of job opportunities.
- **Improving agricultural prosperity** and **supporting/expanding 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

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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



**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

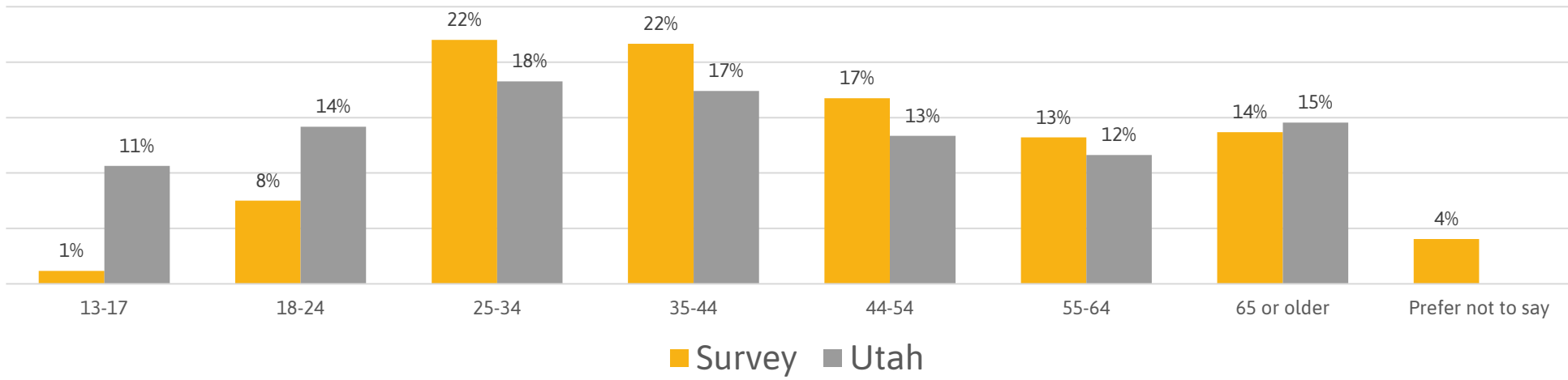
# APPENDIX A

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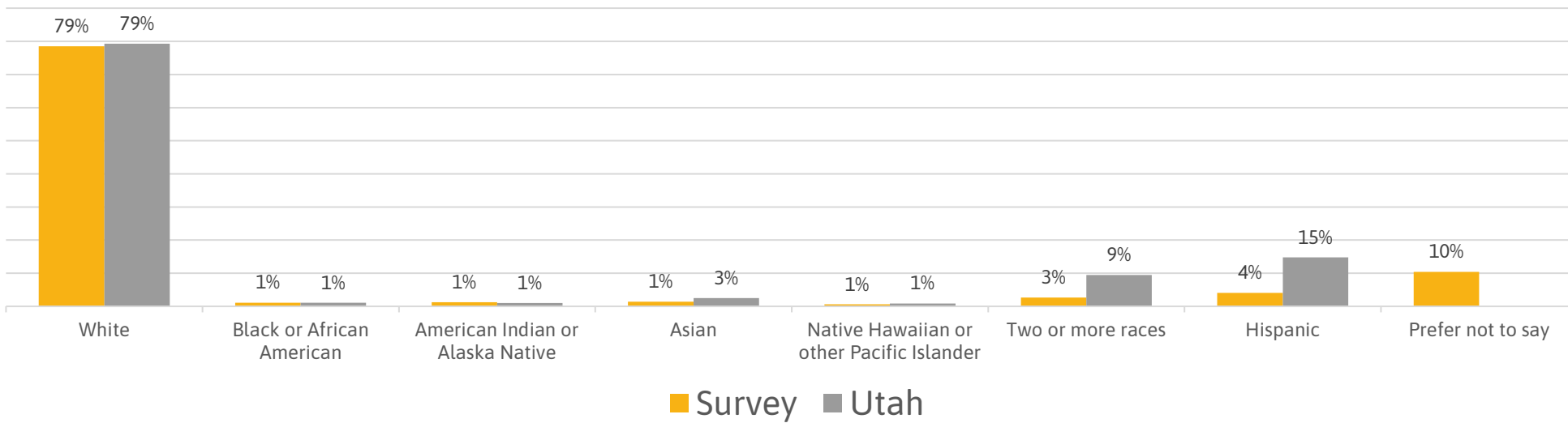
## PUBLIC SURVEY DEMOGRAPHICS



