



[www.10power.org](http://www.10power.org)

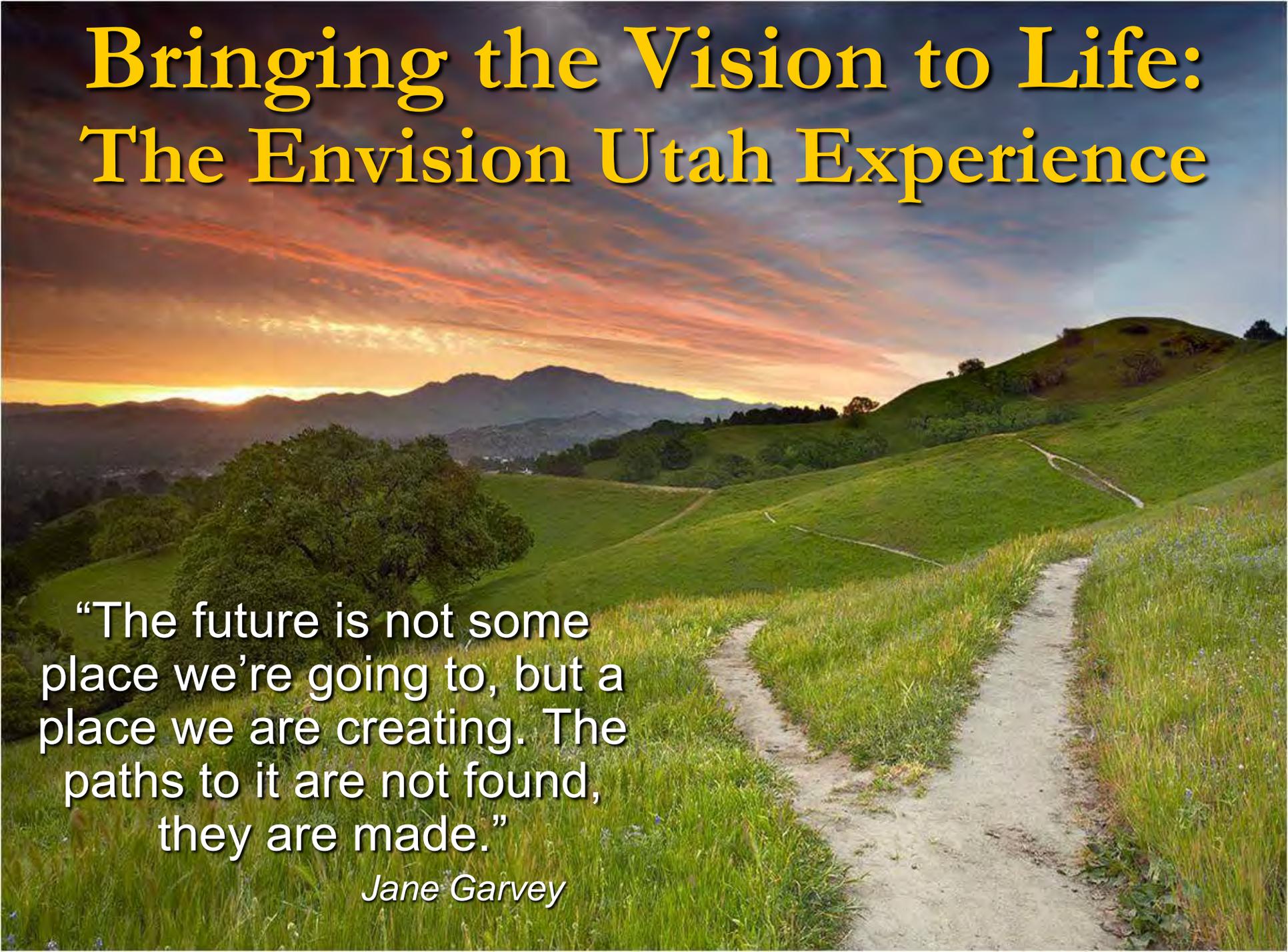
THE POWER OF TEN



Regional Keynote  
Speaker

**Alan Matheson**  
**Executive Director of**  
**Envision Utah**

# Bringing the Vision to Life: The Envision Utah Experience



“The future is not some place we’re going to, but a place we are creating. The paths to it are not found, they are made.”

*Jane Garvey*

# Great Things are Happening in Utah!

#1 Best State for Business and Careers, 2010 – *Forbes*

1st in the Nation for Economic Outlook, 2010 – *ALEC-Laffer, Rich States Poor States*

1st for Competitive Environment, 2010 – *ALEC-Laffer, Rich States Poor States*

1st for Best Quality of Life 2010 – *Business Facilities*

1st for Economic Dynamism, 2008 – *Kauffman Foundation*

1st for Technology Concentration and Dynamism, 2009 – *Milken Institute*

#1 Most Fiscally Fit State 2010 - *Forbes*

1st for Best Managed State in the Nation – *The Pew Center*

2nd Best Pro-Business State, 2010 – *Pollina Report*

2nd Best Education Climate, 2010 – *Business Facilities*

5th Best City for the Next Decade Salt Lake City 2010 - *Kiplinger*

# The “Utah Model”

## National Recognition of Utah Collaboration

- “As a practicing professional planner, I’ve found it refreshing to visit a region that is so intently focused on moving forward with high value placed on the quality of civic engagement, and with leaders so committed to the value of place — and collaborative decision making.”  
-- David Boyd, Citiwire (August 2010)
- “While much of the nation sputters along, Utah continues to reinvent itself in dramatic ways.”  
-- Allen Best, Planning Magazine (October 2010)
- “The most cited success is Envision Utah.”  
-- The Washington Post (June 2006)

# Regional Visioning

- A revolution in “scale appropriate” problem solving
- Empowers regions to enhance quality of life *and* successfully compete in the new global paradigm

**Regional Visioning is the  
Natural Evolution of “Place Making”  
to a Larger Scale**



# History of Planning in Utah



# Utah Faced Serious Challenges in 1997

- 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



# Envision Utah

How we grow matters.

- Formed in 1997 to evaluate and address growth issues
- Nonprofit, nonpartisan, voluntary
- Partnership of business, government, community

# Greater Wasatch Area

**Over 500 City  
Council  
Members**

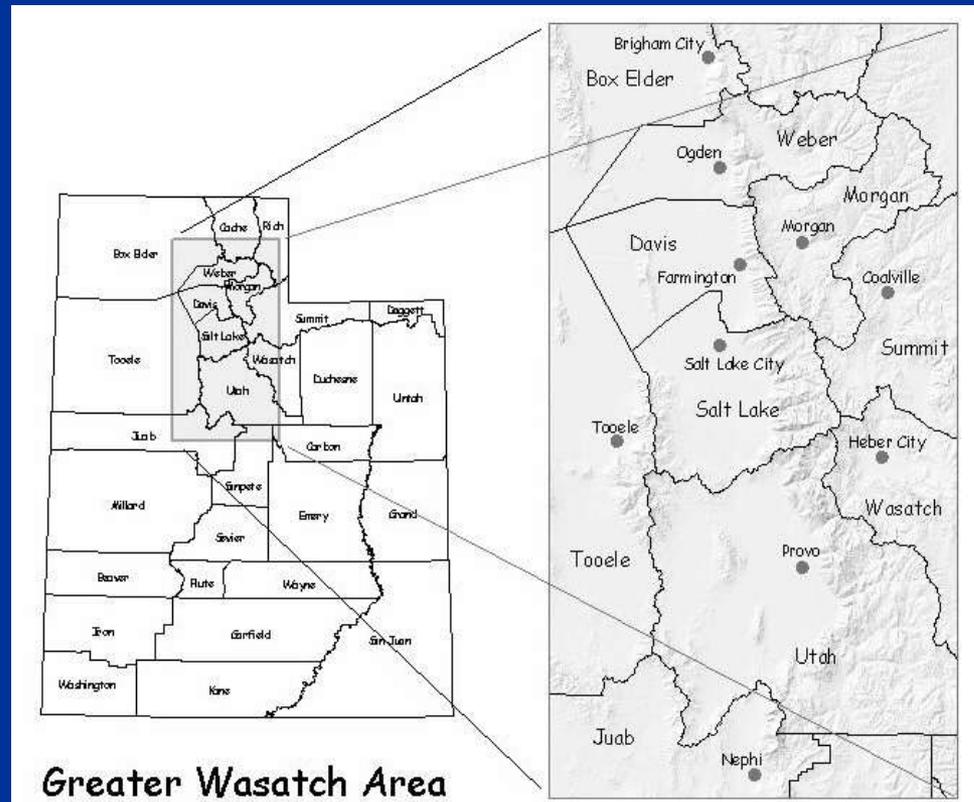
**Over 500 Planning  
Commissioners**

**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



# 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**

# Regional Visioning Starts with Regional 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.

# Public Workshops

Hundreds of  
meetings with  
thousands  
of participants



# Life in Utah

PERSONAL VALUES

Peace of Mind

Self Esteem

Personal Enjoyment

Self Esteem

Family Love

Personal Security

Self Satisfaction

Accomplishment

Freedom

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 Educational System

Outdoor Recreation

Traffic

Air Quality

High Income Level

Population Growth

Good Place for Family/Children

Scenic Beauty

Infrastructure

The People

To be sustainable,  
a region must satisfy the  
values, hopes, and dreams of  
present and future residents

# Values for Creating Great Communities

The image is a collage of nature-related photographs. At the top, there's a blue horizontal bar. Below it, a row of trees with green leaves. The central part of the image features a large, calm lake surrounded by a dense forest of green trees. Overlaid on this lake scene is the text 'PERSONAL GROWTH AND WELL-BEING' in a large, green, serif font. Below the lake, there's a scene of a person in athletic wear running on a grassy path next to a body of water, with a dog running alongside them. The bottom of the image has a blue background with the text 'Physical Wellness' in white.

# PERSONAL GROWTH AND WELL-BEING

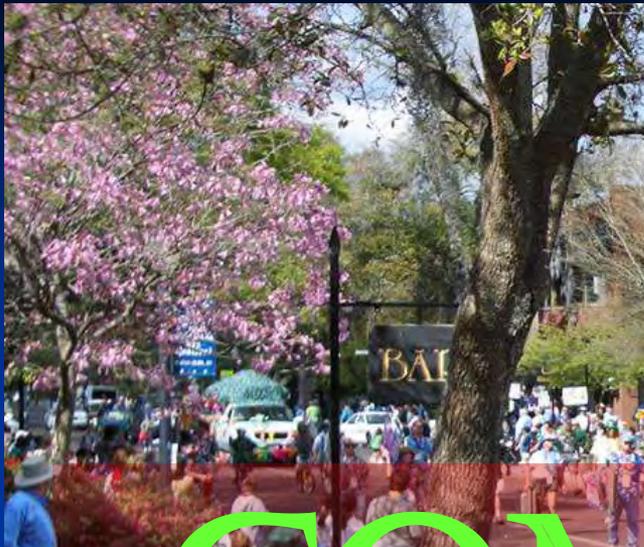
**Physical Wellness**



# 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 green forest with people walking in the distance. The path is flanked by dense foliage and flowers. 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 word "NATURE" is overlaid in large, green, serif font on a semi-transparent red rectangular background in the center of the main image.

