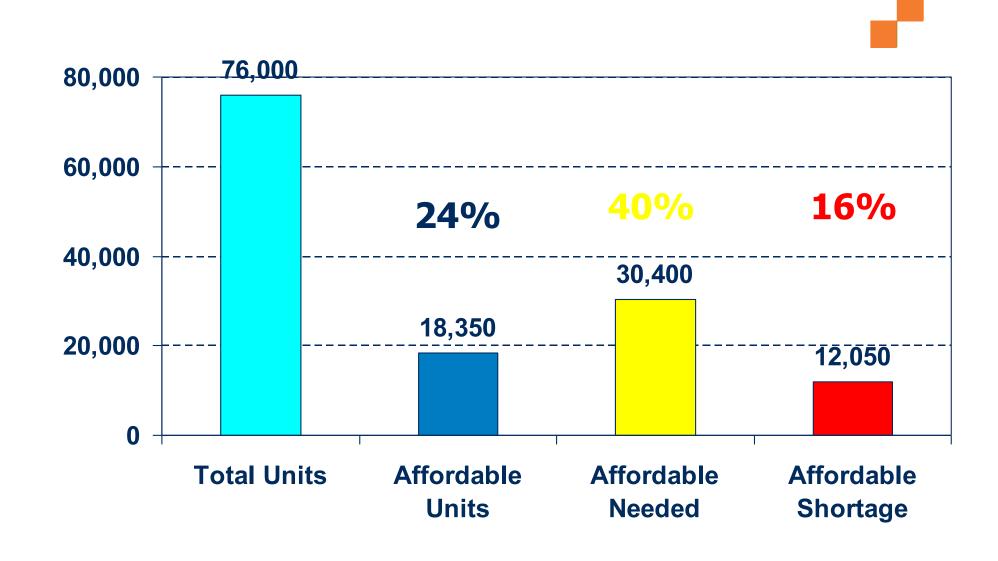
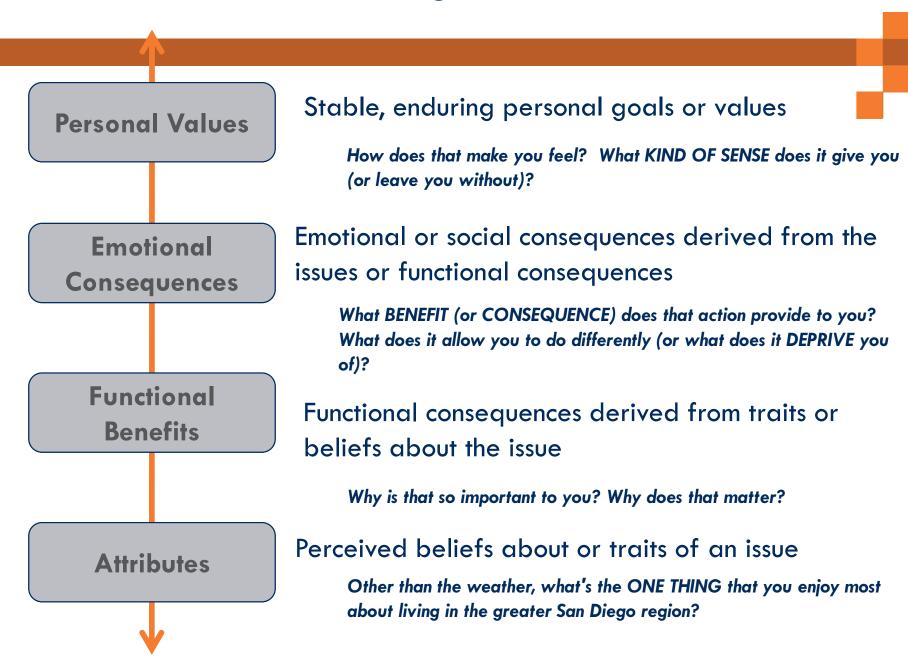
## New Housing Units (1996-2002)