## AGE



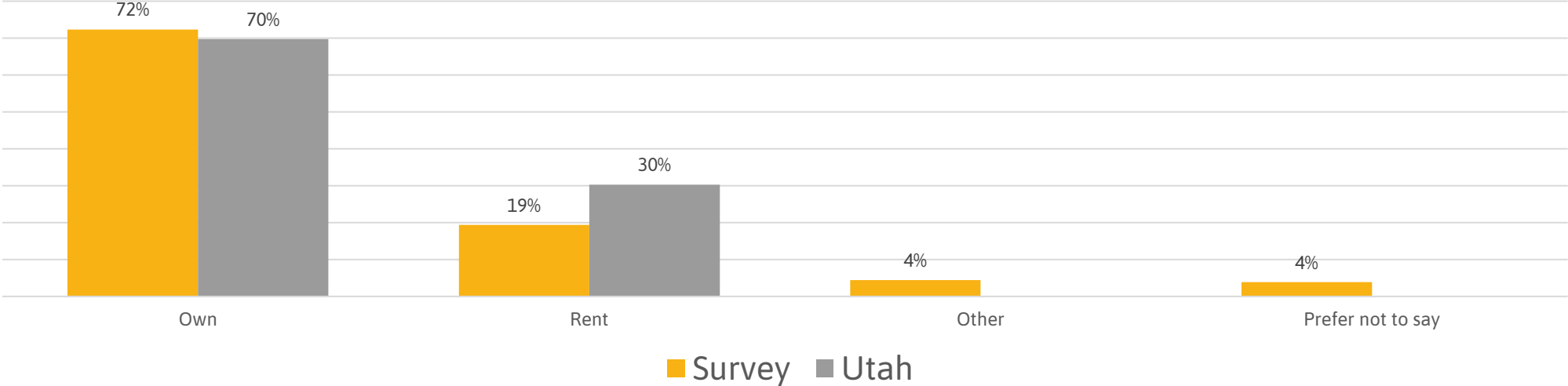
## RACE/ETHNICITY



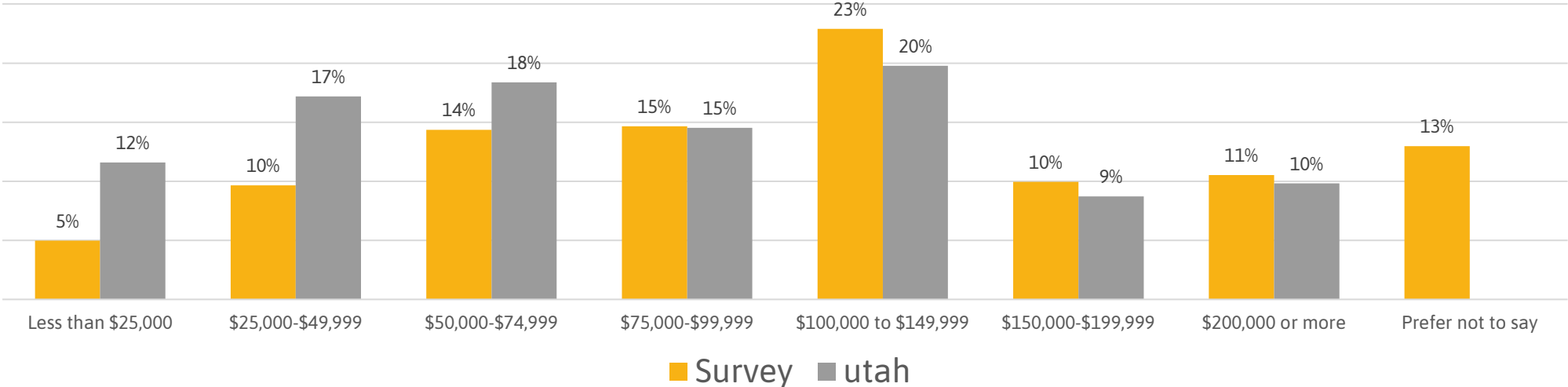




### HOUSING TENURE

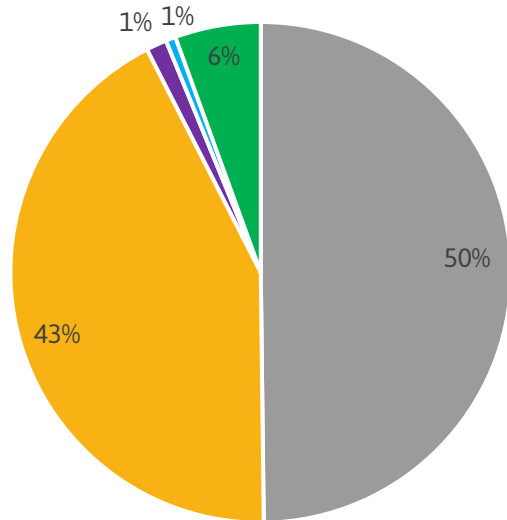


### HOUSEHOLD INCOME



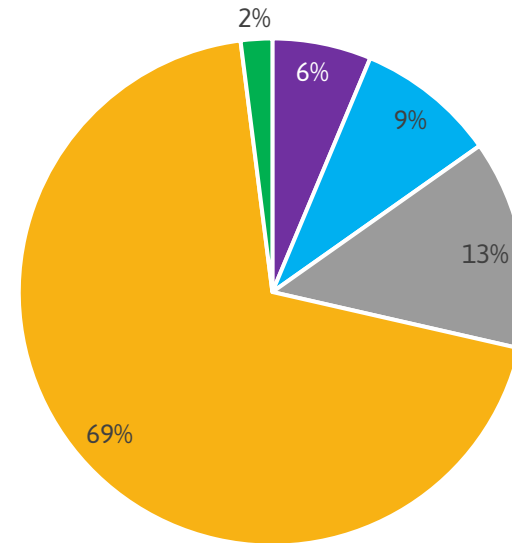


## GENDER



- Man
- Woman
- Nonbinary or third gender
- Prefer to self describe
- Prefer not to specify

