

# NADO

“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.*



**18th  
Century**

**1900**

**1950**

**1970**

**1980**

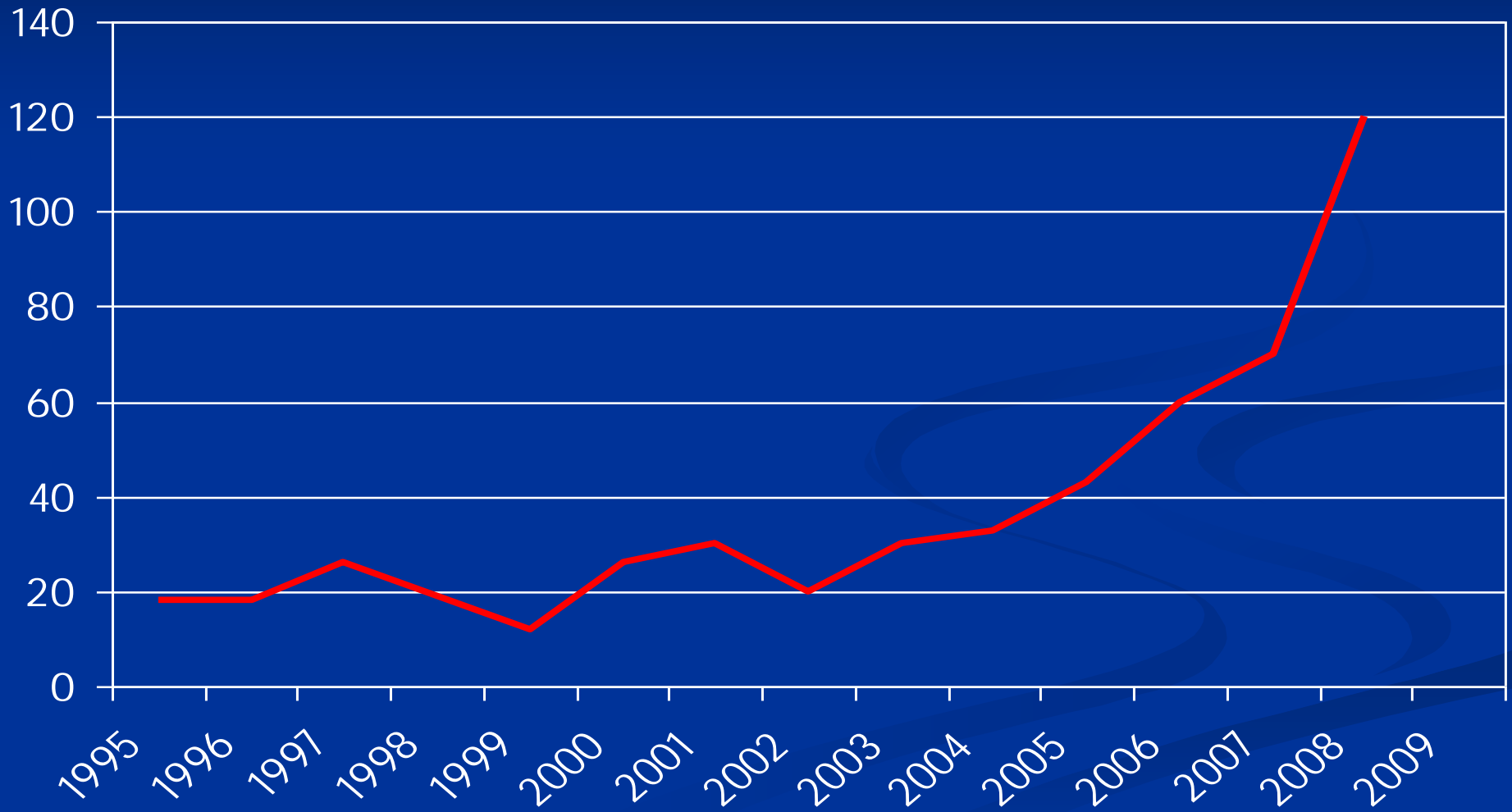
**1990**

**2006**

**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**

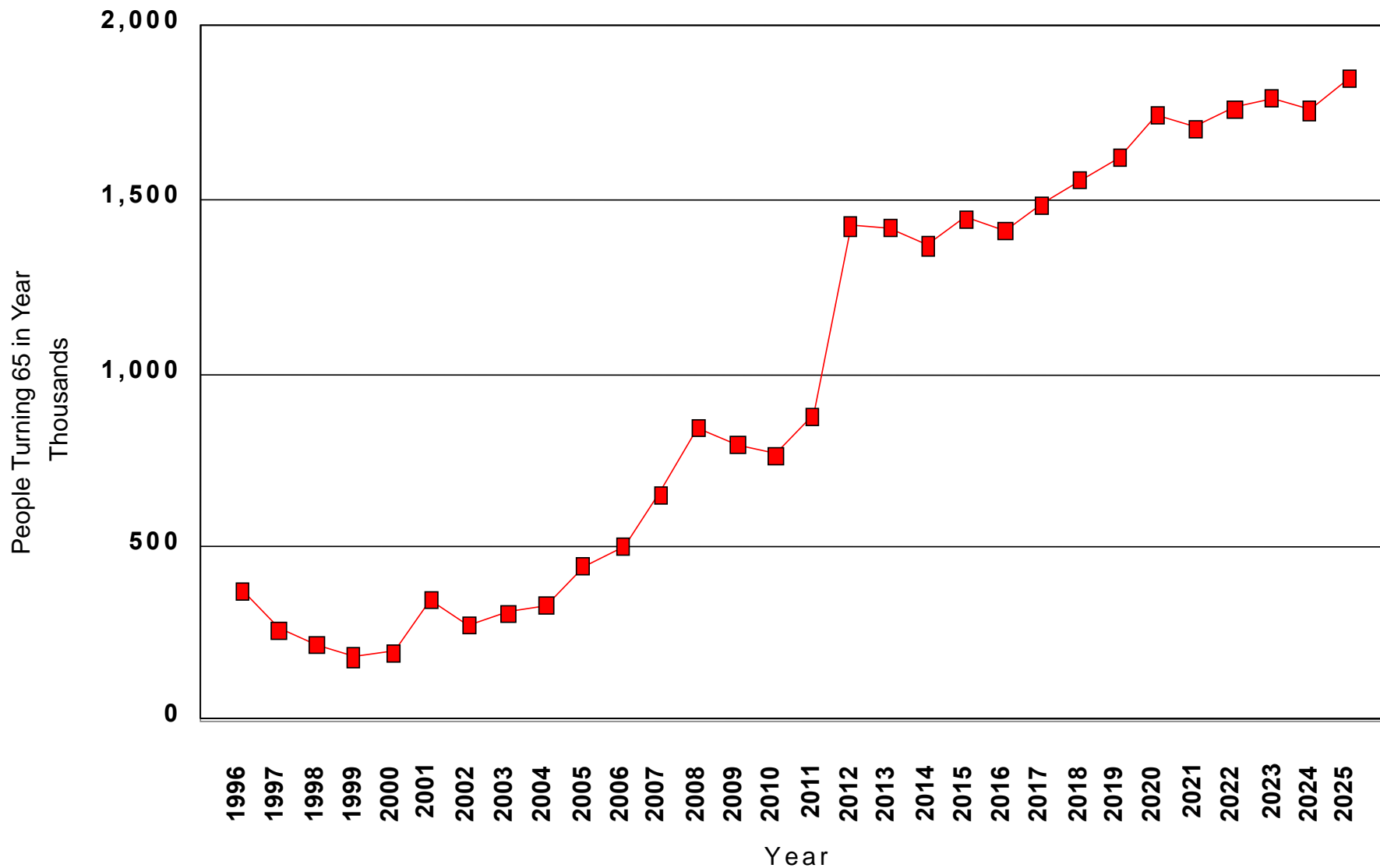


**Florida**

# Trend Impact?

Aging Population and  
