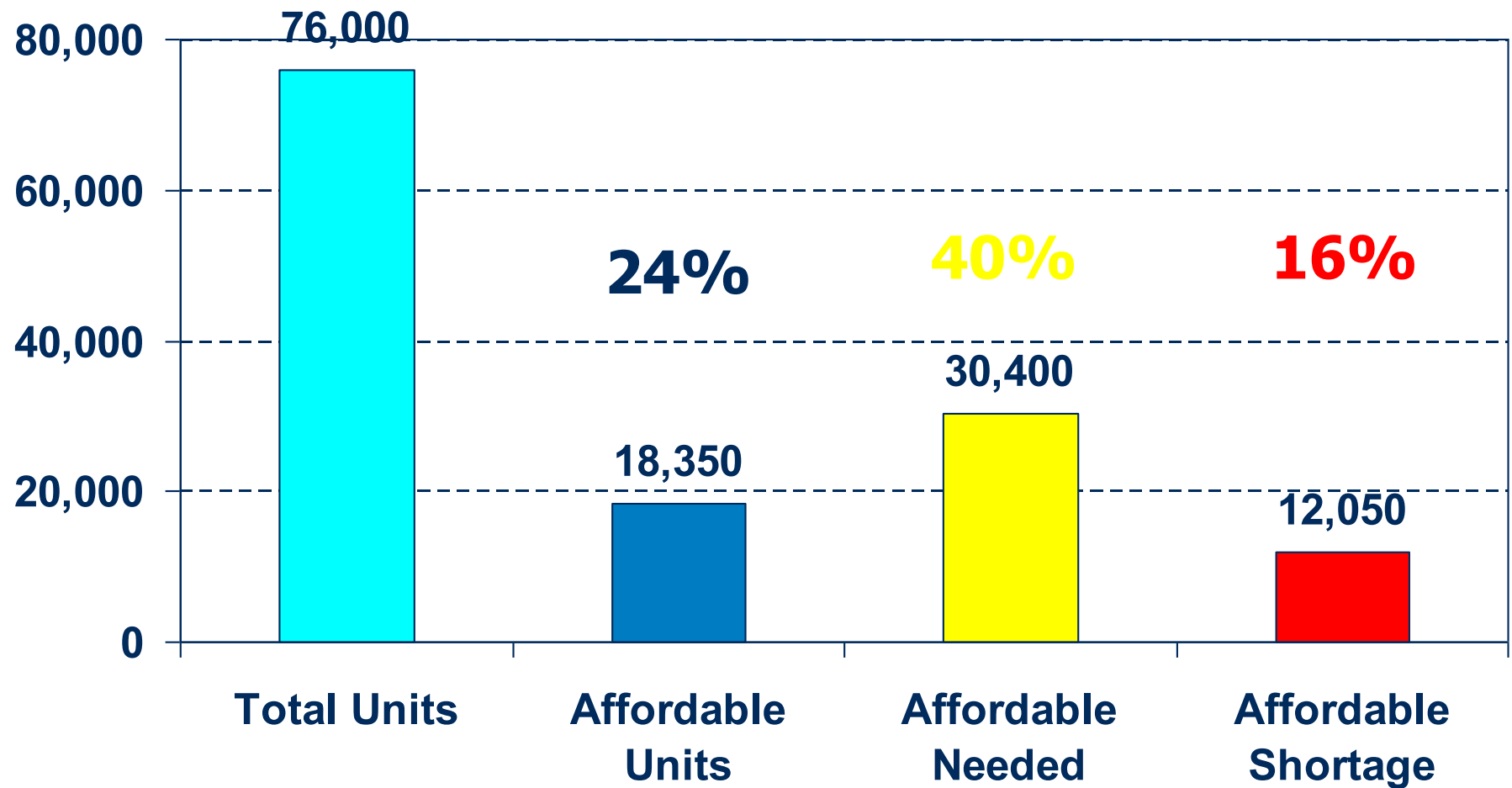


# New Housing Units (1996-2002)

52 Utah Cities Over 5,000 Population





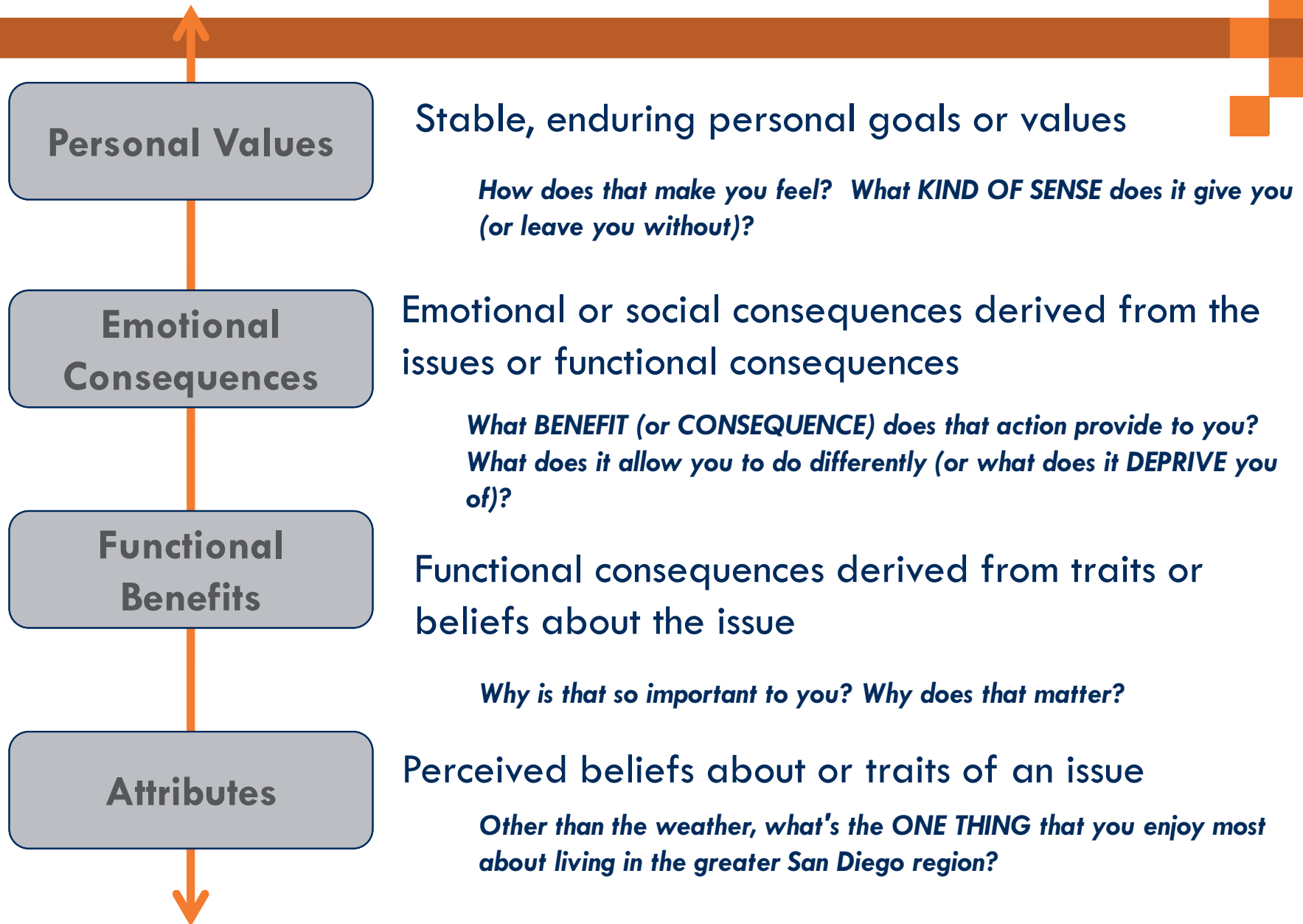
# The Tale of Two Houses

Karl & Lisa  
**\$600,000**

Matt & Alyssa  
**\$87,000**



# Values Laddering





**Values by Analogy:**

**The Values of Other Regions**

# ENVISION UTAH

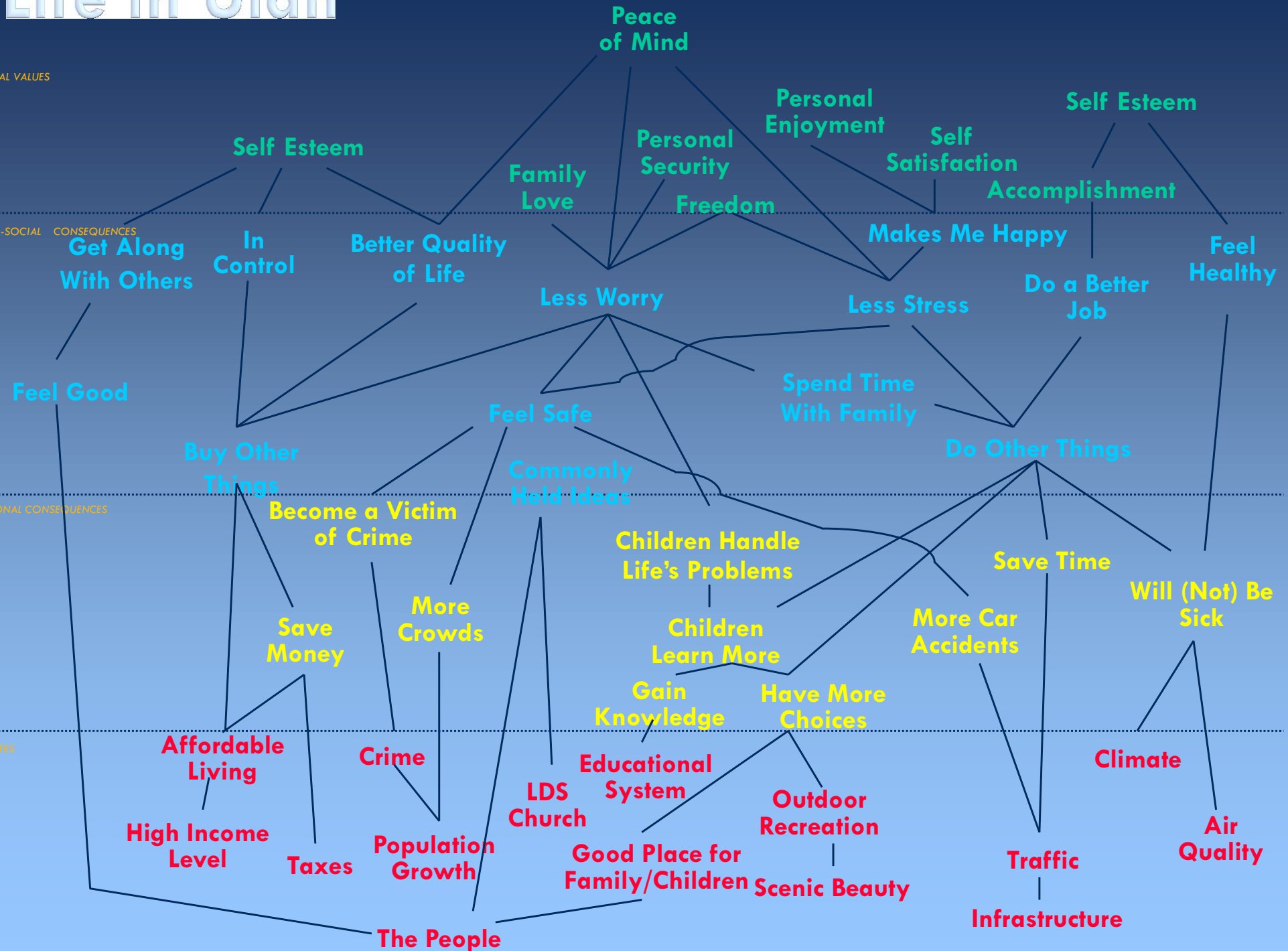
# Life in Utah

## PERSONAL VALUES

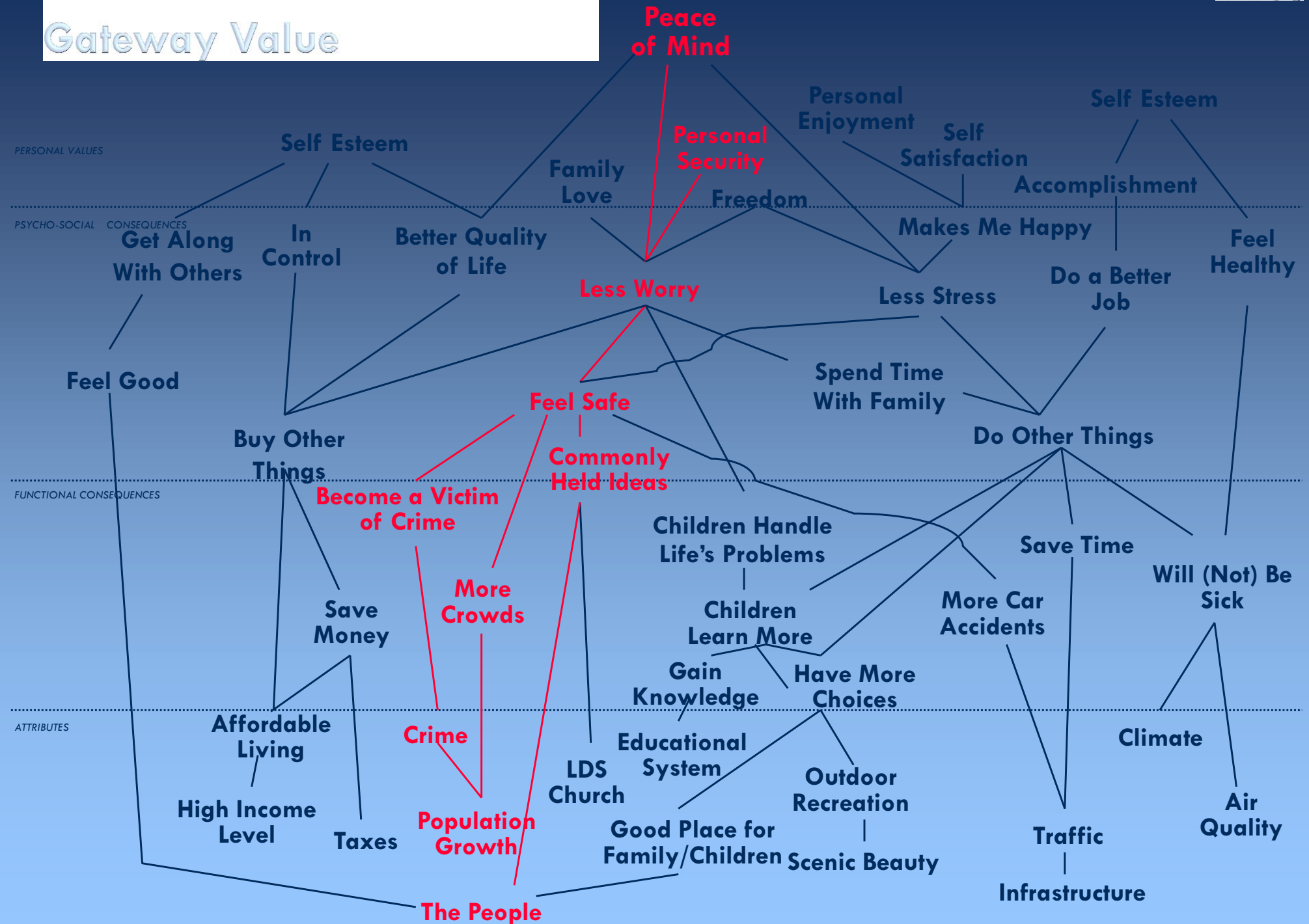
