

# Guiding Our Growth Survey Results- STATEWIDE

Please review the survey at <https://guidingourgrowth.utah.gov/beheard/>

ADMINISTERED BY: Envision Utah









FOR: Utah Governor’s Office of Planning and Budget

DATES OPEN: May 11th – August 31st 2023

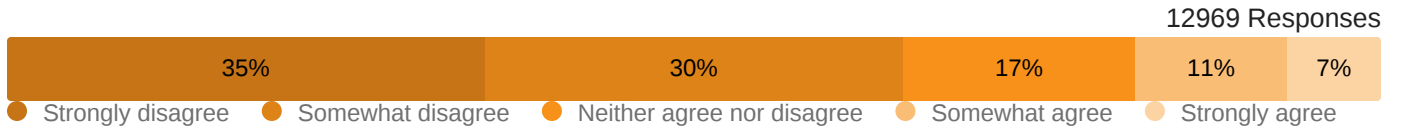
Project overview; statewide & random sample results: [guidingourgrowth.utah.gov](https://guidingourgrowth.utah.gov)

## HOUSING

### URBAN HOUSING OPTIONS

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

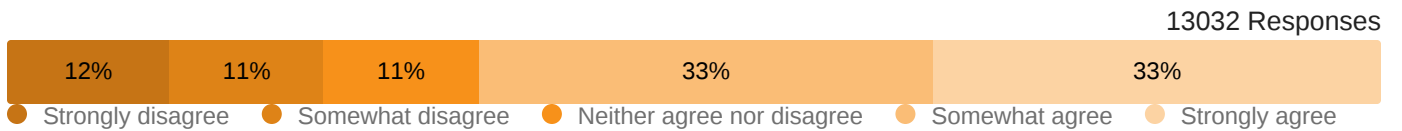
OPTION 1 - Allow new housing, but only away from existing neighborhoods, such as on undeveloped land on the edges of communities



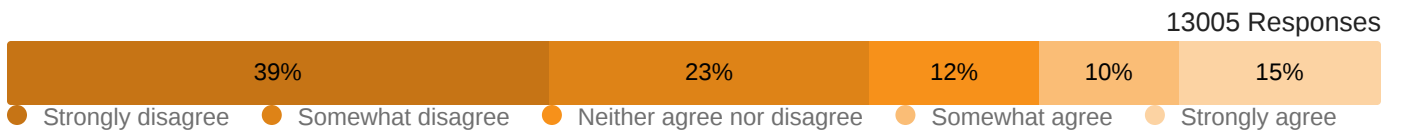
Q2 - Housing Urban 2 - Allow new housing mostly away from existing neighborhoods, but also include development near public transit stations and town centers



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

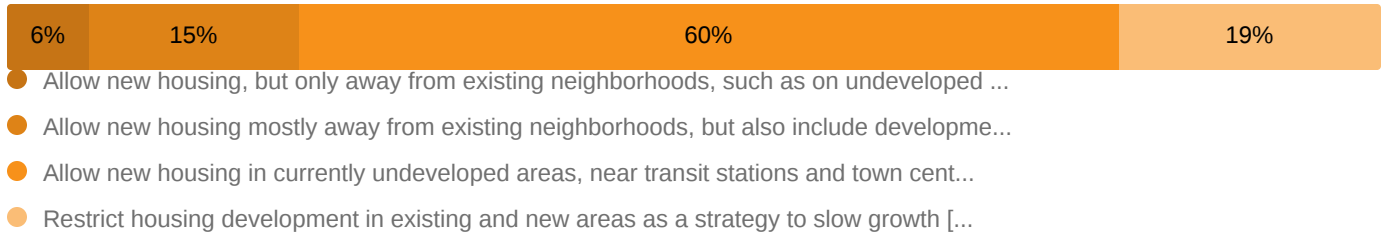


OPTION 4 - Restrict housing development in existing and new areas as a strategy to slow growth



## Which of the options do you prefer the most?

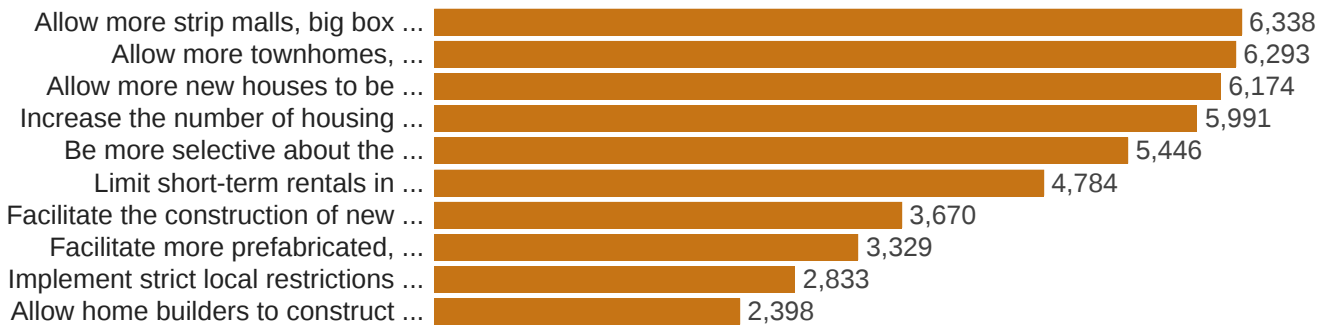
12688 Responses



## URBAN HOUSING BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

10546 Responses



● Choice Count

## Q56 - Housing Urban Big Ideas


10546 Responses

Field	Choice Count
Limit short-term rentals in neighborhoods through regulation	4,784
Be more selective about the types of new businesses or development we seek to attract to Utah	5,446
Allow more townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)	6,293


Increase the number of housing units with the potential for owner occupancy (single family house, condos, townhomes)	5,991
Allow more new houses to be built on smaller lots and incentivize the construction of smaller homes	6,174
Implement strict local restrictions to try to limit new housing development	2,833
Allow more strip malls, big box stores, and parking lots to be redeveloped into housing	6,338
Facilitate the construction of new communities beyond the edge of our metropolitan areas to increase housing supply	3,670
Facilitate more prefabricated, modular, or manufactured homes	3,329
Allow home builders to construct less parking for both multiple-family and single-family homes	2,398

## RURAL HOUSING OPTIONS


**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



### OPTION 1 - Create opportunities for new housing mostly around major streets and town centers

2203 Responses



### OPTION 2 - Create opportunities for new housing mostly in new areas

2185 Responses



### OPTION 3 - Create opportunities for new housing in both new and existing areas

2209 Responses



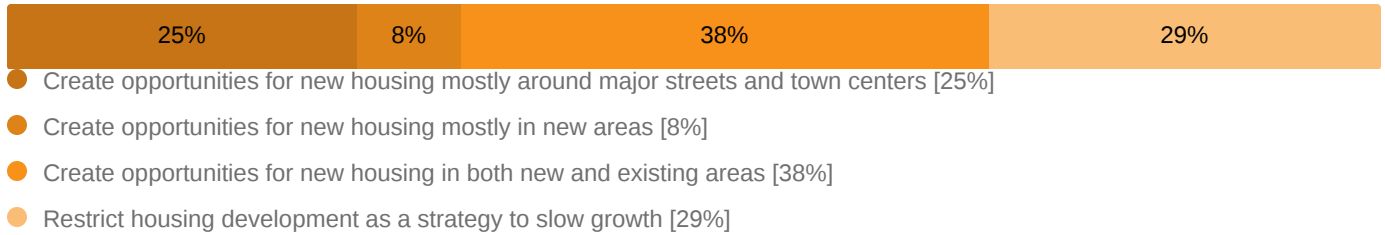
## OPTION 4 - Restrict housing development as a strategy to slow growth