Declining Household  
Size

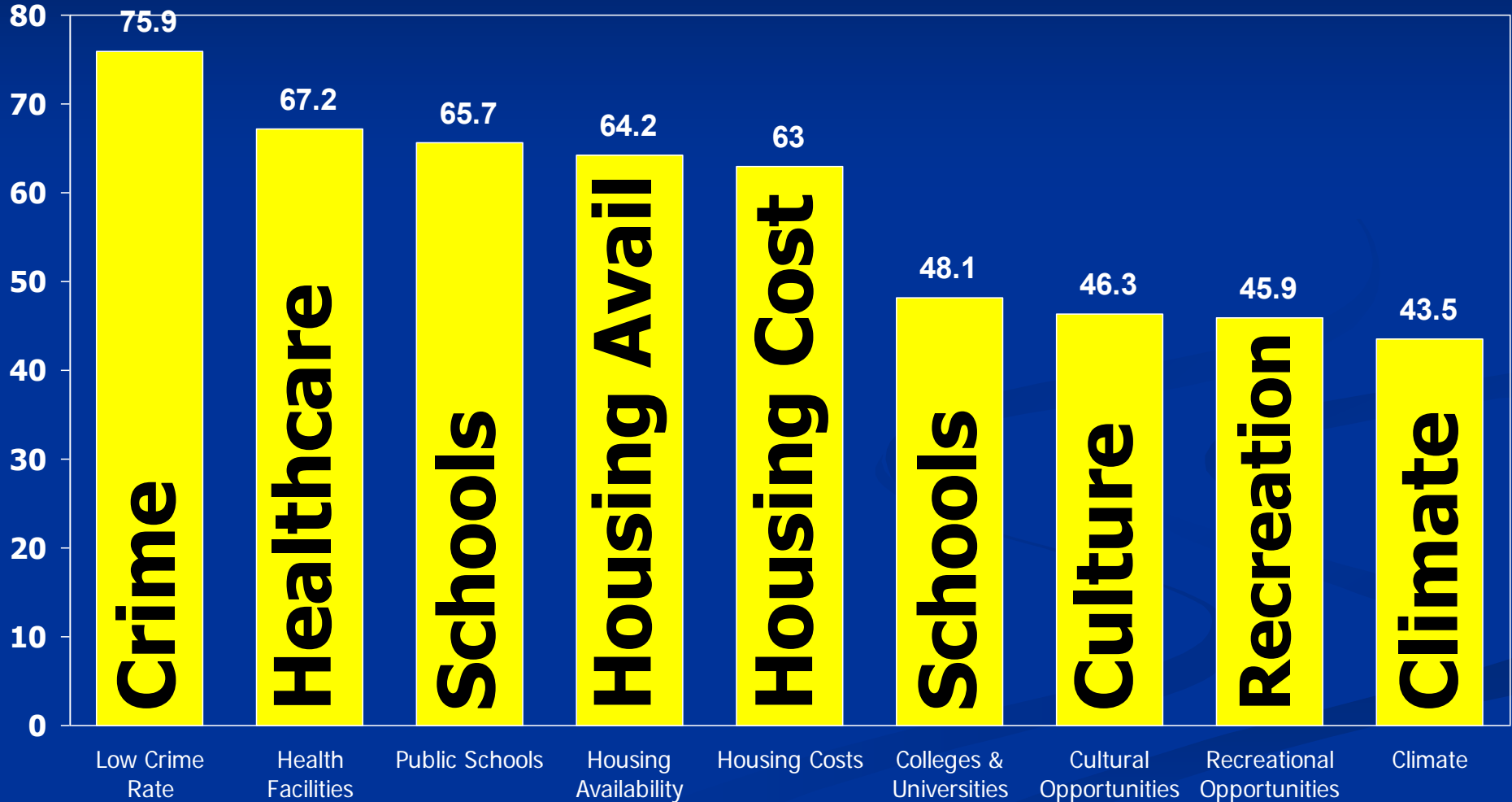
# People Turning 65 Annually 1996-2025



# Trend Impact?

Deep recession, job loss,  
difficulty attracting good  
jobs to the region

# Economic Development Driver: Quality of Life



# 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**



# PHILADELPHIA