## PSYCHO-SOCIAL CONSEQUENCES

## FUNCTIONAL CONSEQUENCES

## ATTRIBUTES

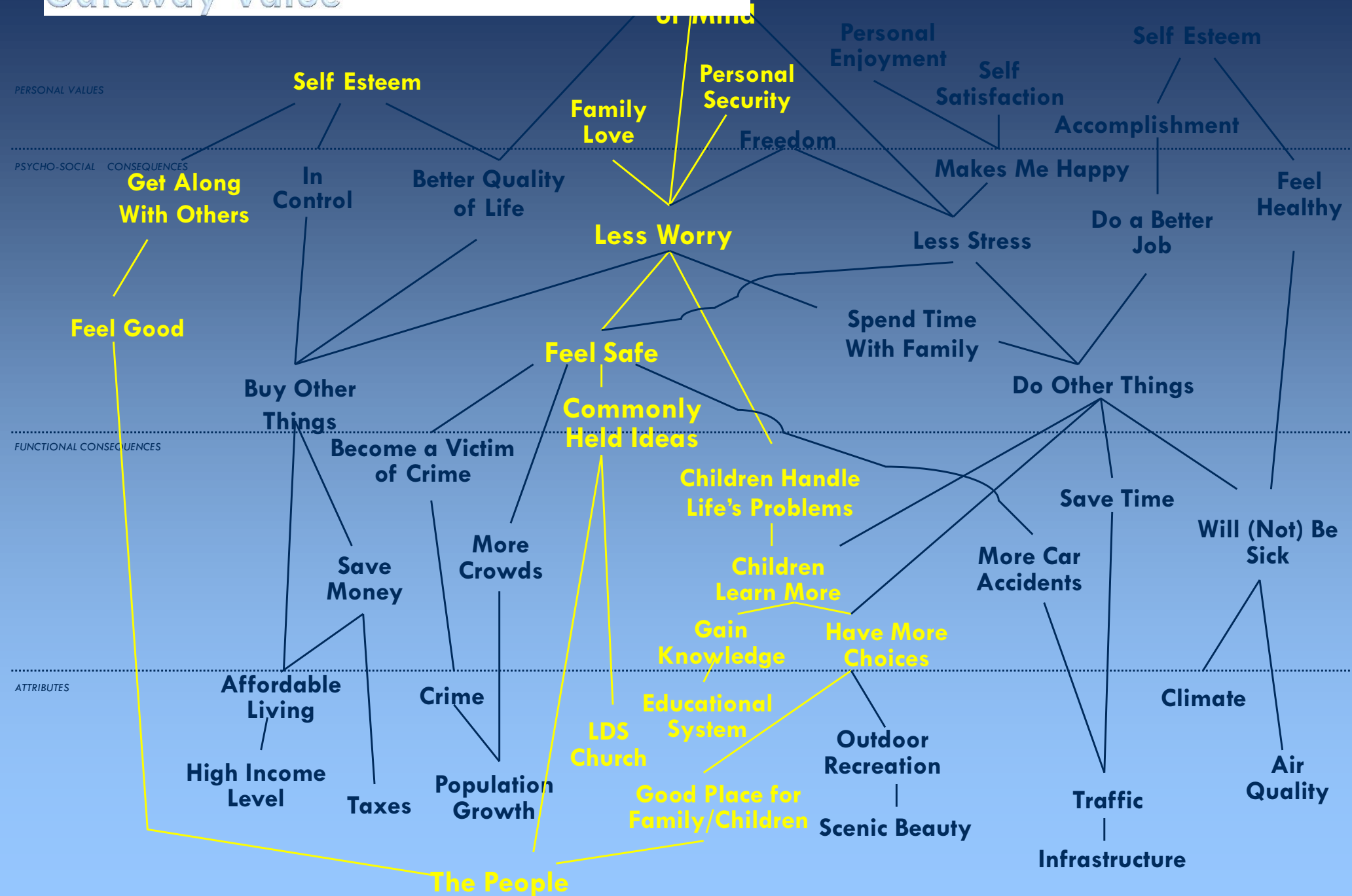


## 34%



# Personal and Community Enrichment Gateway Value

31%



# Personal Time and Opportunity

21%

PERSONAL VALUES



# Financial Security

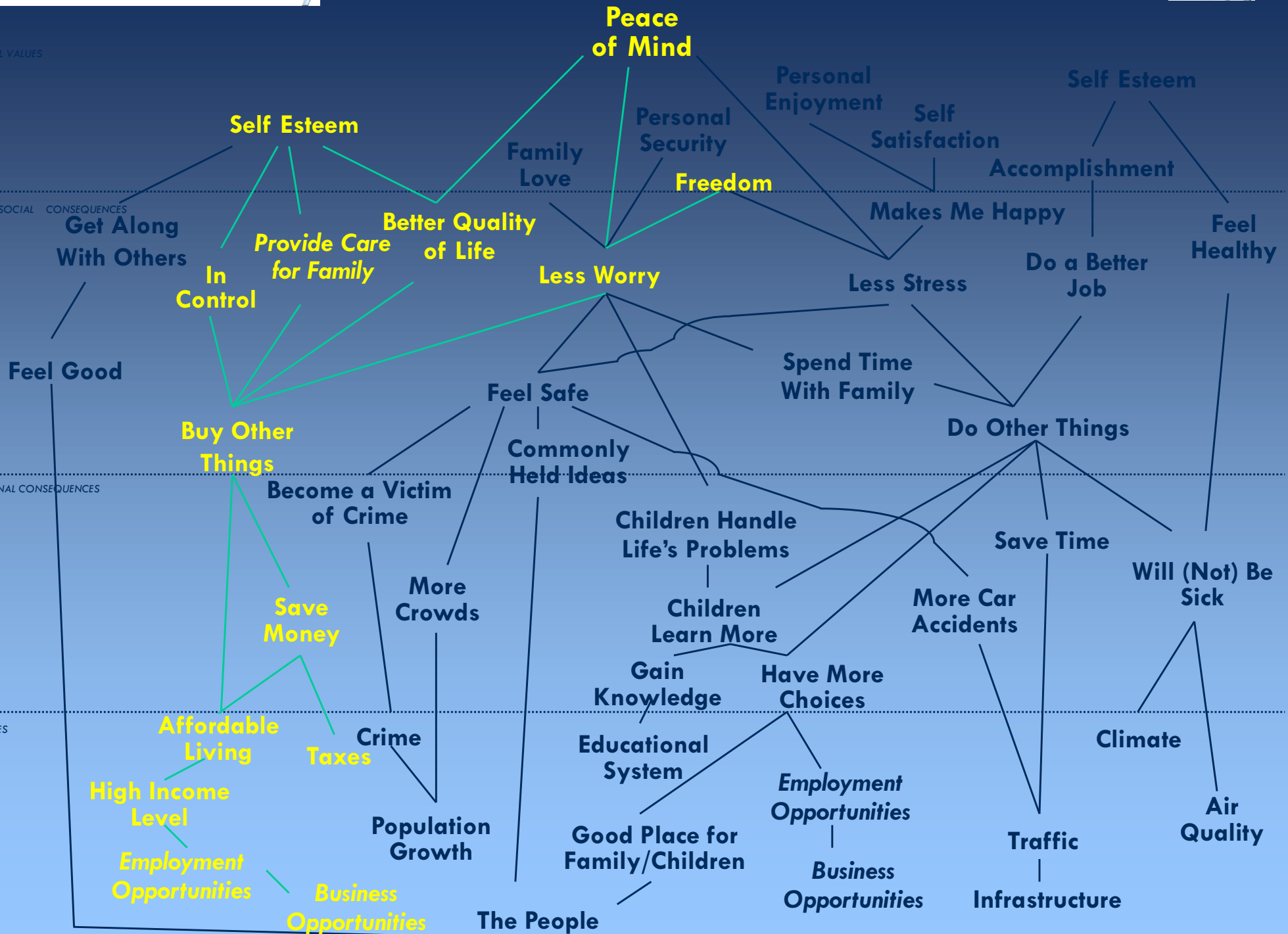
14%

PERSONAL VALUES

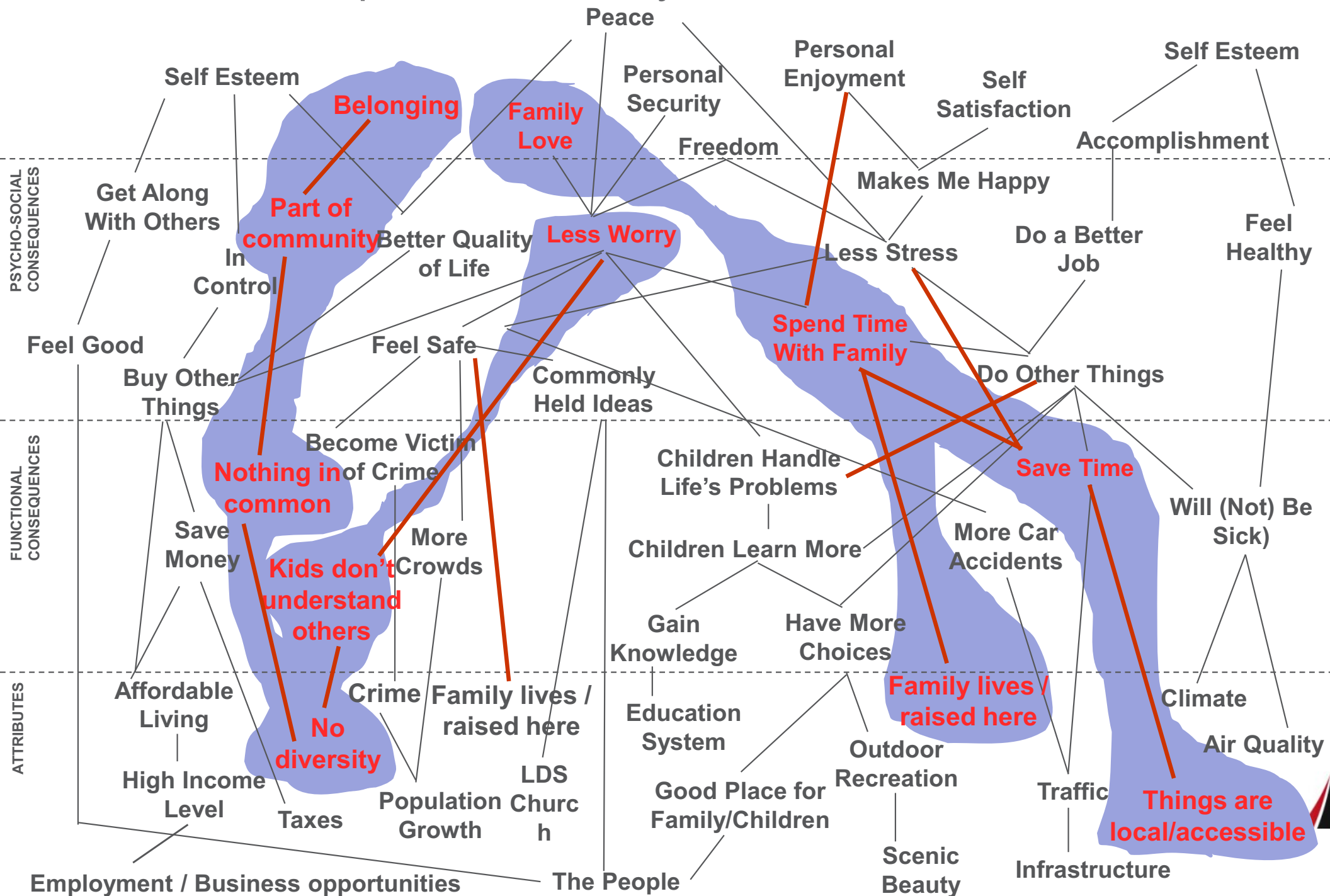
PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