# NATURE

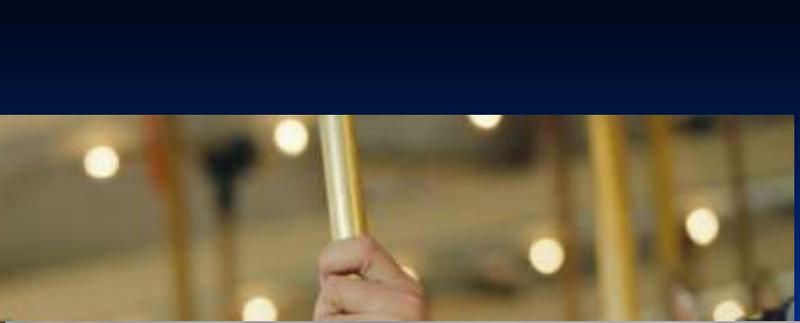
**Access to Nature**



Tim



Famil



Quality Recreational Activities

# SECURITY

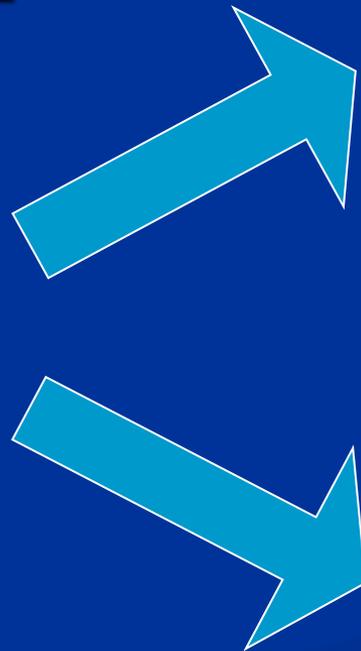


**Fewer Accidents**

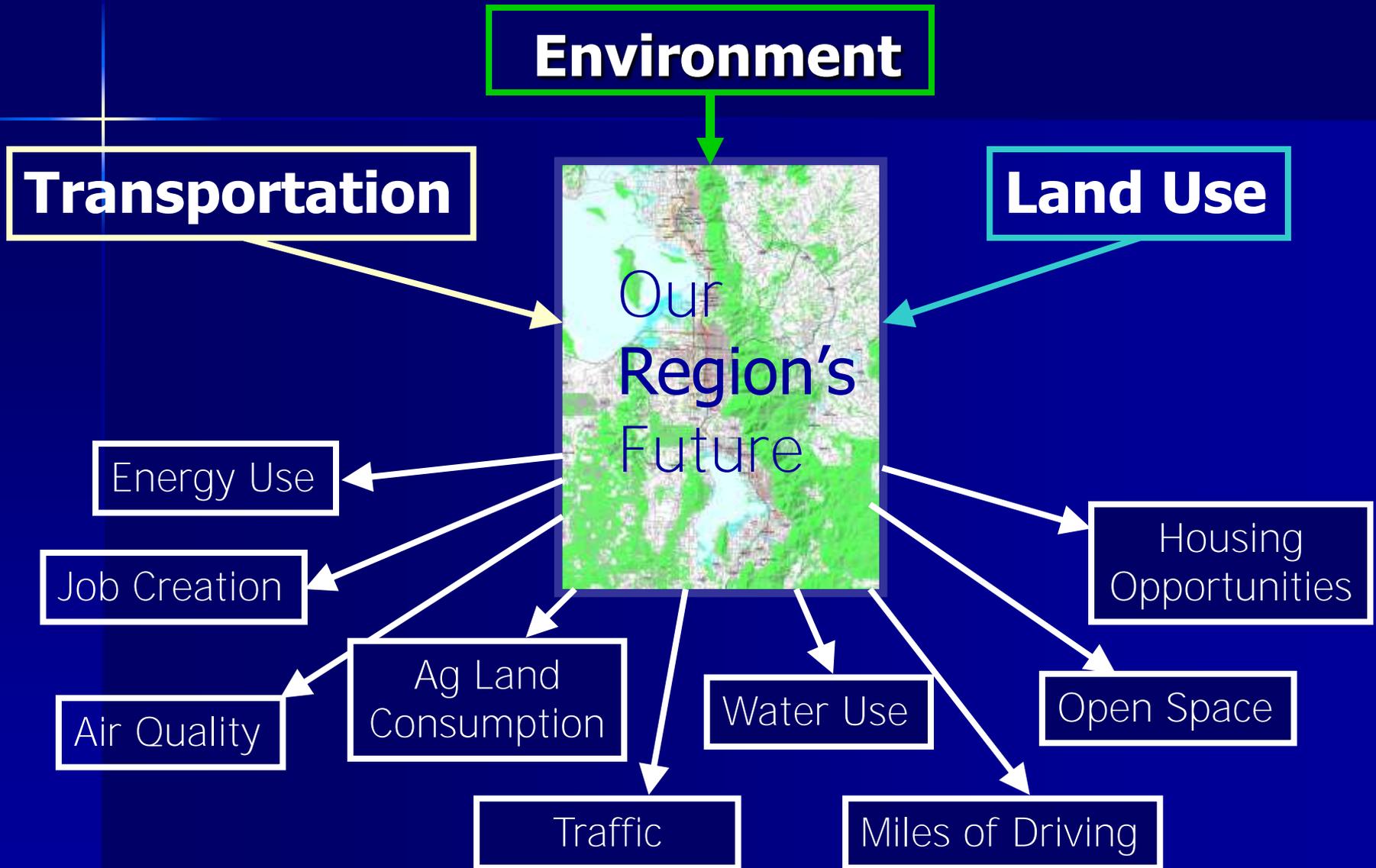
**Peace of Mind**

Use **Scenarios**  
to Evaluate and Present  
**Choices**

# Scenario Approach: Contrasts today's choices by showing long-term consequences



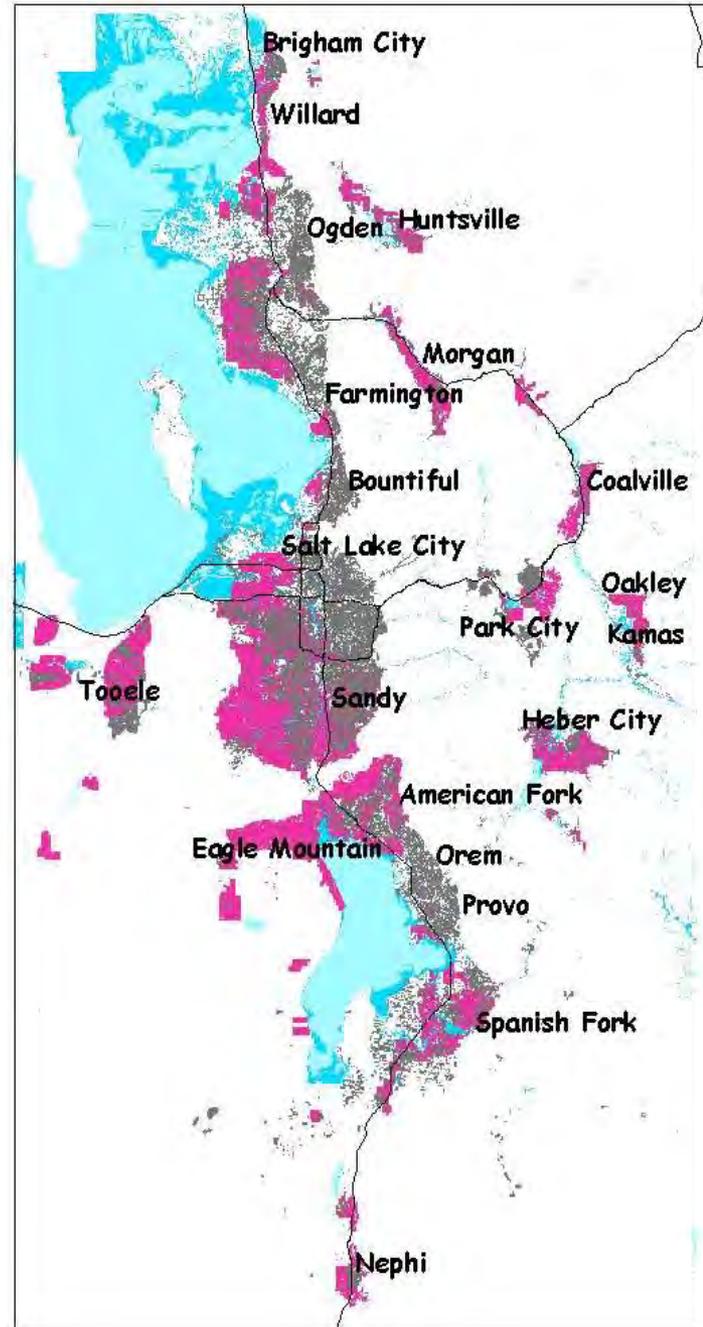
# Regional Choices and Outcomes



# Scenario A

## New and Existing Development

- Continuation of Recent Trends
- Larger lot sizes
- More auto-oriented development will occur.



ENVISION UTAH  
A Partnership for Quality Growth

## Scenario A

Freeways

New Development

Existing Development

Water Bodies

Wetlands & Floodplain

Fregonese  
Calthorpe  
Associates

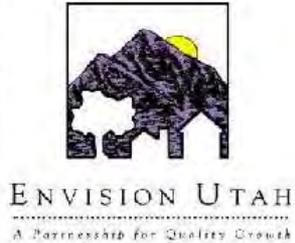
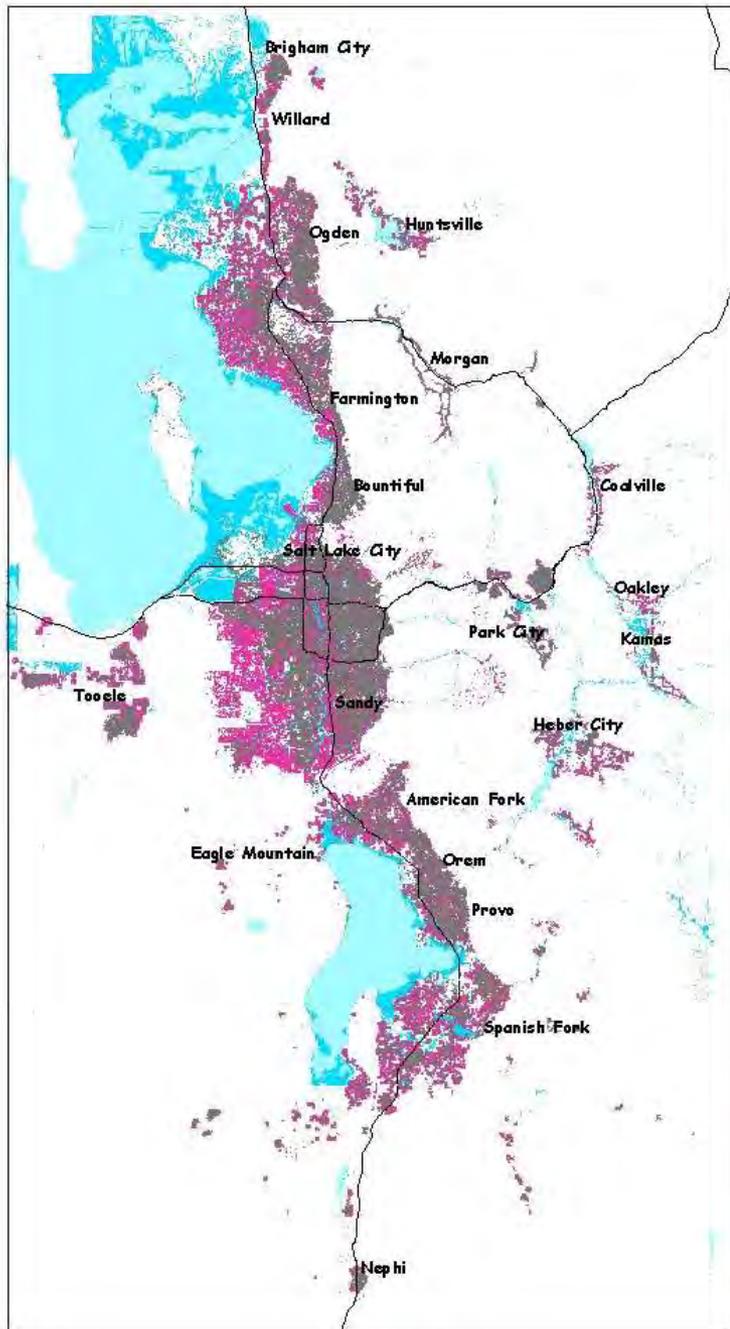
Regional and Urban Planning



# Scenario B

## New and Existing Development

- Baseline - implement adopted plans
- Dispersed development pattern common in last 20-30 years



## Scenario B

- Freeways
- New Development
- Existing Development
- Water Bodies
- Wetlands & Floodplain