## TIME LIVING IN UTAH



- 0-4 years
- 5-9 years
- 10-19 years
- 20 or more years
- Prefer not to say



**GUIDING OUR GROWTH**

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

# APPENDIX B

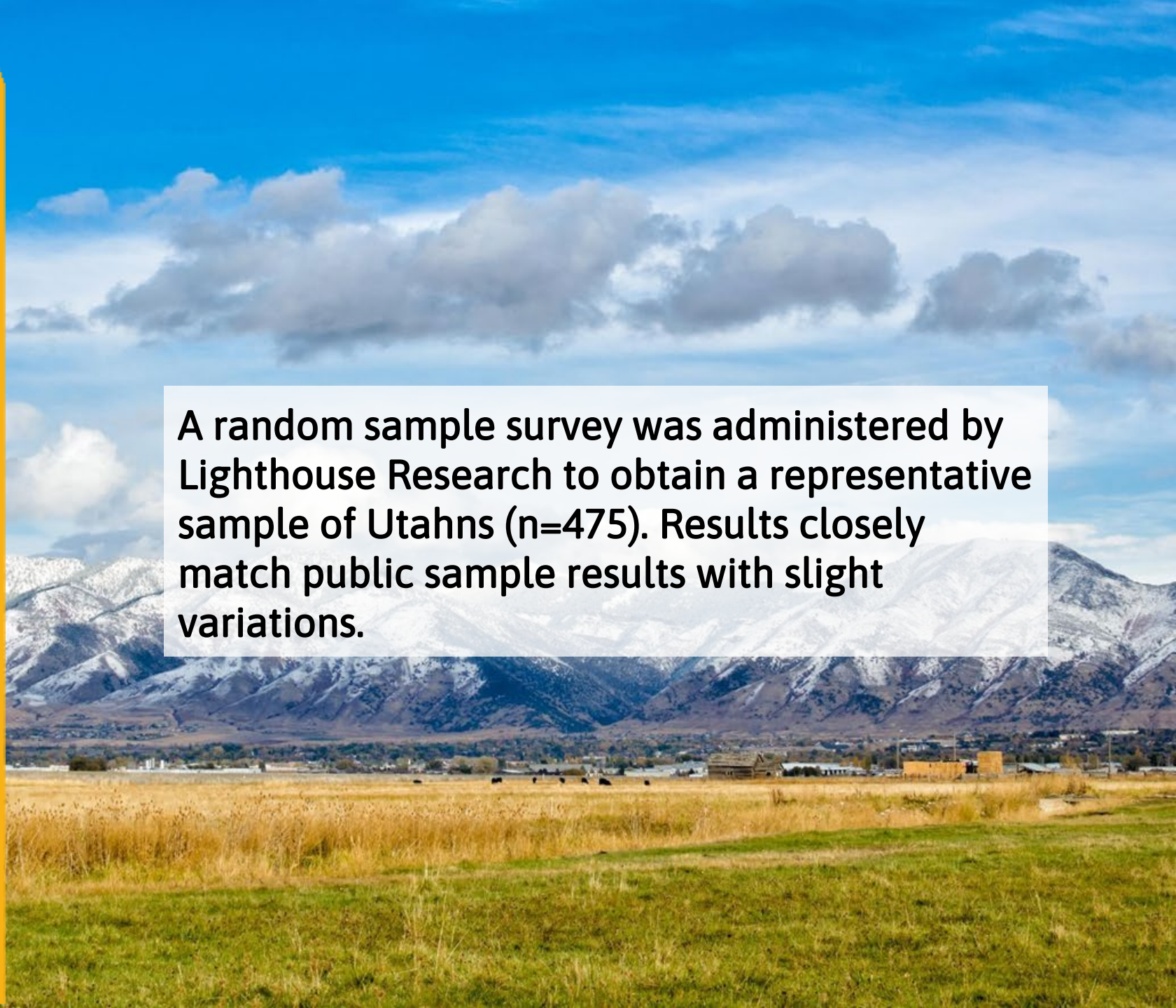