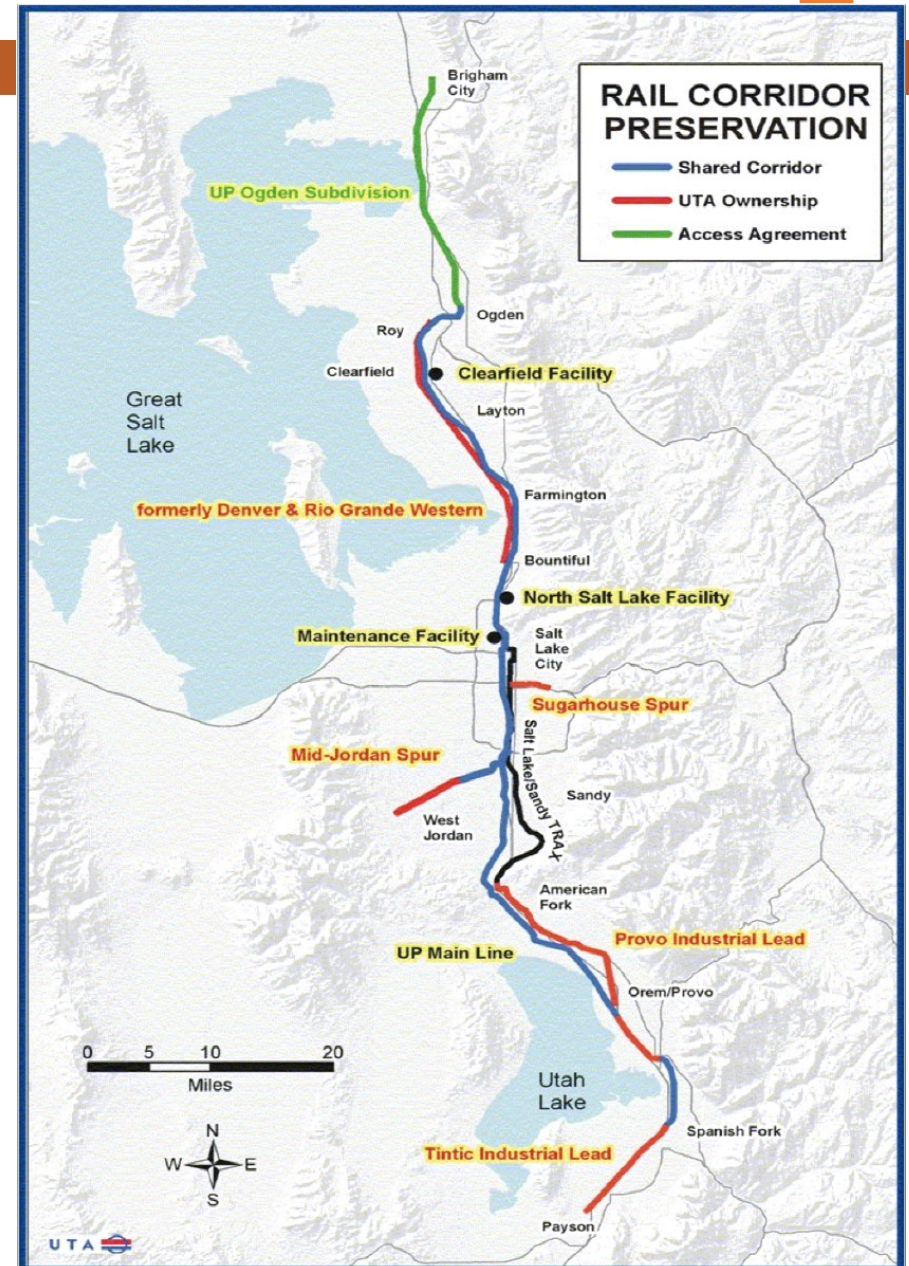
# 2007 Values Map: New Pathways





# Preparing for Future Transit

- \$185 million acquisition
- Purchased 175 miles of rail right-of-way
- Created nine future transit corridors



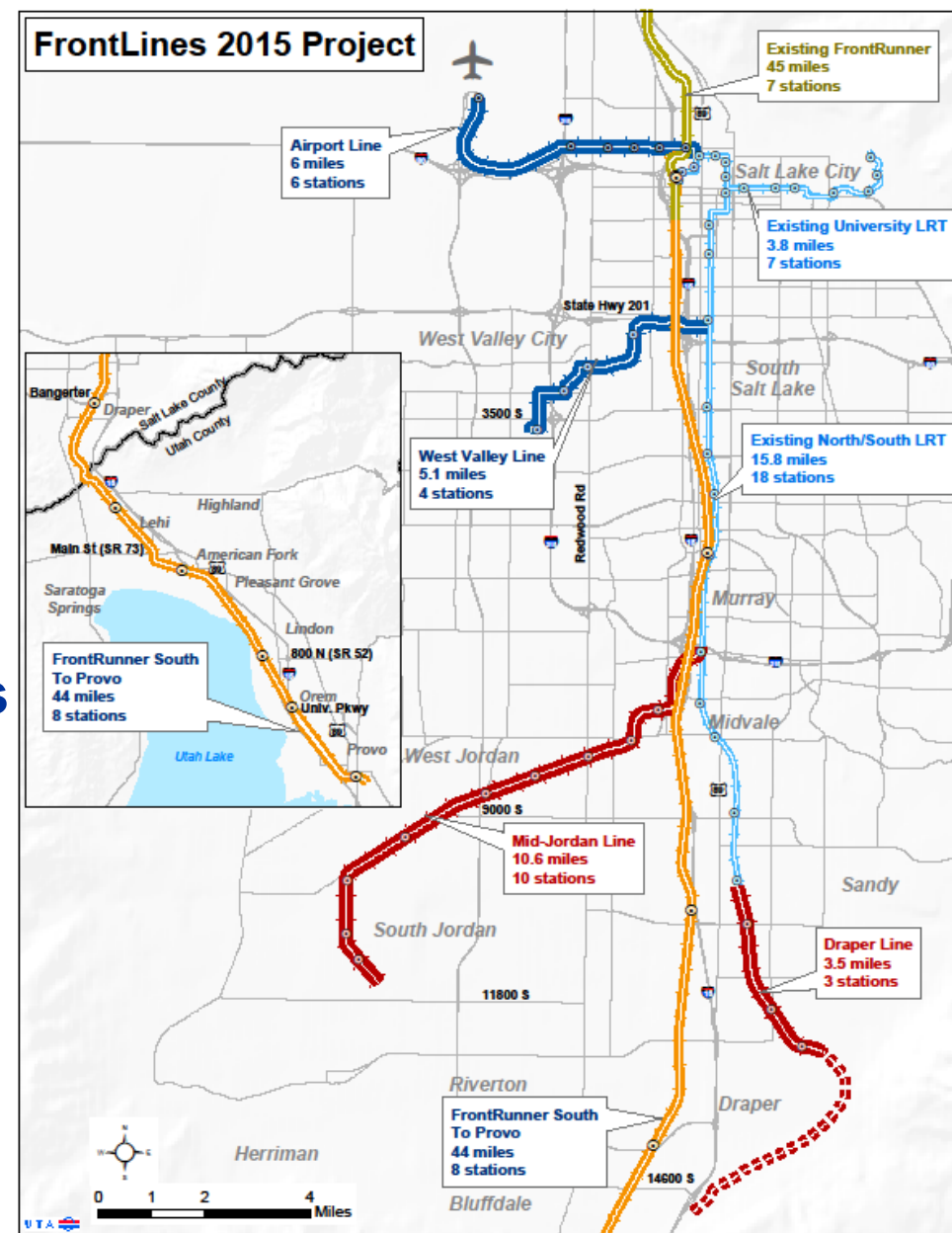
# Rail System in 2010

- **TRAX light rail – 15-mile Sandy/Salt Lake Line, opened Dec. 1999**
- **TRAX light rail – 2.5-mile University Line, opened Dec. 2001**
- **TRAX light rail – 1.5-mile Medical Center Line, opened Sept. 2003**
- **TRAX light rail – 1-mile Intermodal Hub Extension, opened April 2008**
- **FrontRunner – 44-mile commuter rail line from Ogden to Salt Lake City, opened April 2008**



# FrontLines 2015

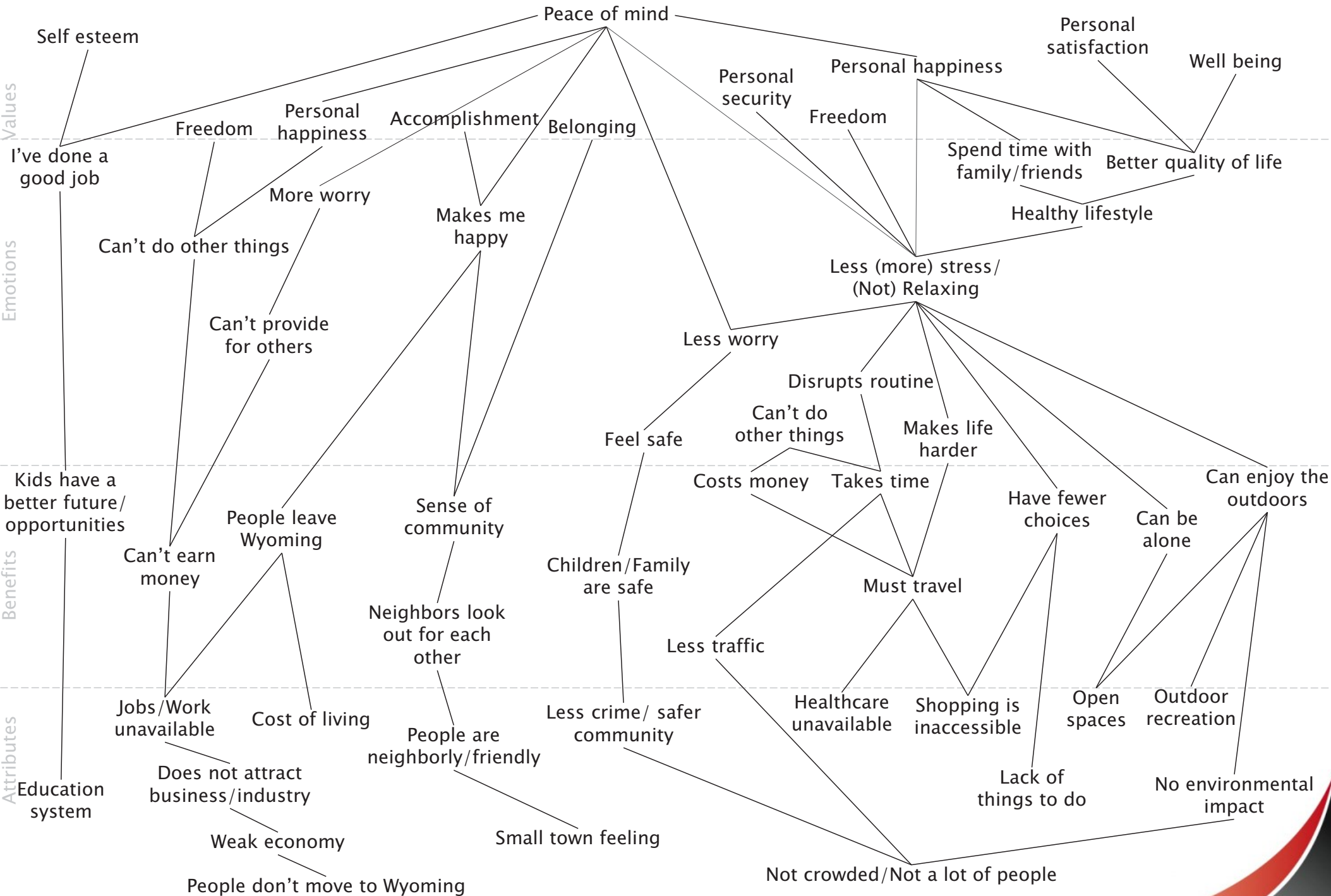
- UTA's project in its history
- Building 70 miles of rail in seven years
- One project that includes five lines
  - Mid-Jordan TRAX
  - West Valley TRAX
  - FrontRunner South
  - Draper TRAX
  - Airport TRAX