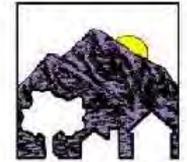
Regional and Urban Planning



# Scenario C

## New and Existing Development

- More infill and redevelopment
- Growth on new land focused into walkable, transit-oriented communities



ENVISION UTAH

A Partnership for Quality Growth

## Scenario C

Freeways

New Development

Existing Development

Water Bodies

Wetlands & Floodplain

Fregonese  
Calthorpe  
Associates

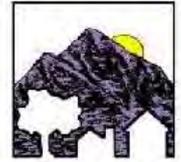
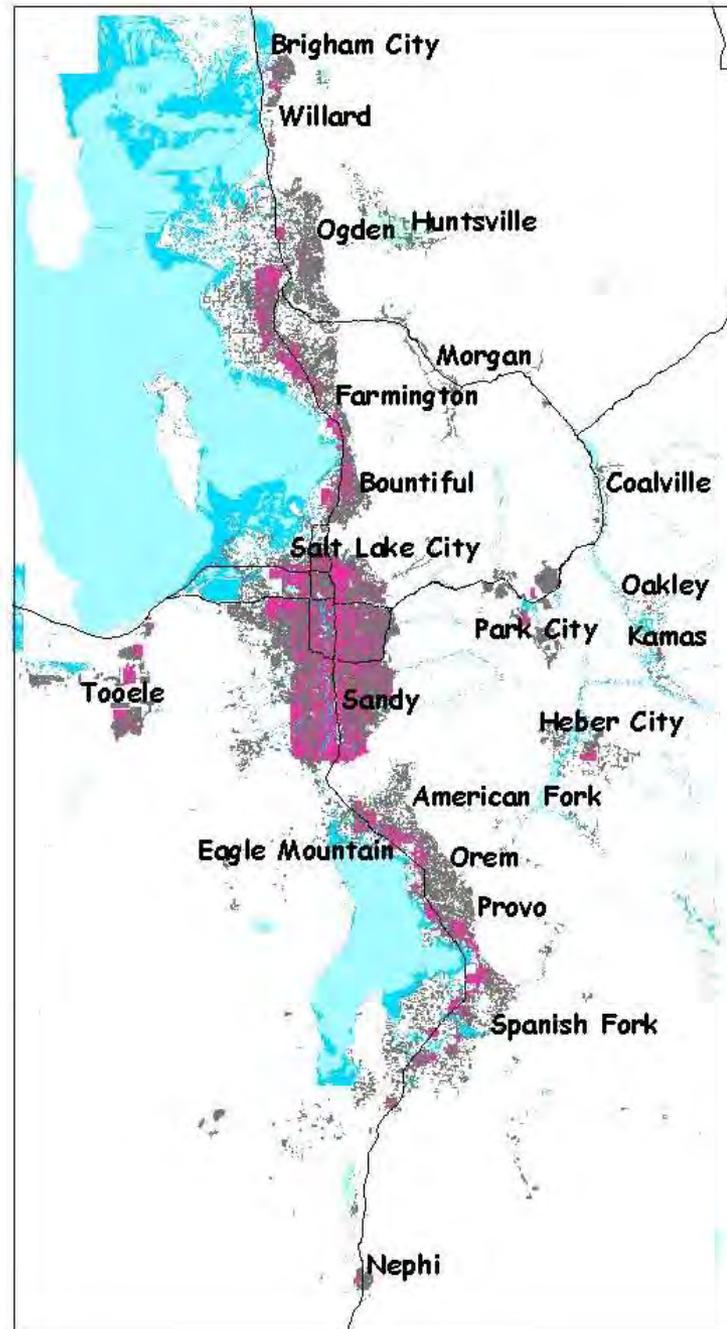
Regional and Urban Planning



# Scenario D

## New and Existing Development

- Significant increase in densities
- Extensive infill and redevelopment
- Extensive transit system



ENVISION UTAH  
A Partnership for Quality Growth

## Scenario D

Freeways

New Development

Existing Development

Water Bodies

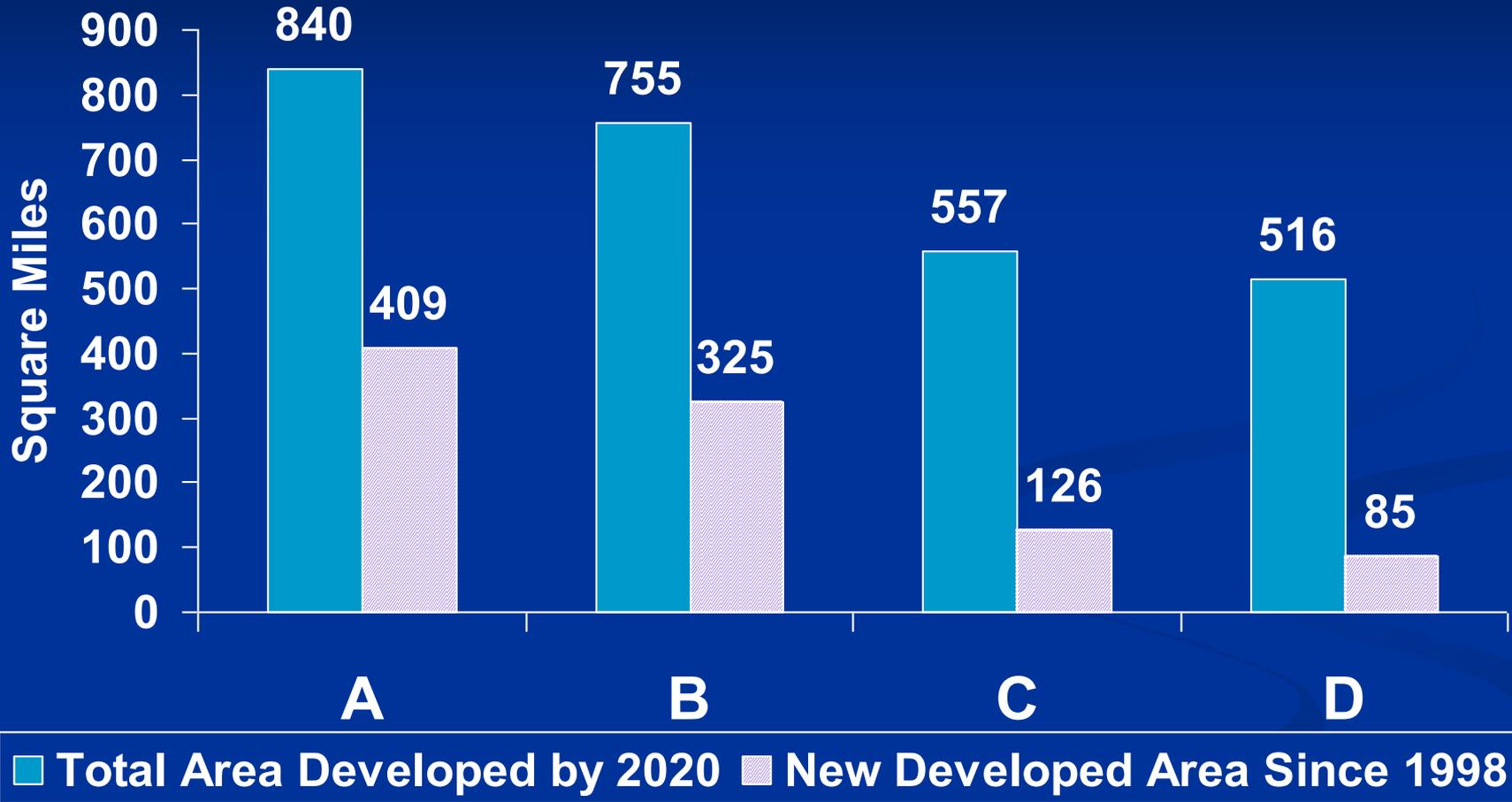
Wetlands & Floodplain

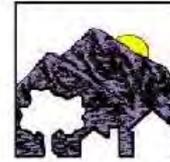
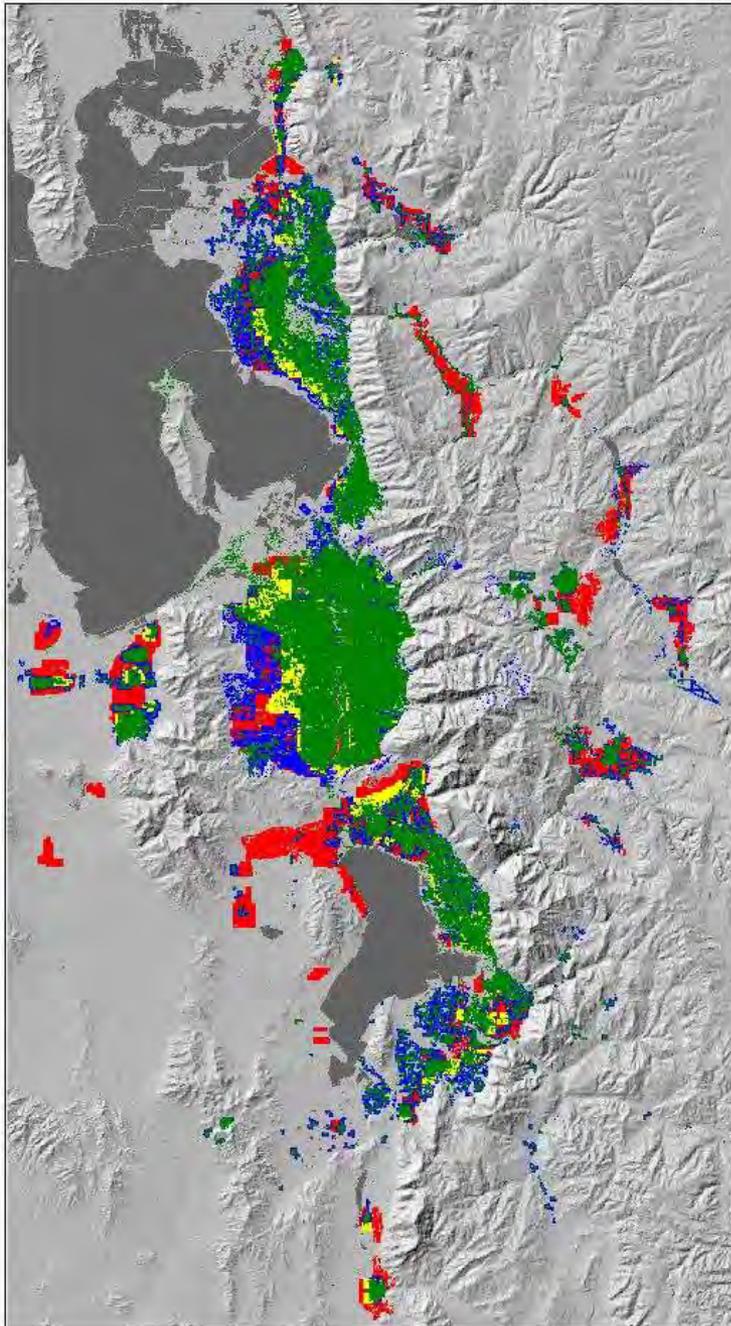
Fregonese  
Calthorpe  
Associates