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**RANDOM SAMPLE SURVEY RESULTS**

# **RANDOM SAMPLE SURVEY**

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**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.**







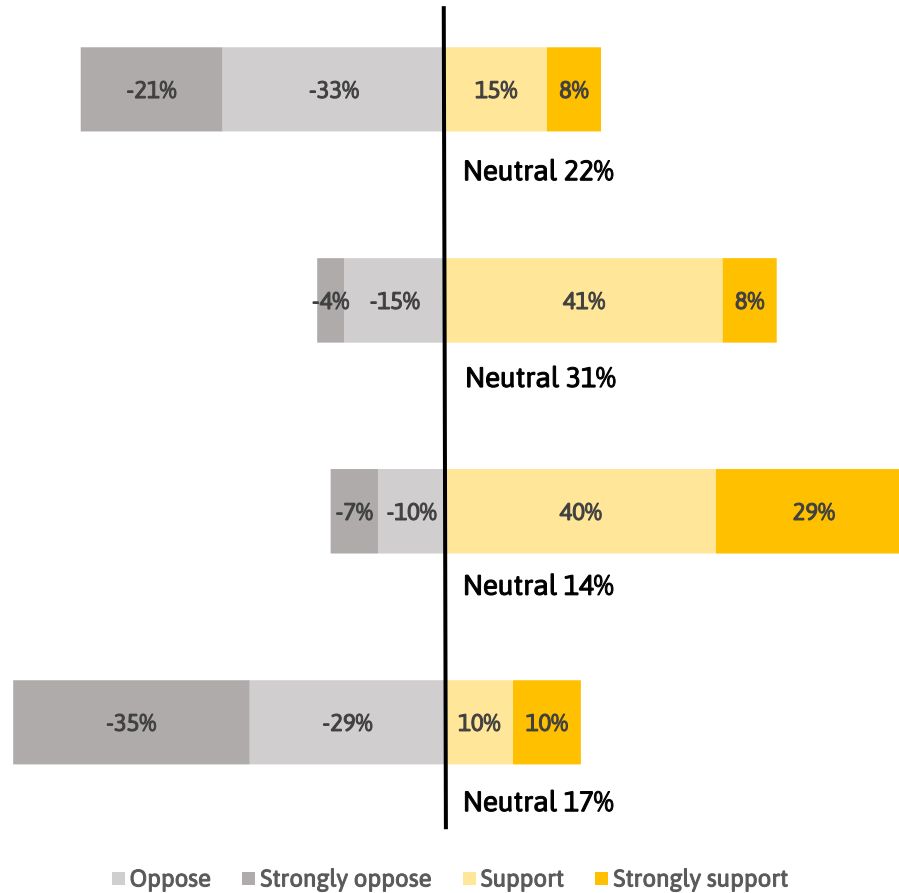
# URBAN HOUSING OPTIONS (RANDOM SAMPLE)