52 Utah Cities Over 5,000 Population





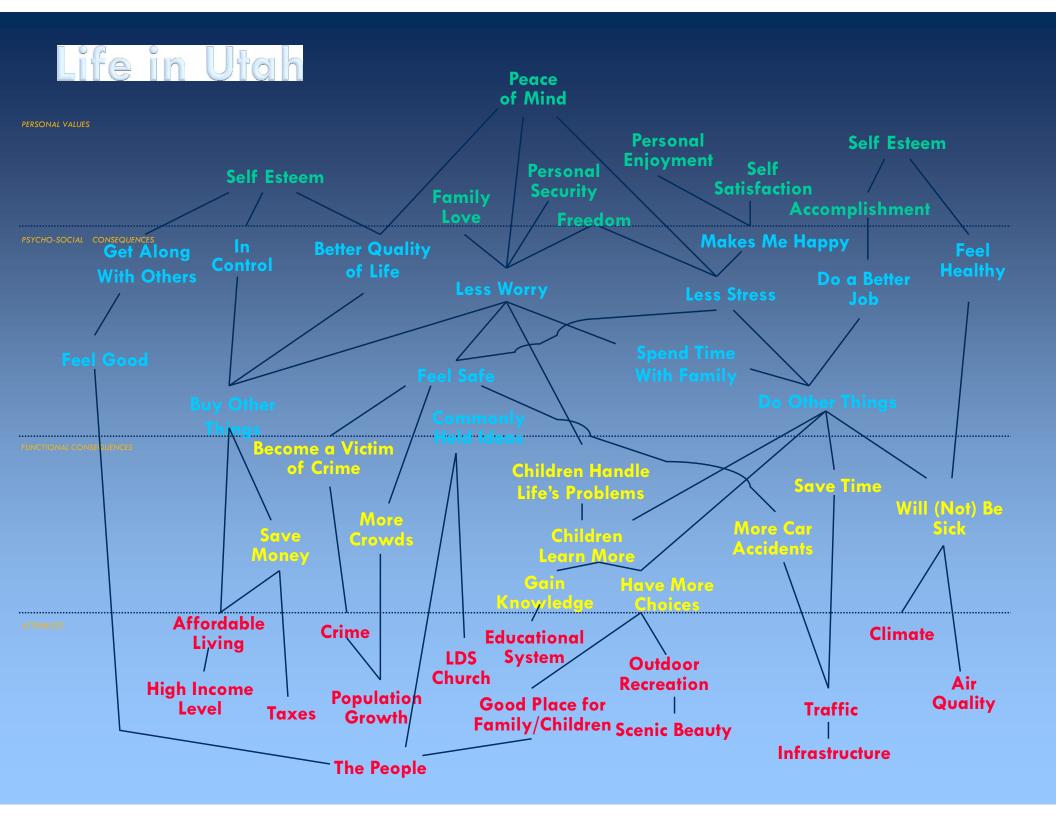
## Values Laddering

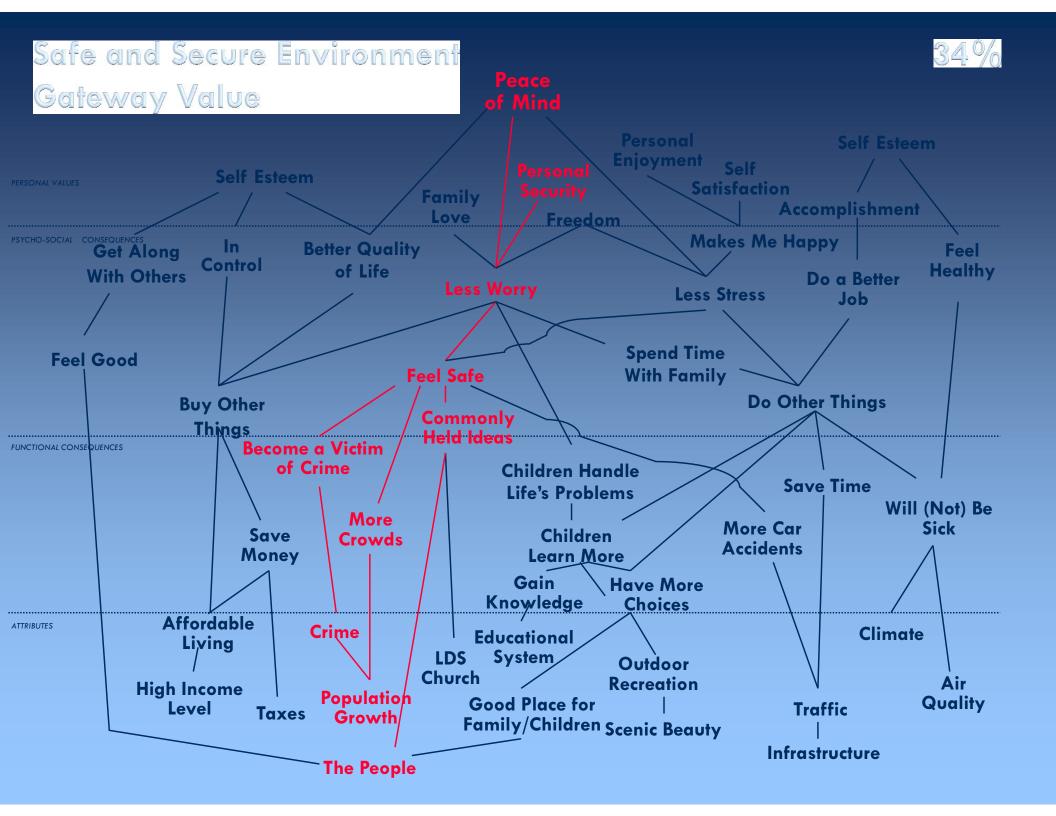


## Values by Analogy:

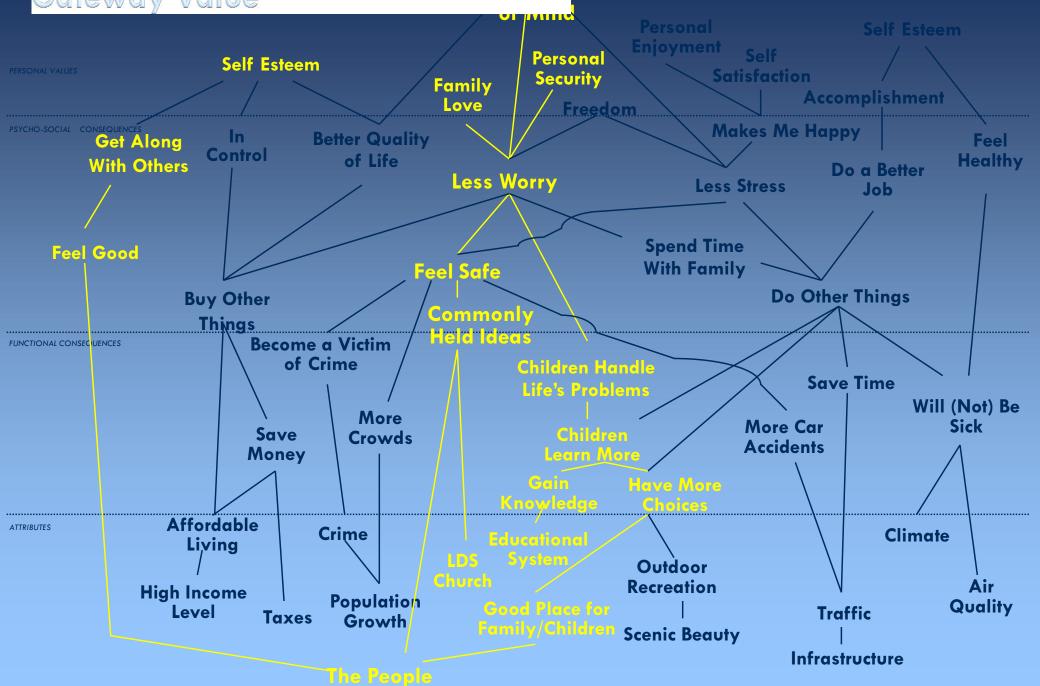
The Values of Other Regions

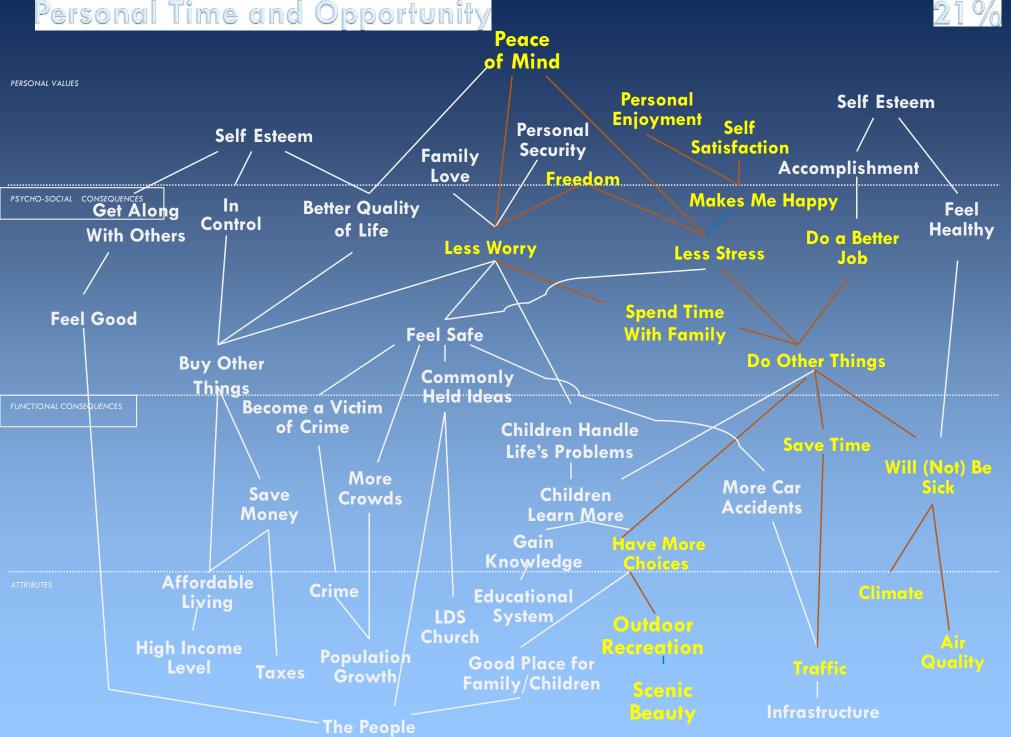
## **ENVISION UTAH**

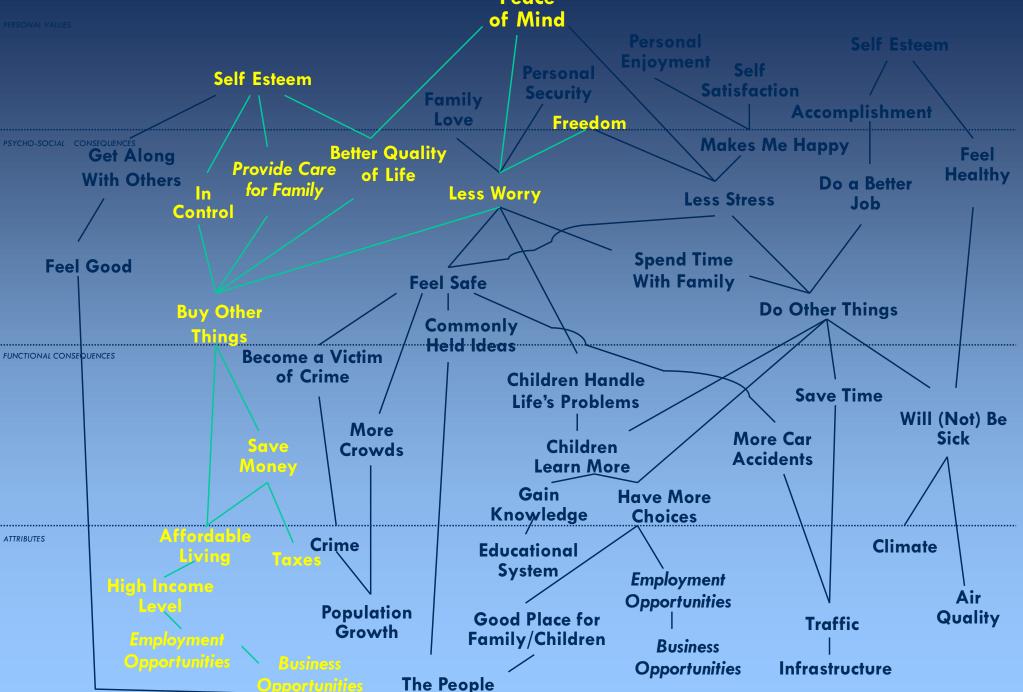




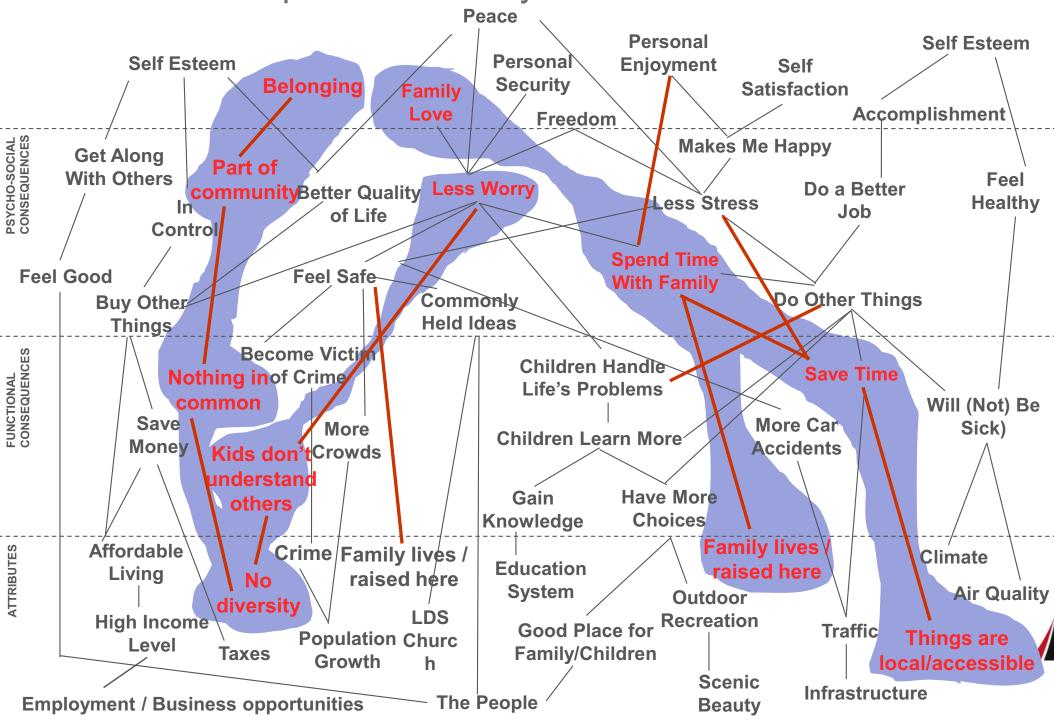
Personal and Community Enrichment Gateway Value





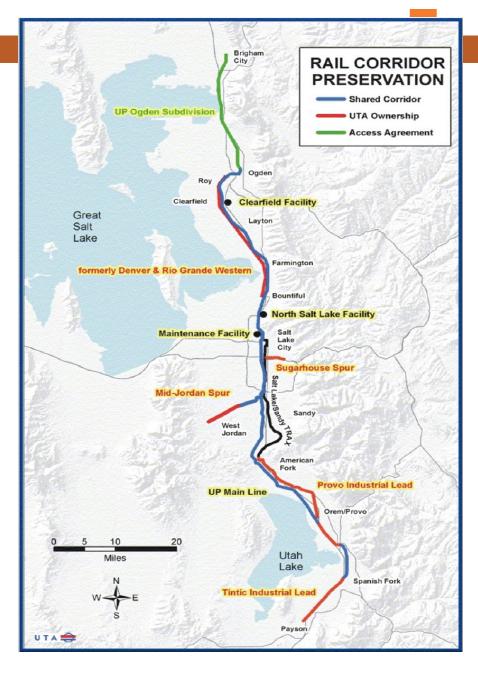