2207 Responses



## Which of the options do you prefer the most?

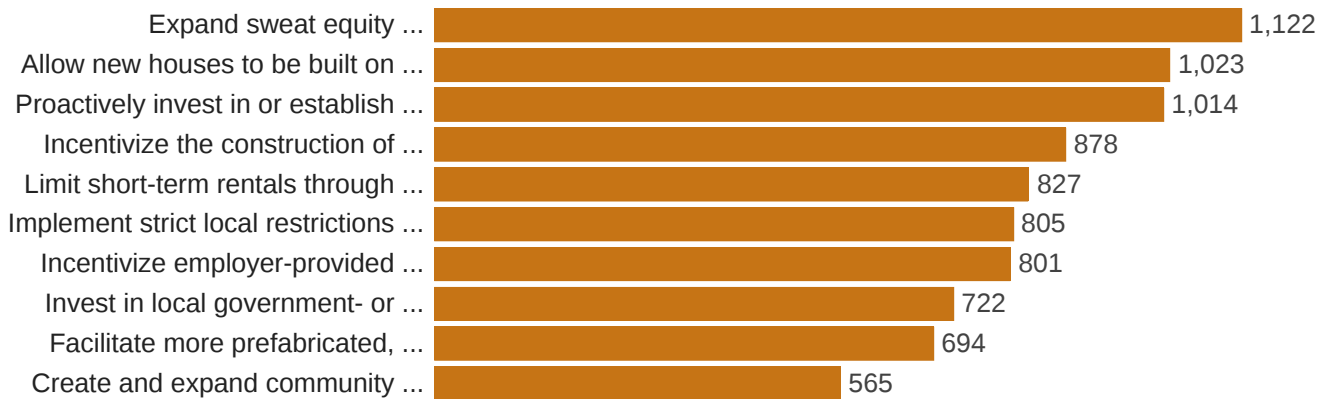
2154 Responses



## RURAL HOUSING BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

2223 Responses



● Choice Count

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.


2223 Responses

Field	Choice Count
Proactively invest in or establish frameworks for financing new infrastructure (roads, utilities) to support the construction of new housing	1,014
Implement strict local restrictions to try to limit new housing development	805
Limit short-term rentals through regulation	827
Expand sweat equity home-building programs	1,122
Allow new houses to be built on smaller lots	1,023
Incentivize employer-provided housing or down payment assistance	801
Incentivize the construction of townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)	878
Invest in local government- or nonprofit-owned subsidized housing for workers and full time residents	722
Facilitate more prefabricated, modular, or manufactured homes	694
Create and expand community land trusts and housing co-ops	565


# WATER

## URBAN WATER OPTIONS


**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



### 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





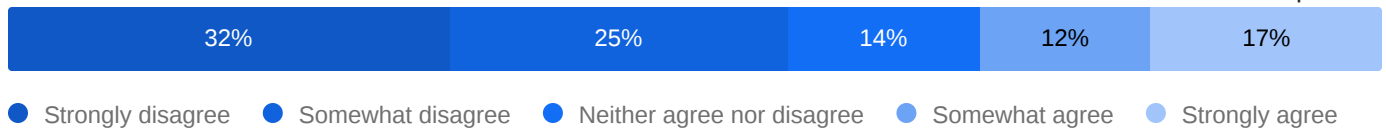
### OPTION 3 - Conserve water in both new development and existing communities with water-wise landscaping

11920 Responses



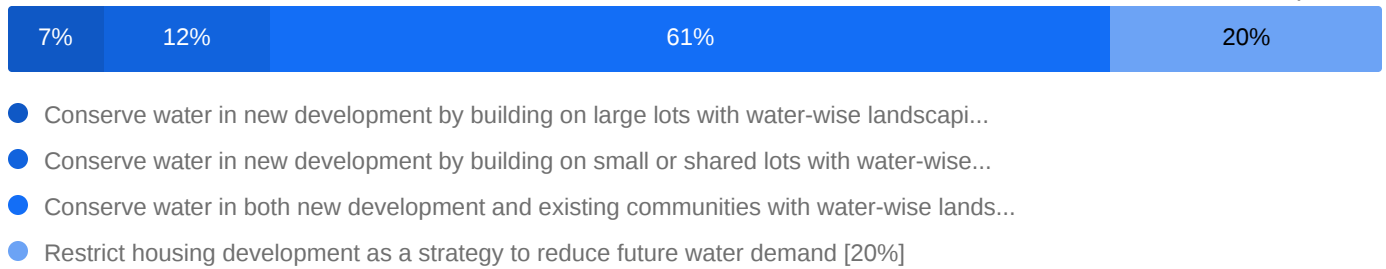
### OPTION 4 - Restrict housing development as a strategy to reduce future water demand

11918 Responses



### Which of the options do you prefer the most?

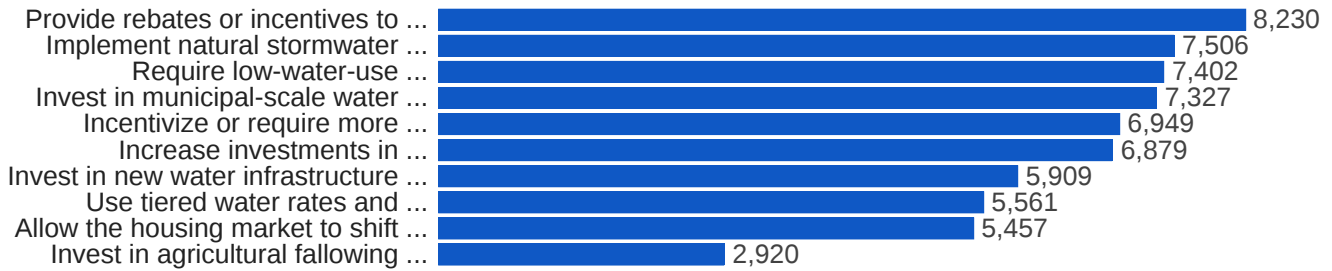
11676 Responses



## URBAN WATER BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

10331 Responses



● Choice Count


Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

10331 Responses


Field	Choice Count
Provide rebates or incentives to encourage low-water-use landscape conversions	8,230
Implement natural stormwater drainage systems in all new developments to improve water quality	7,506
Require low-water-use landscaping in all new residential and commercial areas	7,402
Invest in municipal-scale water recycling and reuse systems	7,327
Incentivize or require more efficient irrigation practices (e.g., irrigate only on odd days)	6,949
Increase investments in agricultural water-optimization projects	6,879
Invest in new water infrastructure projects (reservoirs, wells, pipelines)	5,909
Use tiered water rates and transparent billing practices to reduce demand	5,561
Allow the housing market to shift to smaller lots, townhomes, and apartments so there is less irrigated landscaping per person	5,457
Invest in agricultural fallowing (paying farmers to not plant or water crops)	2,920