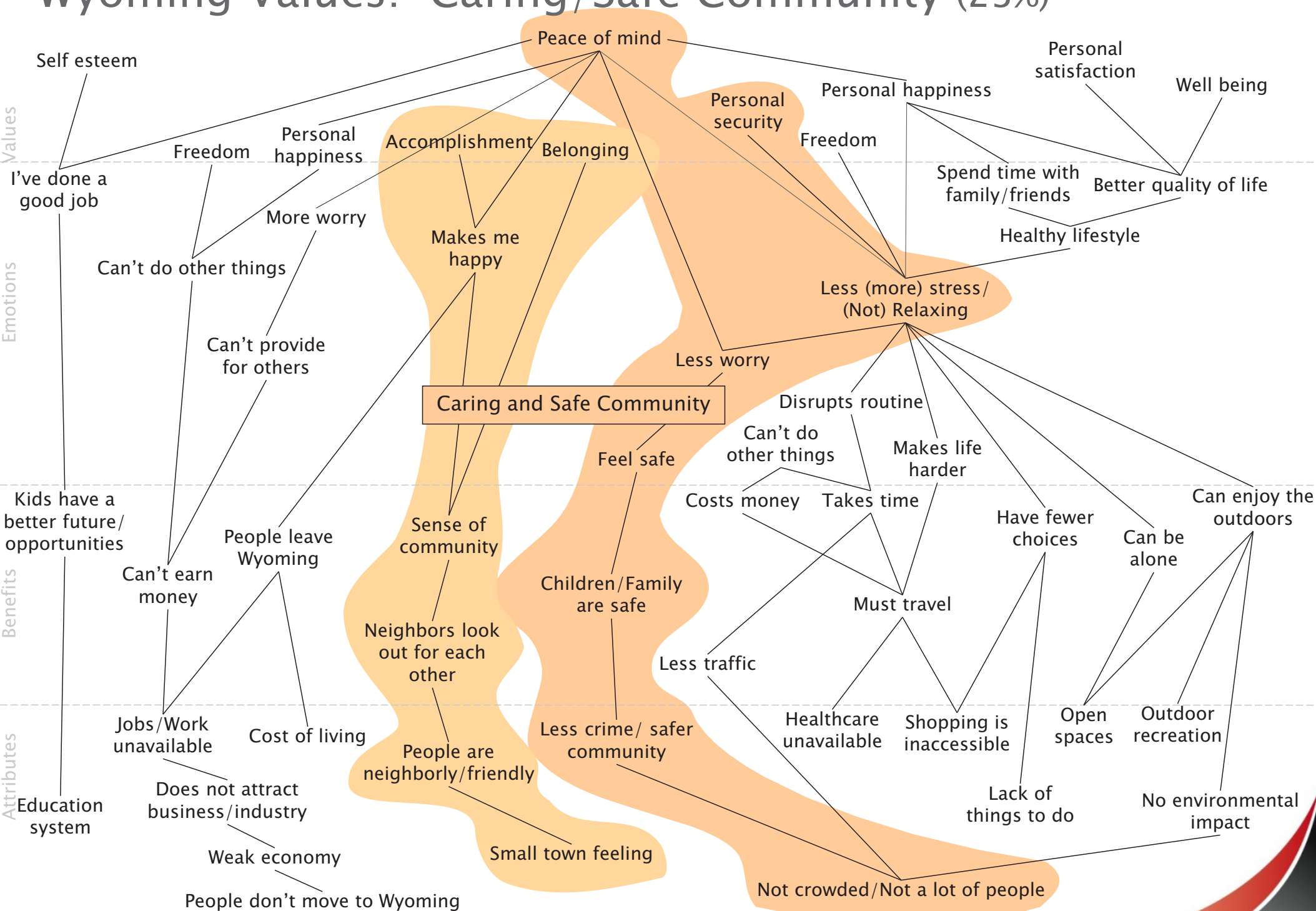
A thick black vertical bar is positioned on the left side of the slide, extending from the top to the bottom. A thin black horizontal line crosses the top of the slide, intersecting the vertical bar.

# **BUILDING THE WYOMING WE WANT**

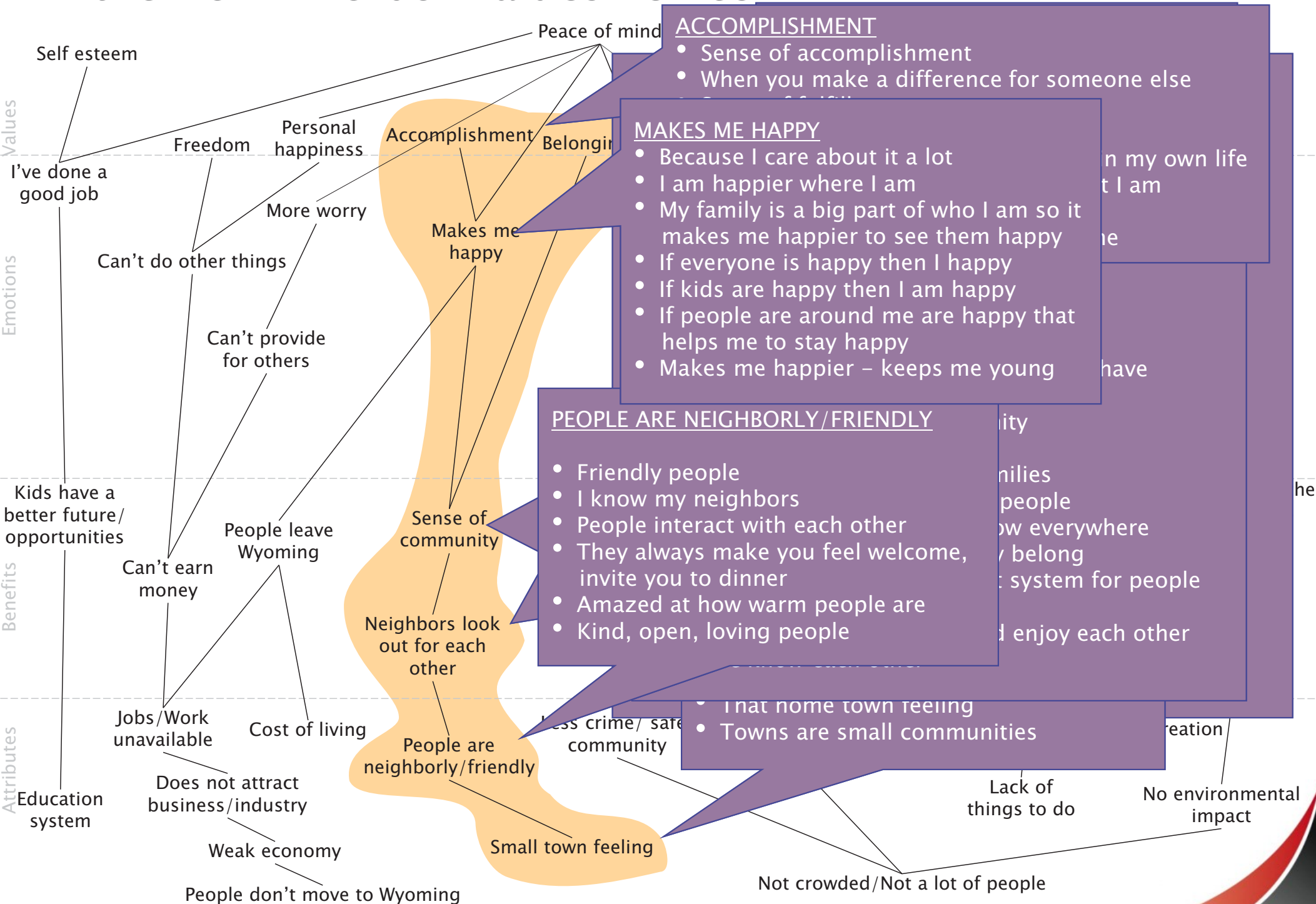
# Envision Wyoming Pathways



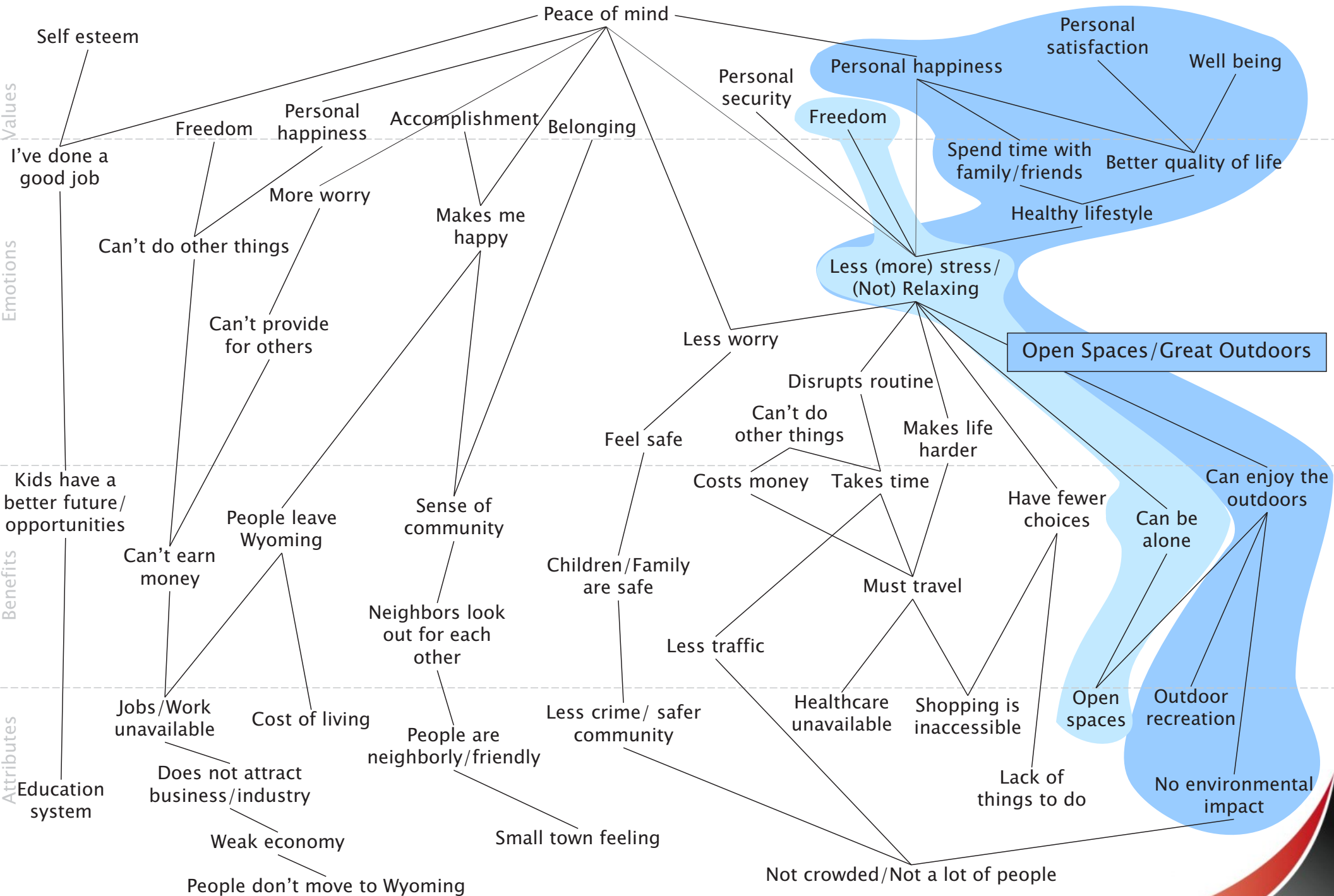
## Wyoming Values: Caring/Safe Community (23%)



