

Values

The Foundation of Regional Visioning

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**Envision
Utah** How we grow matters.

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

- n Values are stable and enduring; life's "tides" as opposed to the "waves."
- n Values are widely shared and create consensus among diverse groups.
- n Satisfying ones' values is the foundation of personal decision making.

**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. At the top left, there's a small inset showing the interior of a modern building with a white ceiling and recessed lighting. Below this is a large, vibrant photograph of a lake surrounded by lush green trees. The water is a deep blue, and the sky is a clear, bright blue. In the foreground, a woman in a yellow tank top and blue shorts is running on a grassy path. A dog is also visible, running alongside her. The text 'PERSONAL GROWTH AND WELL-BEING' is overlaid in large, bold, green letters across the middle of the lake scene. At the bottom, the text 'Physical Wellness' is written in white on a dark blue background.

PERSONAL GROWTH AND WELL-BEING

Physical Wellness



EDUCATION

Lifelong Learning

Higher Education





COMMUNITY



Neighborliness



Community Interactions

The image is a collage of nature scenes. The central focus is a dirt path winding through a lush forest with tall trees and dense undergrowth. A semi-transparent red rectangular box is overlaid on the path, containing the word "NATURE" in large, bright green, serif capital letters. To the left, a vertical strip shows a waterfall cascading into a pool of water. To the right, another vertical strip shows a paved road curving through a dense green forest. The top of the image shows a line of trees against a bright sky.