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)

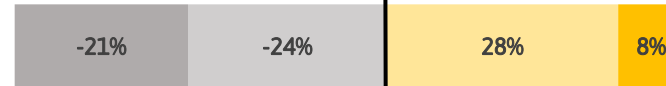
Option 1: Create opportunities for new housing mostly around major streets and town centers



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%

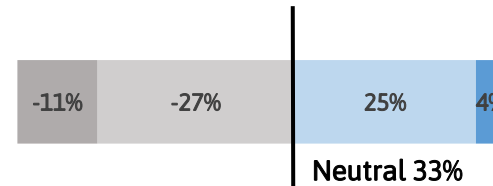
■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

Which of the options do you prefer most?



# URBAN WATER OPTIONS (RANDOM SAMPLE)

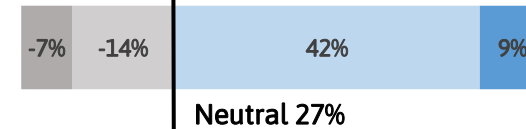
Option 1: Conserve water in new development by building on large lots with water-wise landscaping



Which of the options do you prefer most?

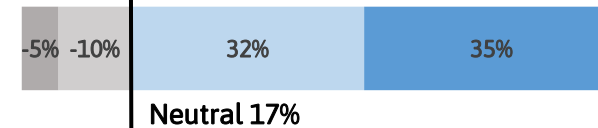
9%

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



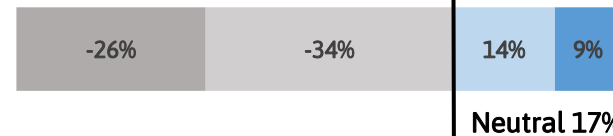
18%

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

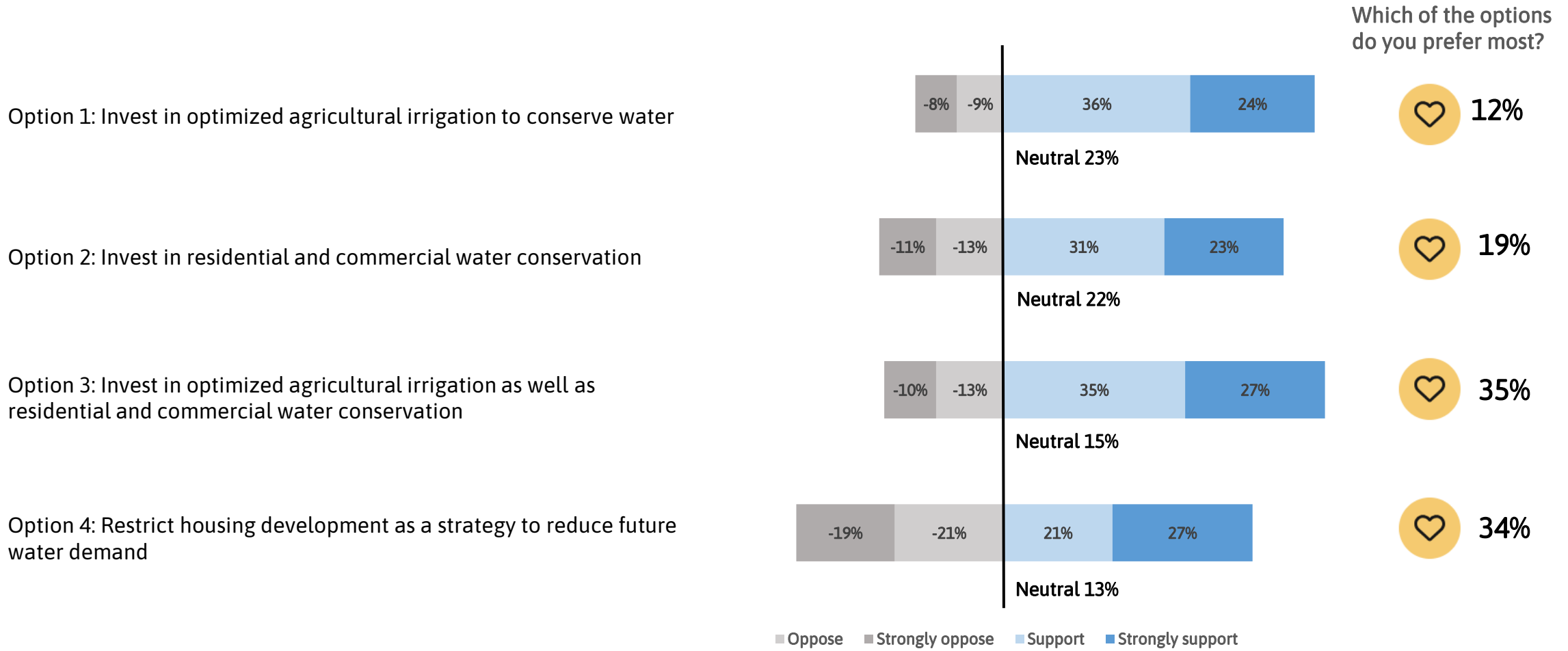


13%

■ Oppose ■ Strongly oppose ■ Support ■ Strongly support