# In their own words: Values Lexicon



# Wyoming Values: Open Space Great Outdoors (19%)



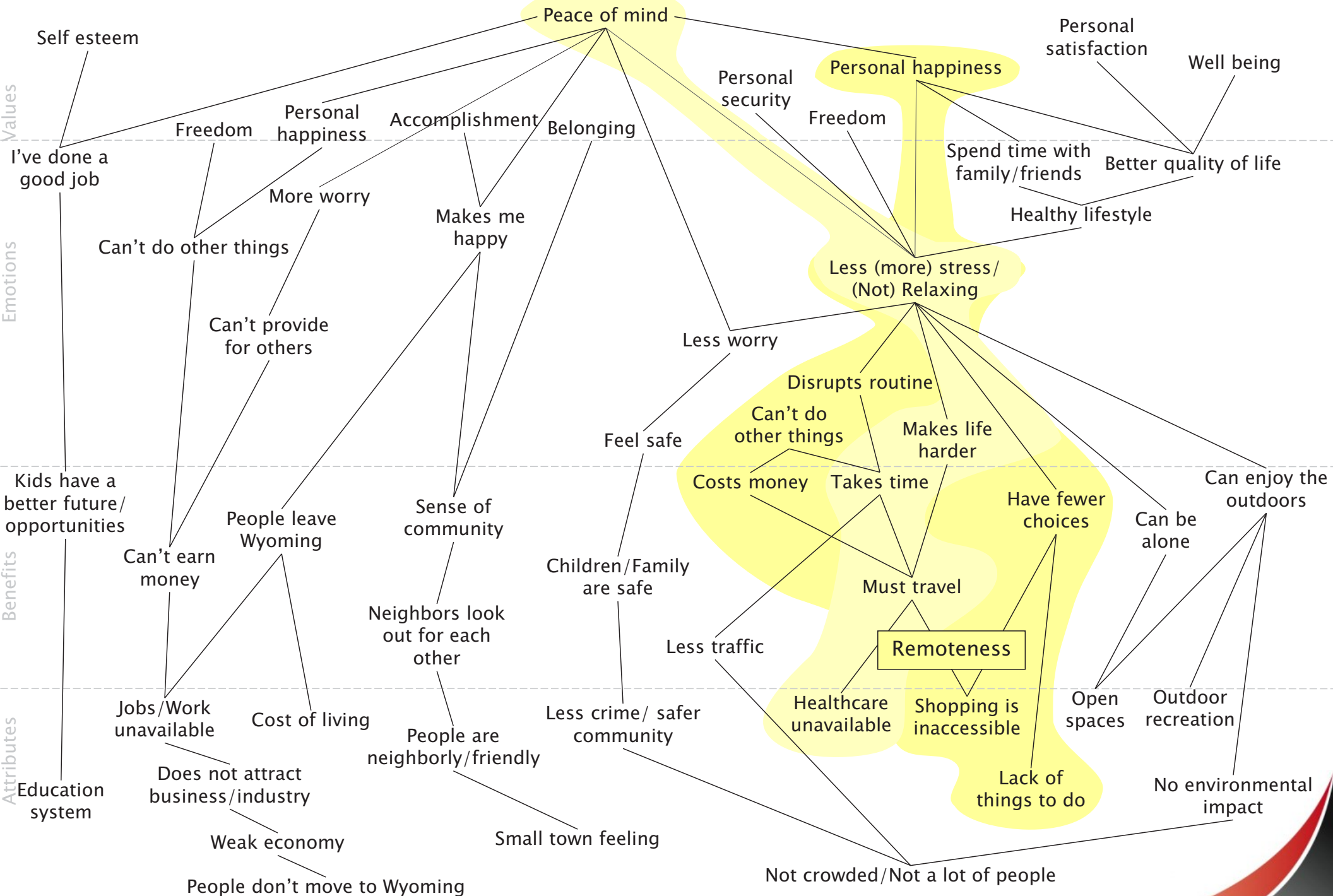
# Wyoming Values: Remoteness (36%)

Values

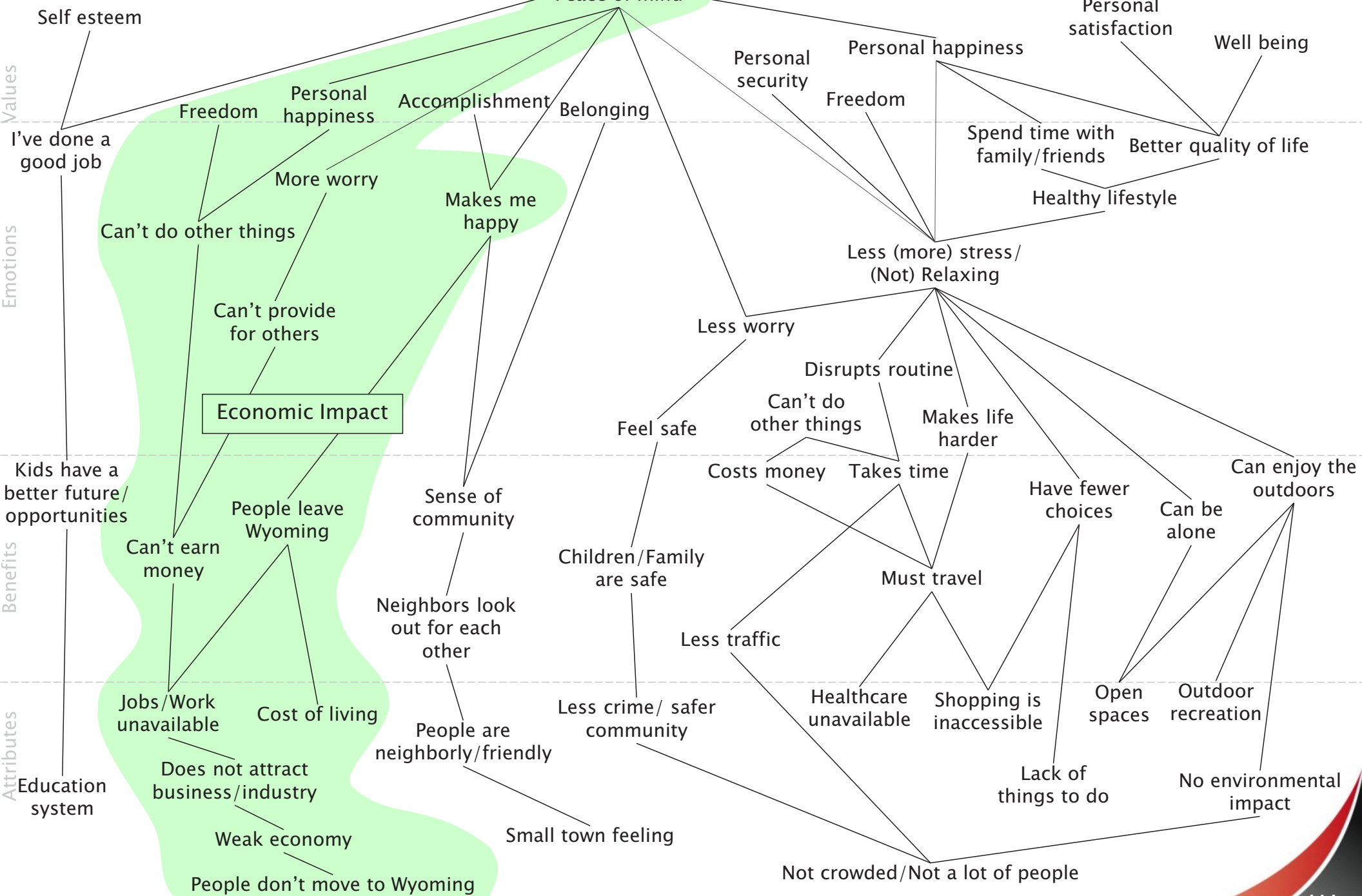
Emotions

Benefits

Attributes



# Wyoming Values: Economic Security (21%)



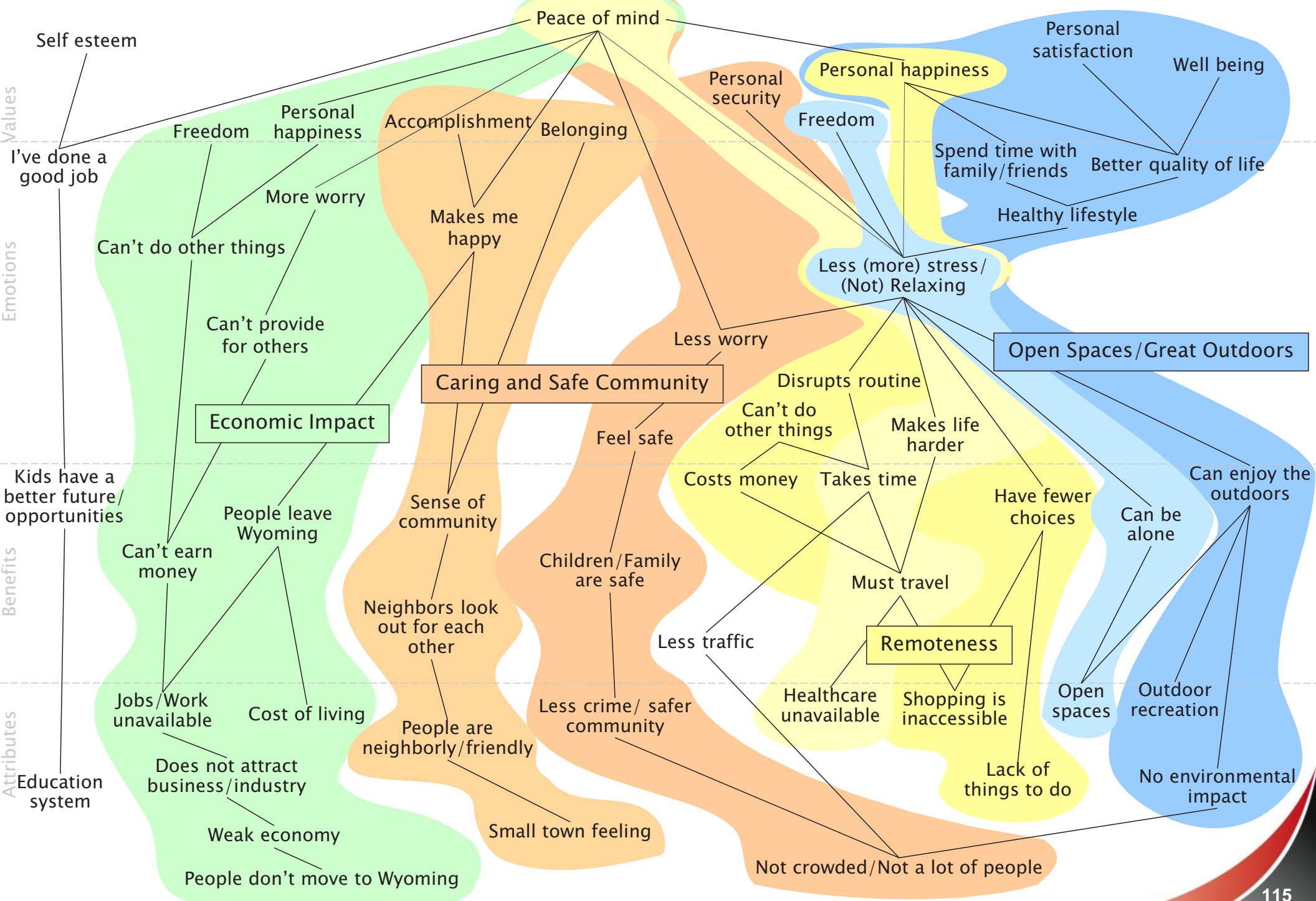
# Wyoming Values Pathways

Values

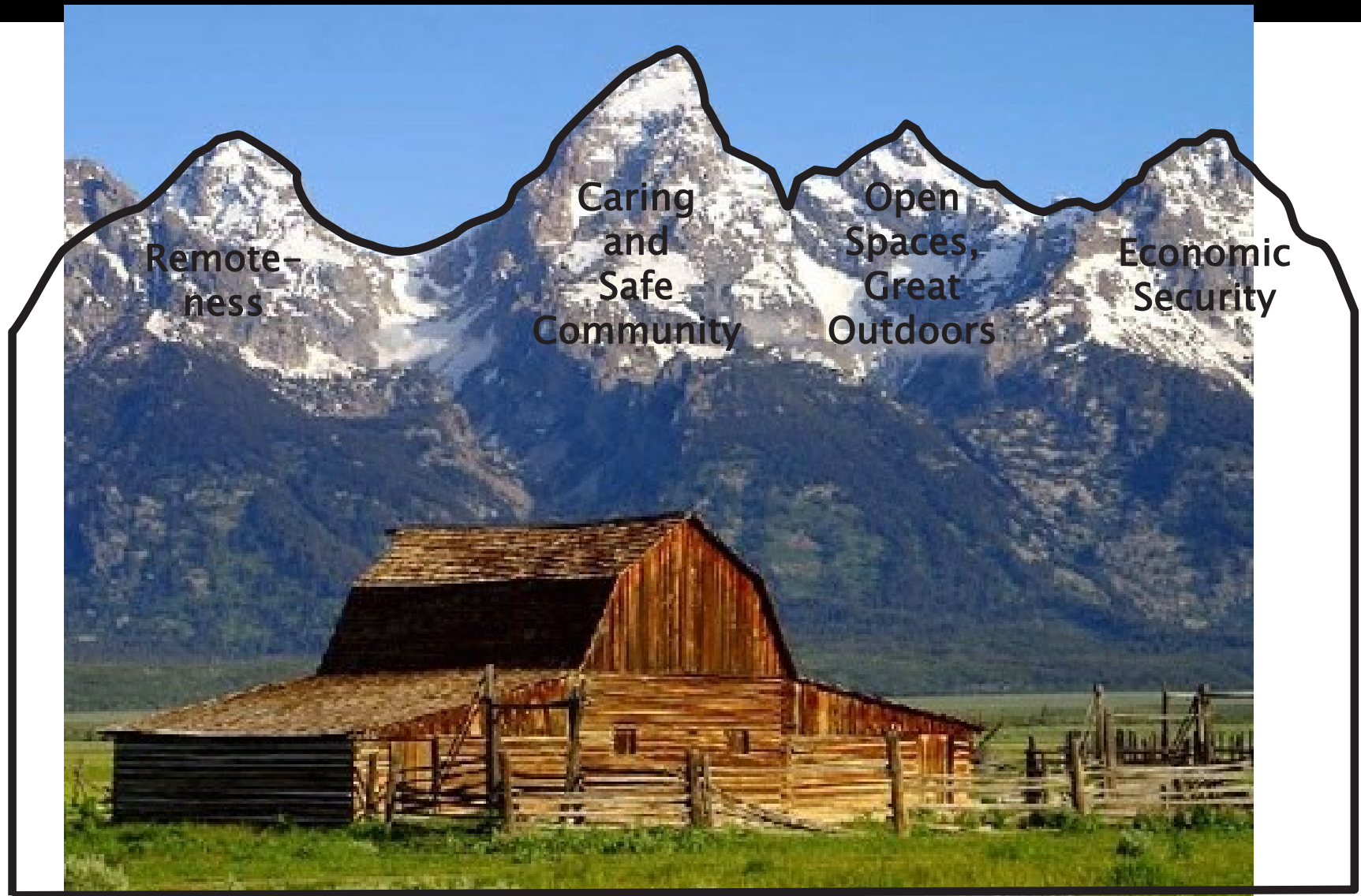
Emotions

Benefits

Attributes



# Summary: Wyoming Resident Values



# Remoteness (36%)

Wyoming's remoteness means residents have limited access to shopping, entertainment, and advanced healthcare, so they often have to travel long distances to find those things. This causes stress and worry, lowering their quality of life and decreasing their happiness and peace of mind.