#### 2007 Values Map: New Pathways



## Preparing for Future Transit

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



## Rail System in 2010

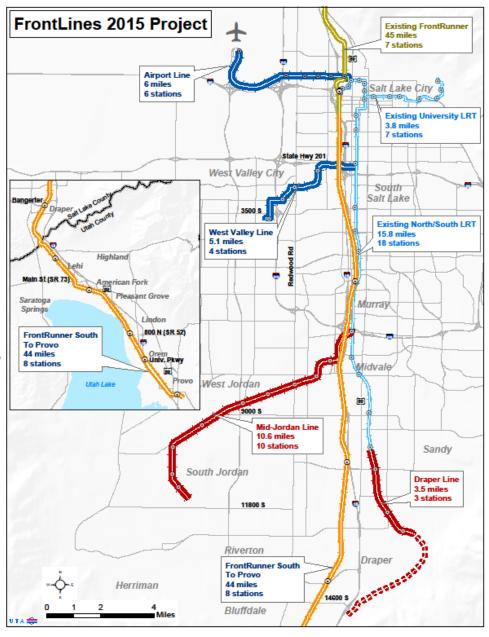
- TRAX light rail 15-mile Sandy/Salt Lake Line, opened Dec. 1999
- TRAX light rail 2.5-mile University Line, opened Dec. 2001
- TRAX light rail 1.5-mile Medical Center Line, opened Sept. 2003
- TRAX light rail 1-mile Intermodal Hub Extension, opened April 2008
- FrontRunner 44-mile commuter rail line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