SKYLINE

# Greater Wasatch Area

**Over 500 City  
Council  
Members**

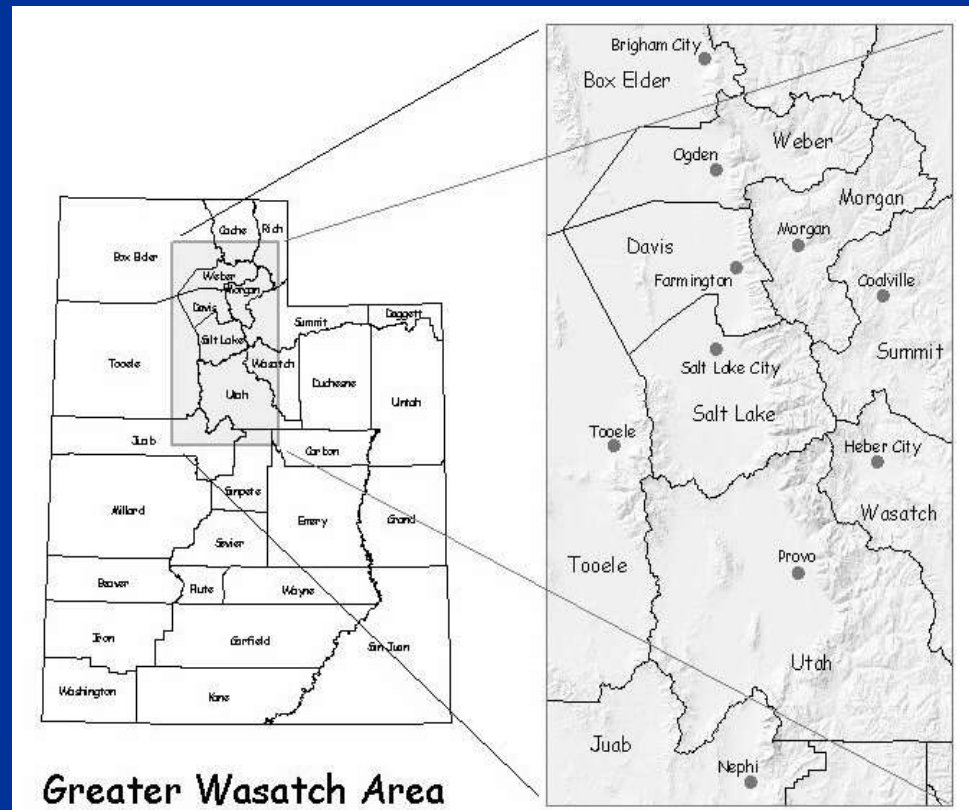
**Over 500 Planning  
Commissioners**

**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



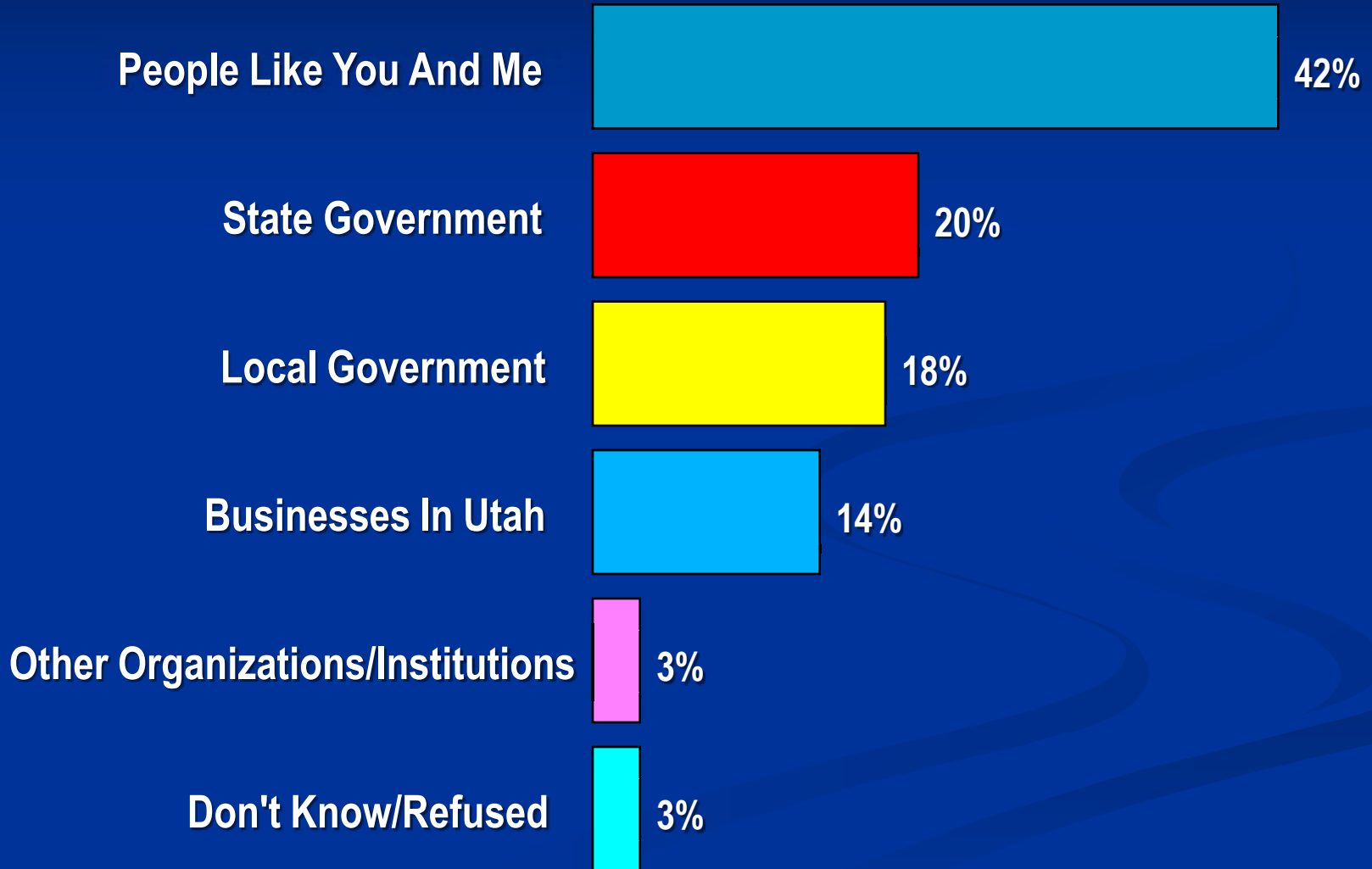
# Traditional Planning Approach

- **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?



