

# Guiding Our Growth Survey Results- Wasatch Back (Wasatch, Morgan, Summit)

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

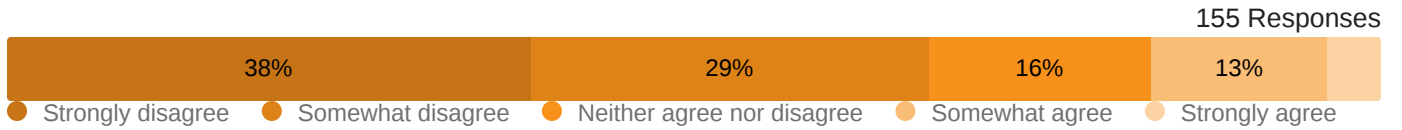
Project overview; statewide & random sample results: [guidingourgrowth.utah.gov](https://guidingourgrowth.utah.gov)

## 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> 

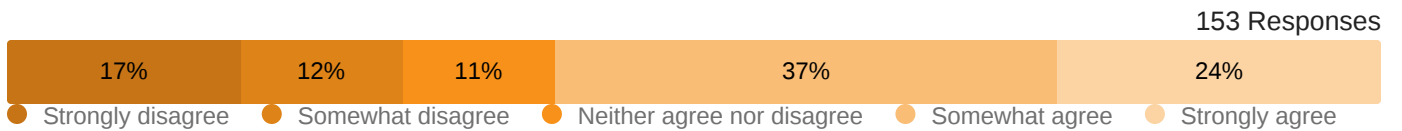
OPTION 1 - Allow new housing, but only away from existing neighborhoods, such as on undeveloped land on the edges of communities



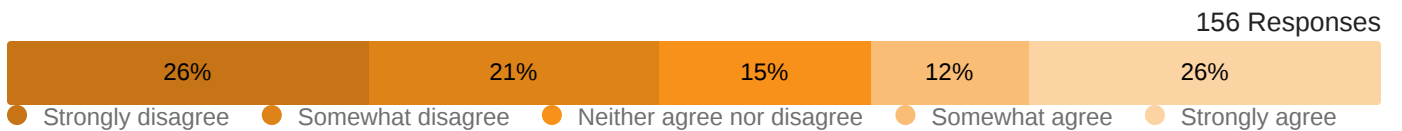
Q2 - Housing Urban 2 - Allow new housing mostly away from existing neighborhoods, but also include development near public transit stations and town centers



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

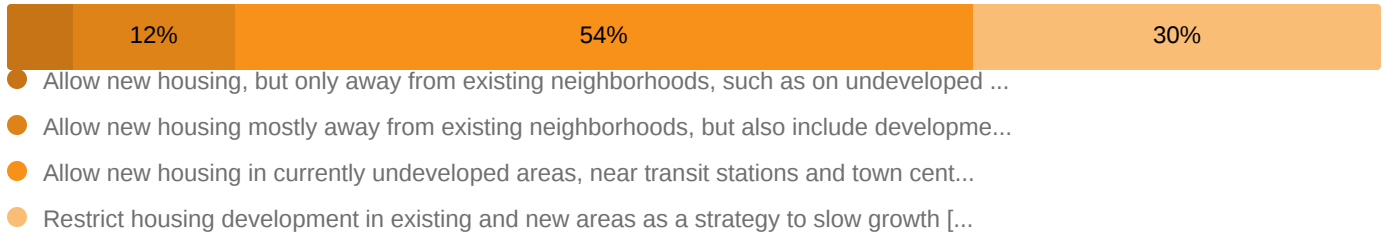


OPTION 4 - Restrict housing development in existing and new areas as a strategy to slow growth