Key Stakeholder

Less Happiness,  
No Peace of Mind

Worry, Stress,  
Life is harder,  
Lower quality of life

Fewer Choices,  
Have to spend time  
and money traveling

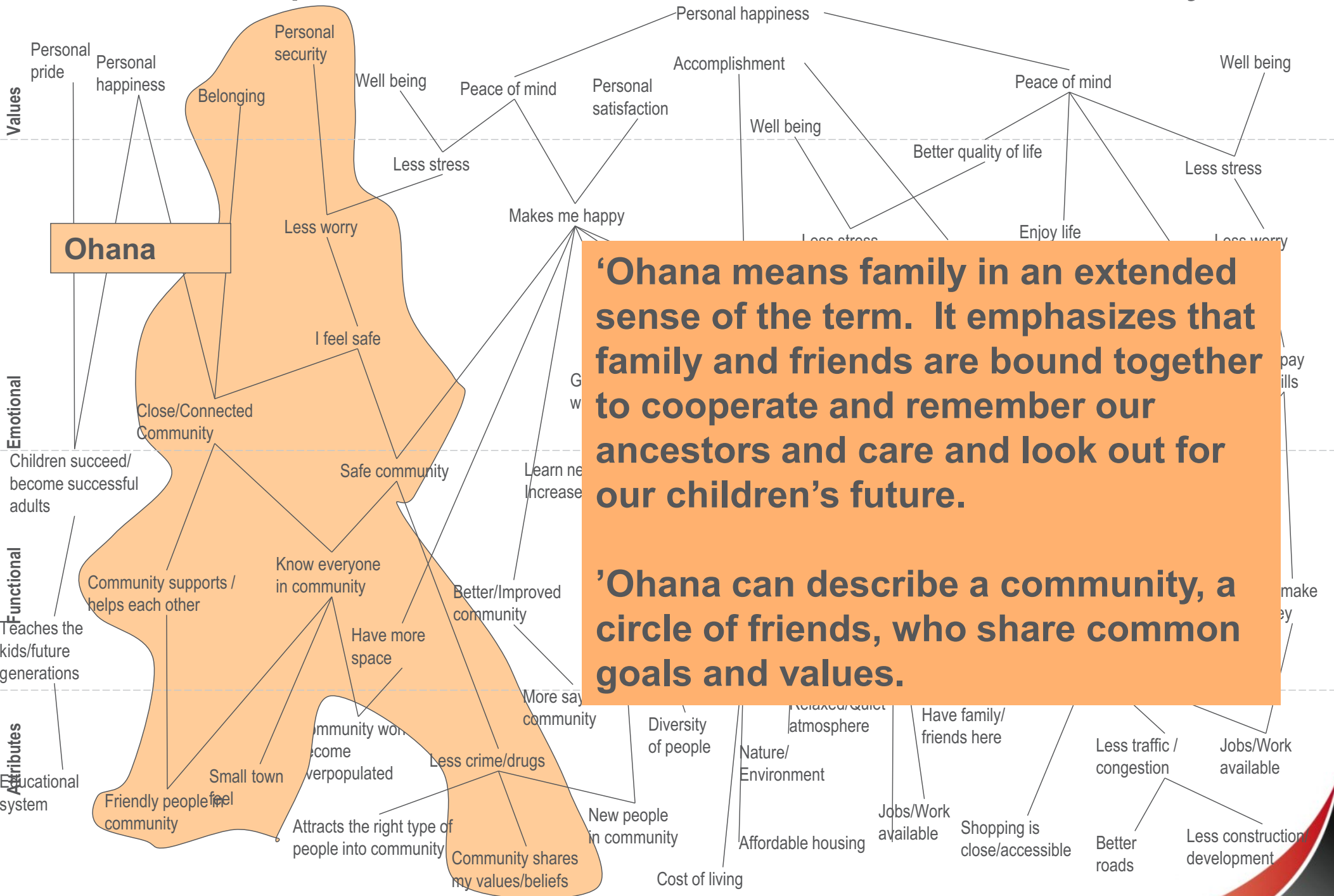
Lack of Healthcare,  
Shopping, and  
Things to Do

Health, shopping, things to do,  
About 1/3, 1/3. 1/3

Wyoming

# ENVISION HAWAII

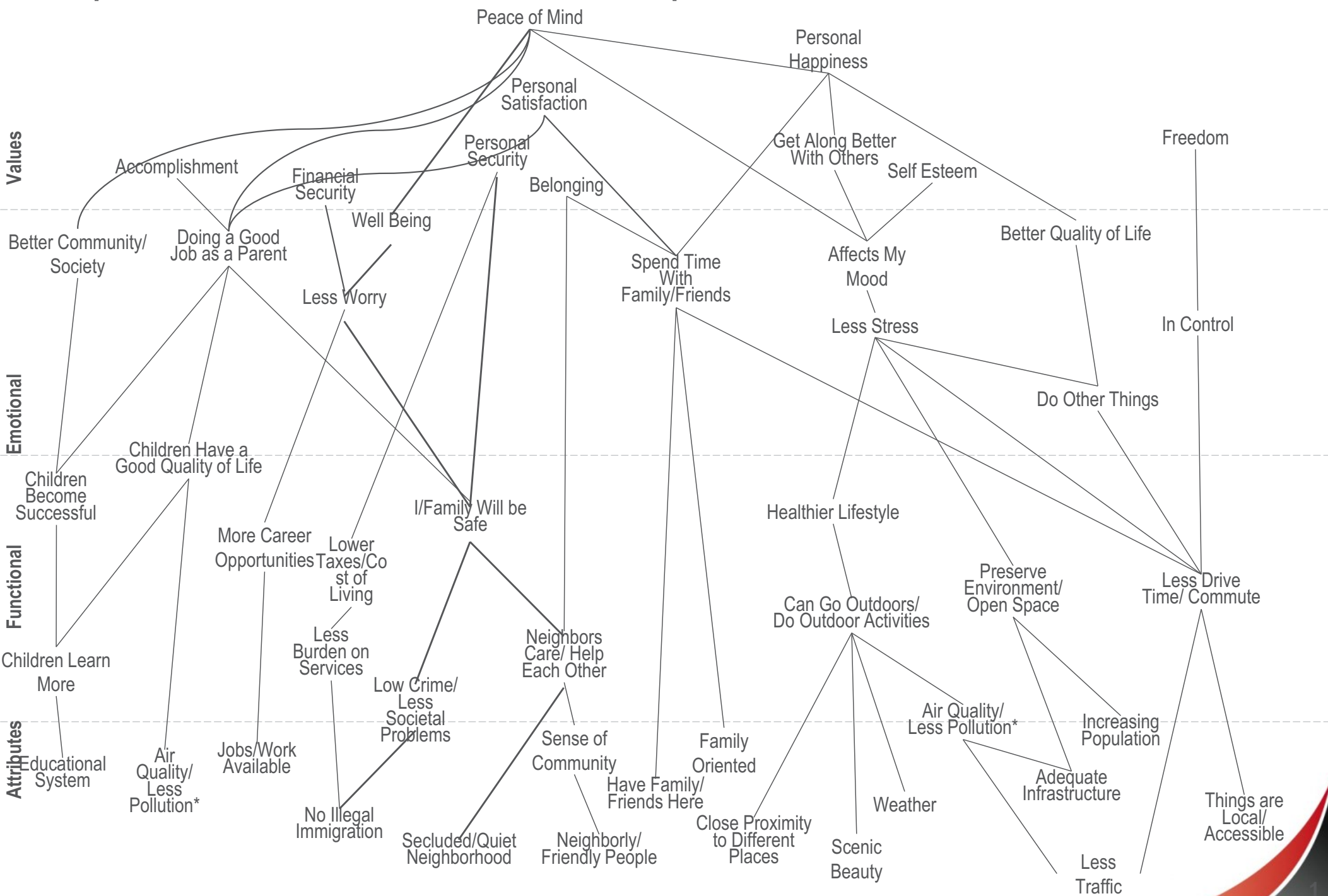
# Overall Map: Envision Hawaii – Dominant Pathway