## **FrontLines 2015**

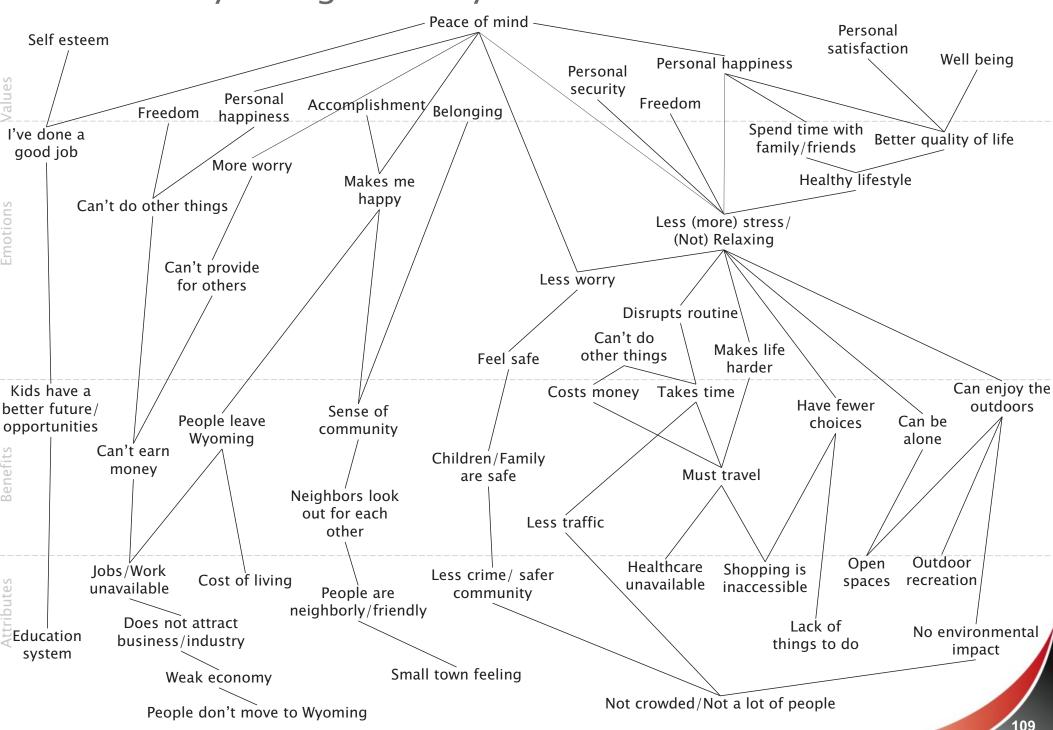
- UTA's project in its history
- Building 70 miles of rail in seven years
- One project that includes five lines
  - Mid-Jordan TRAX
  - West Valley TRAX
  - FrontRunner South
  - Draper TRAX
  - Airport TRAX