NATURE

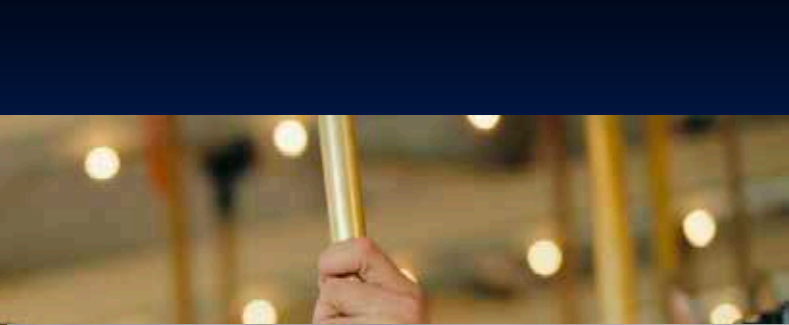
Access to Nature



Tim



Famil



FAMILY

Quality Recreational Activities

SECURITY

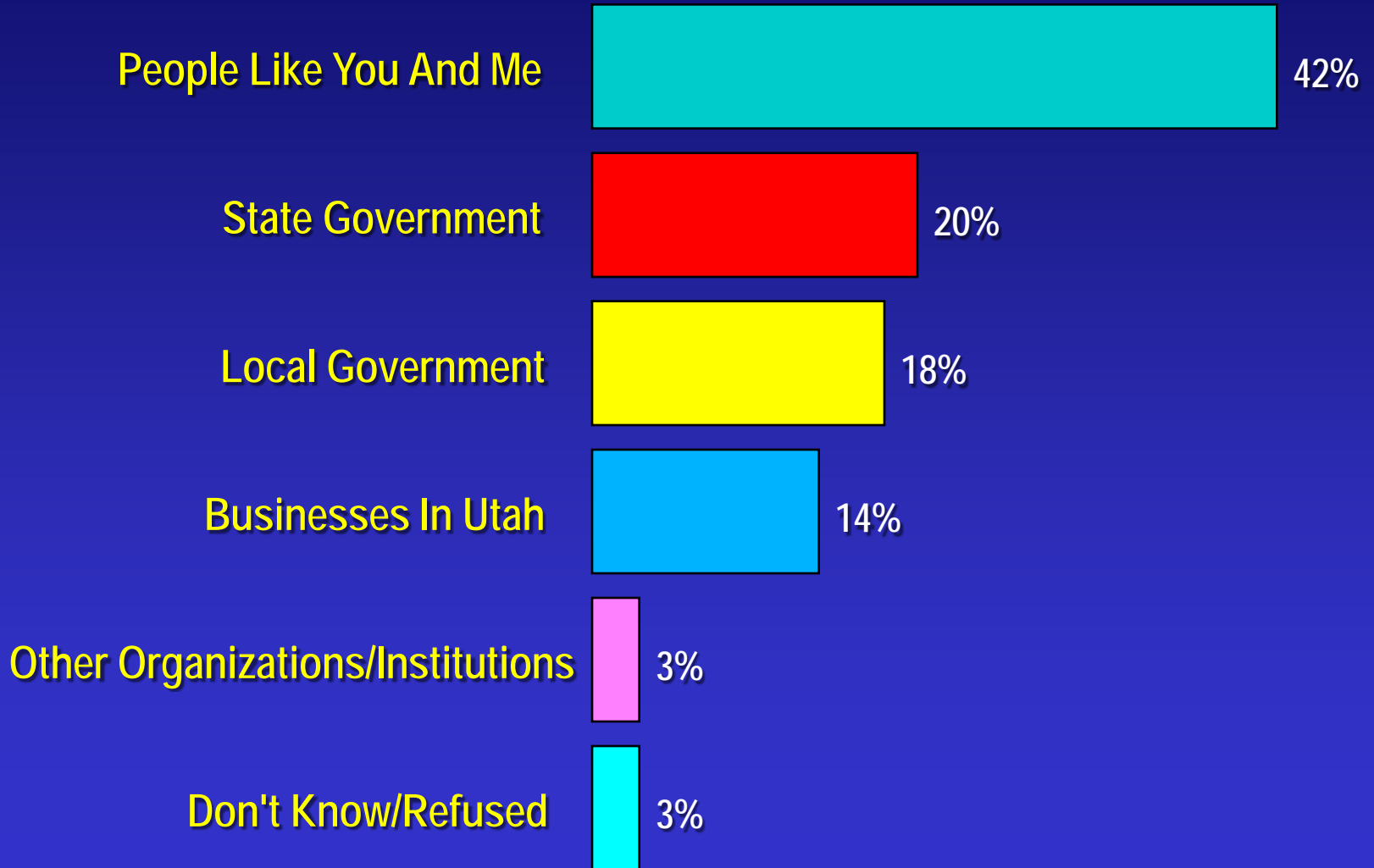


Fewer Accidents



Peace of Mind

Who Can Best Deal With Growth Issues?



n=400

Public Workshops

Hundreds of meetings with thousands of participants



Major Public Workshop Findings

- n **Infill** -- Participants preferred greater population numbers in infill areas than new expansion
- n **Wasatch Back** -- Nearly all participants indicated that only minimal development should occur in the Wasatch Back
- n **Rail Transit** -- Rail was seen as an essential component of the region's growth
- n **Walkable** -- Participants expressed a general preference for walkable development
- n **Critical Lands** -- Near general consensus that critical lands should be conserved

***Communicating Choices
for Regional Growth using
VISTA™
(Values In Strategy Assessment)***



Research Objectives

There are two primary objectives that underlie this research:

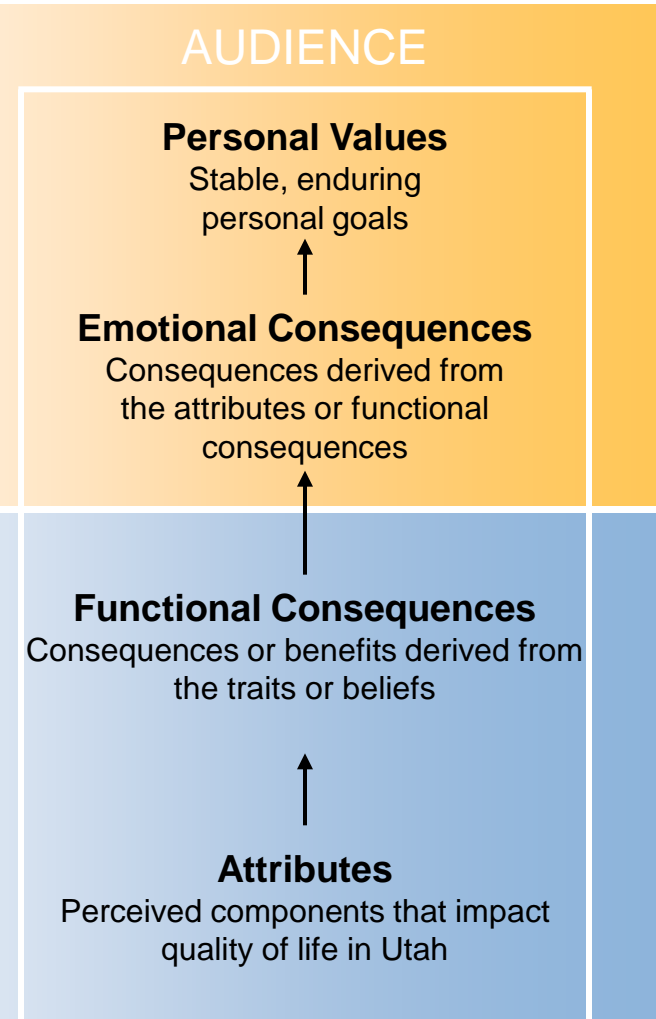
- 1. Identify the shared, core values Utahns associate with quality of life and growth issues**
- 2. Translate this “values landscape” into successful action and communications strategy for the Partnership in a way that addresses public concerns, generates consensus among differing groups, and instills support and confidence in public leaders and projects.**



Research Used In-Depth Laddering Technique

•Why are the most important dimensions of quality of live in Utah so important to the people here? consumers?

•What are the most important factors about what makes life great in Utah?