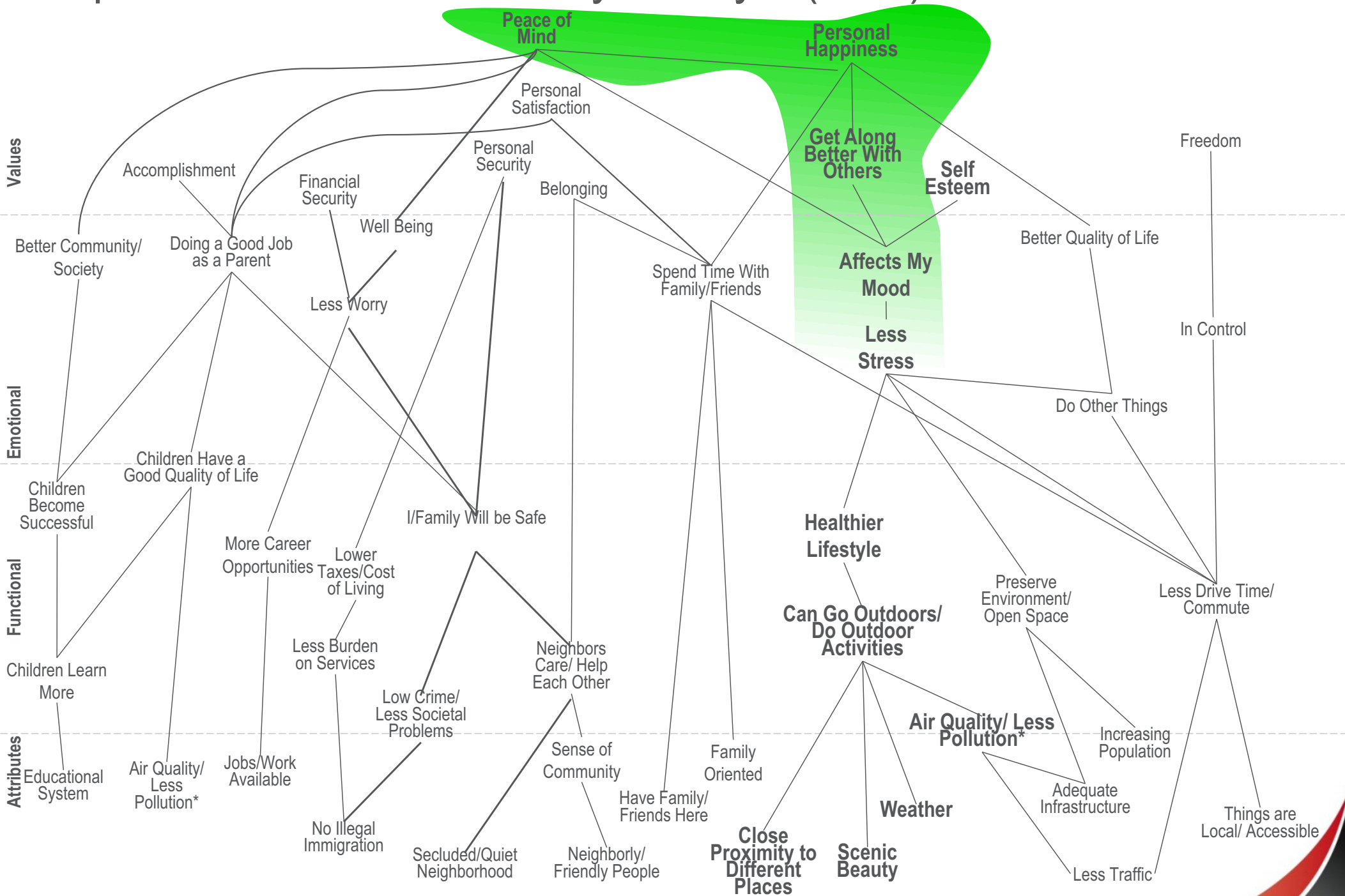
# **SUPERSTITION VISTAS**

## **(Phoenix-Tucson Corridor)**

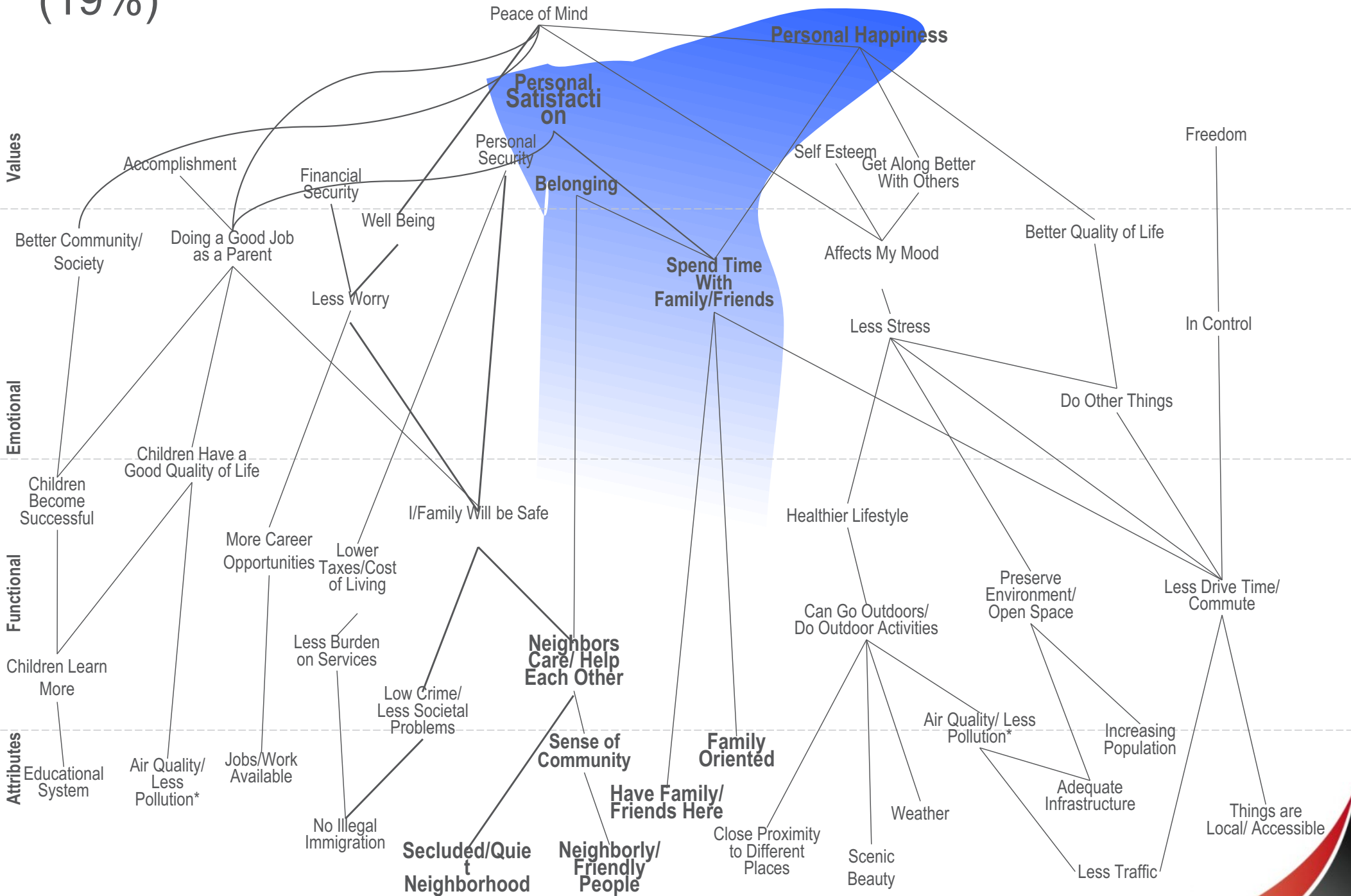
# Superstition Vistas – Overall Map



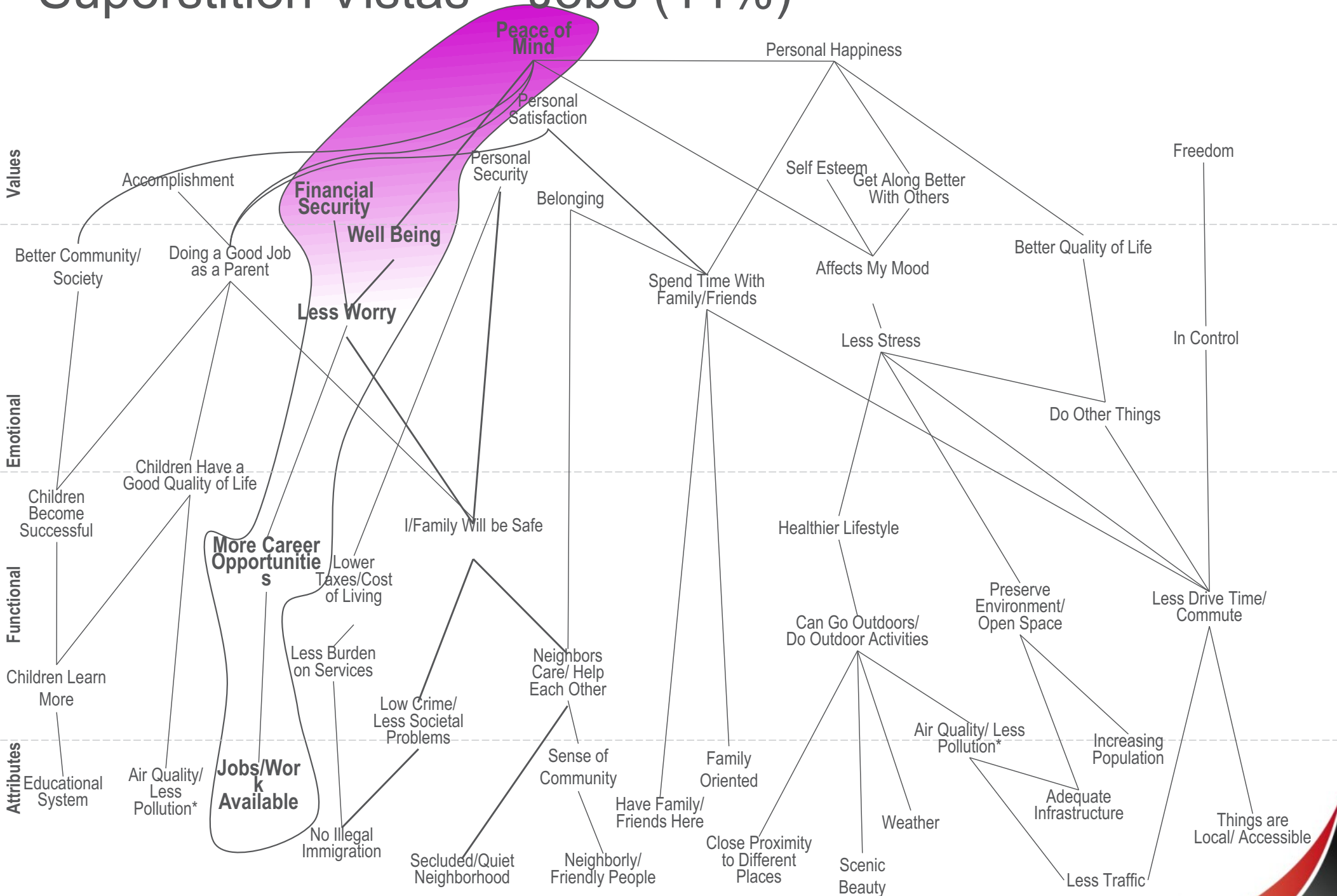
# Superstition Vistas – Healthy Lifestyle (20%)



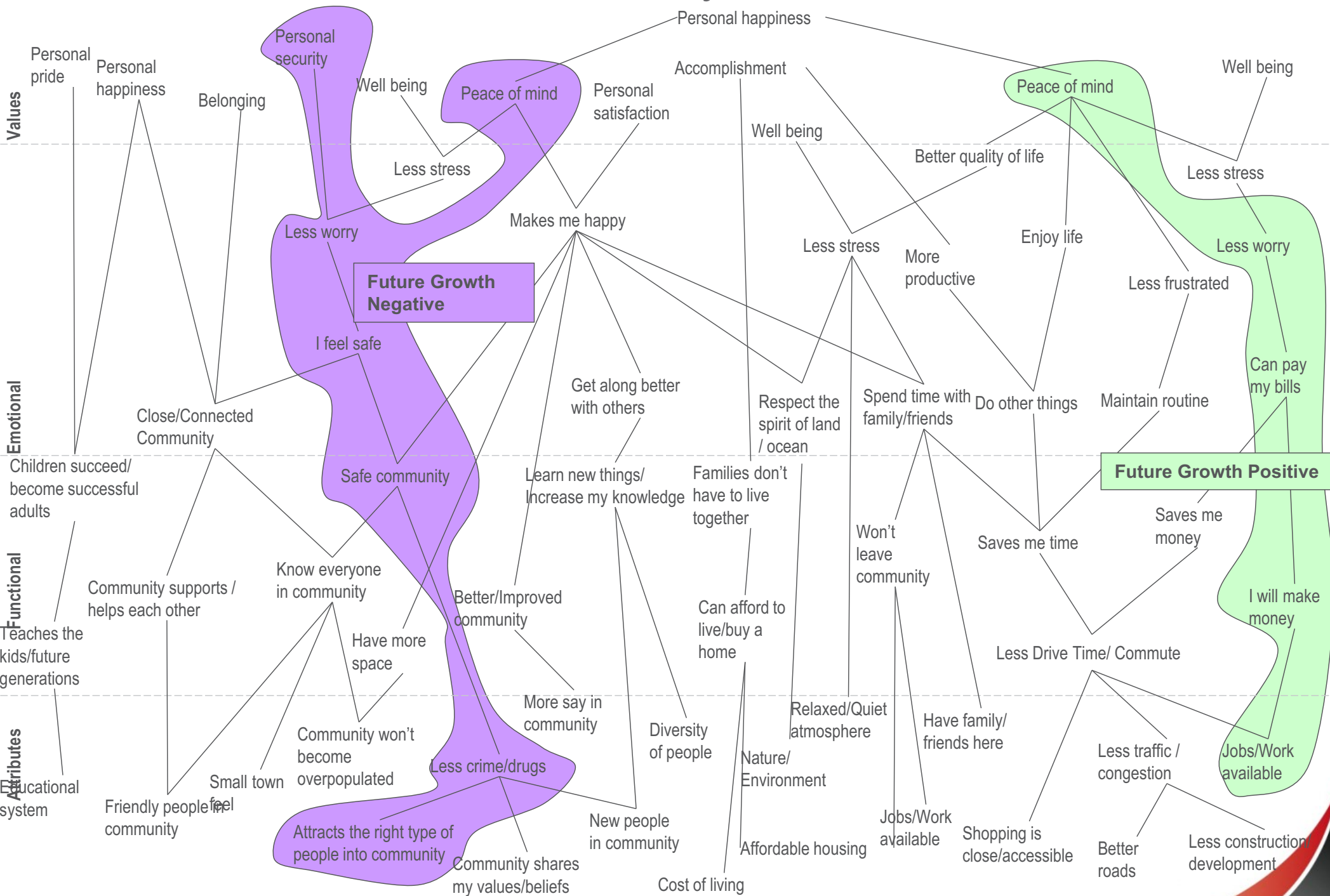
# Superstition Vistas – Family Friendly Neighborly (19%)



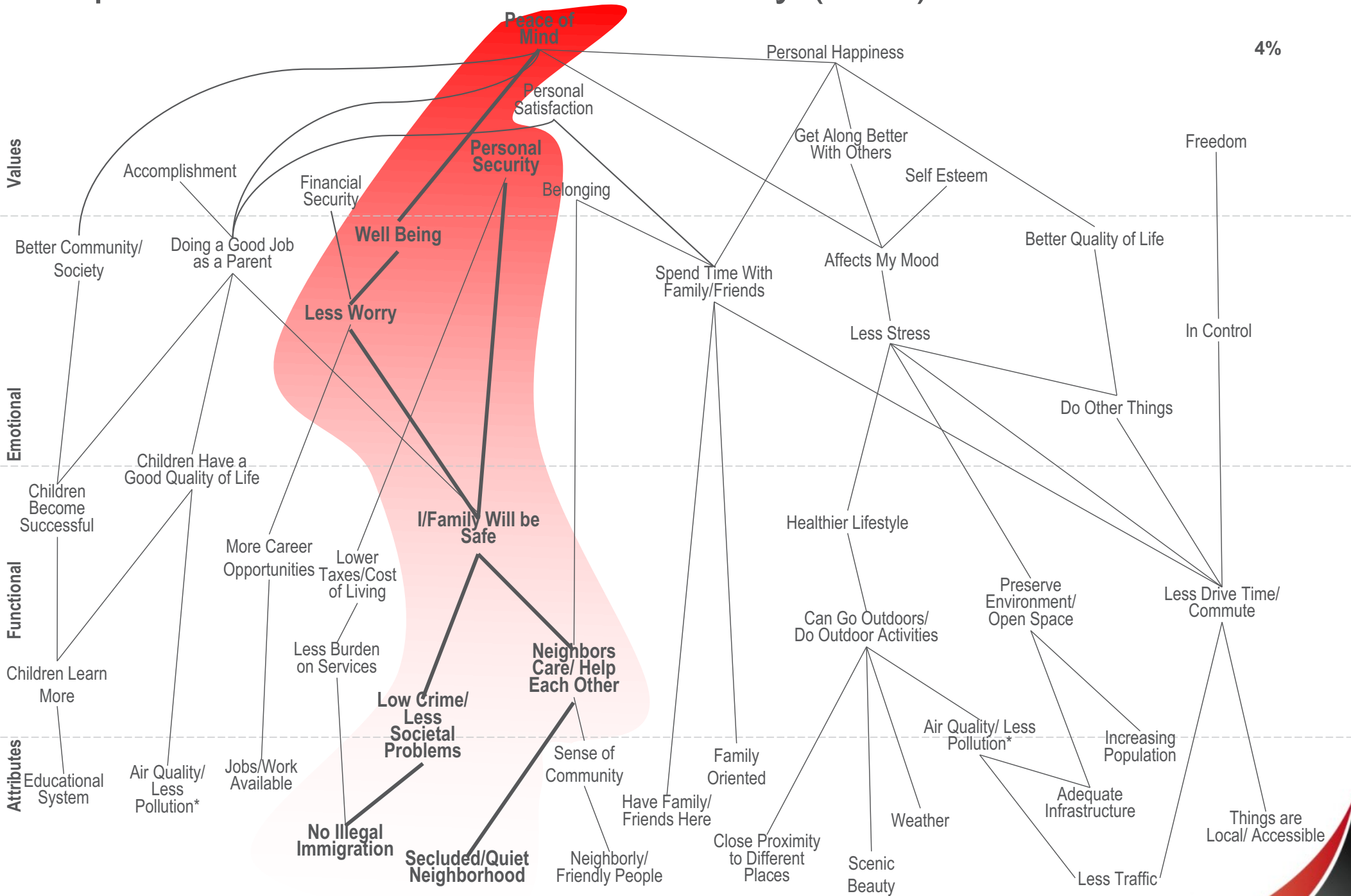
# Superstition Vistas – Jobs (14%)