## RURAL WATER OPTIONS


**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



### OPTION 1 - Invest in optimized agricultural irrigation to conserve water

1932 Responses



### OPTION 2 - Invest in residential and commercial water conservation

1960 Responses

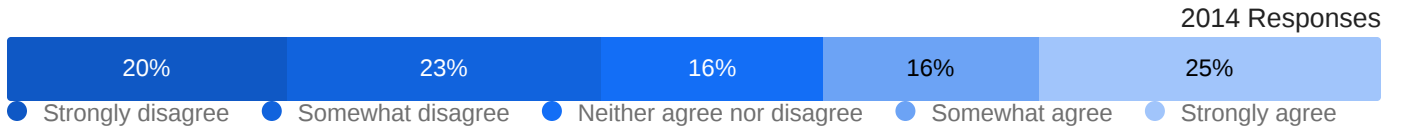


### OPTION 3 - Invest in optimized agricultural irrigation as well as residential and commercial water conservation

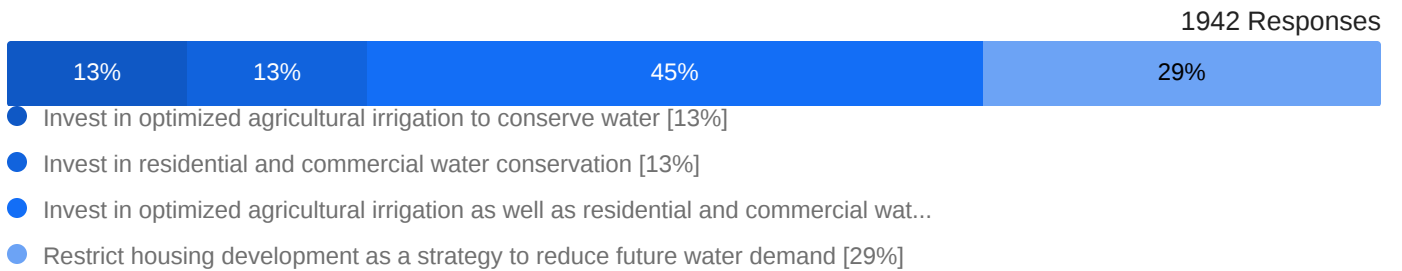
1990 Responses



## OPTION 4 - Restrict housing development as a strategy to reduce future water demand

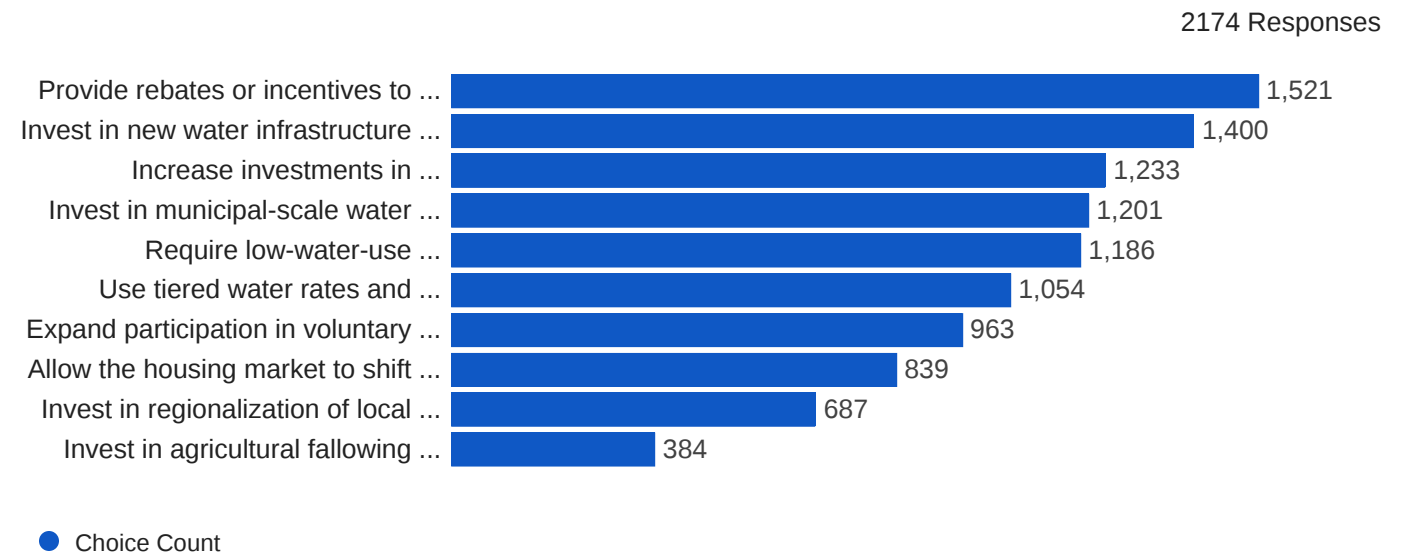


## Which of the options do you prefer the most?



## RURAL WATER BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.



Please select as many Big Ideas as you like for state and local leaders to further explore for your community.


2174 Responses

Field	Choice Count
Invest in new water infrastructure projects (reservoirs, wells, pipelines, aquifer storage)	1,400
Provide rebates or incentives to encourage low-water-use landscape conversions	1,521
Increase investments in agricultural water-optimization projects	1,233
Invest in municipal-scale water recycling and reuse systems	1,201
Require low-water-use landscaping in all new residential and commercial areas	1,186
Expand participation in voluntary rural water quality programs	963
Use tiered water rates and transparent billing practices to encourage water conservation	1,054
Invest in regionalization of local water treatment facilities	687
Allow the housing market to shift to smaller lots, townhomes, and apartments so there is less irrigated landscaping per person	839
Invest in agricultural fallowing (paying farmers to not plant or water crops)	384


# TRANSPORTATION

## URBAN TRANSPORTATION OPTIONS


**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



OPTION 1 - Prioritize convenient walking, biking, and public transportation in many town centers

11279 Responses



OPTION 2 - Prioritize new and expanded highways and roads in new suburbs

11268 Responses



**OPTION 3 - Balance investments in walking, biking, and transit in existing cities with additional roads and highways to serve new suburbs**

11397 Responses



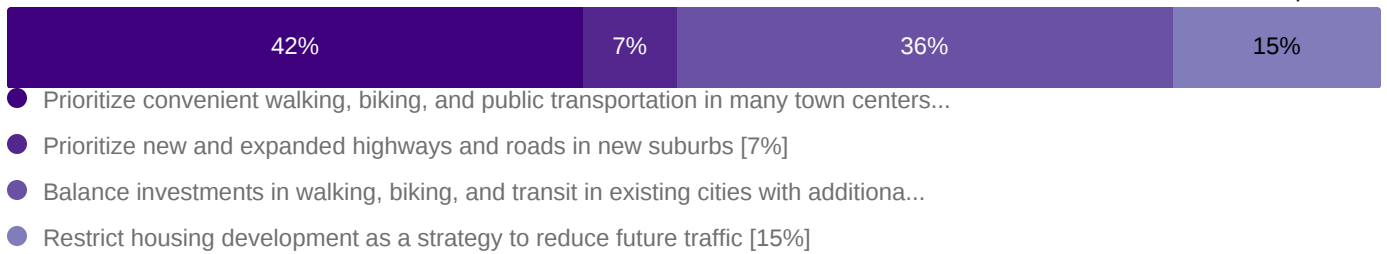
**OPTION 4 - Restrict housing development as a strategy to reduce future traffic**