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

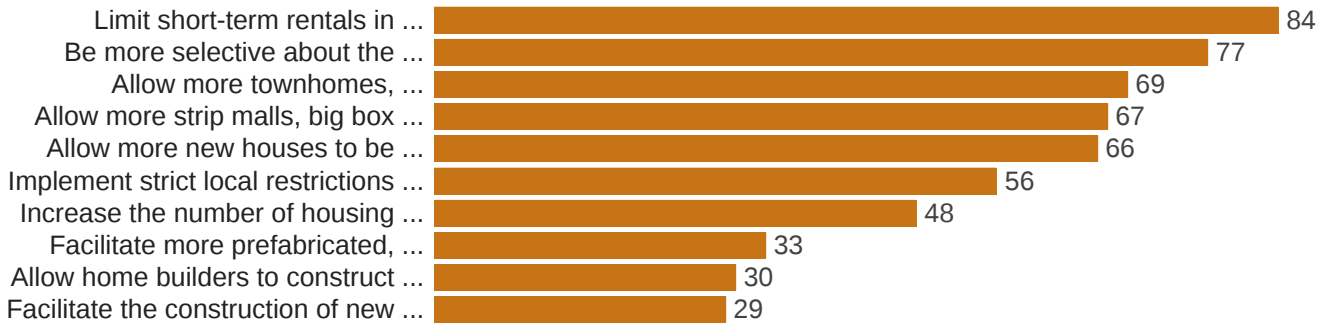
145 Responses



### URBAN HOUSING BIG IDEAS

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

132 Responses



● Choice Count

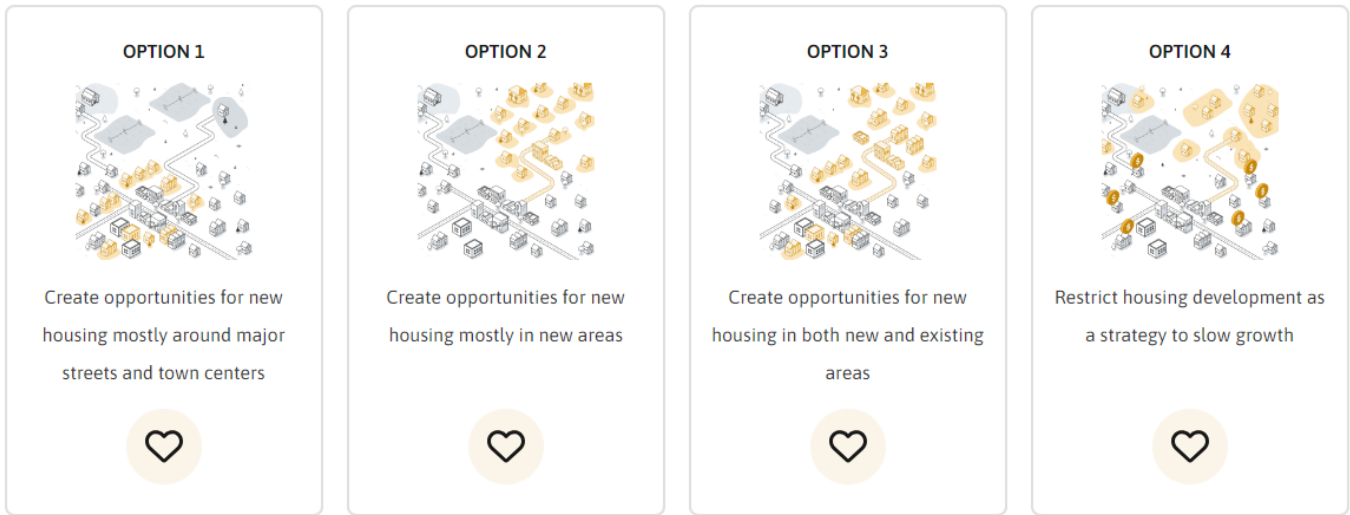
### Q56 - Housing Urban Big Ideas

132 Responses

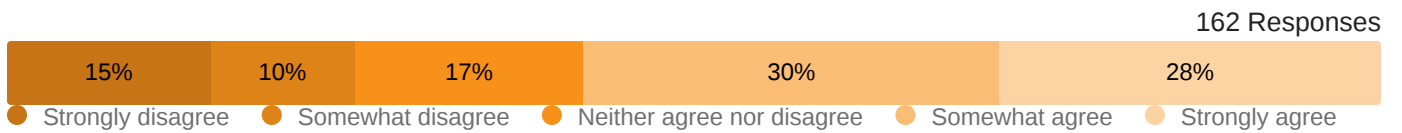
Field	Choice Count
Limit short-term rentals in neighborhoods through regulation	84
Be more selective about the types of new businesses or development we seek to attract to Utah	77
Allow more townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)	69

Increase the number of housing units with the potential for owner occupancy (single family house, condos, townhomes)	48
Allow more new houses to be built on smaller lots and incentivize the construction of smaller homes	66
Implement strict local restrictions to try to limit new housing development	56
Allow more strip malls, big box stores, and parking lots to be redeveloped into housing	67
Facilitate the construction of new communities beyond the edge of our metropolitan areas to increase housing supply	29
Facilitate more prefabricated, modular, or manufactured homes	33
Allow home builders to construct less parking for both multiple-family and single-family homes	30

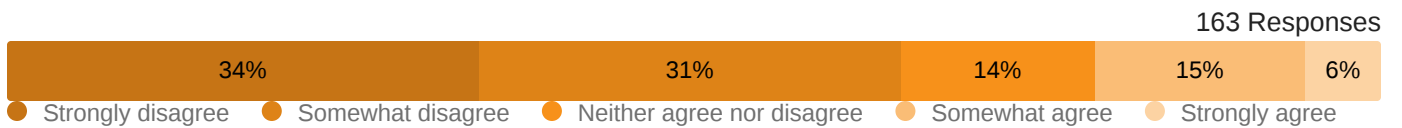
## RURAL HOUSING OPTIONS



### 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

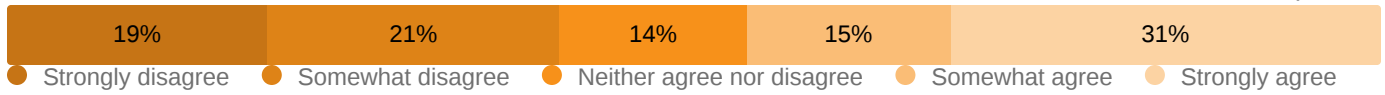


### OPTION 3 - Create opportunities for new housing in both new and existing areas



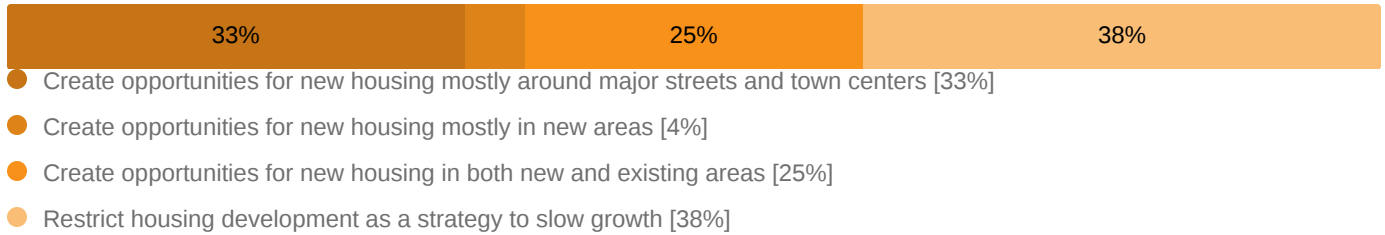
## OPTION 4 - Restrict housing development as a strategy to slow growth

169 Responses



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

162 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.

142 Responses



● Choice Count

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


142 Responses

Field	Choice Count
Proactively invest in or establish frameworks for financing new infrastructure (roads, utilities) to support the construction of new housing	59
Implement strict local restrictions to try to limit new housing development	70
Limit short-term rentals through regulation	72
Expand sweat equity home-building programs	71
Allow new houses to be built on smaller lots	73
Incentivize employer-provided housing or down payment assistance	45
Incentivize the construction of townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)	68
Invest in local government- or nonprofit-owned subsidized housing for workers and full time residents	48
Facilitate more prefabricated, modular, or manufactured homes	46
Create and expand community land trusts and housing co-ops	43