Regional and Urban Planning



# Land Consumption





ENVISION UTAH  
*A Partnership for Quality Growth*

## Developed Area

-  Scenario A
-  Scenario B
-  Scenario C
-  Scenario D

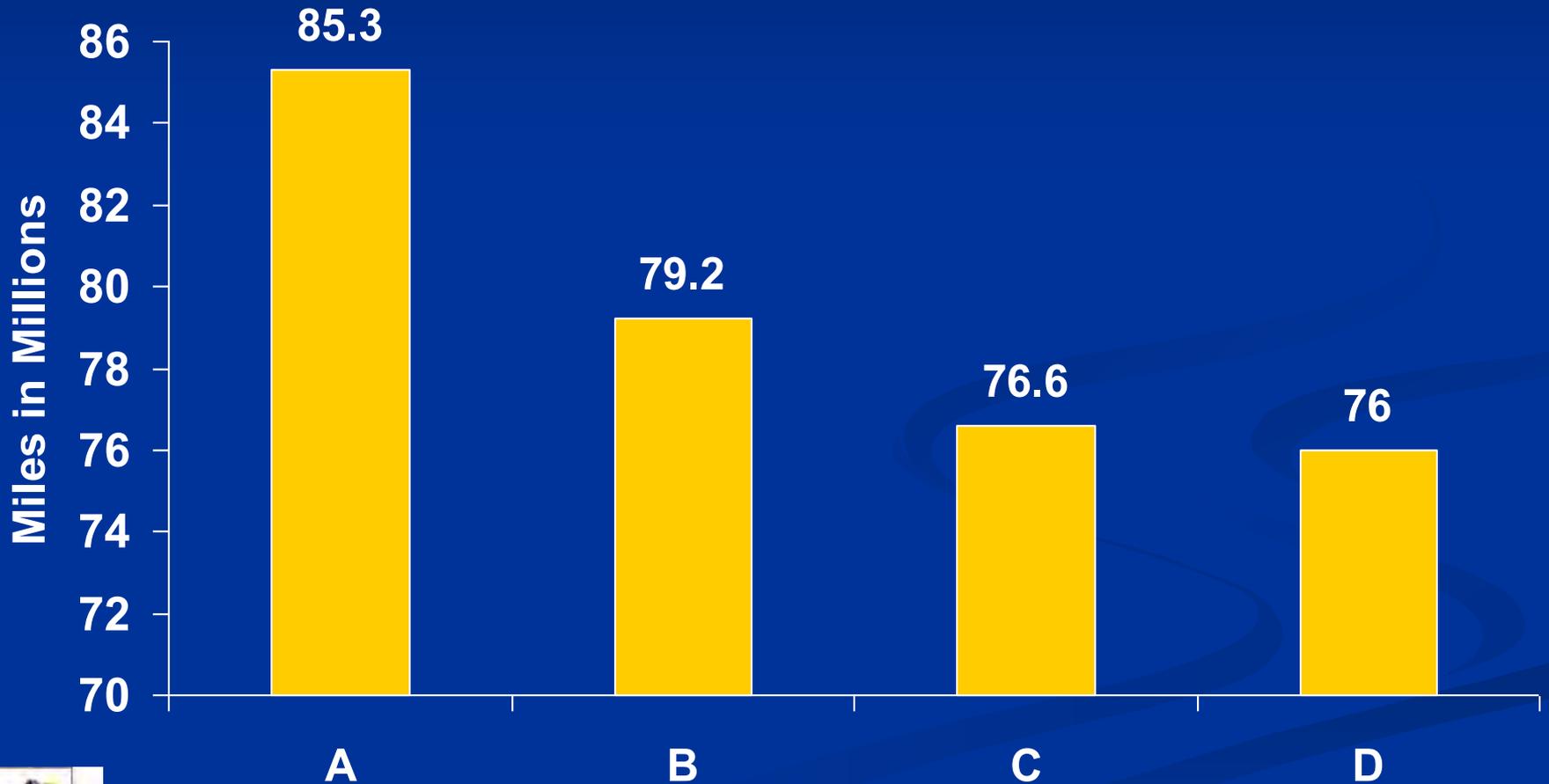
Fregonese  
Calthorpe  
Associates

Regional and Urban Planning



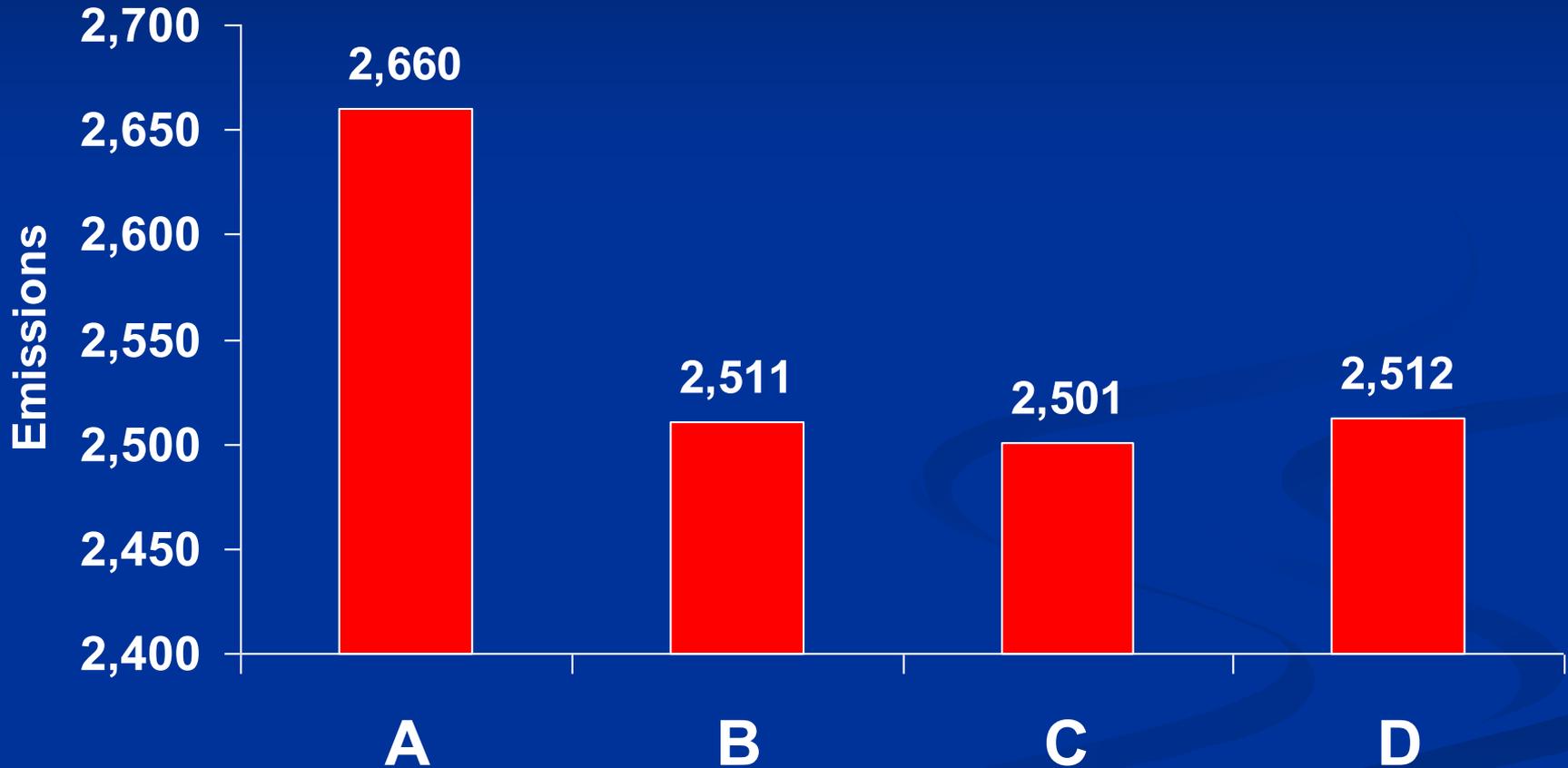
QGET

# Vehicle Miles of Travel Per Day

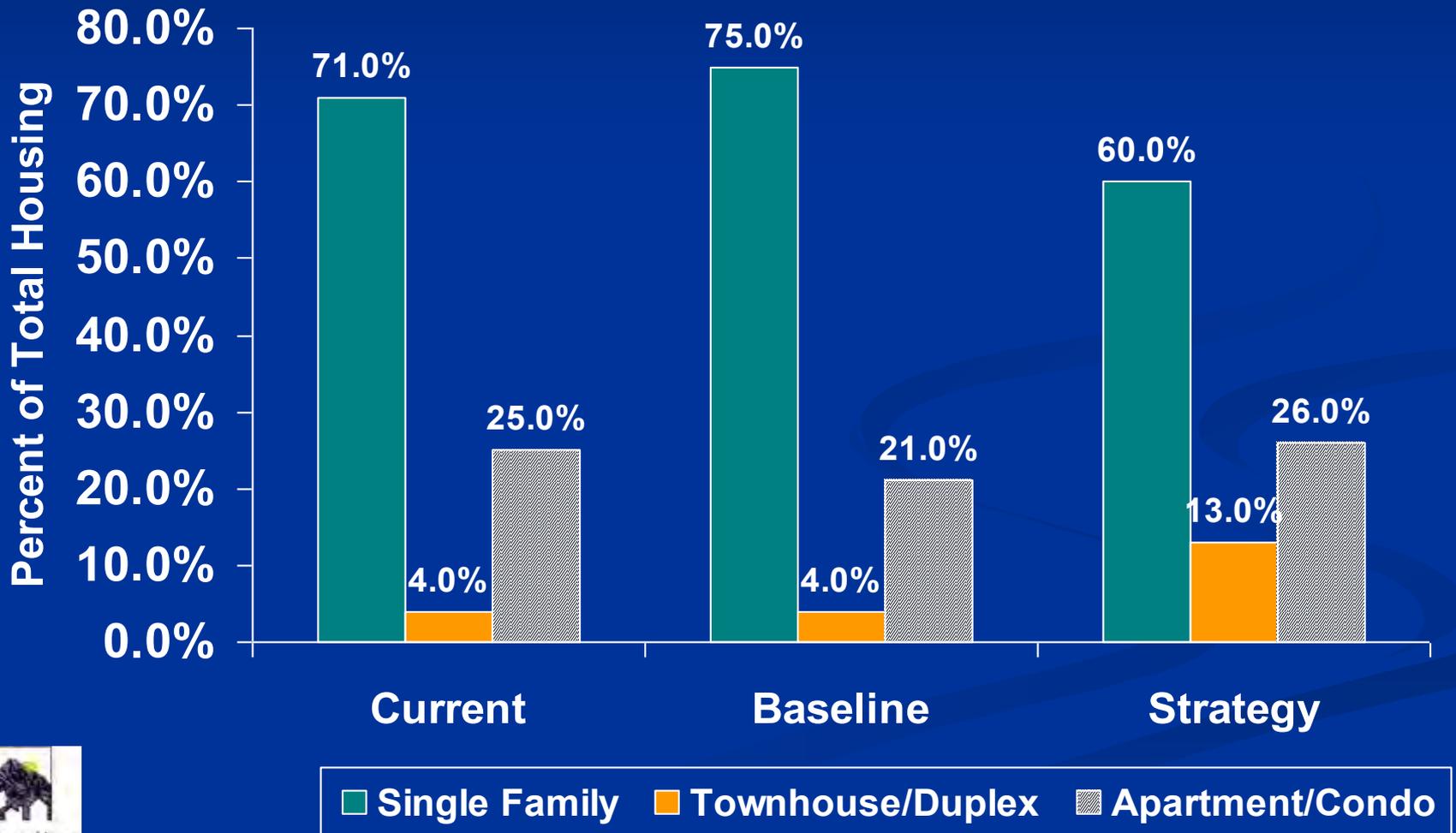


# Total Emissions

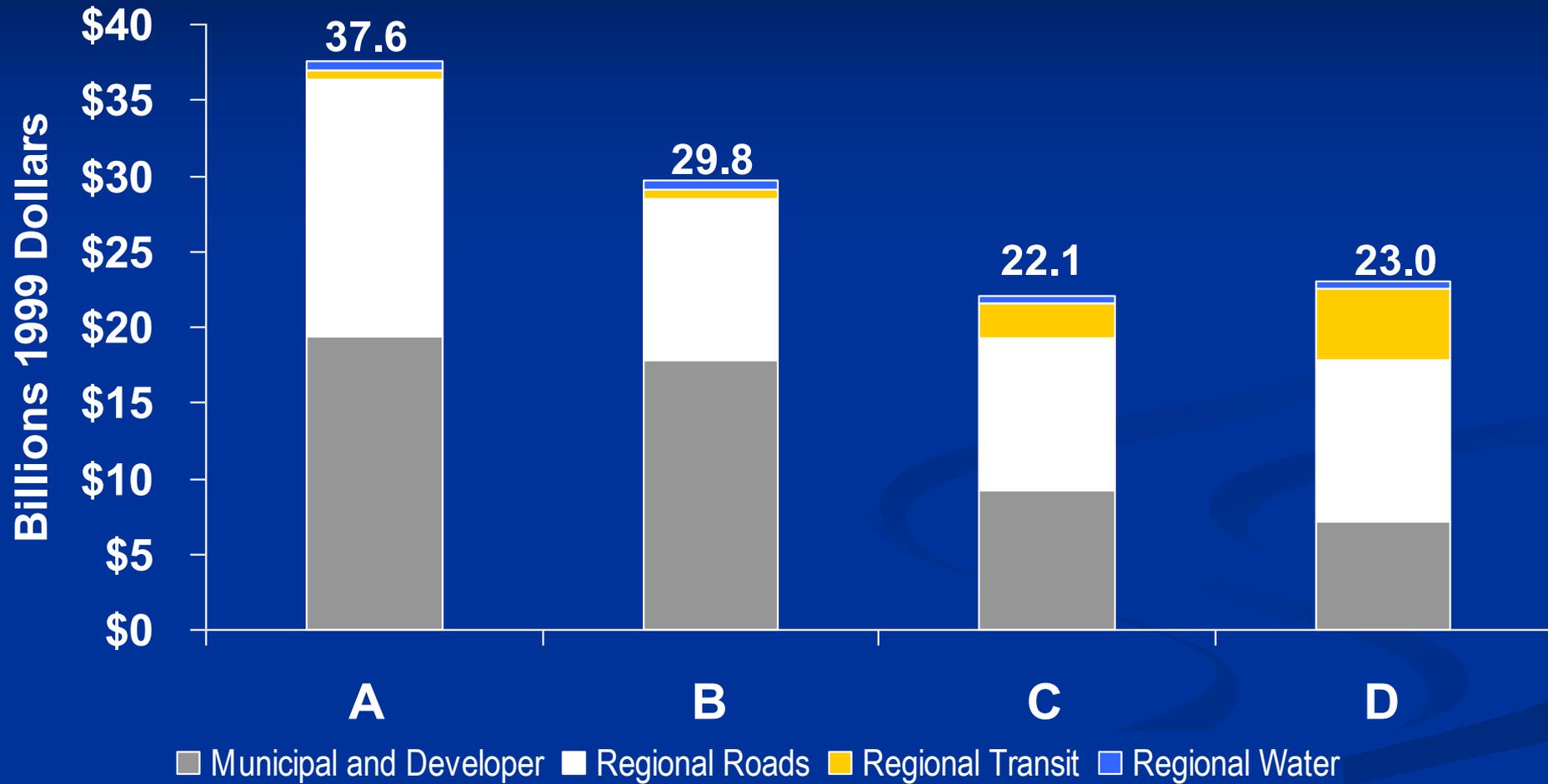
*Tons Per Day*



# Housing Mix: Current and 2020

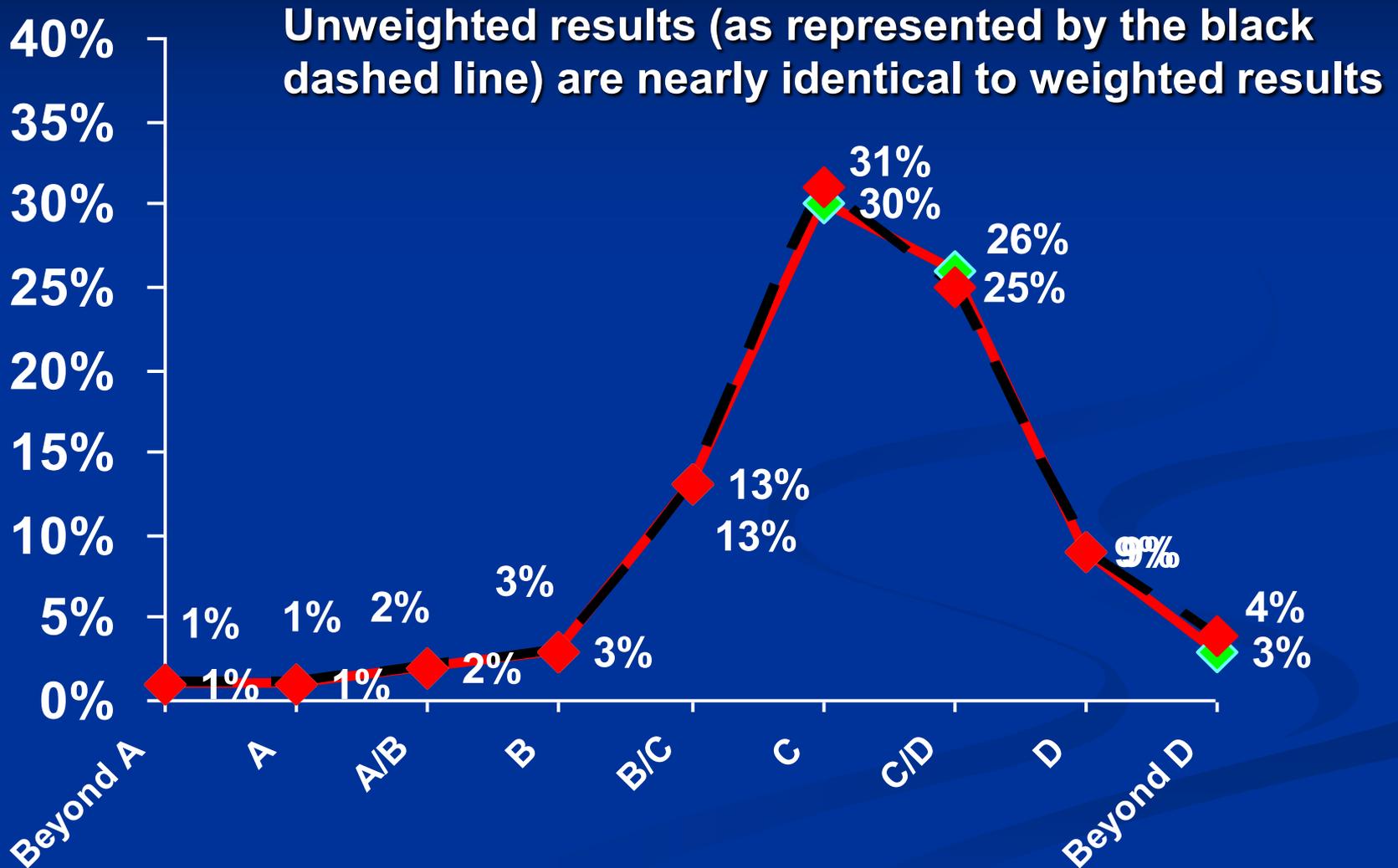


# Total Infrastructure Costs



# Choosing a Scenario

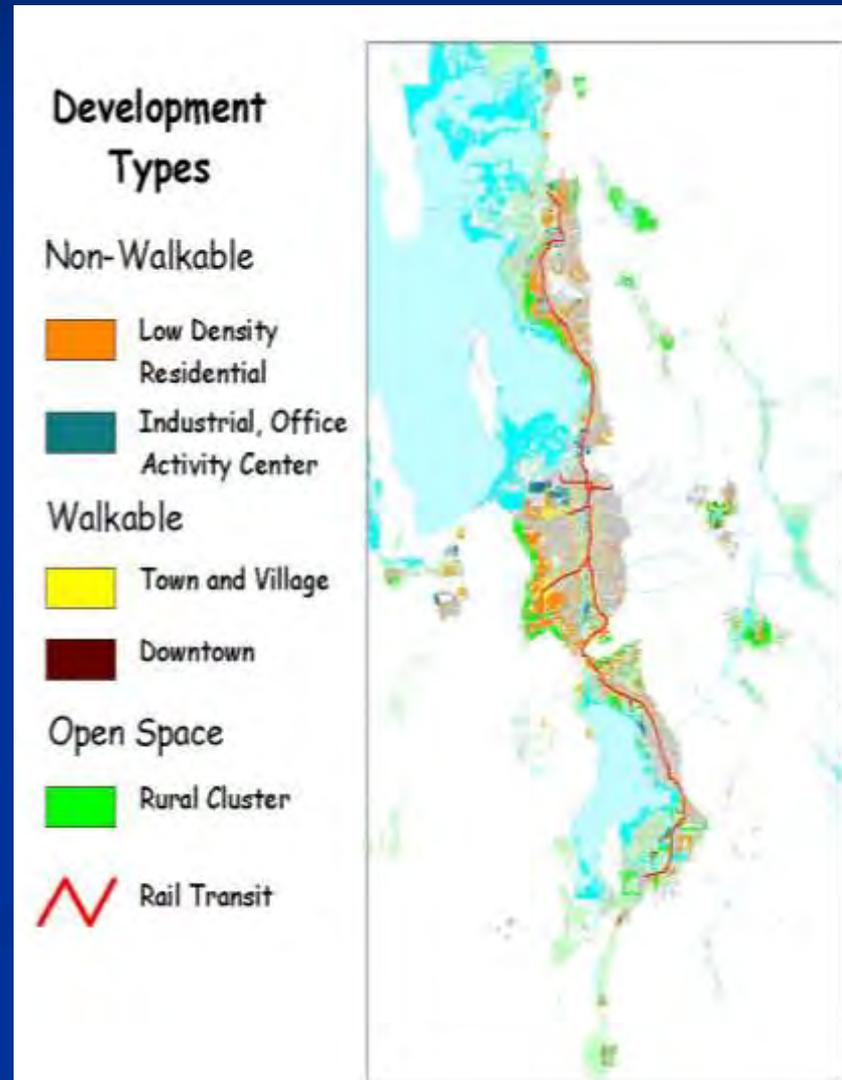
(Weighted vs. Unweighted Results)



# QUALITY GROWTH STRATEGY

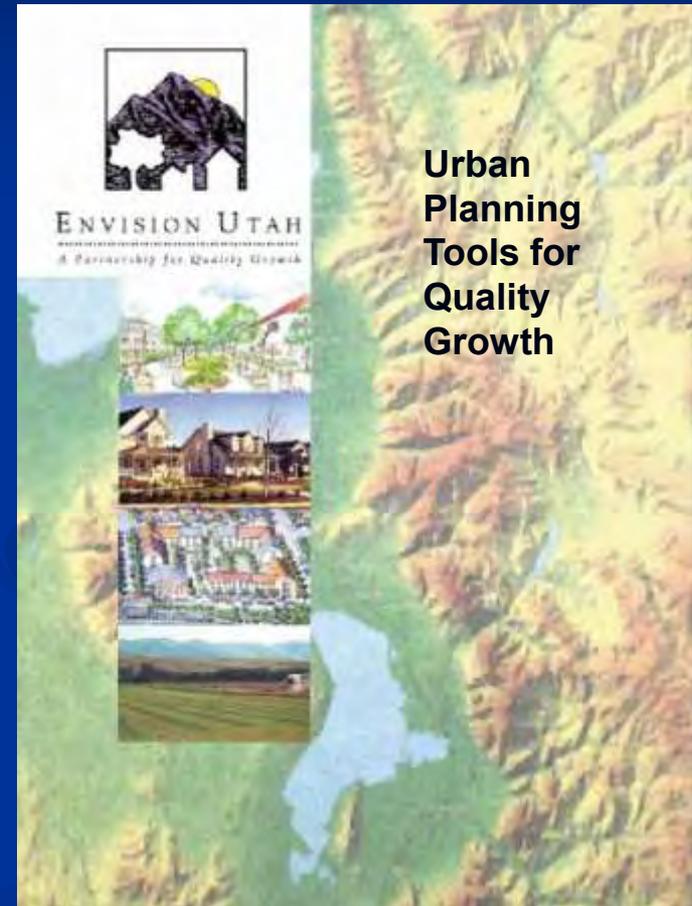
## Six Goals, 42 Strategies

- Enhance Air Quality
- Increase Transportation Choices
- Preserve Critical Lands
- Conserve Water Resources
- Provide Housing Opportunities
- Maximize Efficiency in Public Investments



# Envision Utah Toolbox & Training Sessions

Trained over 3000 key stakeholders (realtors, elected officials, planning commissioners, community councils, professional planners, developers and other interested citizens)



# PUBLIC AWARENESS EFFORTS

## Television, Radio and Newspaper



# Let's start today creating more regional public transportation choices

**MORE INFO TODAY**  
Call: 801-531-1120 AM

*that will help maintain quality of life for us,  
our children and grandchildren.*

### More Choices for people from every walk of life

Whether most of us will continue to live in suburbs, the type of transit, bus, streetcar, and light rail public transportation system that will give us more choices and options, more freedom and mobility, and provide more opportunities for people from every walk of life to go to and from work, shopping and recreation. A system can include commuter rail, light rail, lower cost and general rail, private vans and buses, and more businesses with more business centers. Your locally elected officials have developed a long-term regional vision plan to create a balanced public transportation system that will accommodate residents throughout the Greater Wasatch Area. For additional facts and information, please visit us online.