11446 Responses



**Which of the options do you prefer the most?**

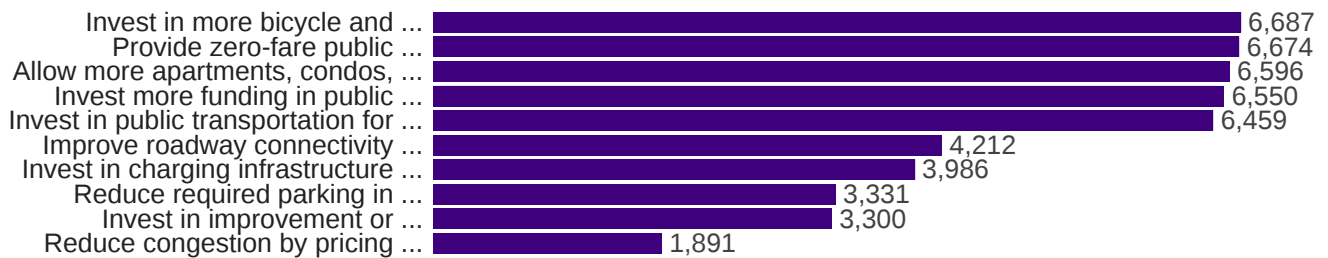
11303 Responses



**URBAN TRANSPORTATION BIG IDEAS**

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

10050 Responses



● Choice Count

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.


10050 Responses

Field	Choice Count
Invest in more bicycle and pedestrian infrastructure	6,687
Invest in public transportation for peak usage of tourism areas	6,459
Provide zero-fare public transportation	6,674
Improve roadway connectivity through grid street patterns	4,212
Invest more funding in public transportation to serve urban areas	6,550
Allow more apartments, condos, and townhomes near transit stations and downtowns	6,596
Invest in improvement or expansion of high-use state highways and add new highways in high-demand areas	3,300
Invest in charging infrastructure and incentives for conversion to electric vehicles	3,986
Reduce required parking in commercial or town centers	3,331
Reduce congestion by pricing freeway use during peak hours	1,891




## RURAL TRANSPORTATION OPTIONS


**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



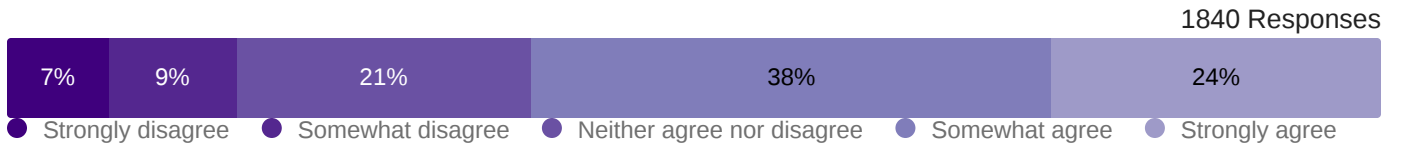
**OPTION 4**



Restrict housing development as a strategy to reduce transportation infrastructure costs



### 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



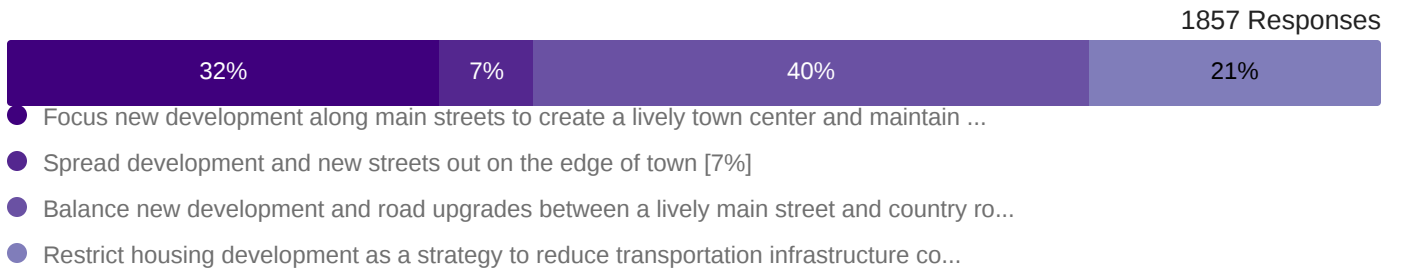
### OPTION 3 - Balance new development and road upgrades between a lively main street and country roads on the edge of town



## OPTION 4 - Restrict housing development as a strategy to reduce transportation infrastructure costs

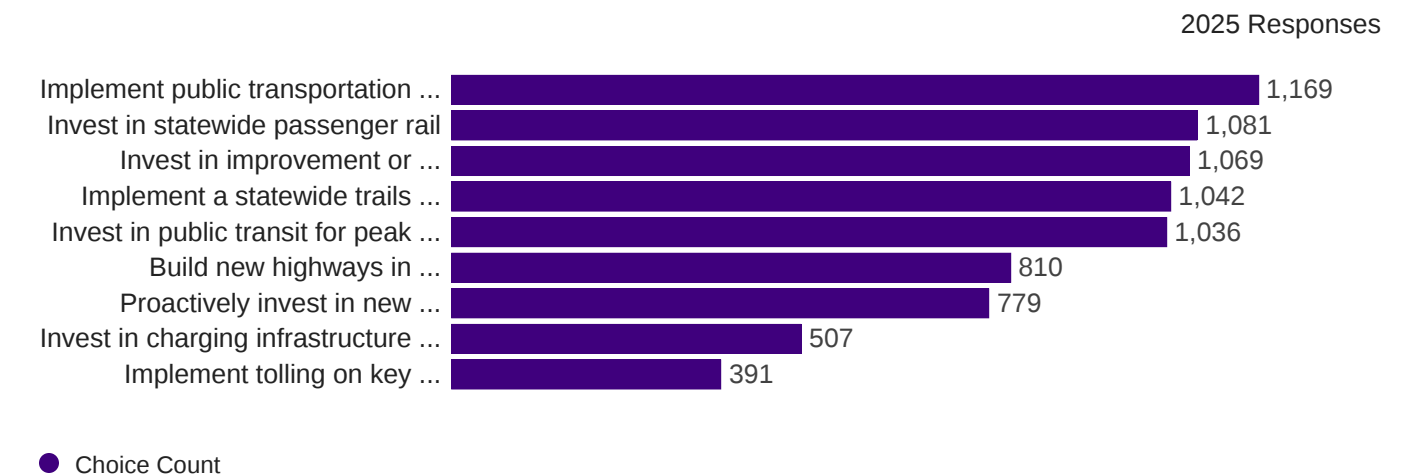


### Which of the options do you prefer the most?



## RURAL TRANSPORTATION BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.




Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

Field	2025 Responses
	Choice Count
Invest in statewide passenger rail	1,081
Implement tolling on key roadways in high-visitation areas (e.g. Mirror Lake Highway)	391
Invest in charging infrastructure and incentives for conversion to electric vehicles	507
Invest in public transit for peak usage of tourism areas	1,036
Invest in improvement or expansion of high-use state highways and main streets (e.g. Highways 6, 189, 191)	1,069
Proactively invest in new infrastructure (roads, utilities) to support the construction of new communities	779
Build new highways in high-demand areas to connect communities	810
Implement public transportation service to connect smaller towns to larger cities	1,169
Implement a statewide trails network to connect communities across Utah	1,042


