“Fostering Regional Dialogue Around Long-Term Quality Growth”

Lessons in Success: Envision Utah

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The process of Regional Visioning is a powerful tool to meet difficult challenges and create sustainable communities and regions.
A Successful Vision:

- Is guided by a large, trusted, and diverse group of **Stakeholders**
- Relies on community **Values** to find common ground, communicate choices, and build consensus
- Uses **Scenarios** to engage the public, provide clear choices, and refine direction
What are some of those trends and challenges?
Trend Impact?
What About Climate Change?
Positive proof of global warming.
Trend Impact?
Skyrocketing Energy Costs
Oil prices continue to rise
The End of Cheap Food
Trend Impact?

Housing Prices are “Out of Control”
Finally Found A Place I Could Afford
Trend Impact?

Aging Population and Declining Household Size
People Turning 65 Annually 1996-2025

Year

Thousands

People Turning 65 in Year

0

500

1,000

1,500

2,000

Trend Impact?

Deep recession, job loss, difficulty attracting good jobs to the region
Economic Development Driver: Quality of Life

- Crime: 75.9
- Healthcare: 67.2
- Schools: 65.7
- Housing Availability: 64.2
- Housing Costs: 63.0
- Colleges & Universities: 48.1
- Cultural Opportunities: 46.3
- Recreational Opportunities: 45.9
- Climate: 43.5

Area Development, Site & Facility Planning, 17th Annual 2002 Corporate Survey
What is Strategic Visioning?

Analysis of alternative scenarios to make wise decisions in the face of uncertainty.

A vision is not a forecast, but a strategy to preserve best options.
Why Do Regional Visioning?

To help the public and today’s decision makers understand the long-term consequences of the choices they make now

(Vision Horizon?)
History of Planning in Utah
In 1997, Utah Faced Serious Challenges

- A million new residents by 2020
- Air quality at risk
- Doubling urban land by 2020
- New water sources needed by 2010
- Crowding and congestion increasing
- Business and personal costs rising
- Infrastructure needs outstripping resources
Formed in 1997 by the Coalition for Utah’s Future to evaluate and address growth
5 million people by 2050
Greater Wasatch Area

- Over 500 City Council Members
- Over 500 Planning Commissioners
- 30 County Commissioners
- 90 Mayors
- 100’s of developers, realtors and other key stakeholders
- 10 Counties
- 90 Cities and Towns
- 157 Special Service Districts
Broad Scope of Community

- Business Leaders
- Developers
- Utility Companies
- Local and State Government
- Conservation and Citizen Groups
- Religious Leaders
- Education
- Media
Traditional Planning Approach

- Decide – through analysis and research
- Educate – the public about the solution
- Announce – the plan
- Defend – the plan and yourself
Traditional Planning Approach

- D
- E
- A
- D
Who Can Best Deal With Growth Issues?

- People Like You And Me: 42%
- State Government: 20%
- Local Government: 18%
- Businesses In Utah: 14%
- Other Organizations/Institutions: 3%
- Don't Know/Refused: 3%

n=400
The Premise of Envision Utah

- The “public” has the right to choose its future—public officials should serve that vision
- The “public” will make good choices if presented with real options
Improved Process

VALUES (What do people want?)

VISION (How will our Region provide it?)

STRATEGY (How do we implement?)

PLAN

FUND

BUILD
Why Start Visioning With Values?

- Values are stable and enduring; life’s “tides” as opposed to the “waves.”
- Values are widely shared and create consensus among diverse groups.
- Satisfying ones’ values is the foundation of personal decision making.
Values for Creating Great Communities
PERSONAL GROWTH AND WELL-BEING

Physical Wellness
EDUCATION

Lifelong Learning

Higher Education
Community Identity & Activities

Community Interactions

Neighborliness

Community Interactions
NATURE

Access to Nature
FAMILY

Quality Recreational Activities
SECURITY

Fewer Accidents

Peace of Mind
Public Workshops

Hundreds of meetings with thousands of participants
Life in Utah

Attributes:
- Affordable Living
- High Income Level
- Taxes
- Population Growth
- The People
- Crime
- LDS Church
- Good Place for Family/Children
- Educational System
- Outdoor Recreation
- Scenic Beauty
- Traffic
- Infrastructure
- Climate
- Air Quality

Functional Consequences:
- Save Money
- Become a Victim of Crime
- More Crowds
- Save Time

Psychosocial Consequences:
- Feel Good
- Get Along With Others
- In Control
- Better Quality of Life
- Feel Safe
- Children Handle Life's Problems
- Children Learn More
- Gain Knowledge
- Have More Choices
- More Car Accidents
- Will (Not) Be Sick

Personal Values:
- Self Esteem
- Security
- Personal Enjoyment
- Freedom
- Family Love
- Peace of Mind
- Favorite Religion
- Population Growth

Commonly Held Ideas:
- Feel Safe
- Feel Good
- Do Other Things
- Make More Money
- Have More Choices

Self-Satisfaction:
- Feel Happy
- Feel Healthy
- Feel Safe
- Feel Good
- Do Other Things

Personal Security:
- Feel Good
- Feel Safe
- In Control
- Better Quality of Life
- Feel Safe

Personal Enjoyment:
- Feel Good
- Feel Safe
- In Control
- Better Quality of Life
- Feel Safe

Self Esteem:
- Feel Good
- Feel Safe
- In Control
- Better Quality of Life
- Feel Safe

Family Love:
- Feel Good
- Feel Safe
- In Control
- Better Quality of Life
- Feel Safe

Freedom:
- Feel Good
- Feel Safe
- In Control
- Better Quality of Life
- Feel Safe

Peace of Mind:
- Feel Good
- Feel Safe
- In Control
- Better Quality of Life
- Feel Safe

Favorite Religion:
- LDS Church
- Good Place for Family/Children
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