Photo: Utah Transit Authority

### Investing today saves money

A region-wide public transportation system is a key economic development strategy, which as part of a package of strategies, can help improve the quality of life and can save the region over \$1 billion dollars over the next 20 years, as well as include personal transportation costs to those using the system.

### Opportunities will be lost and expenses will go up if we fail to move forward now

Without the wisdom of a leader will be missed by our level will become more aware and able to build new roads or highways. The public transportation will become more expensive and difficult to build. Increasing the capacity of rail transit is more cost effective and less time to build than adding additional lanes to our roads and highways. Developing a region-wide public transportation system can help us take the pressure off our roads by providing an alternative.

### Benefits the economy and quality of life

The benefits go beyond transportation choices. Development for housing, shopping, work, recreation and cultural activities can conventionally still be built in a way that also supports public transportation needs. Communities that provide convenient and reliable public transportation exhibit a vitality that gives them a competitive edge in attracting economic development and is attracting and retaining business and workers. A region-wide public transportation system also benefits our region by reducing the number of commuters and their travel to work, reducing its time spent with family and friends. In addition, it helps reduce public expenses related, which will help keep them in place.



Photo: Utah Transit Authority



**It's up to you!**

Let's make  
smart choices  
and offer  
Envision Utah  
strategies  
today!  
1-800-4-A-UTAH  
www.EnvisionUtah.org

### Facts and Information

#### Envision Utah's Quality Growth Strategy through the year 2020

**Population Centers and Growth Goals**

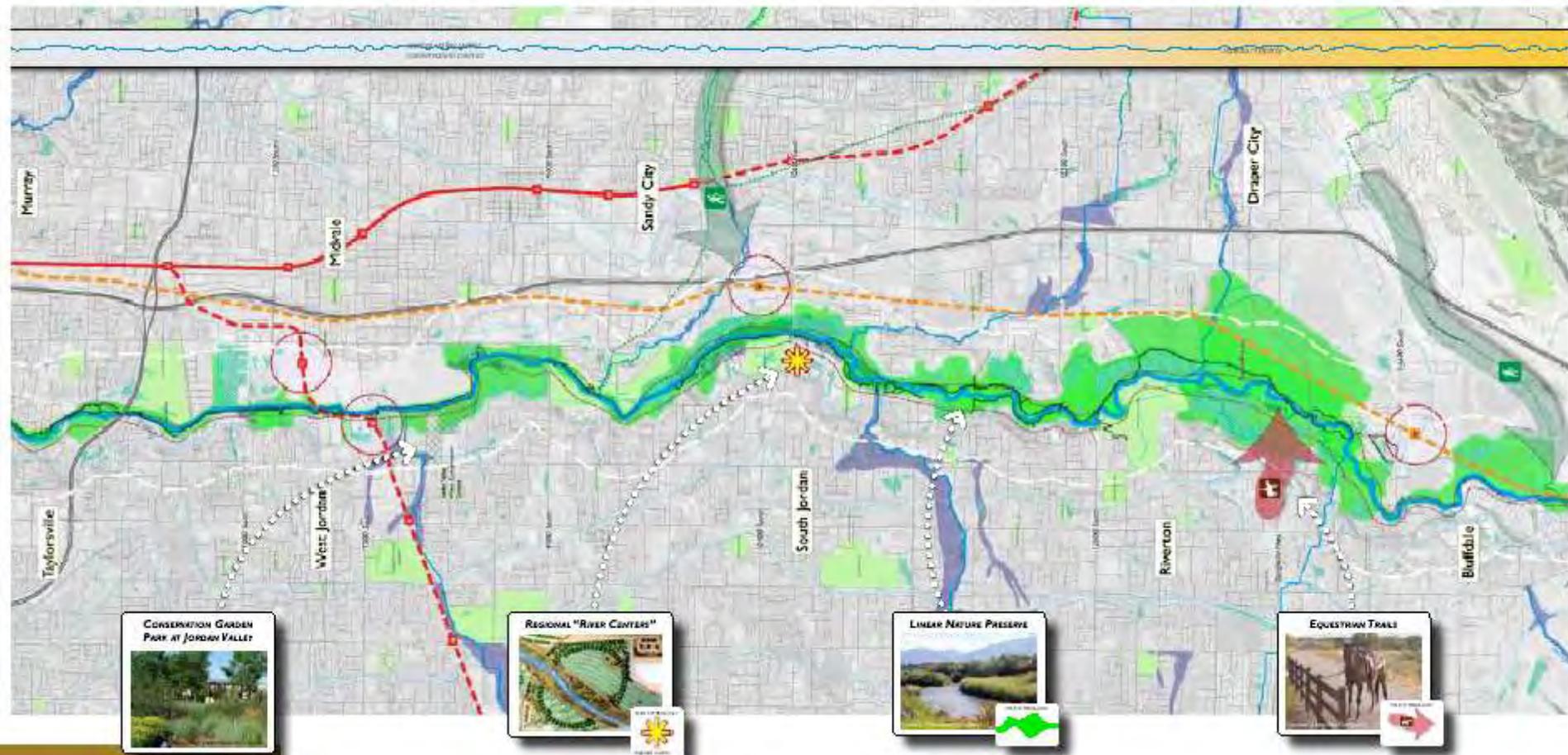
- Population Density
- High Density
- Medium Density
- Low Density
- Unpopulated

**ENVISSION UTAH'S QUALITY GROWTH STRATEGY IDENTIFIES SIX PRIMARY GOALS**

- Increase mobility and transportation choices
- Protect air quality
- Preserve critical lands
- Enhance and improve the quality of life
- Provide housing opportunities for a range of family and income sizes
- Maximize efficiency in public and infrastructure investments



# Blueprint Jordan River





  
*Wasatch Canyons*  
**TOMORROW**

# Reaching Out to Rural Communities



# The Wasatch Choice for 2040

**Building  
The Future We Want**

**The Greater Wasatch Region Vision for 2040**

**Wasatch  
CHOICE for 2040**

The poster provides a detailed vision for the region's future, including sections on transportation, land use, and community development. It features a central map showing the Wasatch region with various colored zones and infrastructure lines. The poster includes text sections, smaller maps, and a legend at the bottom.

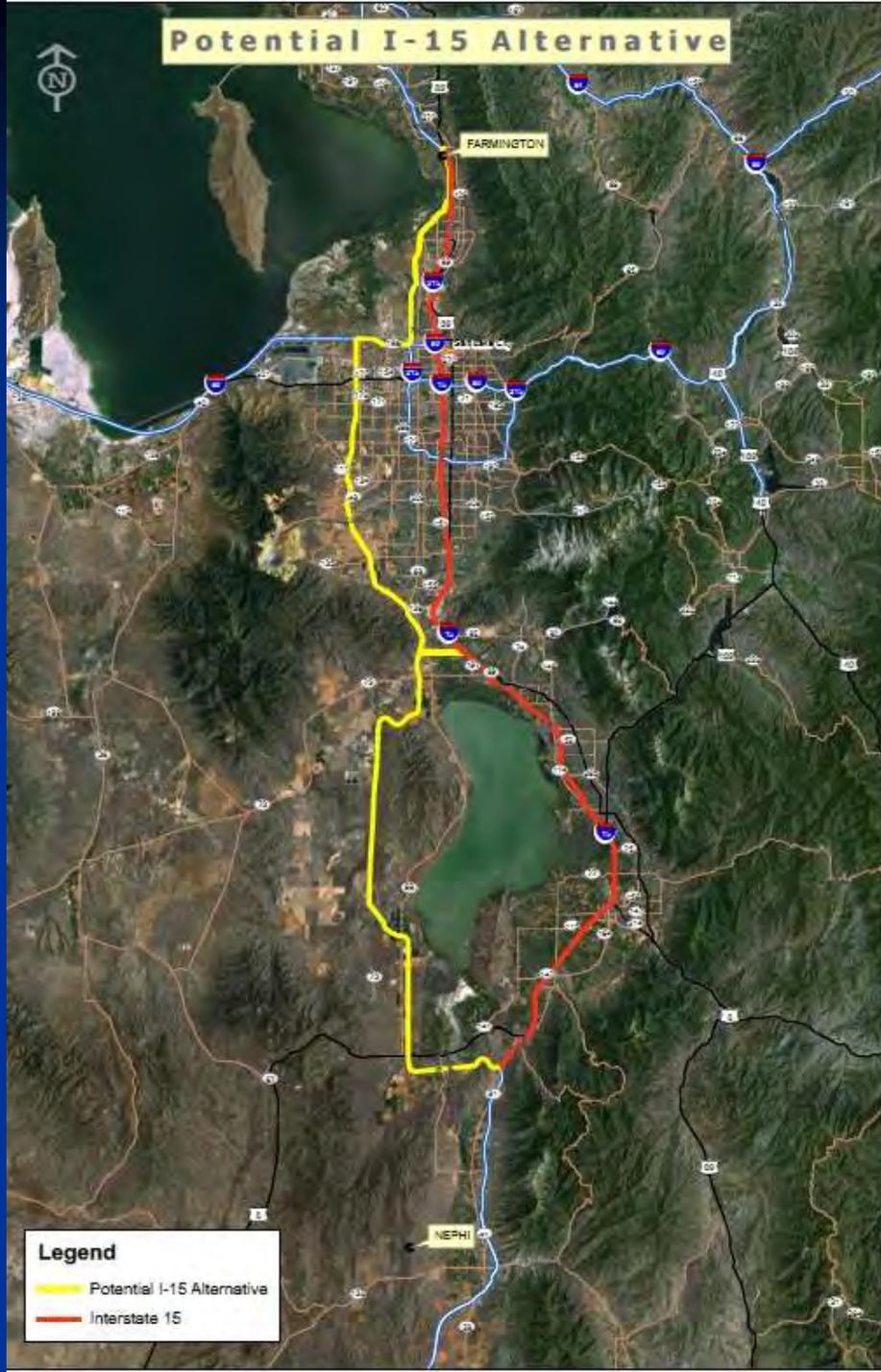


Is it worth it?