# 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



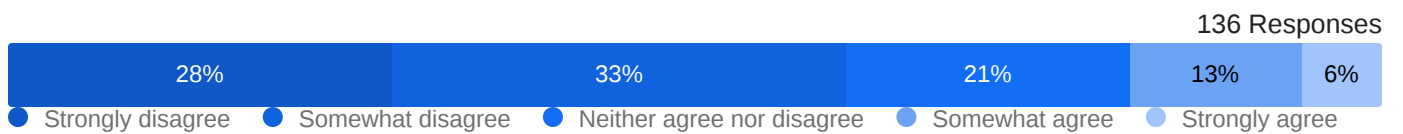
**OPTION 4**



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

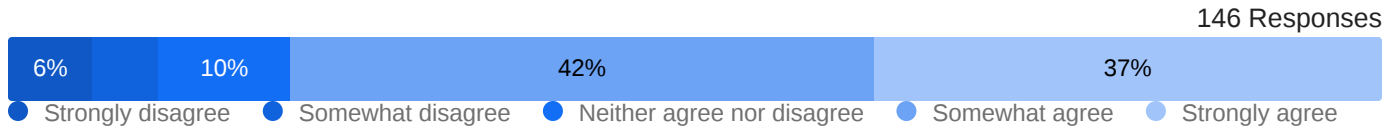


### OPTION 2 - Conserve water in new development by building on small or shared lots with water-wise landscaping

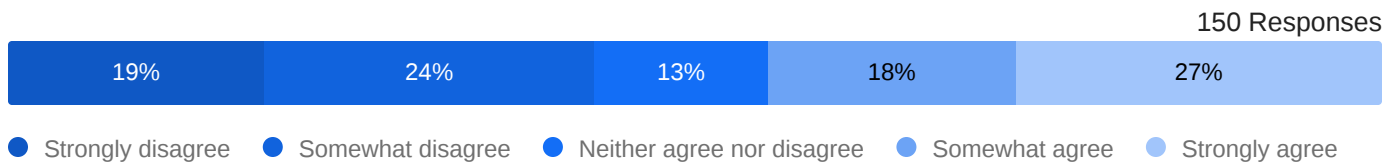




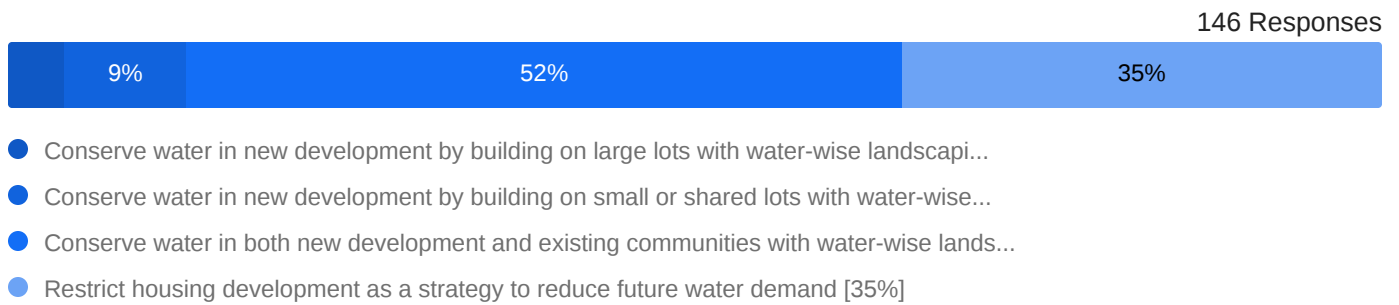
### OPTION 3 - Conserve water in both new development and existing communities with water-wise landscaping



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



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



### URBAN WATER BIG IDEAS

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

127 Responses











● Choice Count

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

127 Responses

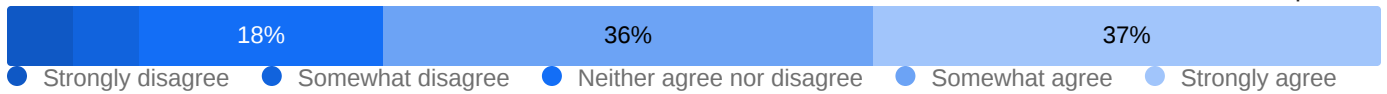
Field	Choice Count
Require low-water-use landscaping in all new residential and commercial areas	110
Provide rebates or incentives to encourage low-water-use landscape conversions	101
Incentivize or require more efficient irrigation practices (e.g., irrigate only on odd days)	96
Invest in municipal-scale water recycling and reuse systems	94
Implement natural stormwater drainage systems in all new developments to improve water quality	89
Use tiered water rates and transparent billing practices to reduce demand	83
Increase investments in agricultural water-optimization projects	81
Allow the housing market to shift to smaller lots, townhomes, and apartments so there is less irrigated landscaping per person	74
Invest in new water infrastructure projects (reservoirs, wells, pipelines)	58
Invest in agricultural fallowing (paying farmers to not plant or water crops)	57

## RURAL WATER OPTIONS

<p><b>OPTION 1</b></p>  <p>Invest in optimized agricultural irrigation to conserve water</p> 	<p><b>OPTION 2</b></p>  <p>Invest in residential and commercial water conservation</p> 	<p><b>OPTION 3</b></p>  <p>Invest in optimized agricultural irrigation as well as residential and commercial water conservation</p> 	<p><b>OPTION 4</b></p>  <p>Restrict housing development as a strategy to reduce future water demand</p> 
---	---	--	--

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

146 Responses



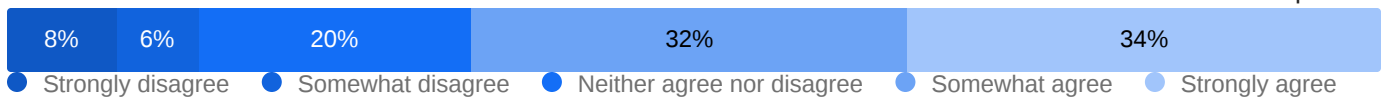
### OPTION 2 - Invest in residential and commercial water conservation

148 Responses



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

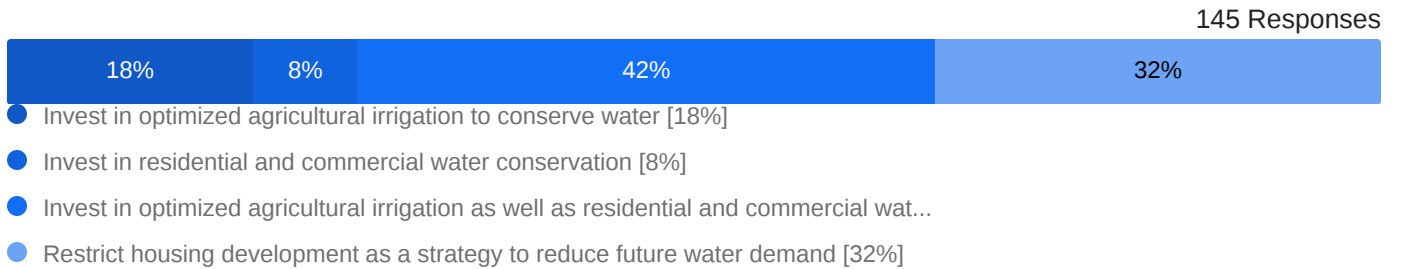
151 Responses



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



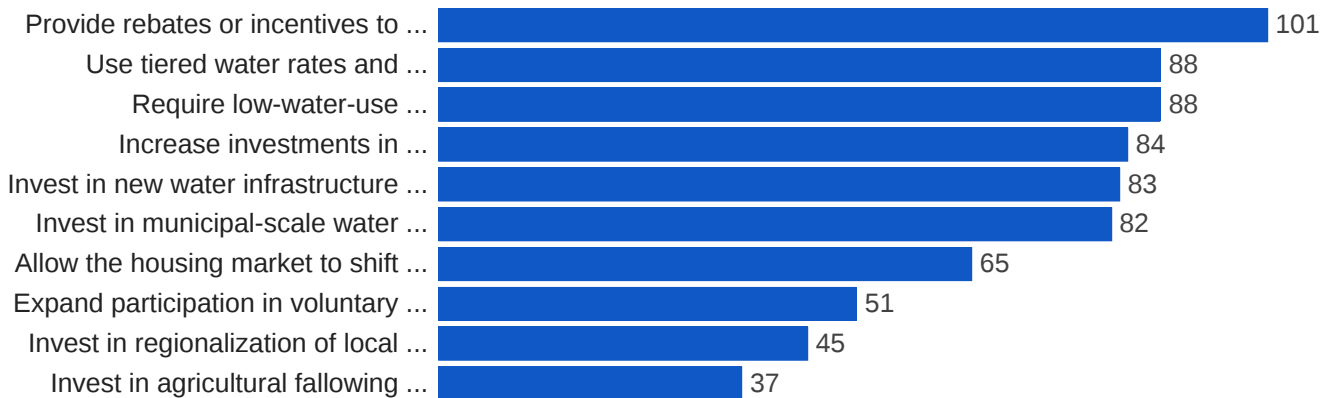
## Which of the options do you prefer the most?