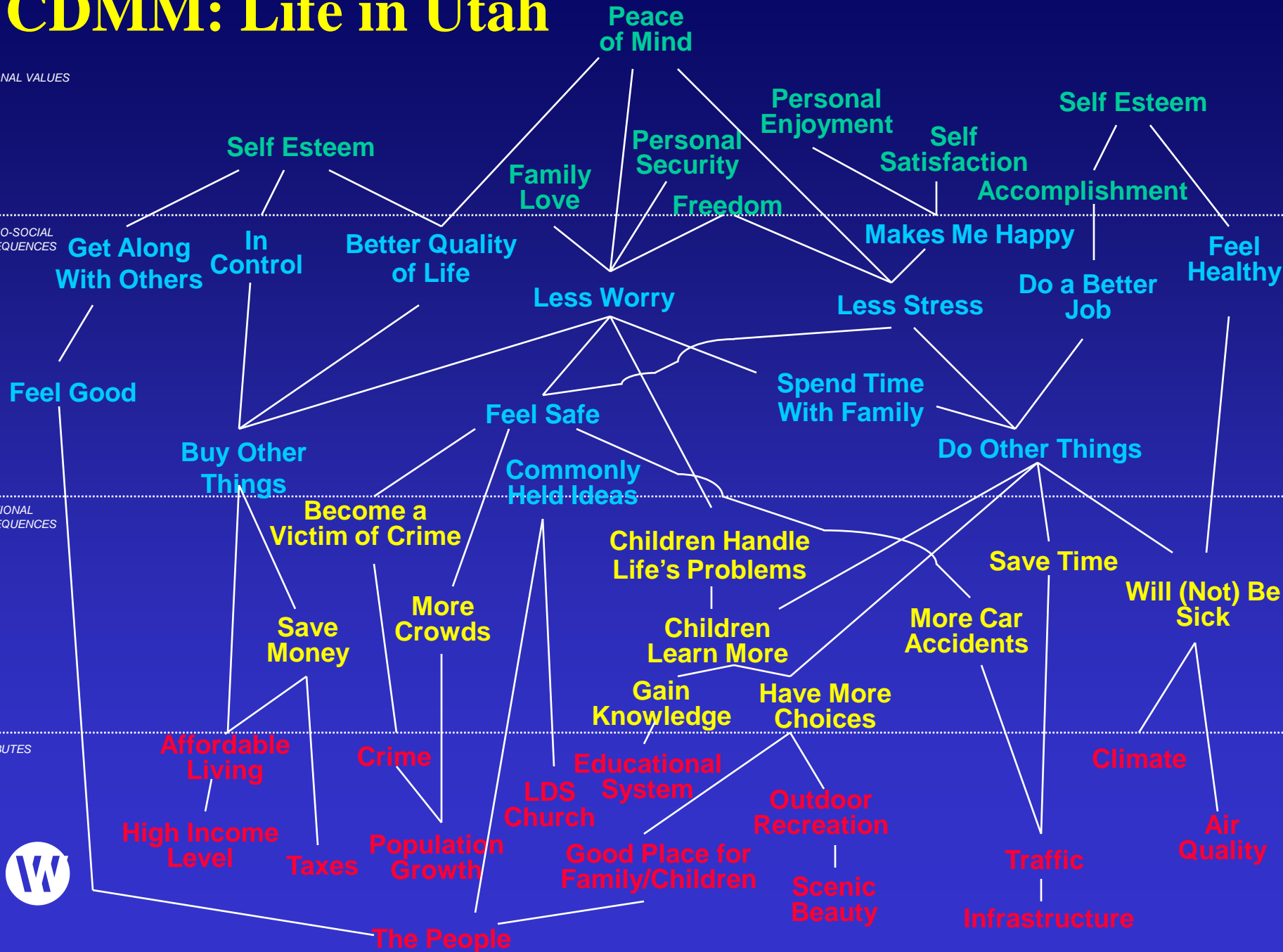


Example of the VISTA Process

LOGIC	QUESTIONS	ANSWERS
VALUE ↑	Why is it important for you to be more at ease?	“Security and love as a parent” (Family Love)
PERSONAL CONSEQUENCE ↑	What is the benefit to you when you can raise your son in a safe environment?	“Less worry - more at ease” (Less Worry)
FUNCTIONAL CONSEQUENCE ↑	Why is that important to you?	“Raise son in a safe environment” (Feel Safe)
ATTRIBUTE ↑	Why are the “friendlier people” important to you?	“Better place to raise family” (Good place for family children)
	Why did you rate the quality of life in Utah so high?	“People here just seem to be friendlier” (The People)



CDMM: Life in Utah



Core Values of Wasatch Front and Back

The values system along the Wasatch centers around a sense of **peace** or **peace of mind** emanating from a feeling of **safe haven** based on living with people who prize and **share** a **common sense** of **honesty, morality, and ethics**.

- | Dominates above all other values orientations
- | Supported by dedication to **family** and providing opportunities and experiences to help children **handle life's problems**



Core Values of Wasatch Front and Back

Utah's **scenic beauty / outdoor recreation** operates **POSITIVELY** at a secondary level providing diverse opportunities and activities to be with the **family**, or relax and feel **less stress**, which contribute to **peace of mind, freedom, and enjoyment.**



Core Values of Wasatch Front and Back (cont.)