# Growth Strategy Implemented

---

- save \$4.5 billion in future infrastructure costs over the next 20 years
- conserve more land (171 square miles)
- provide more housing choices
- lower emissions resulting in less pollution
- reduce water consumption
- make our transportation system more efficient with less congestion on the roads

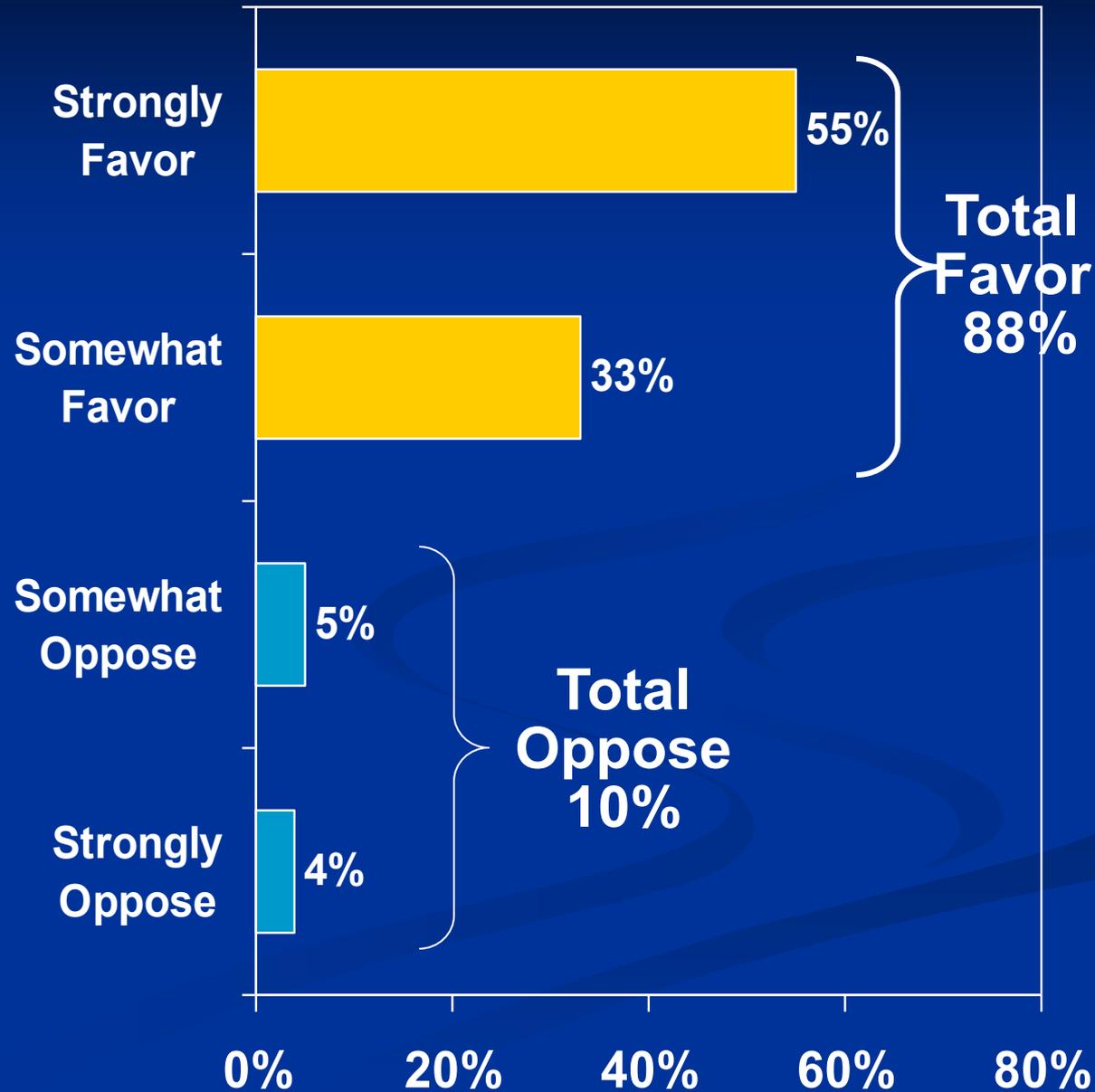


**Mountain View  
Corridor – a  
multimodal  
parallel corridor  
to I-15**

**An Envision Utah  
process saved  
millions of  
dollars and years  
of delay**

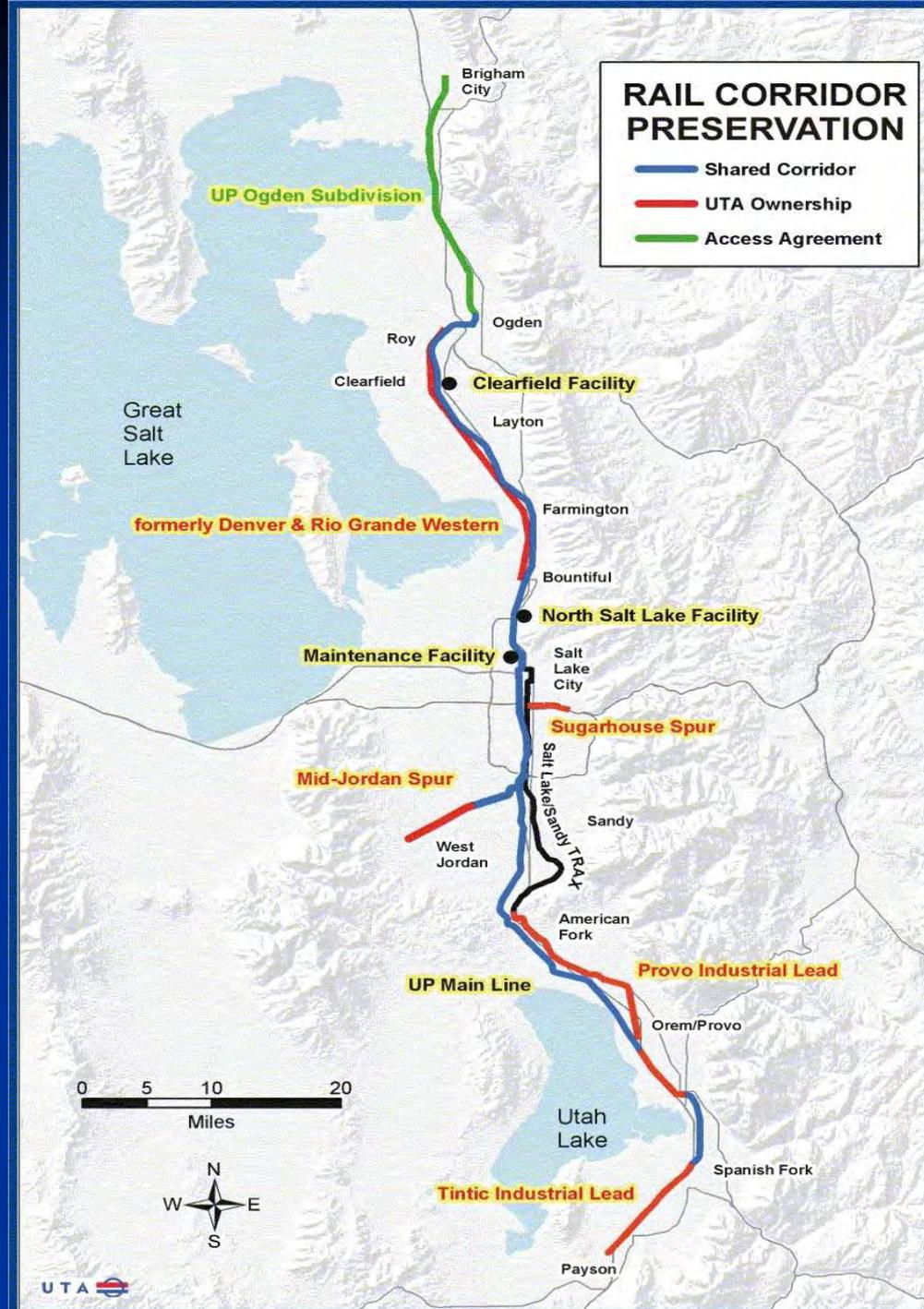
# Utah's Public Transportation

*Do you favor or oppose the EXPANSION of light rail, often referred to as TRAX, and other public transportation systems?*



# Preparing for Future Transit

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



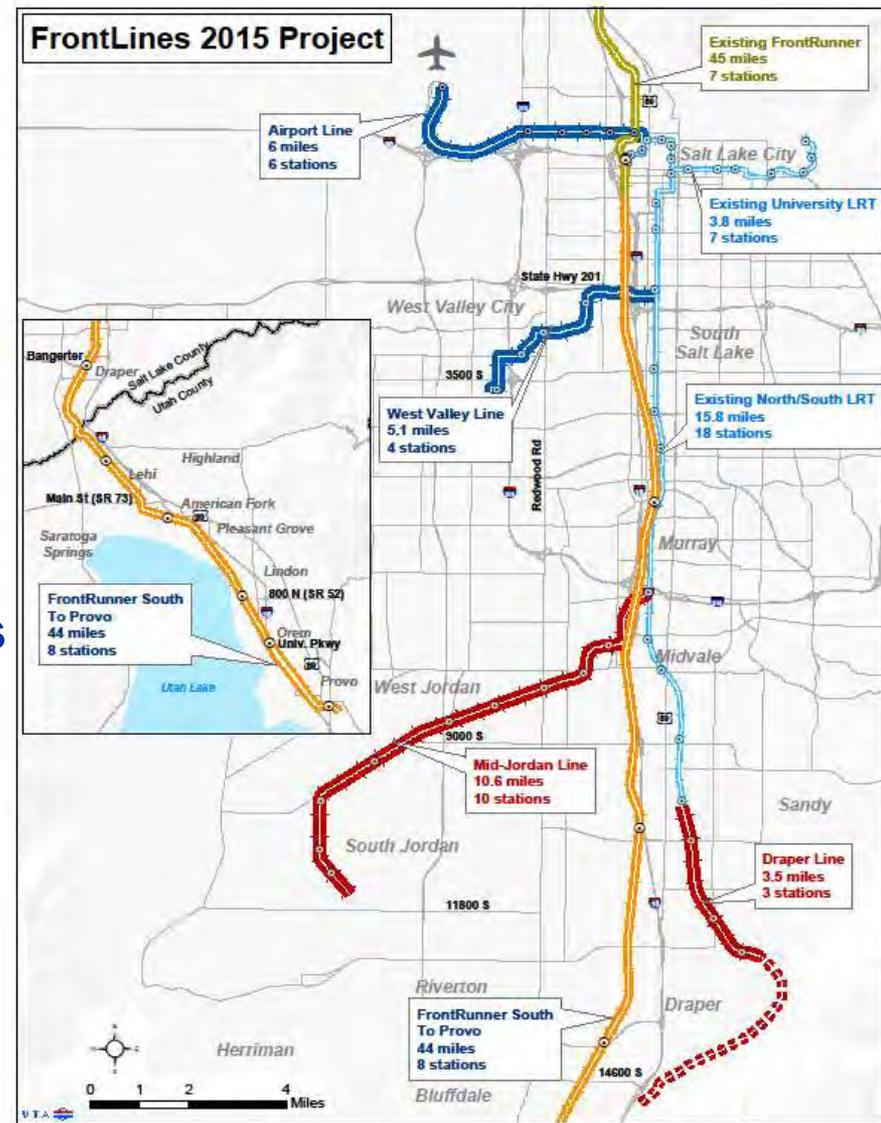
# Existing Rail System

- **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 Future We Want

## Vision

**Challenge and Opportunity**  
 The Greater Wasatch region is an area of opportunity and challenge. It is a region of great natural beauty and resources, but it is also a region of rapid growth and change. The region's future is uncertain, and we must plan for the challenges ahead. This vision provides a framework for the region's future, and it is a call to action for all who live in the region.

## Strategic Principles for a Bright Future

- 1. Preserve the Environment**  
 The region's natural resources are its greatest assets. We must protect these resources for future generations. This includes protecting our water, air, and land resources, and preserving our natural beauty.
- 2. Promote Economic Growth**  
 The region's economy is its lifeblood. We must promote economic growth and development, and create jobs for all who live in the region. This includes supporting our businesses and industries, and attracting new investment.
- 3. Enhance Quality of Life**  
 The region's quality of life is its greatest strength. We must enhance this quality of life for all who live in the region. This includes improving our infrastructure, and providing access to parks and recreation.
- 4. Foster Community**  
 The region's communities are its heart. We must foster a sense of community and belonging, and work together to solve our problems. This includes supporting our local organizations and initiatives, and encouraging civic participation.

## Strategic Principles Cover in Life

The diagram illustrates the interconnected nature of the strategic principles. It features a central circle with various icons representing different areas of focus, such as nature, a factory, a person, and a group of people. The principles are arranged around this central circle, showing how they all contribute to a holistic vision for the future.

## Empower Utah's Future

The region's future is in our hands. We must take action now to ensure a bright future for all who live in the region. This vision provides a framework for our actions, and it is a call to action for all who live in the region. We must work together to solve our problems, and create a better future for all.

**Wasatch CHOICE for 2040**  
 The Greater Wasatch Vision for 2040 is a call to action for all who live in the region. It is a vision of a bright future, and it is a vision that we can all achieve. We must work together to solve our problems, and create a better future for all.