## RURAL WATER BIG IDEAS

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

136 Responses



● Choice Count

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


136 Responses

Field	Choice Count
Invest in new water infrastructure projects (reservoirs, wells, pipelines, aquifer storage)	83
Provide rebates or incentives to encourage low-water-use landscape conversions	101
Increase investments in agricultural water-optimization projects	84
Invest in municipal-scale water recycling and reuse systems	82
Require low-water-use landscaping in all new residential and commercial areas	88
Expand participation in voluntary rural water quality programs	51
Use tiered water rates and transparent billing practices to encourage water conservation	88
Invest in regionalization of local water treatment facilities	45
Allow the housing market to shift to smaller lots, townhomes, and apartments so there is less irrigated landscaping per person	65
Invest in agricultural fallowing (paying farmers to not plant or water crops)	37


# 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

139 Responses



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

139 Responses



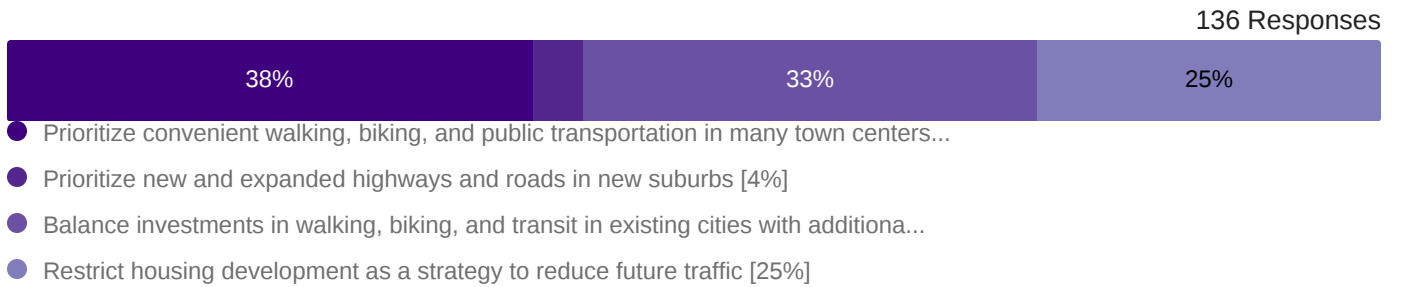
**OPTION 3 - Balance investments in walking, biking, and transit in existing cities with additional roads and highways to serve new suburbs**



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

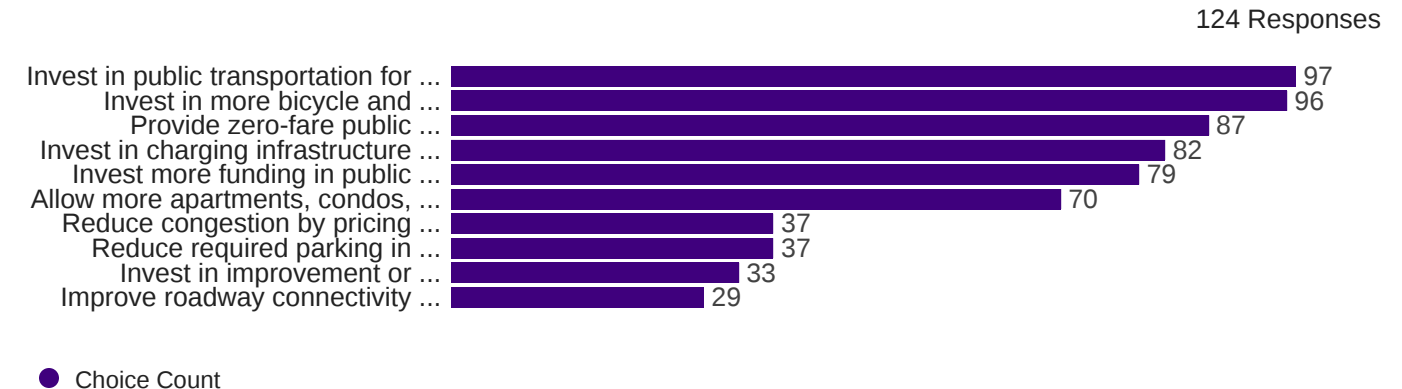


**Which of the options do you prefer the most?**



**URBAN TRANSPORTATION BIG IDEAS**

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



● Choice Count

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


124 Responses

Field	Choice Count
Invest in more bicycle and pedestrian infrastructure	96
Invest in public transportation for peak usage of tourism areas	97
Provide zero-fare public transportation	87
Improve roadway connectivity through grid street patterns	29
Invest more funding in public transportation to serve urban areas	79
Allow more apartments, condos, and townhomes near transit stations and downtowns	70
Invest in improvement or expansion of high-use state highways and add new highways in high-demand areas	33
Invest in charging infrastructure and incentives for conversion to electric vehicles	82
Reduce required parking in commercial or town centers	37
Reduce congestion by pricing freeway use during peak hours	37




## 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



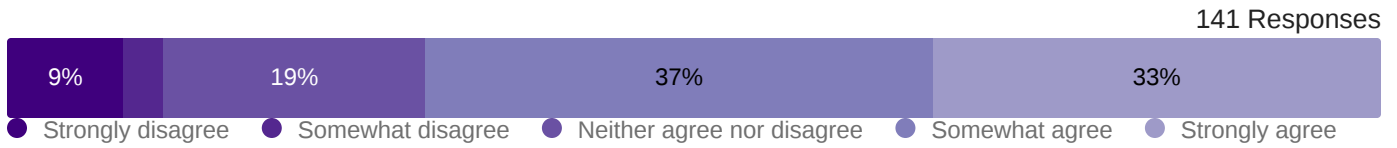
**OPTION 4**



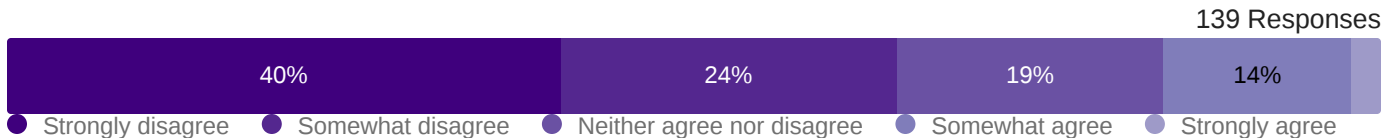
Restrict housing development as a strategy to reduce transportation infrastructure costs



**OPTION 1 - Focus new development along main streets to create a lively town center and maintain country roads outside of town**



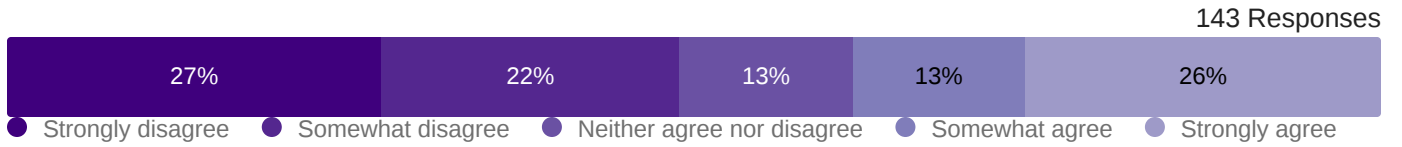
**OPTION 2 - Spread development and new streets out on the edge of town**