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**

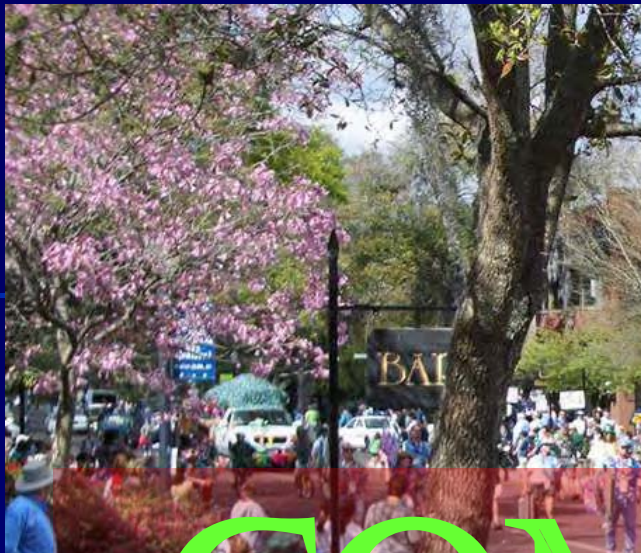


# EDUCATION



Lifelong Learning

Higher Education



# COMMUNITY



**Neighborliness**



**Community Interactions**

A collage of nature images. The central image shows a dirt path winding through a lush garden with various plants and trees. A semi-transparent red rectangle is overlaid on the path, containing the word 'NATURE' in large, green, serif capital letters. To the left, a vertical strip shows a river with a tree's reflection. To the right, a vertical strip shows a paved road curving through a forest. The top and bottom edges of the collage are dark blue.