# OPEN SPACE AND RECREATION

## OPEN SPACE AND RECREATION OPTIONS


**OPTION 1**




Build new neighborhoods with large yards




**OPTION 2**




Build new master-planned communities with parks, trails, and community open spaces




**OPTION 3**




Fill "in" rather than grow "outward" as a strategy to conserve open space



**OPTION 4**



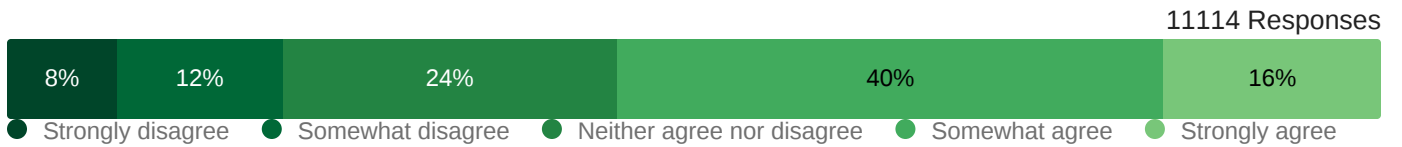
Restrict housing development as a strategy to preserve open space and recreation



### OPTION 1 - Build new neighborhoods with large yards



### OPTION 2 - Build new master-planned communities with parks, trails, and community open spaces



### OPTION 3 - Fill “in” rather than grow “outward” as a strategy to conserve open space

11156 Responses



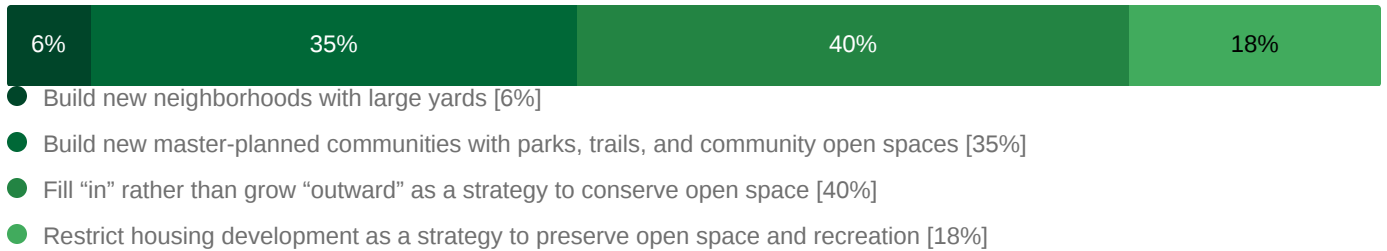
### OPTION 4 - Restrict housing development as a strategy to preserve open space and recreation

11187 Responses



### Which of the options do you prefer the most?

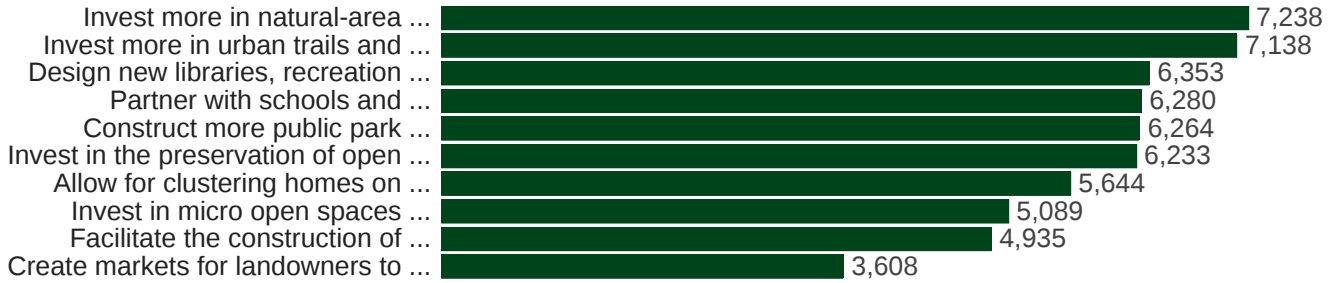
10979 Responses



## URBAN OPEN SPACE AND RECREATION BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

9922 Responses



● Choice Count


Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

9922 Responses


Field	Choice Count
Invest more in natural-area recreational amenities (trailheads, campgrounds, mountain bike/hiking/equestrian/OHV trails, parking, restrooms) on state or county lands	7,238
Partner with schools and churches to provide recreation space and allow community access	6,280
Invest more in urban trails and trailheads (e.g., Jordan River Parkway, Virgin River Trail, Murdock Canal Trail)	7,138
Construct more public park spaces, plazas, and community-gathering places as communities grow	6,264
Design new libraries, recreation centers, or senior centers to also provide multipurpose outdoor recreation space	6,353
Invest in the preservation of open space through conservation easements or purchases	6,233
Facilitate the construction of more master-planned developments with ample parks and trails	4,935
Invest in micro open spaces (e.g., low-water-use gardens with street furniture) on small publicly owned properties	5,089
Allow for clustering homes on smaller lots to preserve areas for open space	5,644
Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits	3,608

## RURAL OPEN SPACE AND RECREATION OPTIONS


**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**



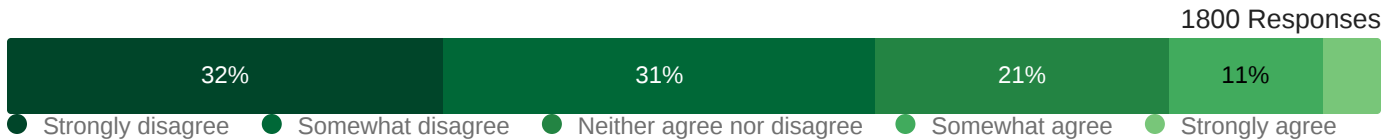
Restrict housing development as a strategy to preserve open space