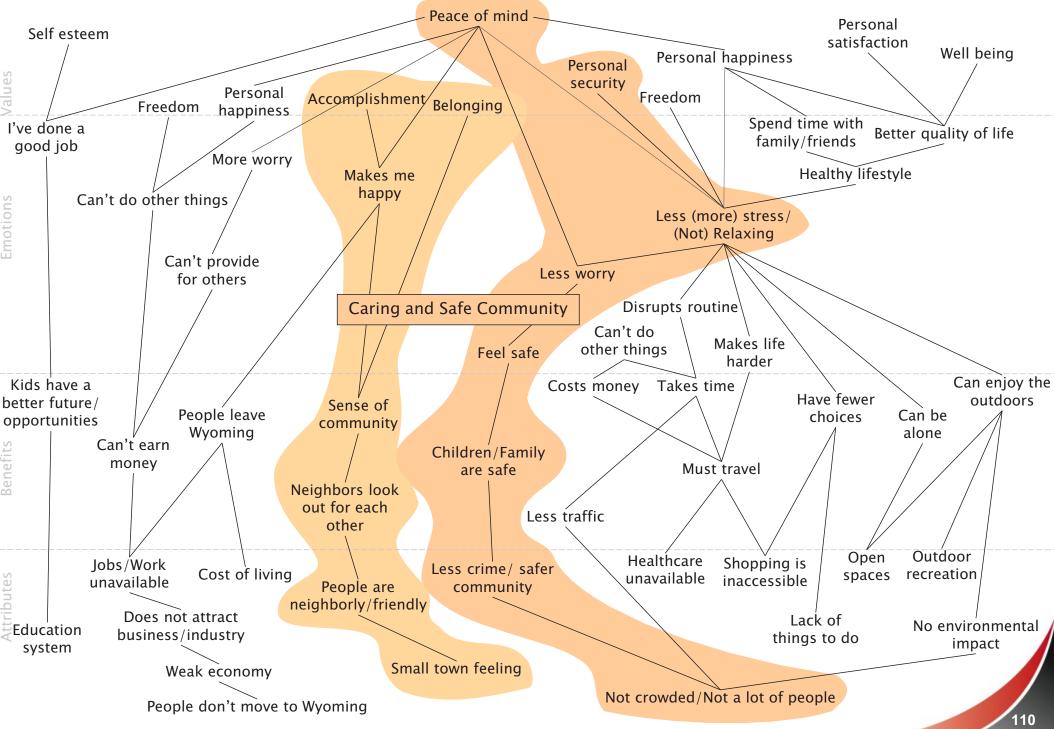


## BUILDING THE WYOMING WE WANT

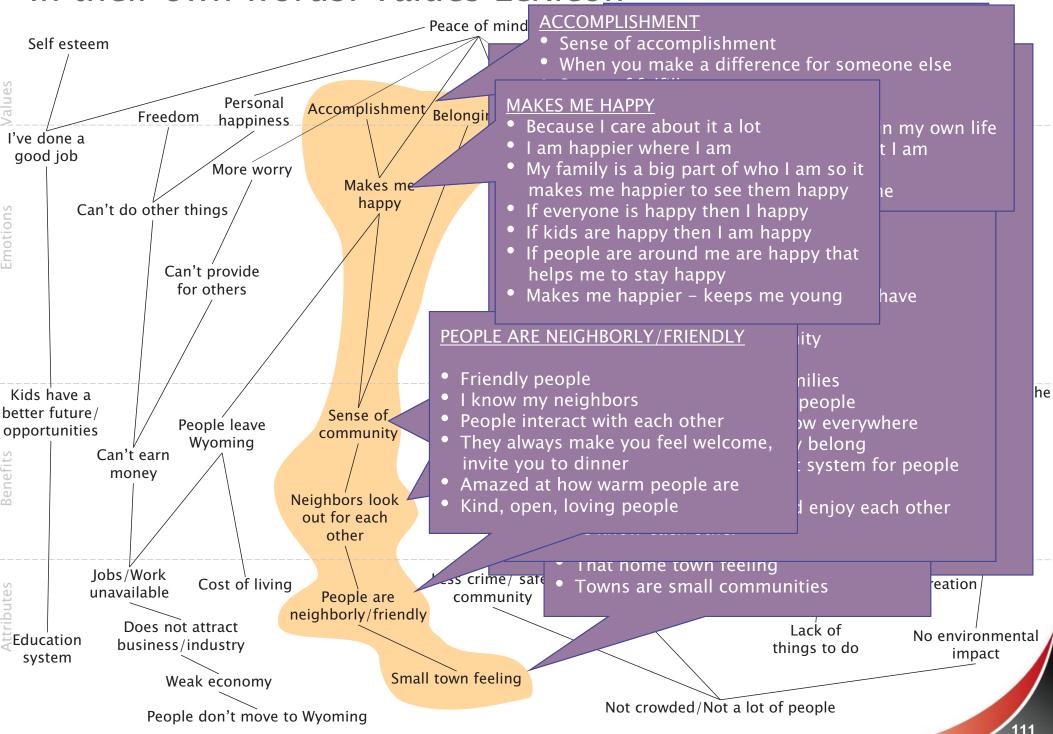
#### **Envision Wyoming Pathways**



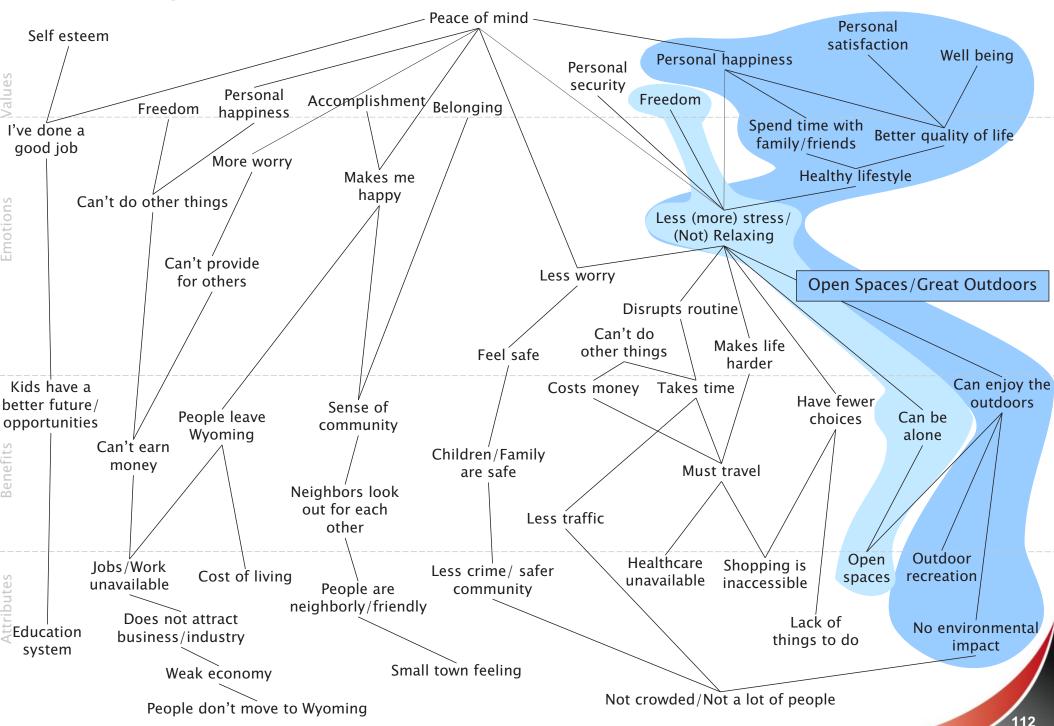
#### Wyoming Values: Caring/Safe Community (23%)



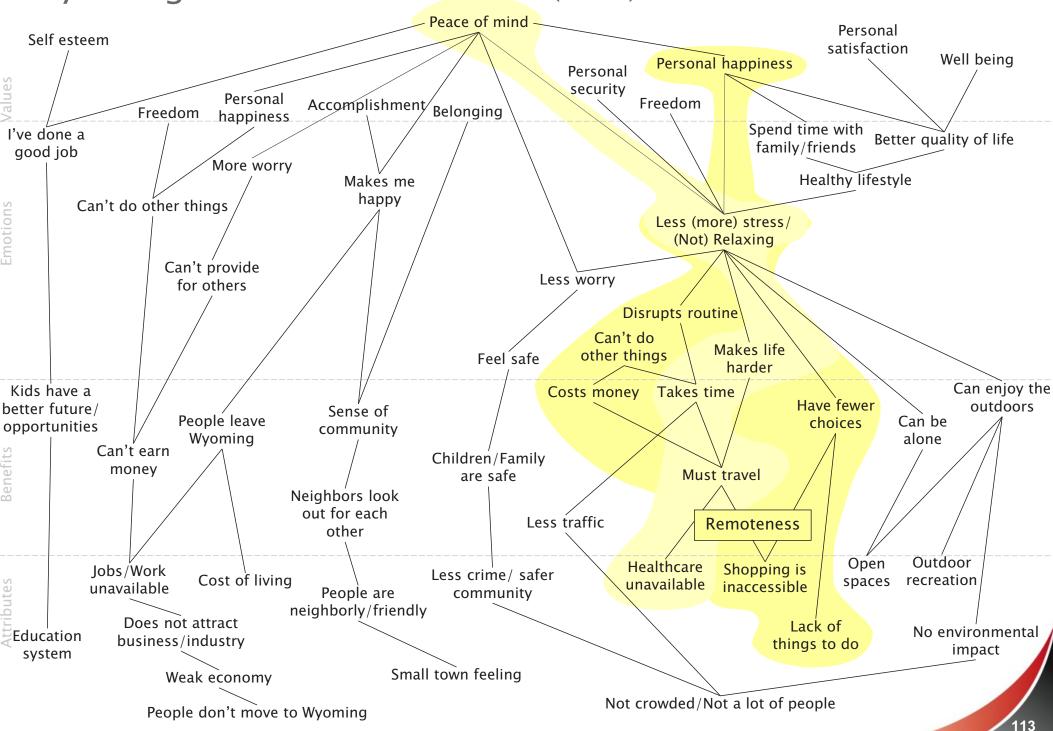
In their own words: Values Lexicon



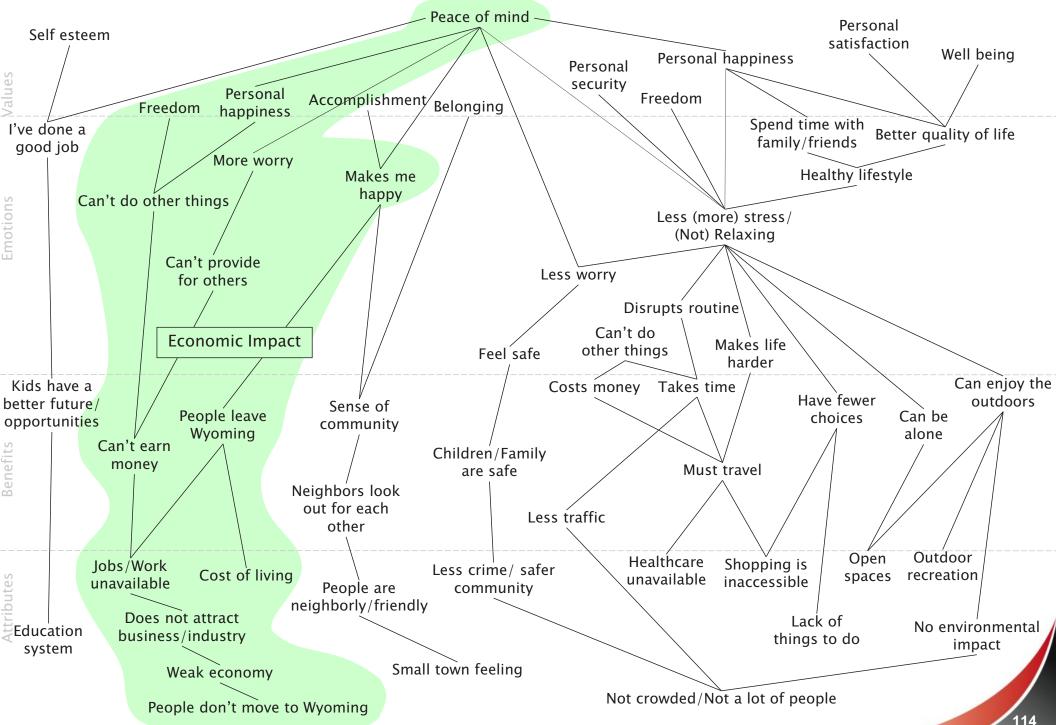
#### Wyoming Values: Open Space Great Outdoors (19%)