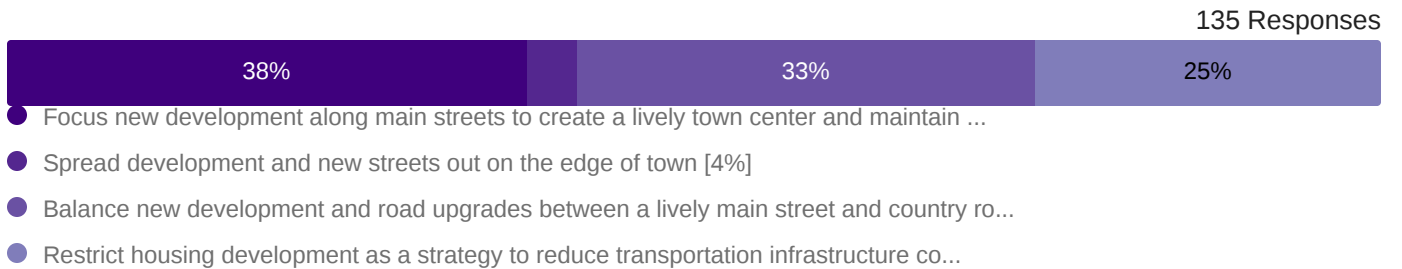
**OPTION 3 - Balance new development and road upgrades between a lively main street and country roads on the edge of town**



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

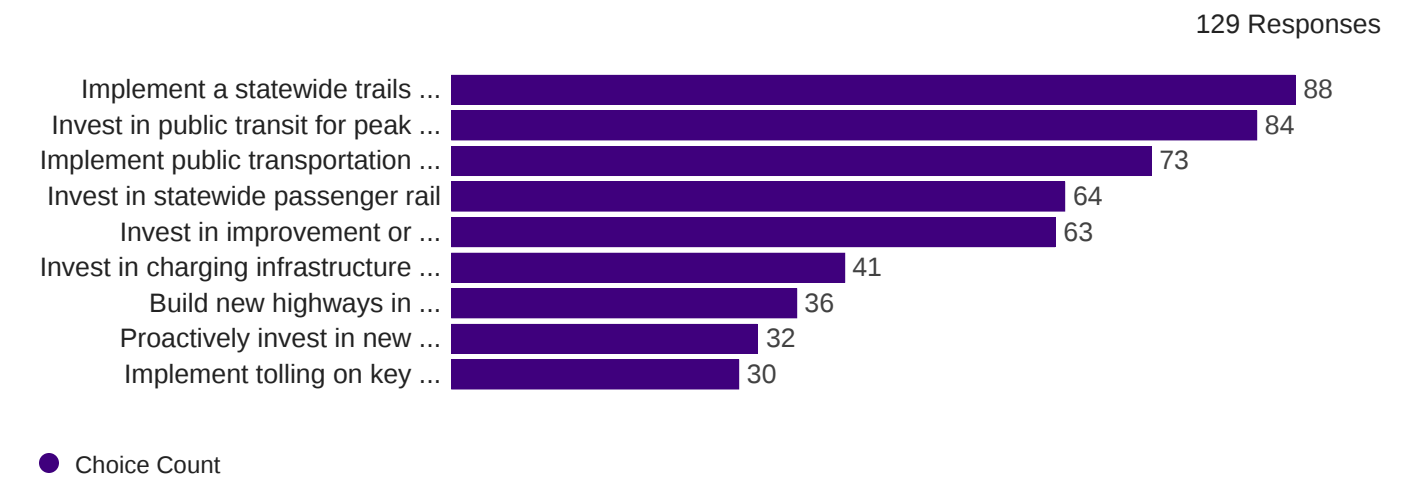


### Which of the options do you prefer the most?



## 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.


129 Responses

Field	Choice Count
Invest in statewide passenger rail	64
Implement tolling on key roadways in high-visitation areas (e.g. Mirror Lake Highway)	30
Invest in charging infrastructure and incentives for conversion to electric vehicles	41
Invest in public transit for peak usage of tourism areas	84
Invest in improvement or expansion of high-use state highways and main streets (e.g. Highways 6, 189, 191)	63
Proactively invest in new infrastructure (roads, utilities) to support the construction of new communities	32
Build new highways in high-demand areas to connect communities	36
Implement public transportation service to connect smaller towns to larger cities	73
Implement a statewide trails network to connect communities across Utah	88


# 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



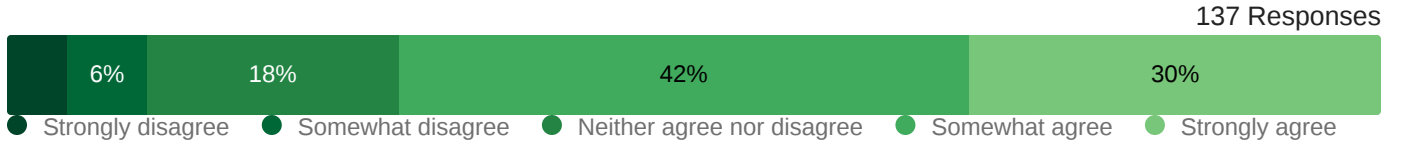
### OPTION 1 - Build new neighborhoods with large yards



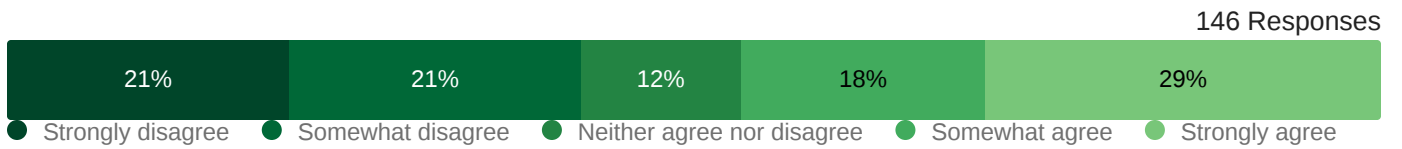
### OPTION 2 - Build new master-planned communities with parks, trails, and community open spaces



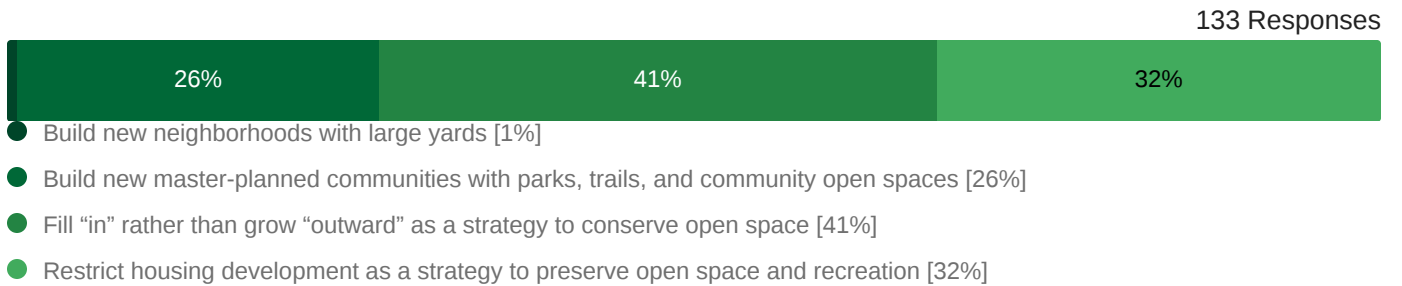
### OPTION 3 - Fill “in” rather than grow “outward” as a strategy to conserve open space