### OPTION 1 - Build new housing on smaller lots close to town



### OPTION 2 - Build new housing with large, spread-out lots

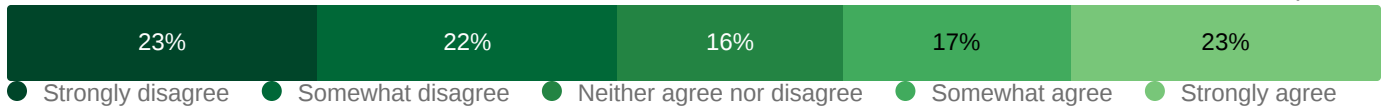


### OPTION 3 - Build new master-planned communities with parks, trails, and community open spaces



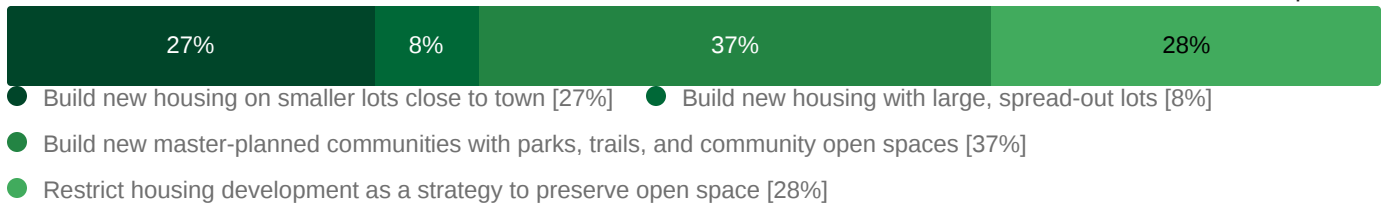
### OPTION 4 - Restrict housing development as a strategy to preserve open space

1841 Responses



### Which of the options do you prefer the most?

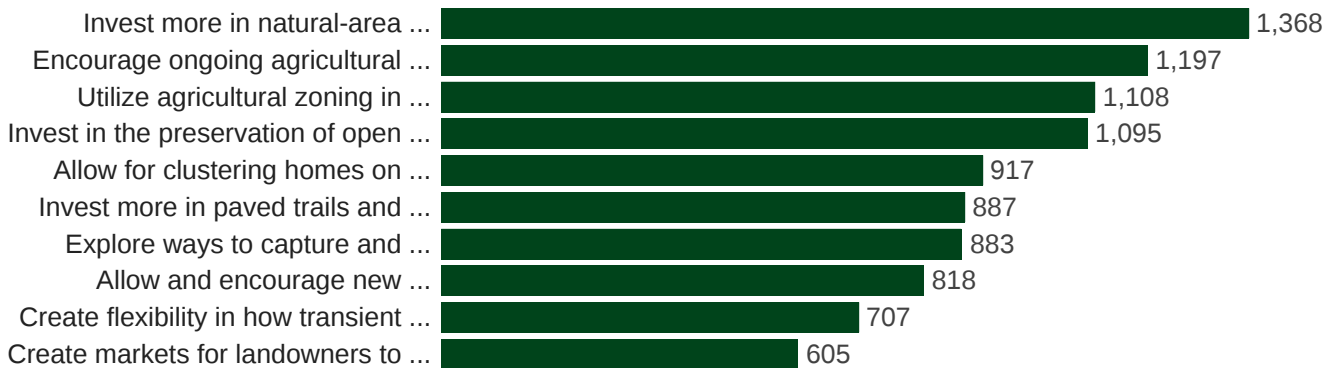
1773 Responses



### RURAL OPEN SPACE AND RECREATION BIG IDEAS

Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

2056 Responses



● Choice Count



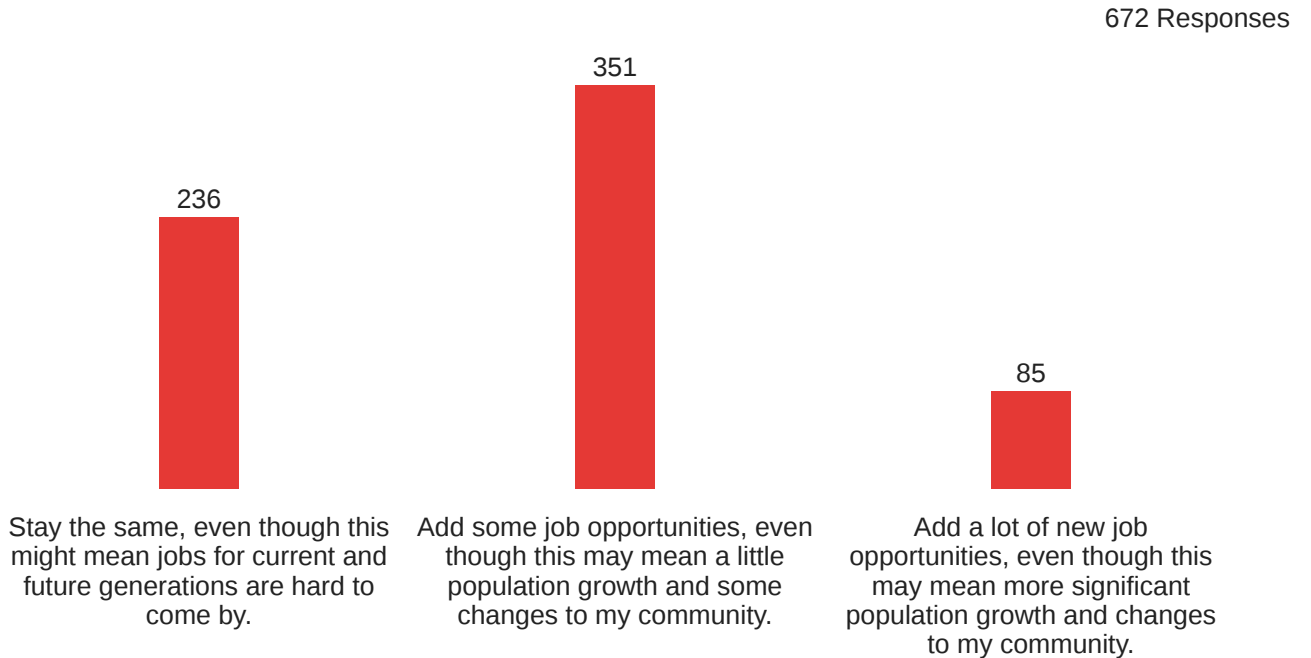
Please select as many Big Ideas as you like for state and local leaders to further explore for your community.

2056 Responses

Field	Choice Count
Invest more in natural-area recreational amenities (trailheads, campgrounds, mountain bike/hiking/equestrian/OHV trails, parking, restrooms) on state or county lands	1,368
Encourage ongoing agricultural uses by prioritizing prime farmlands in long-range planning efforts	1,197
Utilize agricultural zoning in areas desired for agricultural preservation	1,108
Invest in the preservation of open space through conservation easements or purchases	1,095
Explore ways to capture and retain more tourism spending in rural communities	883
Create flexibility in how transient room taxes (TRT) collected at hotels can be used	707
Invest more in paved trails and trailheads (e.g., Price River Trail, Historic Union Pacific Rail Trail, Moab Canyon Pathway)	887
Allow and encourage new development to use less land	818
Allow for clustering homes on smaller lots to set aside areas for open space	917
Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits	605

# NO/SLOW GROWTH QUESTIONS

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



What strategies would you like to pursue to improve economic prosperity in your area? Choose as many as you'd like.