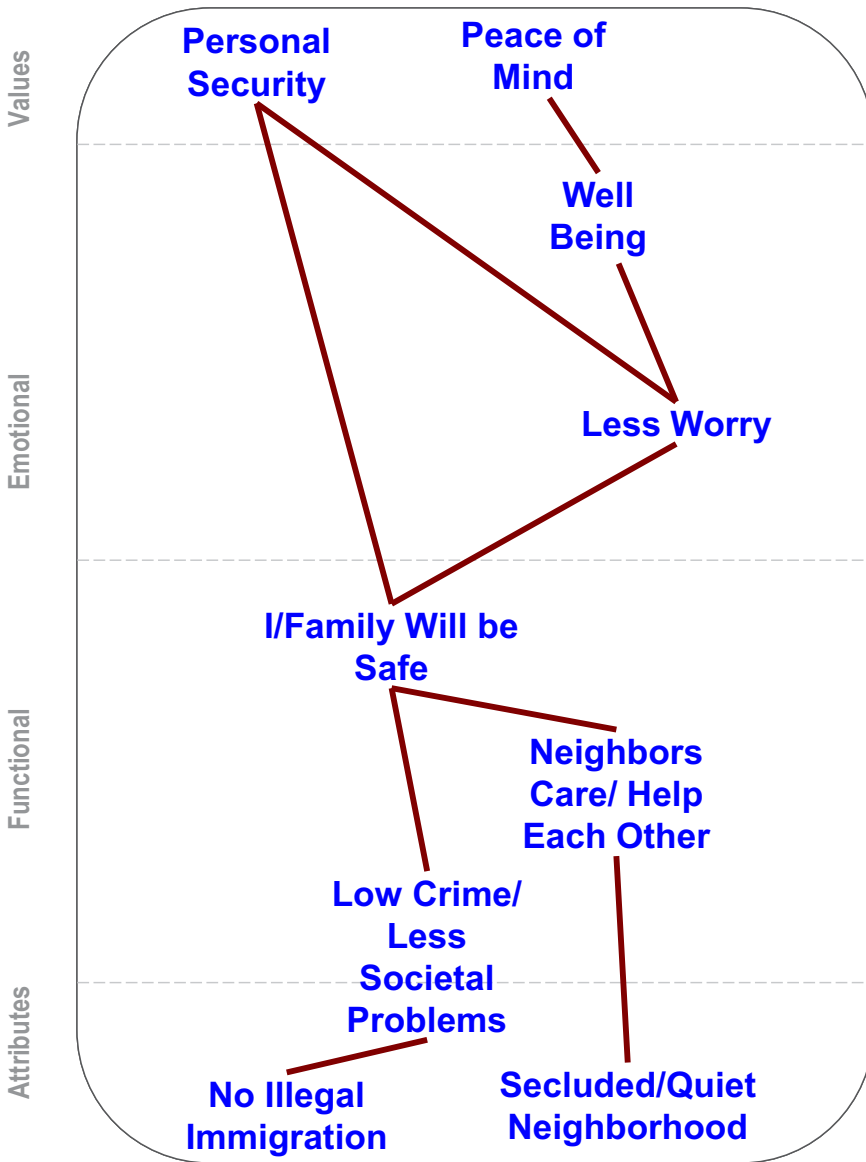
# Future Growth: Dominant Pathways



# Superstition Vistas – Safe Community (21%)



# Overall Map: SV – Safe Community (21%)



**Quiet neighborhood, good neighbors and an absence of crime give residents a sense of personal security.**

For half the residents this is a positive and for the other half it is negative

*crime and violence - areas becomes more susceptible for people to come out to do things. As a parent, and when you have a family, safety comes first. You start to worry is it really getting this bad out here? Do we have to relocate or what we will do? Puts more weight on you as a parent and it takes away your peace of mind."*

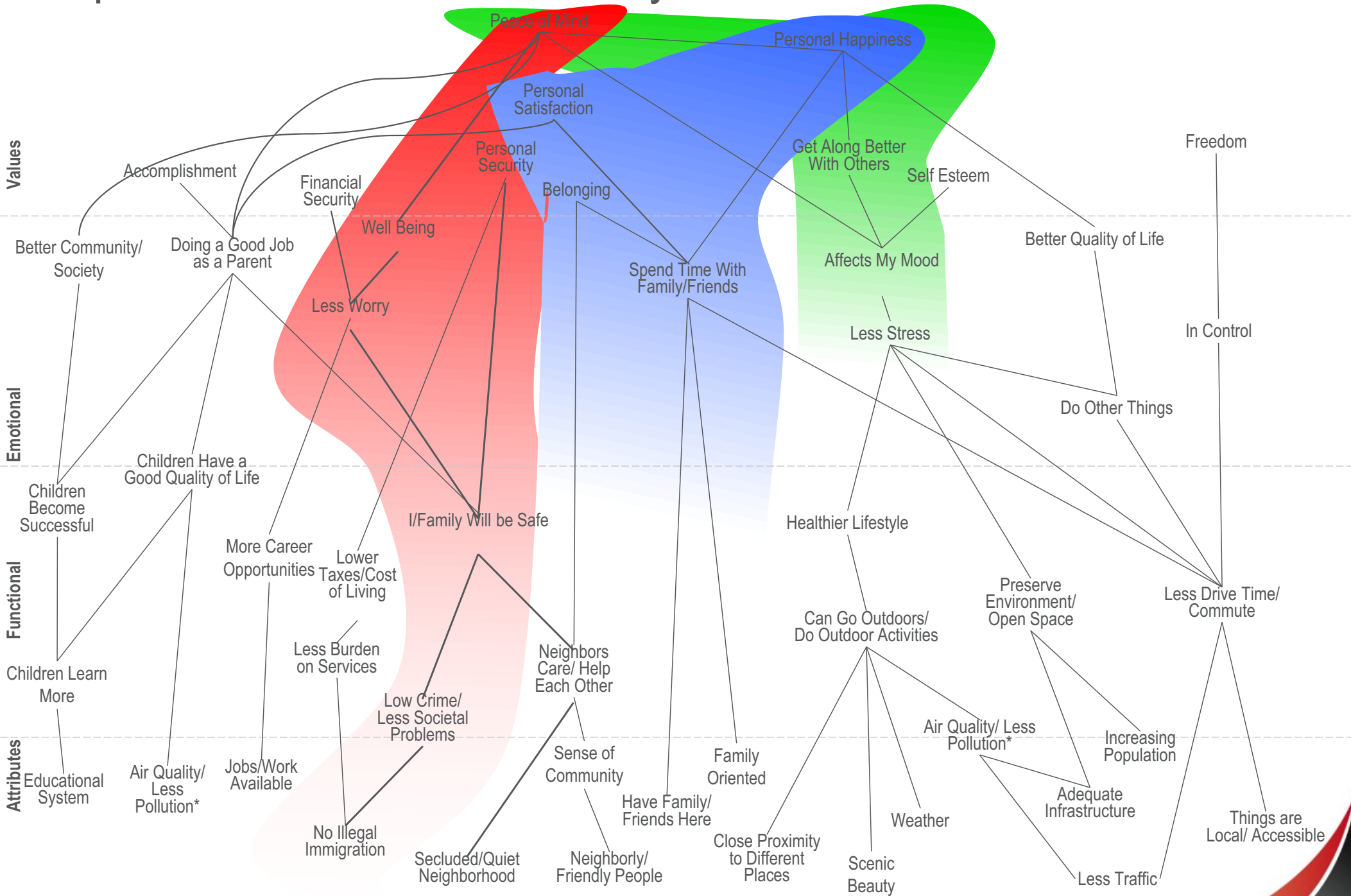
*"I like my neighborhood because it is quiet - no loud neighbors. I have lived in places where have rude and obnoxious neighbors and crack houses. It's nice to be able to come home and know all stuff will be there. My neighbors and I watch out for each other houses. It's nice to know that your house is safe. It gives me that feeling of peace."*

*"In my neighborhood, all the neighbors know each other - we stop and talk everyday when we get our mail, it is not like you just pass by and don't say hi. I know if I am not around that there is always somebody close by who can watch out for me. I don't have to worry about all the crime that is outside the neighborhood I feel safe - I know I can go about my daily life feeling safe. I have peace of mind."*

**This ladder was chosen more often by:**

- Living in urban area
- Less than a BA
- General Public

# Superstition Vistas – Three Key Values Orientations



# SAN DIEGO

- Four major issue areas
  - Housing, environment, mobility, and cost of living
  - Economic development
  - Education
  - Community and culture
- New tools for public participation

# Outdoor Opportunities for Enjoying Family and Friends

DRAFT

Residents

Great access and proximity to the beach and so many other regional amenities that provide recreational options to be with and relax and enjoy good times with family and friends

Latinos like the people and *being near family* which creates *stronger relationships and a better life*, making them feel *happiness*, and a sense of *accomplishment*

Peace of Mind / Personal Enjoyment Accomplishment

Spend Time With Family/Friends Happiness

Have More Choices Outdoor Options

Outdoor Recreation & Proximity to Regional Amenities

- Beach access
- Close to everything
- Parks and open space
- Hiking/jogging trails
- Entertainment options
- Shopping
- Transportation

San Diego

# Family Friendly Neighborhoods and Communities

DRAFT

Residents

Having friends, family and good neighbors nearby makes people feel safer and lets residents spend more time with the people important to them and builds a sense of community, giving residents a sense of belonging, personal happiness, and peace of mind.

Personal Enjoyment  
Happiness  
Belonging

Spend Time With  
Family/Friends  
Better Life

Care/Help Each Other  
Small town Feel  
Sense of Community  
FEEL SAFE

Friendly People,  
Family Oriented  
Near Family

San Diego

- Walkable/bikable neighborhoods
- Low crime
- Community involvement
- Small town feel
- Local parks/recreation
- Immigration

# Key Barrier to Quality of Life: High Cost of Living

DRAFT

Residents

## Can't Afford To Live and Enjoy

The high cost of living and housing in San Diego, combined with the scarcity of good-paying jobs, forces many residents **(or their children)** to live a lower quality of life or leave the area altogether, resulting in worry and stress and robbing them of peace of mind and happiness.

Lack of well being,  
unhappiness,  
no peace of mind

Worry, Stress,  
Poor Quality of Life

Can't afford to  
live, have to leave  
community

High cost of living,  
expensive housing,  
shortage of jobs

San Diego

- Housing
- Jobs/wages
- Cost of living
- Transportation costs

# Positive Values Laddering Questions

- 1. Now, for you personally, I'd like to know what you consider the most important attribute of living in your community and region to be. Complete the phrase:
  - a. To me the single most important benefit of living in my community and region is ...
  - b. Why is having that in your life so important? What emotional reward do you get from that benefit?
  - c. And when you have that emotional reward, how does that make you feel?
  - d. And, ultimately, that is important to you because it gives you a sense of what?

# Negative Values Laddering Questions

- 2. Now, for you personally, I'd like to know what you consider the most negative attribute of living in your community and region to be. Complete the phrase:
- a. To me the single biggest or most important disadvantage of living in my community and region is ...
- b. Why is having that in your life so significant? What emotional penalty do you get from that disadvantage?
- c. And when you have that emotional penalty how does that make you feel?
- d. And, ultimately, that disadvantage and its emotional penalty give you a sense of what?

## Exercise 4:



Practice Value Laddering on your key  
issue

# A Successful Visioning Process:



- Is guided by a large, trusted, and diverse group of **Stakeholders** and **Champions**
- Uses **Scenarios** to provide clear choices and refine direction
- Relies on community **Values** to find common ground, communicate choices, and build consensus