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



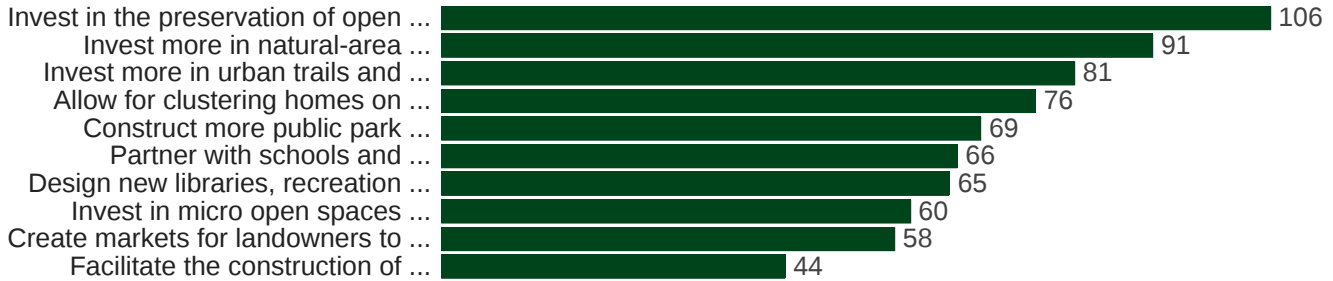
### Which of the options do you prefer the most?



### 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.

126 Responses



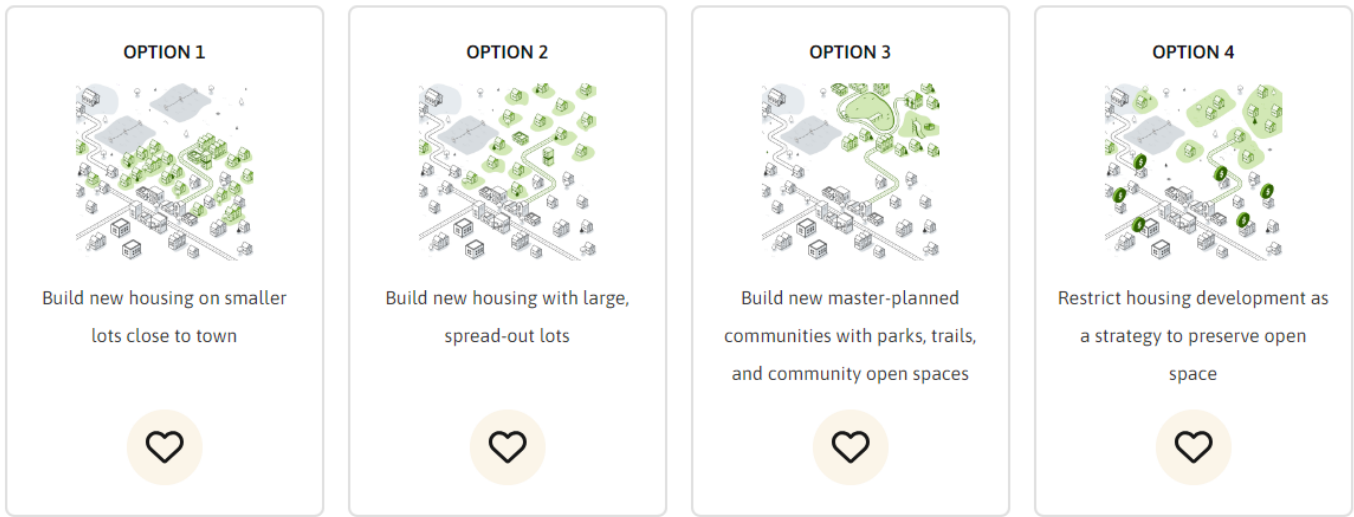
● Choice Count

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

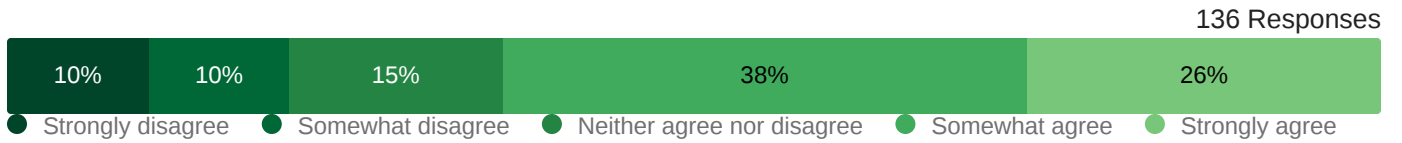
126 Responses

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	91
Partner with schools and churches to provide recreation space and allow community access	66
Invest more in urban trails and trailheads (e.g., Jordan River Parkway, Virgin River Trail, Murdock Canal Trail)	81
Construct more public park spaces, plazas, and community-gathering places as communities grow	69
Design new libraries, recreation centers, or senior centers to also provide multipurpose outdoor recreation space	65
Invest in the preservation of open space through conservation easements or purchases	106
Facilitate the construction of more master-planned developments with ample parks and trails	44
Invest in micro open spaces (e.g., low-water-use gardens with street furniture) on small publicly owned properties	60
Allow for clustering homes on smaller lots to preserve areas for open space	76
Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits	58

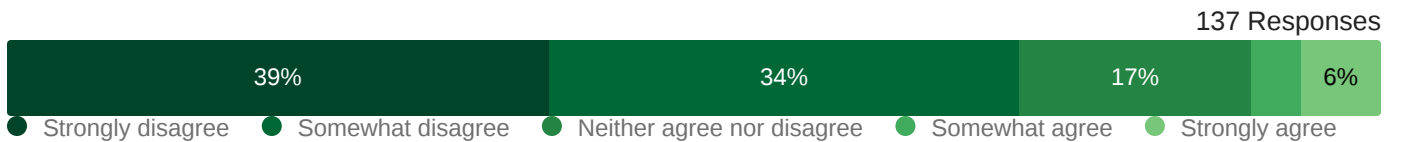
## RURAL OPEN SPACE AND RECREATION OPTIONS