# The Greater Wasatch Vision for 2040

The Greater Wasatch is an area encompassing from Weber County south to Utah County and from Wasatch County east to Salt Lake County. We envision a region that is a model for the future, and that is a region that is a model for the future. This vision provides a framework for the region's future, and it is a call to action for all who live in the region.



# Wasatch CHOICE for 2040

## Integration

The region's future is uncertain, and we must plan for the challenges ahead. This vision provides a framework for the region's future, and it is a call to action for all who live in the region. We must work together to solve our problems, and create a better future for all.

## Environment

The region's natural resources are its greatest assets. We must protect these resources for future generations. This includes protecting our water, air, and land resources, and preserving our natural beauty.

## Community

The region's communities are its heart. We must foster a sense of community and belonging, and work together to solve our problems. This includes supporting our local organizations and initiatives, and encouraging civic participation.

## Transportation

The region's transportation system is its lifeblood. We must improve this system, and provide access to parks and recreation. This includes supporting our local organizations and initiatives, and encouraging civic participation.

## Water Resources

The region's water resources are its lifeblood. We must protect these resources for future generations. This includes protecting our water, air, and land resources, and preserving our natural beauty.

## Land Use

The region's land use is its lifeblood. We must protect these resources for future generations. This includes protecting our water, air, and land resources, and preserving our natural beauty.

## General Land Use Legend

- Residential
- Commercial
- Industrial
- Public
- Open Space
- Water
- Transportation



HUD Livable and Sustainable Communities grant supports Utah's efforts to implement the Wasatch Choice for 2040—our regional vision

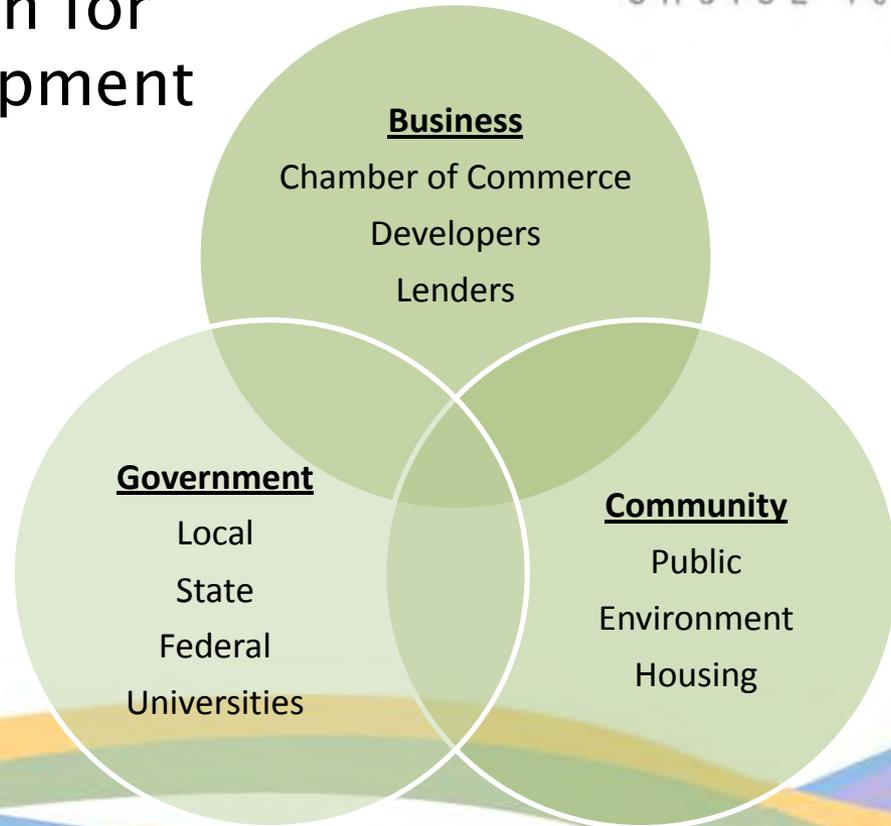
# *Implementing the Wasatch Choice for 2040:*



- Creating a framework for collaboration
- Communicating the Regional Transportation Plan (RTP)
- Developing a Regional Housing Plan
- Creating tools for decision-making
- Testing the concepts
- Sharing the knowledge-base

# *The framework for collaboration:*

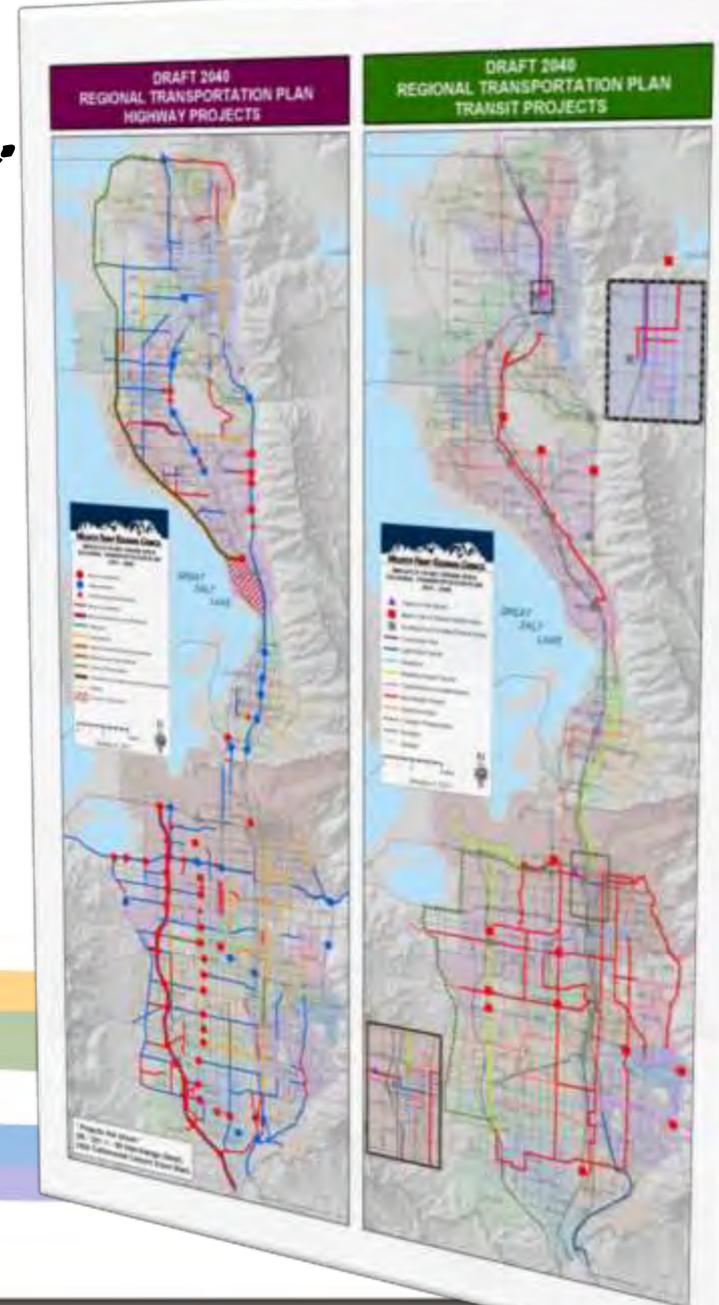
Partnerships to plan for growth and development



# *The Regional Transportation Plan:*

Assumes implementation of WC2040

- Regional approach: WFRC, MAG, MPO, RTP
- Multi-modal
- Capacity safety and preservation of existing roadway system
- Comprehensive transit system: Bus Rapid Transit, streetcar and bus to complement rail system



# *Utah's First Regional Housing Plan:* Completed by the Bureau of Economic and Business Research at the University of Utah



- Market driven
- Focus on housing choice



# *Tools for decision-making:*

The Envision Tomorrow + Model (ET+)

World's foremost land-use impacts model



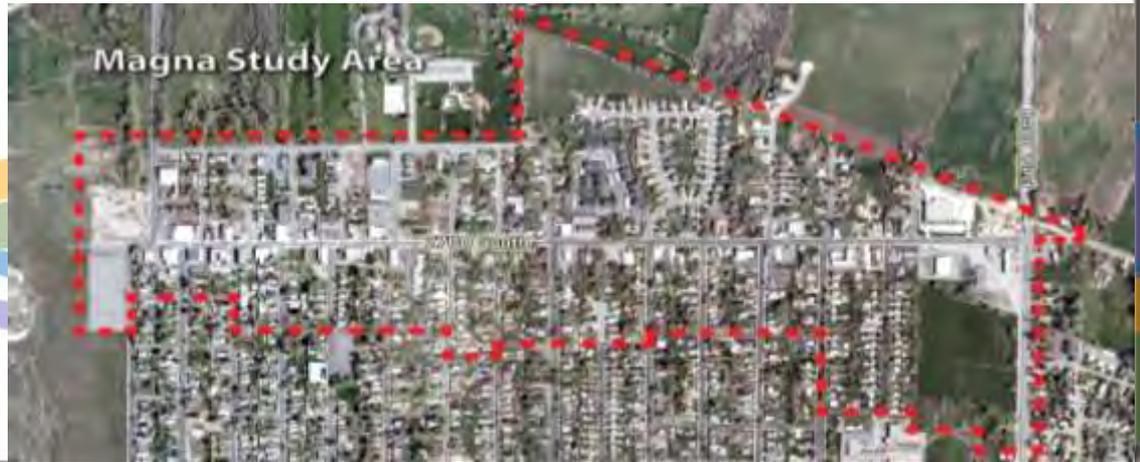
Develop  
Scenarios

Evaluate  
Impacts

Predictive Growth Model  
Building and Land Use Types  
Building Energy Consumption  
7D Transportation Effects  
Return of Investment  
H + T Costs  
Air Quality and Climate Impacts  
Fiscal Impact  
Public Health  
Employment Growth  
Employment Resilience  
Development Capital  
Redevelopment Timing  
Water Consumption  
Transportation Safety  
Workforce Housing  
LEED-ND Application  
Public Assets

*Testing the Concepts:* Six demonstration sites where ET+ will be applied in a collaborative process

- 3900 South TRAX Station – South Salt Lake City / Millcreek Township
- 10000 South – Sandy City
- Magna Town Center
- Provo Intermodal Hub
- Salt Lake City Central Station
- Salt Lake City Streetcar



# Sharing the Knowledge-base:

## The WC 2040 Toolbox

- Regional Visioning
- Envision Tomorrow +
- Transportation and Housing Plans
- Demonstration Sites
- Form-Based Code
- Innovative Financial Tools



A brochure for 'Wasatch CHOICE for 2040' with a light blue background. It features the same logo as above. The main headline is 'We Can Choose a Better Future' in bold black text, with 'Choose' in orange. Below this is a paragraph: 'We enjoy an unparalleled quality of life along the Wasatch Front. People from all over the world are drawn to our stunning scenery, rich opportunities, and friendly spirit.' This is followed by another paragraph: 'As one of America's fastest growing regions, we cannot take our high quality of life for granted.' Below that is a third paragraph: 'How we grow will affect how we and our children will live. Important choices face us, and the path we take will have long-term consequences.' The next paragraph reads: 'Utah has been a national leader in collaboration and planning for the future of our communities. Will we continue to act with purpose, building on our regional vision?' This is followed by a final paragraph: 'Will we continue to work together today so our children and grandchildren can prosper in a good job, afford a home, enjoy an active and healthy lifestyle, travel conveniently, access Utah's natural beauty, and live in safe, neighborly communities?' At the bottom right, it says 'This is our choice to make!' in bold black text, with 'choice' in orange. There are three polaroid-style photos on the left side: 'Economic Opportunities' showing a city street, 'Nature &amp; Outdoors' showing a field of yellow flowers, and 'Safe &amp; Healthy Communities' showing a family walking. At the bottom left, there is a small logo and the text 'A National Trust Place supported by the Department of Planning'.

# Changing Attitudes



1997



2004





# Bringing the Vision to Life: The Envision Utah Experience

“The future is not some place we’re going to, but a place we are creating. The paths to it are not found, they are made.”

*Jane Garvey*



**Envision  
Utah** How we grow matters.