# NATURE

**Access to Nature**



Tim



Famil



Quality Recreational Activities

# FAMILY

# SECURITY



Peace of Mind

Fewer Accidents

# Public Workshops

Hundreds of meetings with thousands of participants





# Life in Utah

PERSONAL VALUES

Peace of Mind

Self Esteem

Family Love

Personal Security

Personal Enjoyment

Self Satisfaction

Self Esteem

Accomplishment

PSYCHO-SOCIAL CONSEQUENCES

Get Along With Others

In Control

Better Quality of Life

Less Worry

Makes Me Happy

Do a Better Job

Feel Healthy

Feel Good

Less Stress

Spend Time With Family

Buy Other Things

Feel Safe

Do Other Things

FUNCTIONAL CONSEQUENCES

Become a Victim of Crime

Commonly Held Ideas

Children Handle Life's Problems

Save Time

Will (Not) Be Sick

Save Money

More Crowds

Children Learn More

More Car Accidents

ATTRIBUTES

Affordable Living

Crime

Gain Knowledge

Have More Choices

Climate

High Income Level

Taxes

Population Growth

LDS Church

Good Place for Family/Children

Outdoor Recreation

Traffic

Air Quality

The People

Scenic Beauty

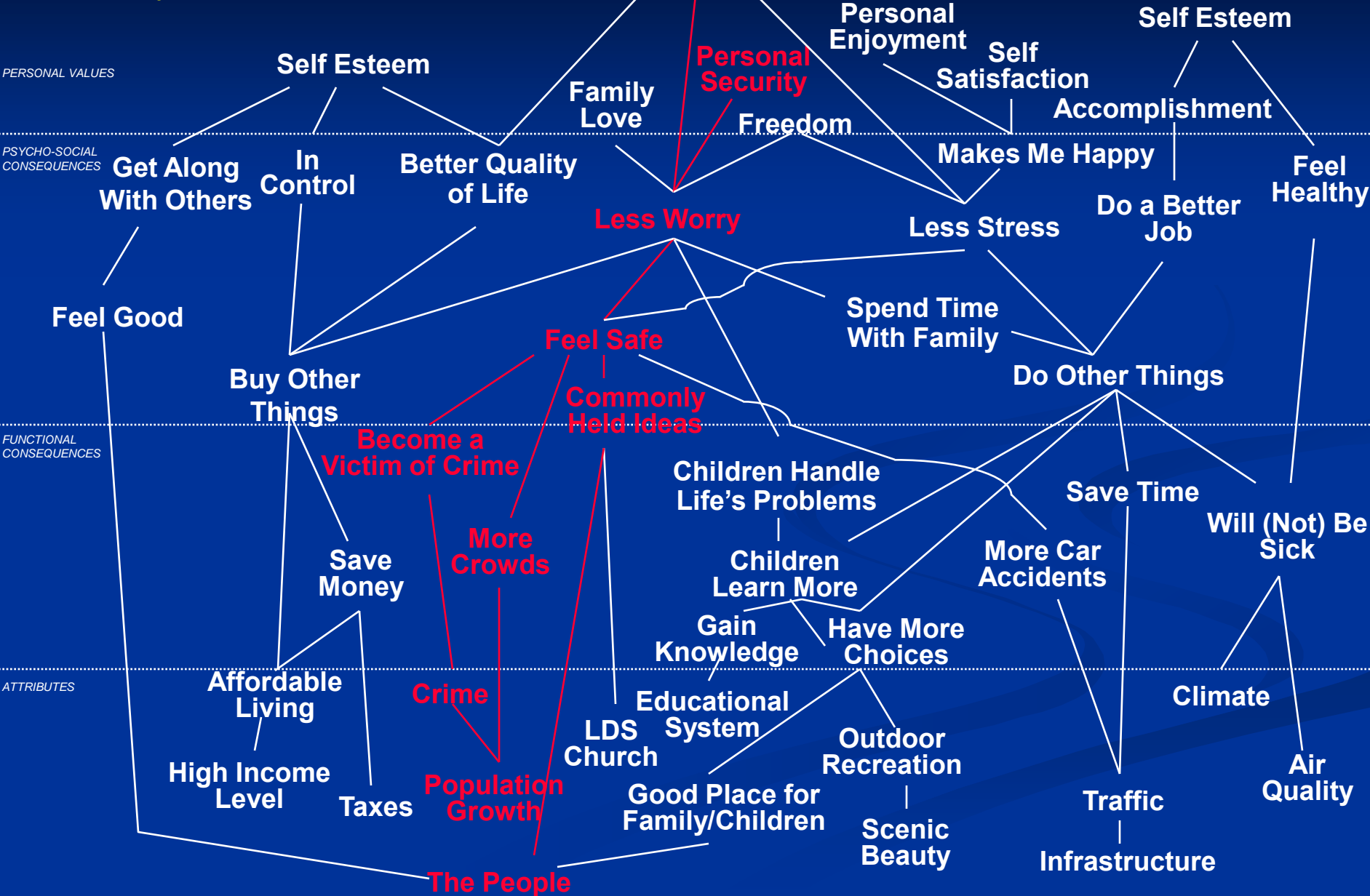
Infrastructure

Educational System

# Safe and Secure Environment

(34%)