656 Responses

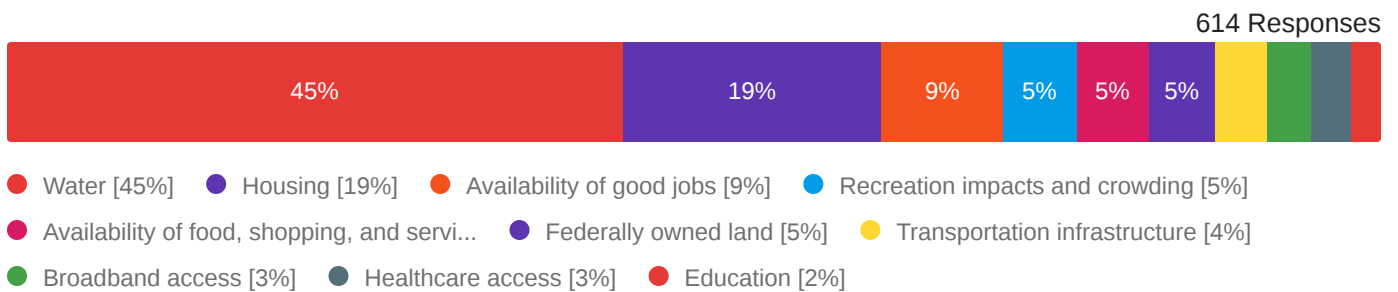
Field	Choice Count
Improve agricultural prosperity (this could include investments in water efficiency, food processing facilities, farm-to-table programs, and agritourism)	425
Support and expand existing local businesses	390
Promote more start-ups and entrepreneurs (this could include creating/expanding innovation centers)	238
Relocate state jobs to rural communities (in-person or remote)	233
Expand energy and resource development (this could include mining, drilling for oil or natural gas, utilizing geothermal resources, building renewable energy infrastructure, or building nuclear production)	214

Attract remote workers (this could include improving broadband, improving main street/downtown, adding/improving housing, and adding outdoor recreation amenities) 301

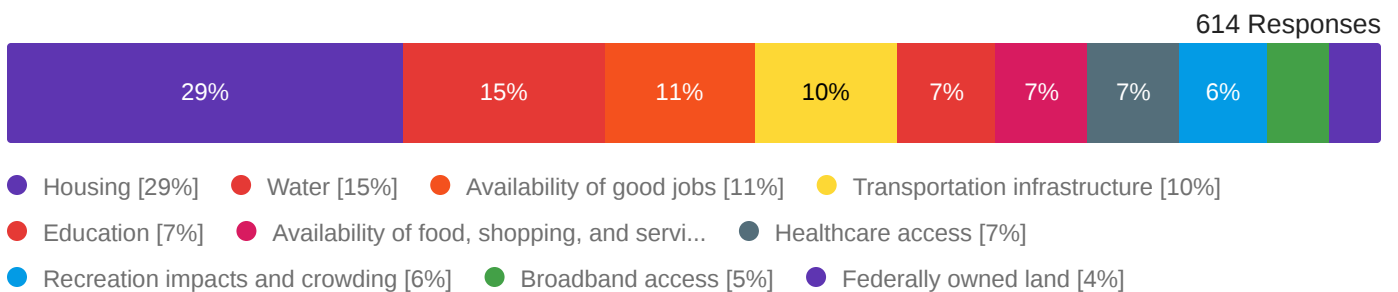
Make my area attractive to logistics and manufacturing companies (this could include adding energy, water, and transportation infrastructure; adding/improving housing; training residents to work in targeted industries; improving broadband; and expanding business recruitment incentives) 208

Become more of a tourist destination (this could include adding outdoor recreation amenities, advertising, and adding hotels, restaurants, and housing) 185

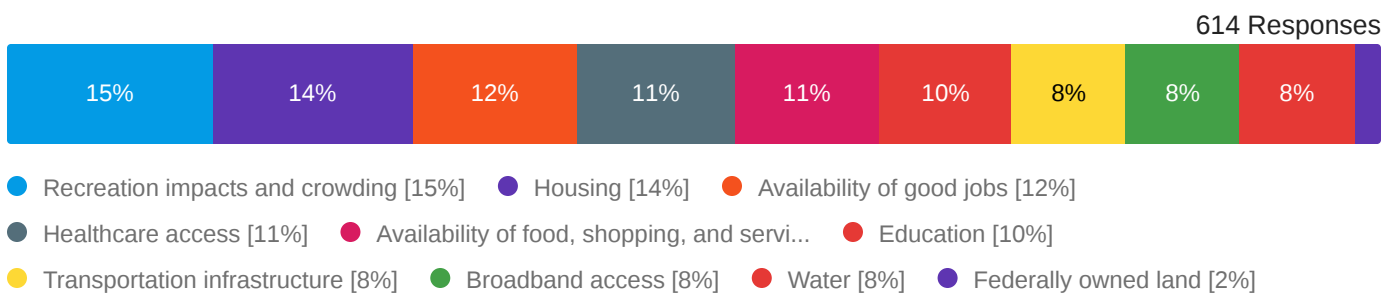
What are the biggest challenges where you live? Drag and drop in order from most significant to least significant. - #1 biggest challenge



What are the biggest challenges where you live? Drag and drop in order from most significant to least significant. - #2 biggest challenge

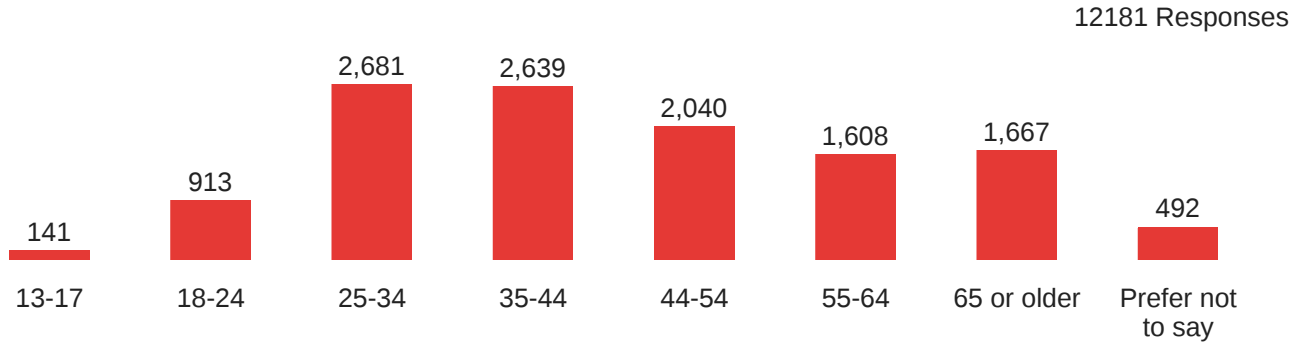


What are the biggest challenges where you live? Drag and drop in order from most significant to least significant. - #3 biggest challenge