#### Wyoming Values: Remoteness (36%)

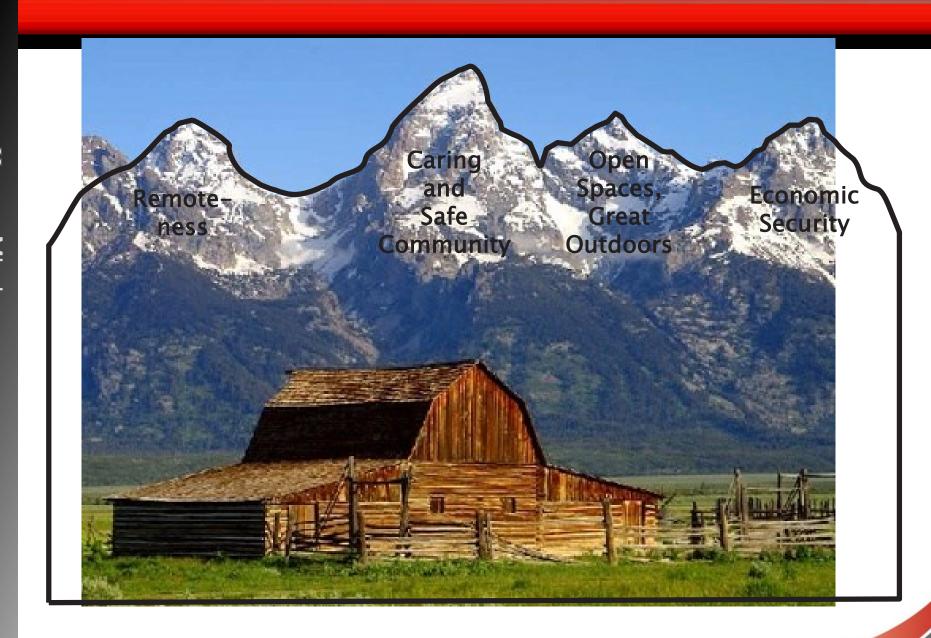


#### Wyoming Values: Economic Security (21%)



Wyoming Values Pathways Peace of mind -Personal Self esteem satisfaction Well being Personal happiness Personal security Personal Accomplishment/ Freedom Belonging Freedom happiness Spend time with I've done a Better quality of life family/friends good job More worry Healthy lifestyle Makes me happy Can't do other things Less (more) stress/ (Not) Relaxing Can't provide Less worry for others Open Spaces/Great Outdoors Disrupts routine Caring and Safe Community Can't do **Economic Impact** Makes life other things Feel safe harder Can enjoy the Kids have a Takes time Costs money outdoors better future/ Have fewer Sense of Peoplé leave Can be opportunities choices community Wyoming alone Can't earn Children/Family money are safe Must travel Neighbors look out for each Less traffic Remoteness other Outdoor Open Healthcare Jobs/Work Shopping is Less crime/ safer recreation Cost of living spaces unavailable inaccessible unavailable People are community neighborly/friendly Does not attract Lack of No environmental Education business/industry things to do impact system Small town feeling Weak economy Not crowded/Not a lot of people People don't move to Wyoming 115

## 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



## **ENVISION HAWAII**

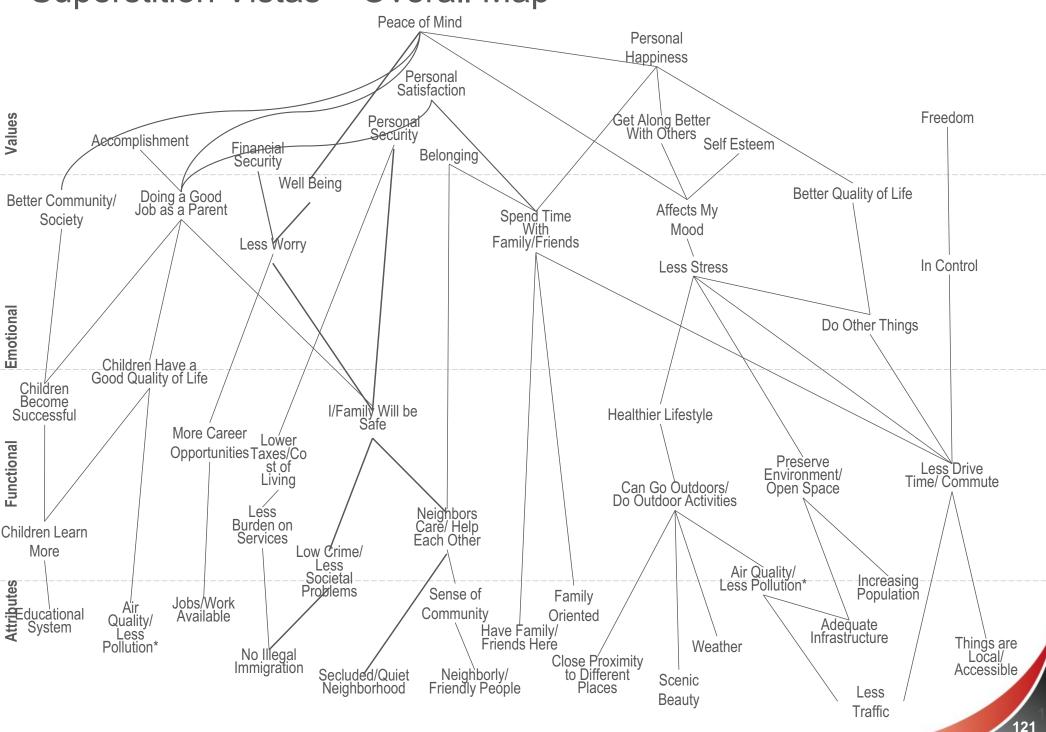
Overall Map: Envision Hawaii – Dominant Pathway Personal happiness Personal Personal security Personal Accomplishment Well being pride Well being Peace of mind happiness Peace of mind Personal Belonging satisfaction Well being Better quality of life Less stress Less stress Makes me happy Less worry Enjoy life Ohana 'Ohana means family in an extended sense of the term. It emphasizes that I feel safe family and friends are bound together **Emotional** to cooperate and remember our Close/Connected Community ancestors and care and look out for Children succeed/ Safe community Learn ne become successful hcrease our children's future. adults Teaches the Know everyone 'Ohana can describe a community, a Community supports / in community Better/Improved make helps each other community circle of friends, who share common Have more kids/future space goals and values. generations More say Have family/ community Diversity atmosphere mmunity won friends here Less traffic / Jobs/Work of people Nature/ Less crime/drugs congestion available Small town verpopulated Environment Friendly people feel Jobs/Work New people community Attracts the right type of Shopping is available Less construction in community Affordable housing Better people into community close/accessible Community shares development roads