## Gateway Value



# Personal and Community Enrichment

(31%)

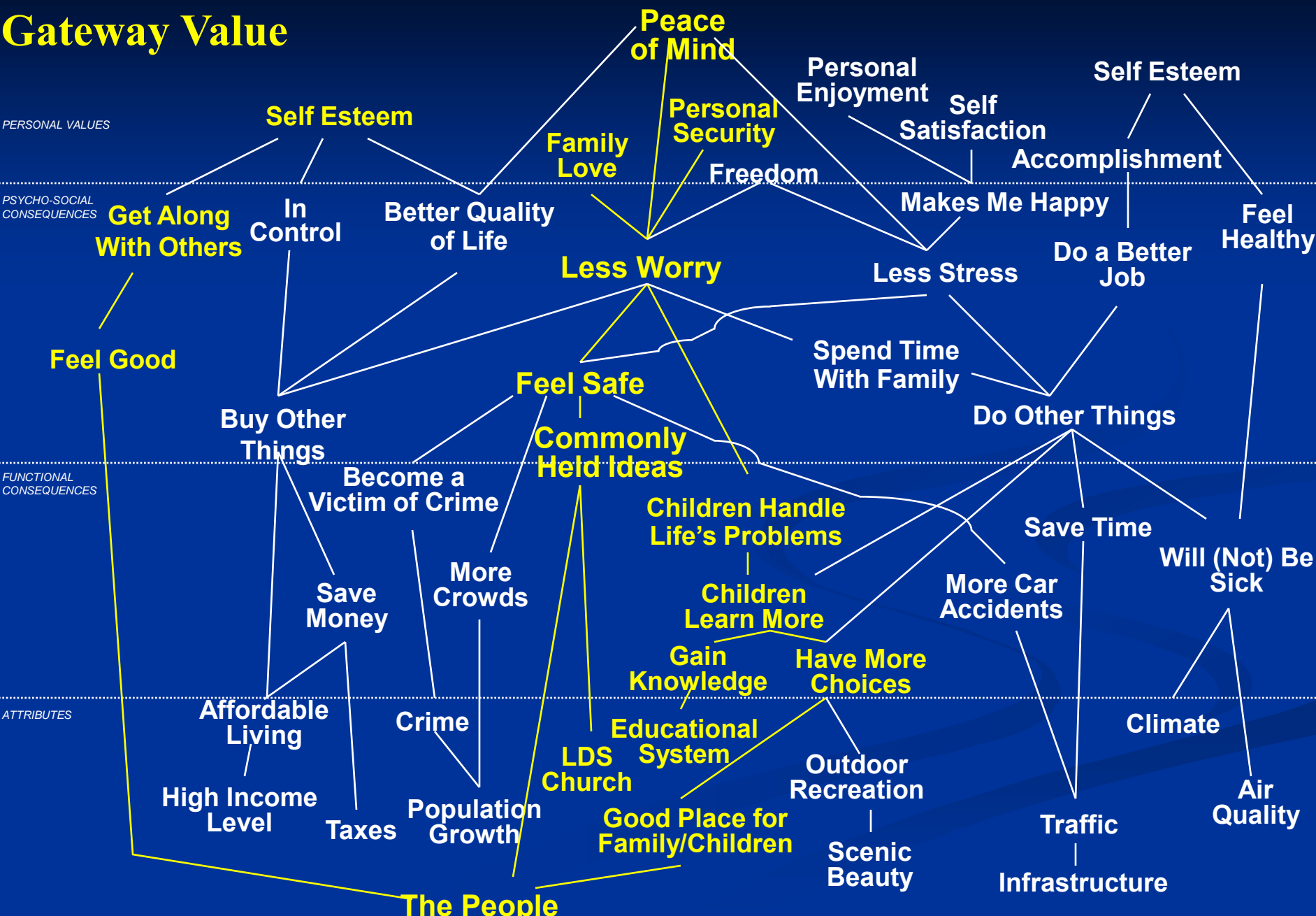
## Gateway Value

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



# Financial Security

(14%)

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES