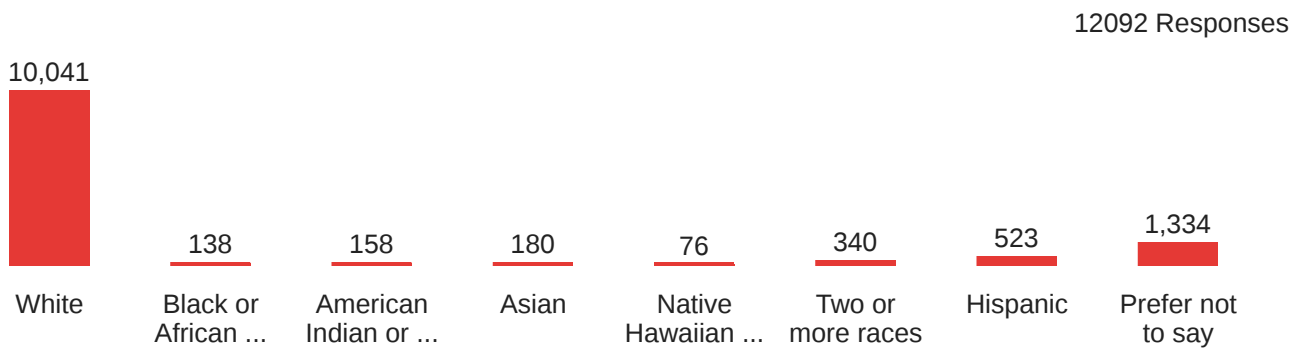


# DEMOGRAPHICS

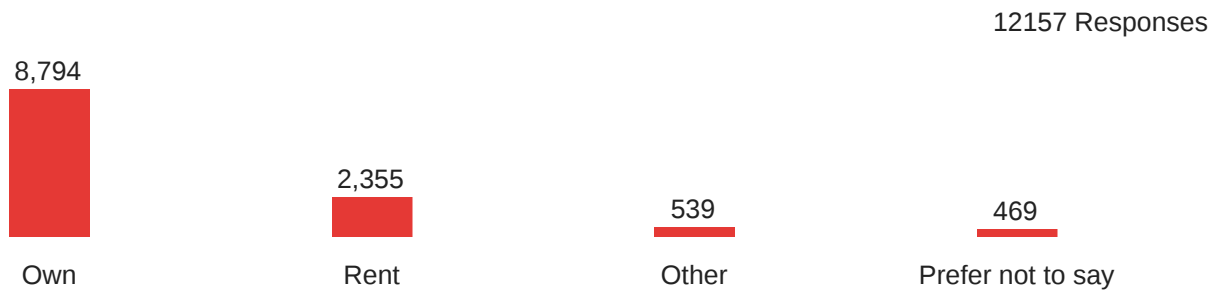
Q59 - How old are you?



Q61 - What is your race/ethnicity? (select all that apply)

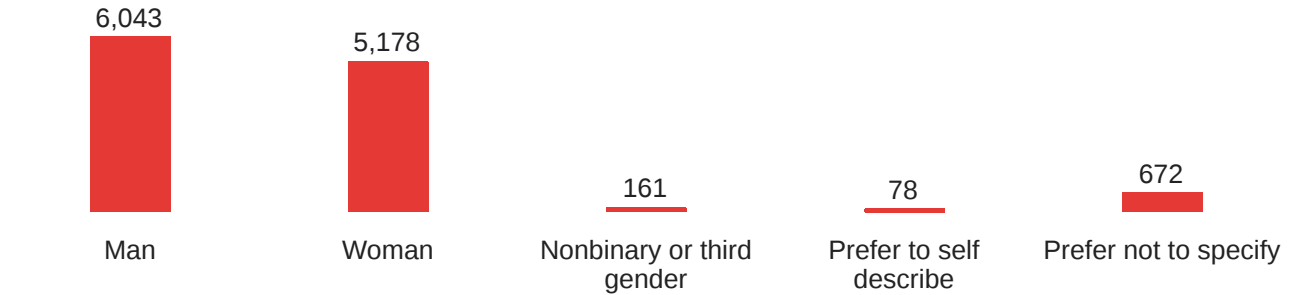


Q62 - Thinking about where you live now, do you own or rent the property?



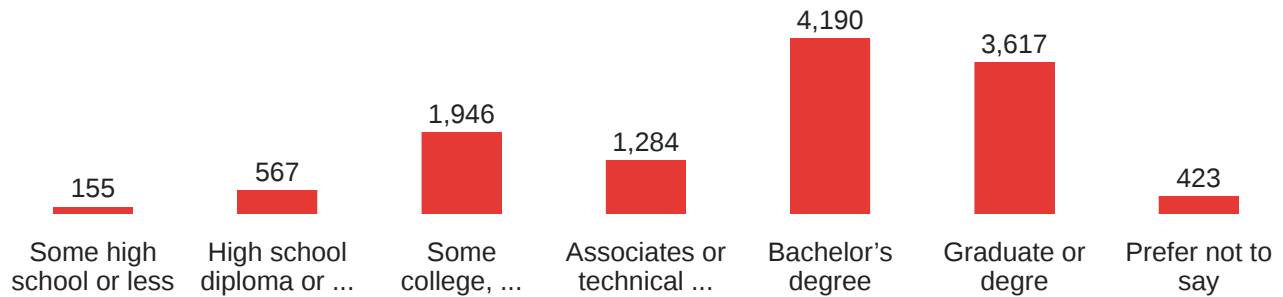
### Q71 - How do you describe your gender? - Selected Choice

12132 Responses



### Q72 - What is the highest level of education you have completed?

12182 Responses



### Q73 - What was your total household income before taxes during the past 12 months?

12144 Responses

Field	Choice Count
\$50,000-\$74,999	1,744
\$75,000-\$99,999	1,780
Prefer not to say	1,575
\$100,000-\$124,999	1,654
\$25,000-\$49,999	1,172
Less than \$25,000	603
\$150,000-\$199,999	1,208
\$125,000-\$149,999	1,127

\$200,000-\$249,999	564
\$250,000 or more	717

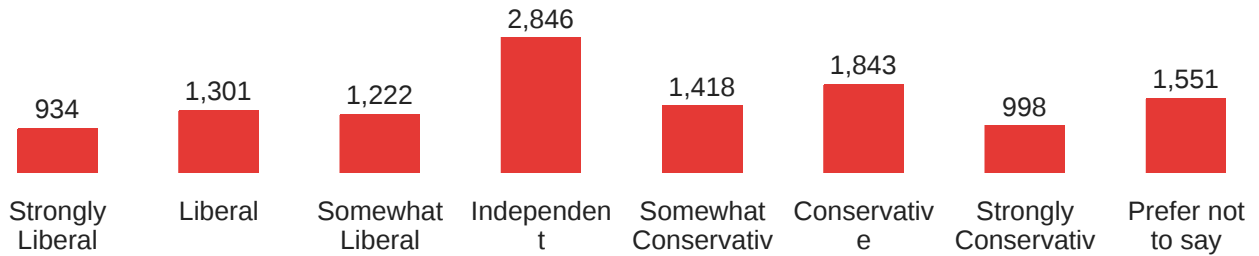
### Q74 - Do you have any children?

12108 Responses

Field	Choice Count
Children 18 or younger living at home	4,256
Children 19 or older living at home	1,074
Children 19 or older living away from home	3,379
No children	3,895
Prefer not to say	661
Children 18 or younger living away from home	221

Q76 - Here is a 7-point scale on which the political views that people might hold are arranged from extremely liberal (left) to extremely conservative (right). Where would you place yourself on this scale?

12113 Responses



### Q77 - How long have you lived in Utah?

12195 Responses