Cost of living

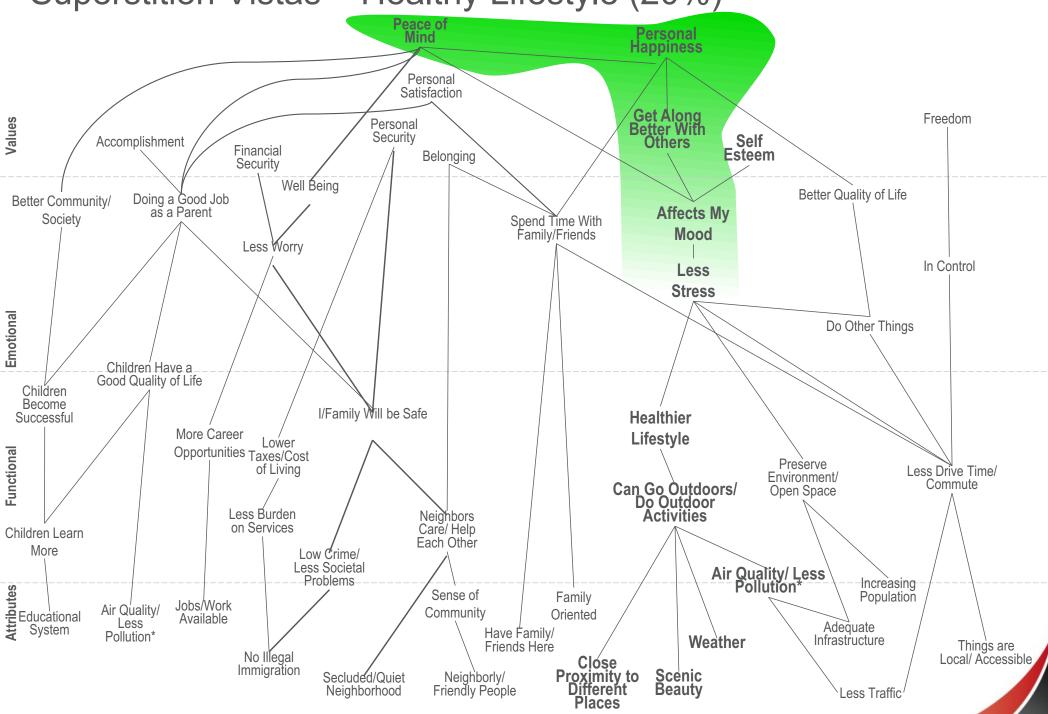
mv values/beliefs

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

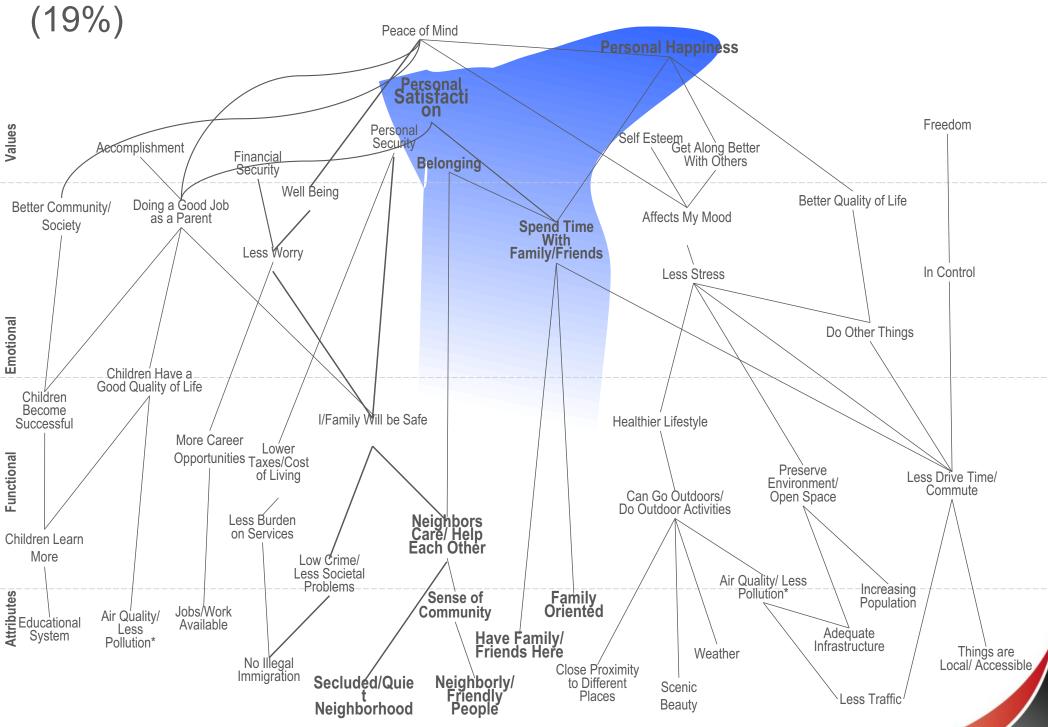
Superstition Vistas – Overall Map



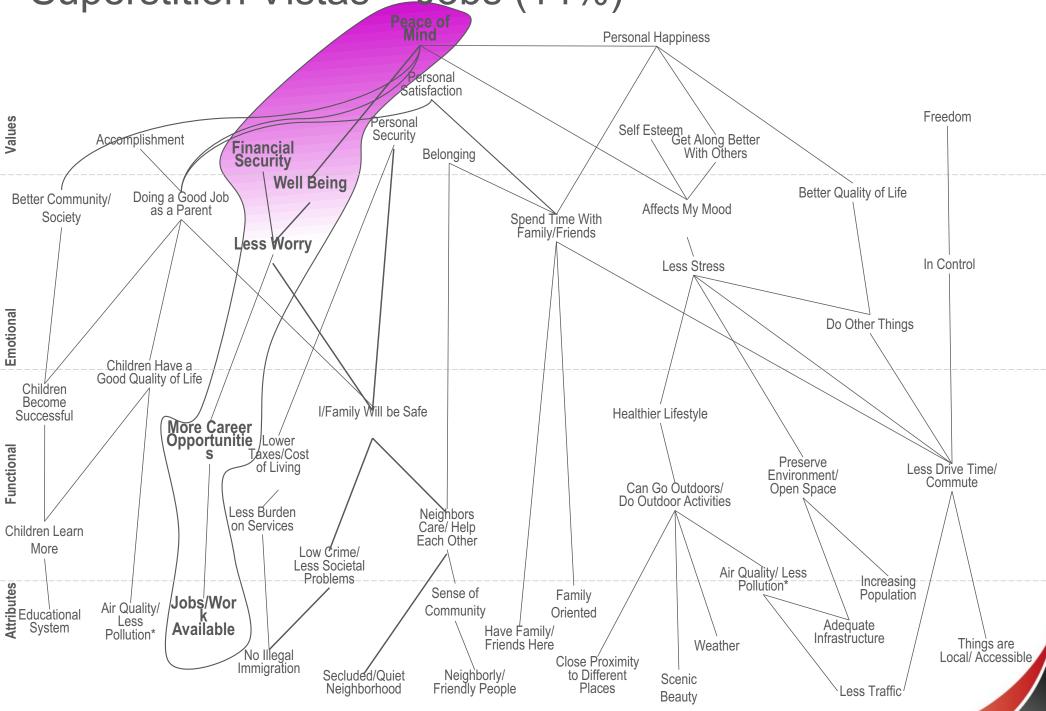
Superstition Vistas – Healthy Lifestyle (20%)



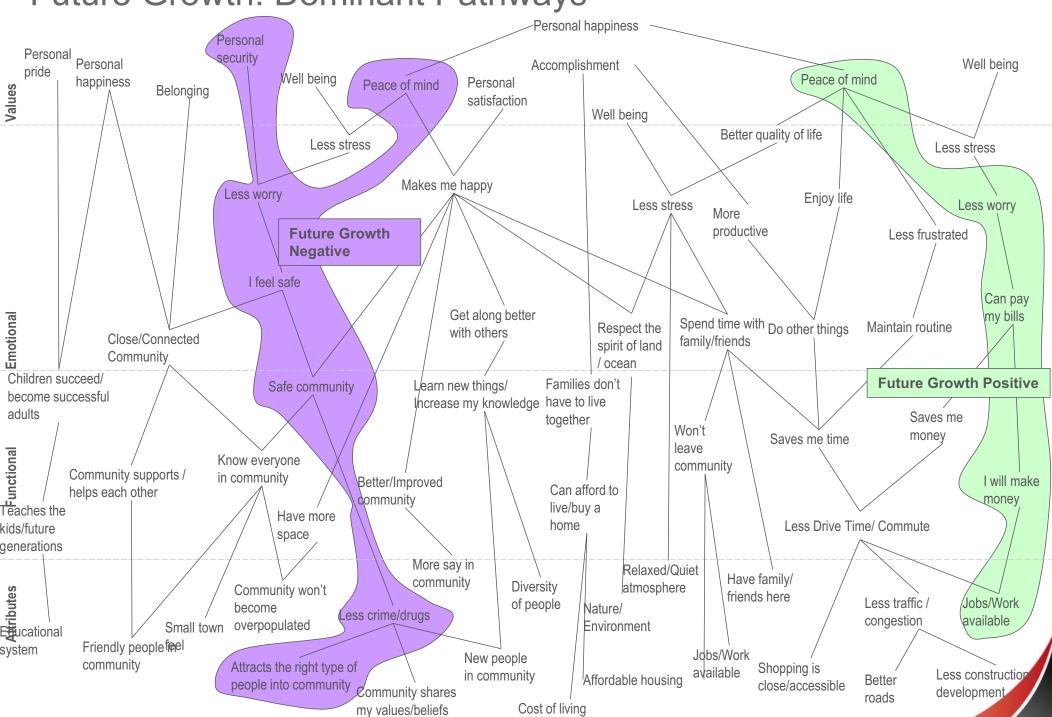
Superstition Vistas – Family Friendly Neighborly (19%)