# RURAL WATER OPTIONS (RANDOM SAMPLE)





# URBAN TRANSPORTATION OPTIONS (RANDOM SAMPLE)



Which of the options do you prefer most?

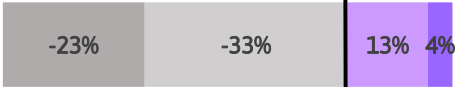
Option 1: Prioritize convenient walking, biking, and public transportation in many town centers



Neutral 19%



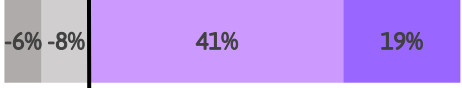
Option 2: Prioritize new and expanded highways and roads in new suburbs



Neutral 27%



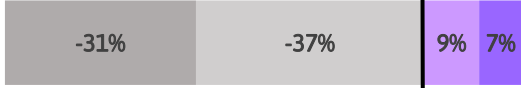
Option 3: Balance investments in walking, biking, and transit in existing cities with additional roads and highways to serve new suburbs



Neutral 26%



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



Neutral 16%



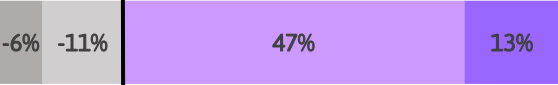
■ Oppose ■ Strongly oppose ■ Support ■ Strongly support

# RURAL TRANSPORTATION OPTIONS (RANDOM SAMPLE)



Which of the options do you prefer most?