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



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

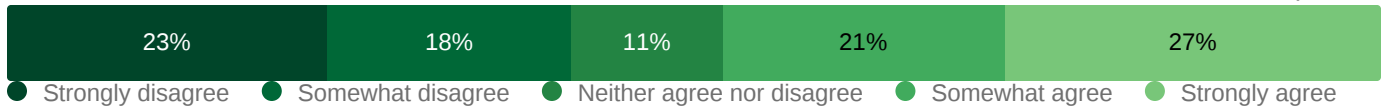


### OPTION 3 - Build new master-planned communities with parks, trails, and community open spaces



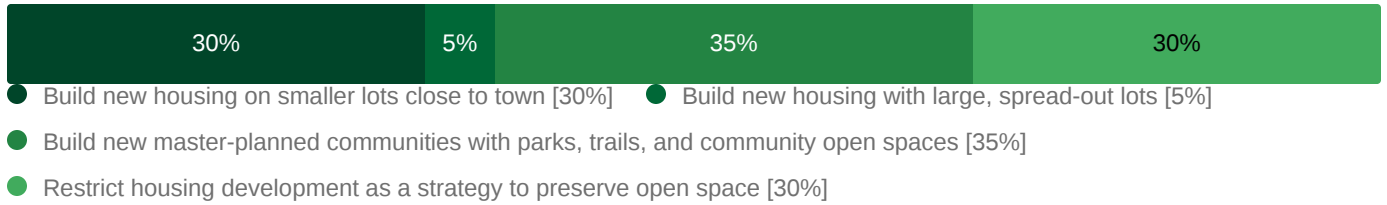
### OPTION 4 - Restrict housing development as a strategy to preserve open space

146 Responses



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

138 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.

135 Responses



● Choice Count



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

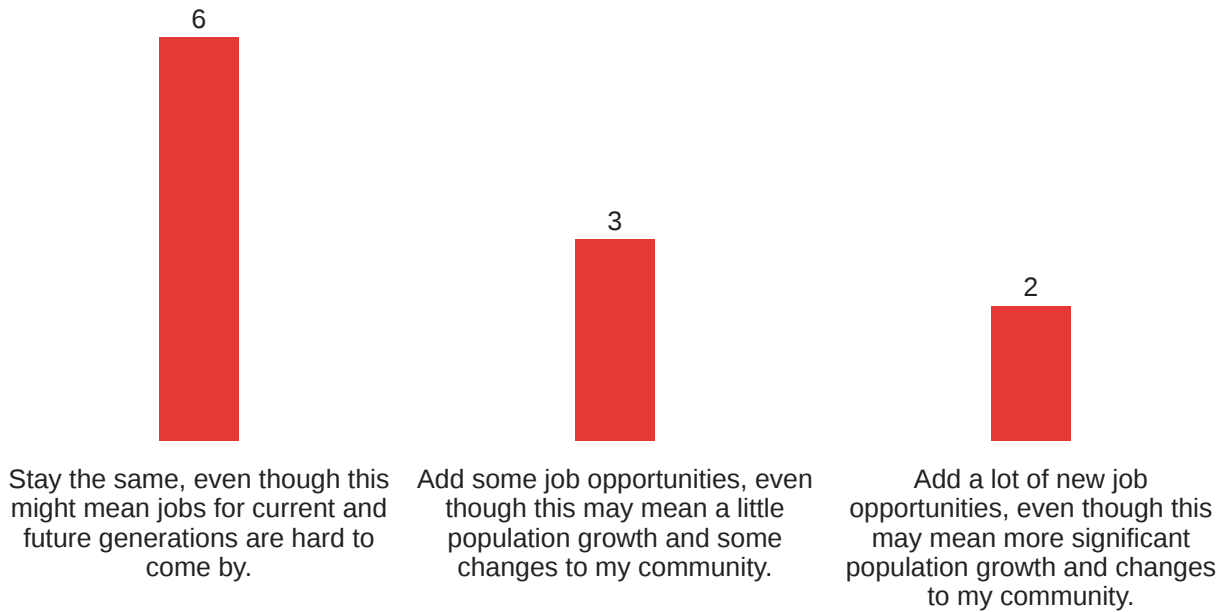
135 Responses

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	95
Encourage ongoing agricultural uses by prioritizing prime farmlands in long-range planning efforts	77
Utilize agricultural zoning in areas desired for agricultural preservation	76
Invest in the preservation of open space through conservation easements or purchases	98
Explore ways to capture and retain more tourism spending in rural communities	58
Create flexibility in how transient room taxes (TRT) collected at hotels can be used	50
Invest more in paved trails and trailheads (e.g., Price River Trail, Historic Union Pacific Rail Trail, Moab Canyon Pathway)	68
Allow and encourage new development to use less land	60
Allow for clustering homes on smaller lots to set aside areas for open space	82
Create markets for landowners to sell their development rights to other landowners, local governments, and nonprofits	64

# 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...

11 Responses



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

11 Responses

Field	Choice Count
Improve agricultural prosperity (this could include investments in water efficiency, food processing facilities, farm-to-table programs, and agritourism)	9
Support and expand existing local businesses	11
Promote more start-ups and entrepreneurs (this could include creating/expanding innovation centers)	3
Relocate state jobs to rural communities (in-person or remote)	3
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)	1

Attract remote workers (this could include improving broadband, improving main street/downtown, adding/improving housing, and adding outdoor recreation amenities) 4

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) 0

Become more of a tourist destination (this could include adding outdoor recreation amenities, advertising, and adding hotels, restaurants, and housing) 3

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

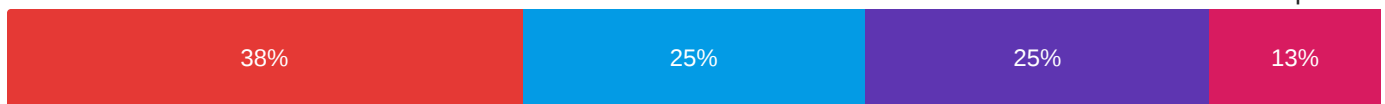
8 Responses



- Water [50%] ● Housing [38%] ● Availability of food, shopping, and servi... ● Federally owned land [0%]
- Education [0%] ● Healthcare access [0%] ● Availability of good jobs [0%] ● Transportation infrastructure [0%]
- Broadband access [0%] ● Recreation impacts and crowding [0%]

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

8 Responses



- Water [38%] ● Recreation impacts and crowding [25%] ● Housing [25%]
- Availability of food, shopping, and servi... ● Federally owned land [0%] ● Education [0%] ● Healthcare access [0%]
- Availability of good jobs [0%] ● Transportation infrastructure [0%] ● Broadband access [0%]