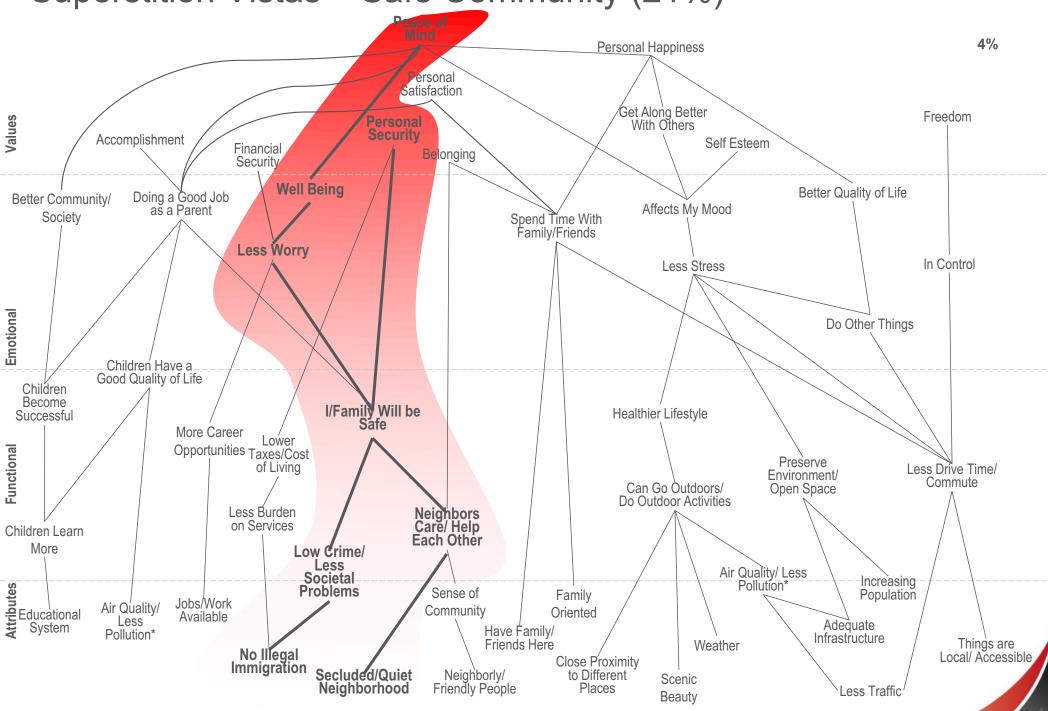
Superstition Vistas – Jobs (14%)



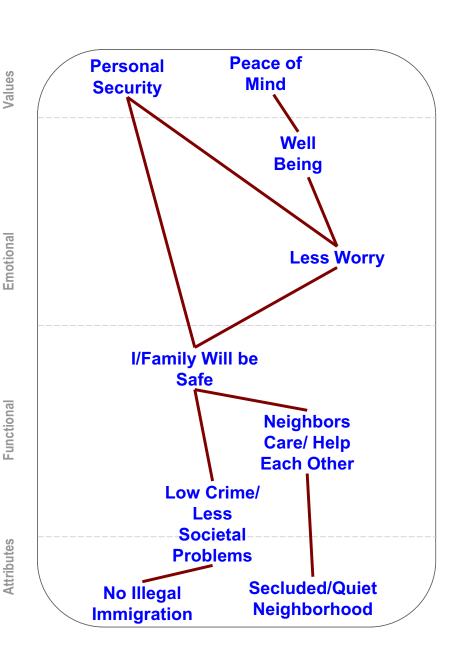
Future Growth: Dominant Pathways



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."

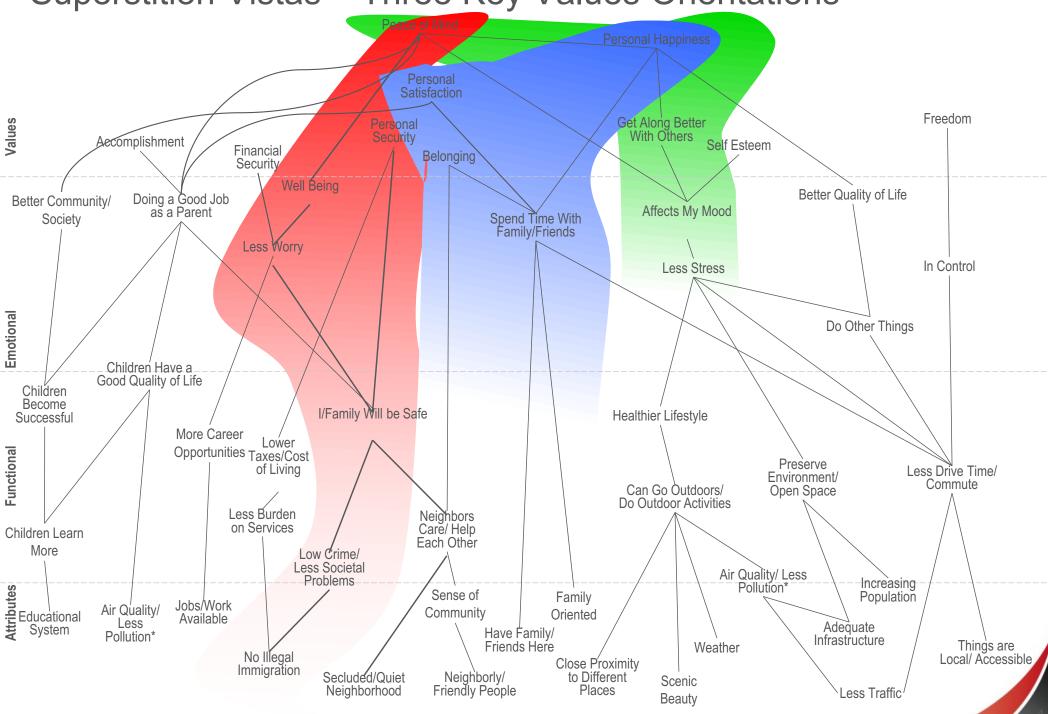
"I like my neighborhood because it is quiet - no loud neighbors. I have lived in places where have rude and obnoxious neighbors and crack houses. It's nice to be able to come home and know all stuff will be there. My neighbors and I watch out for each other houses. It's nice to know that your house is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



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

San Diego

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

## **Family Friendly Neighborhoods and Communities**



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 **FEEL SAFE** 

Sense of Community

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**

The high cost of living and housing in San Diego, combined with the scarcity of goodpaying 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.

Can't Afford To Live and Enjoy

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

- 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