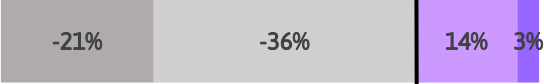
Option 1: Focus new development along main streets to create a lively town center and maintain country roads outside of town



Neutral 23%



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



Neutral 26%



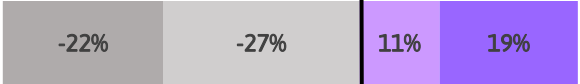
Option 3: Balance new development and road upgrades between a lively main street and country roads on the edge of town



Neutral 26%



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



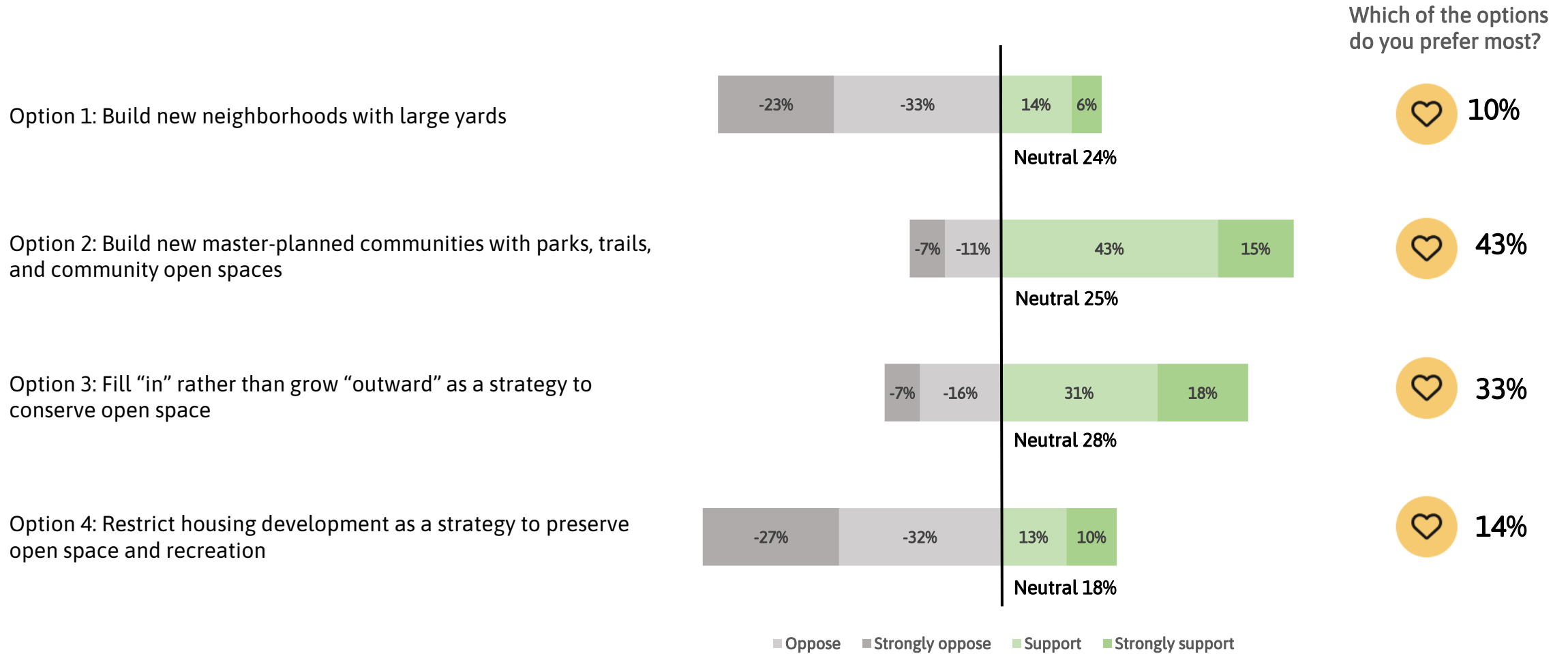
Neutral 21%



■ 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?