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

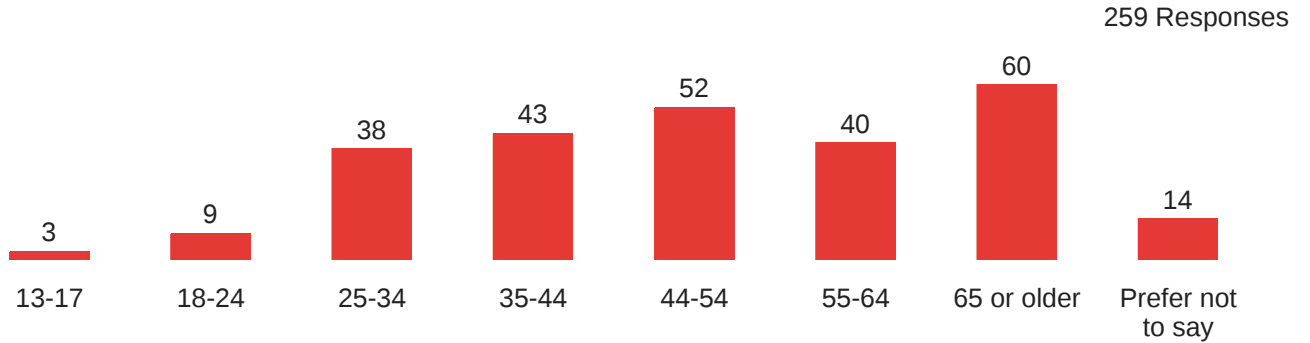
8 Responses



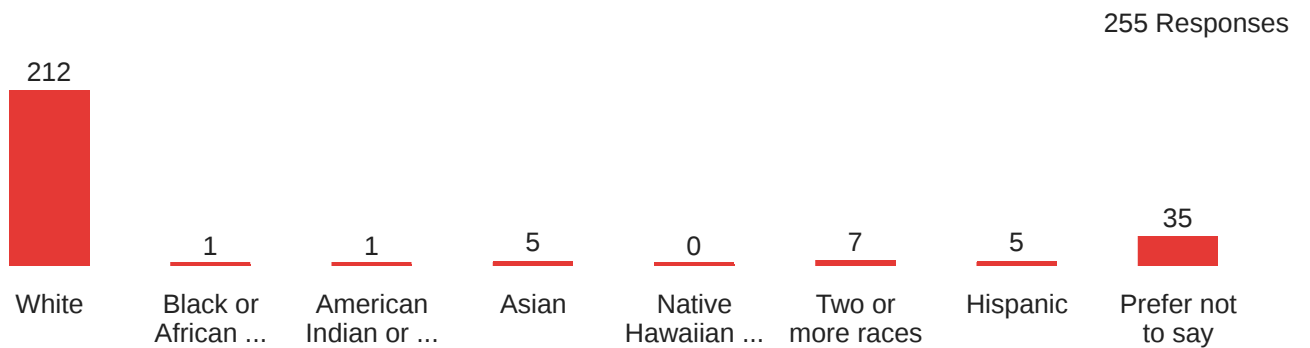
- Transportation infrastructure [25%] ● Recreation impacts and crowding [25%] ● Availability of good jobs [13%]
- Broadband access [13%] ● Housing [13%] ● Water [13%] ● Federally owned land [0%] ● Education [0%]
- Availability of food, shopping, and servi... ● Healthcare access [0%]

# DEMOGRAPHICS

Q59 - How old are you?



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

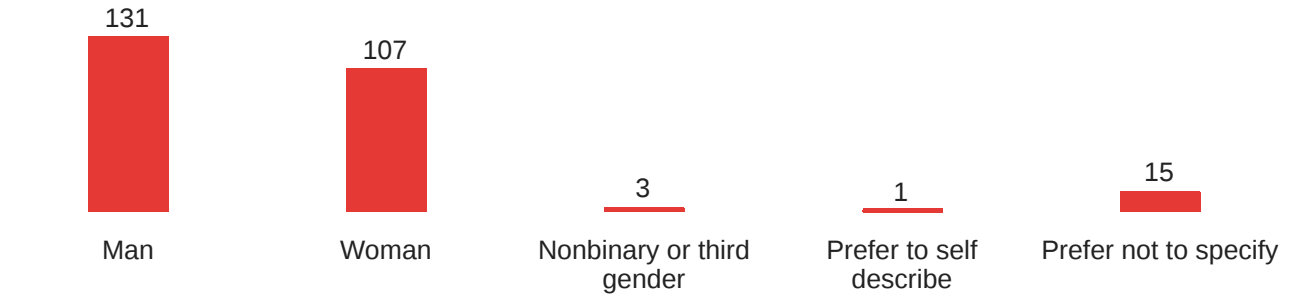


Q62 - Thinking about where you live now, do you own or rent the property?



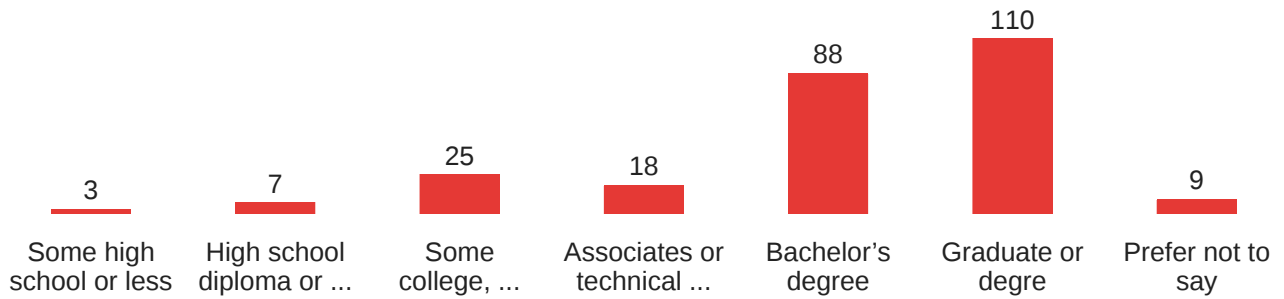
### Q71 - How do you describe your gender? - Selected Choice

257 Responses



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

260 Responses



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

256 Responses

Field	Choice Count
\$50,000-\$74,999	23
\$75,000-\$99,999	29
Prefer not to say	50
\$100,000-\$124,999	26
\$25,000-\$49,999	15
Less than \$25,000	4
\$150,000-\$199,999	32
\$125,000-\$149,999	23

\$200,000-\$249,999	17
\$250,000 or more	37

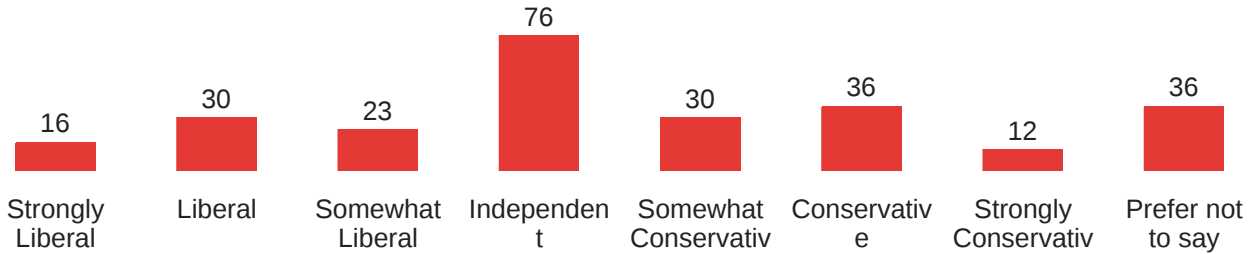
### Q74 - Do you have any children?

254 Responses

Field	Choice Count
Children 18 or younger living at home	82
Children 19 or older living at home	15
Children 19 or older living away from home	105
No children	53
Prefer not to say	14
Children 18 or younger living away from home	4

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?

259 Responses



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

259 Responses

