Using Data to Engage the Public

NADO Annual Training Conference
2014
Two Rural Case Studies

Cache Valley, Utah

- University & Agriculture
- Fast growing
- Communities range from 288 – 48,000

Photo courtesy of Utah State University- Logan, Utah
Two Rural Case Studies

Madison County, Idaho

- University and Agriculture
- Growing (unlike many rural Idaho towns)
- Population 40,000
Using Data to Engage the Public

Identify the Issues that Matter
Using GIS to Tell the Story
Inform Their Choices
Identify the Issues that Matter

- Public Survey
- Values
- Research
- Stakeholder Group

Did you ever lie to your mother?

- 0% 1. Never...Honest!
- 18% 2. Only once and I paid for it dearly
- 27% 3. Only a couple of times
- 0% 4. Yes, but I was young & candy was involved
- 18% 5. I prefer to call it a “stretching of the truth”
- 0% 6. Only when it was in her best interest
- 9% 7. Yes, but my brother/sister made me do it
- 27% 8. Too many times to count!
Public Surveys

92%

Say it is important to create high quality jobs for our kids and grandkids.
Say it is important or very important that the community and BYU-I work together to address growth issues.
Public Surveys

80%

Say it is important to enhance our recreation opportunities.
Values Research

**Most Positive Impact**

- Family friendly environment with strong values: 61%
- Safe community / low crime: 15%
- Rural / small town feel: 7%
- Outdoor recreation opportunities / enjoying the outdoors: 6%
- High quality education opportunities: 5%
- Strong sense of community: 3%
- Open spaces: 2%
- Other: 1%

**Most Negative Impact**

- Harsh weather / wind: 29%
- Not many jobs / work opportunities available: 23%
- Shopping isn't close or accessible / far from major major shopping areas: 14%
- Not many entertainment options: 8%
- High cost of living (food, fuel prices): 6%
- Lack of diversity: 6%
- Lack of infrastructure (like broadband, major utilities, etc.): 5%
- Other: 5%
- Lack of academic rigor at the K-12 levels: 4%
Stakeholder Group

1. Provides research and information to the public
2. Builds momentum for implementation
Using GIS to Tell a Story

- Baseline Scenario
Cache Valley, looking NE

2040 Baseline

Existing Structures
Projected Structures
Hyrum, looking NNW

Current Condition

- Existing Structures
- Projected Structures

Hyrum, looking NNW
Hyrum, looking NNW

- **2040 Baseline**
- **Existing Structures**
- **Projected Structures**
Informing Choices

You Chose This

Where will it take us?
BRIEF OVERVIEW OF ET+

Building Prototypes
(Prototype Builder)

Development Types
(Scenario Builder)

Scenario Painting
(ET+ GIS Extension Tool)

Indicators
(Scenario Builder)

 Mixed-use Buildings

Medium-density Residential

Single-family Residential

Graphs

Thematic Mapping

Grid-cell Scenarios

Parcel-based Scenarios

Symbol | Development Type
---|---
ERASE | Metropolitan Center
Urban Center
Town Center
Community Center
Rural Village
Multi-Family Residential
Traditional Neighborhood
Master Planned Community
Single Family Residential
Mobile Homes
Spaced Rural Residential
Commercial
Office Park
Light Industrial Flex
Heavy Industrial
Create and Compare Scenarios
Cache Valley
What do houses and roads cost?

**Average Home Price**

- **Scenario A**: $169,377
- **Scenario B**: $153,547
- **Scenario C**: $142,040
- **Scenario D**: $138,377

**Total Cost: New Roads**

- **Scenario A**: $116
- **Scenario B**: $73
- **Scenario C**: $86
- **Scenario D**: $85
How much water do we use?

Landscaping Water Use per Household

- Scenario A: 149.7 G/Day
- Scenario B: 93.5 G/Day
- Scenario C: 85.9 G/Day
- Scenario D: 86.5 G/Day
Conclusion

• Broad Participation
• Well Supported Vision
• Strong Desire to Implement
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