Traffic / infrastructure and **crime** both operate **NEGATIVELY** to undermine the core values system

- | Neither as strong as the positives of the **people**
- | About the same level of strength as **scenic beauty / outdoor recreation**



Safe and Secure Environment Gateway

(34%)

Value

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



Personal and Community Enrichment

(31%)

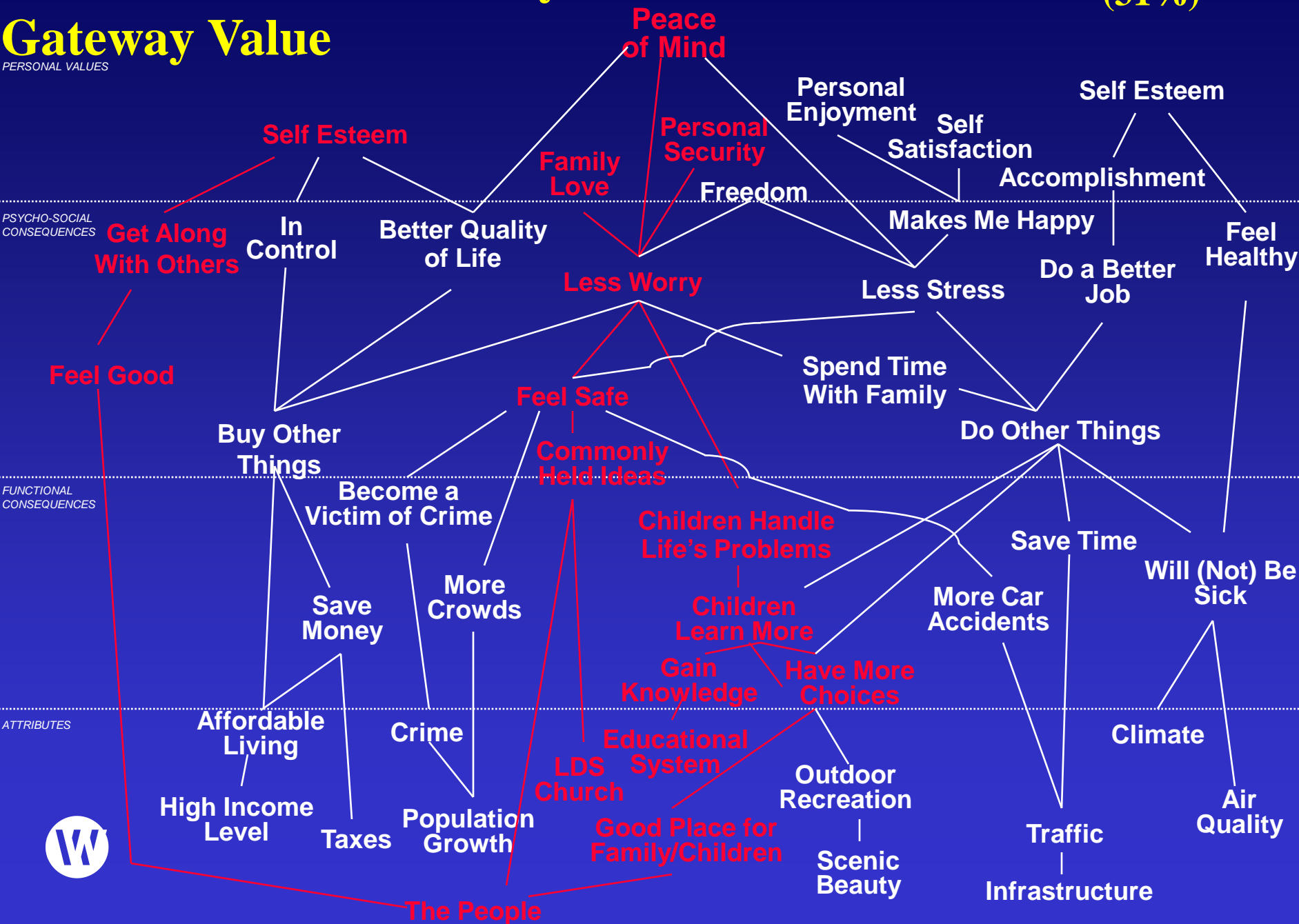
Gateway Value

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



Personal Time and Opportunity

(21%)

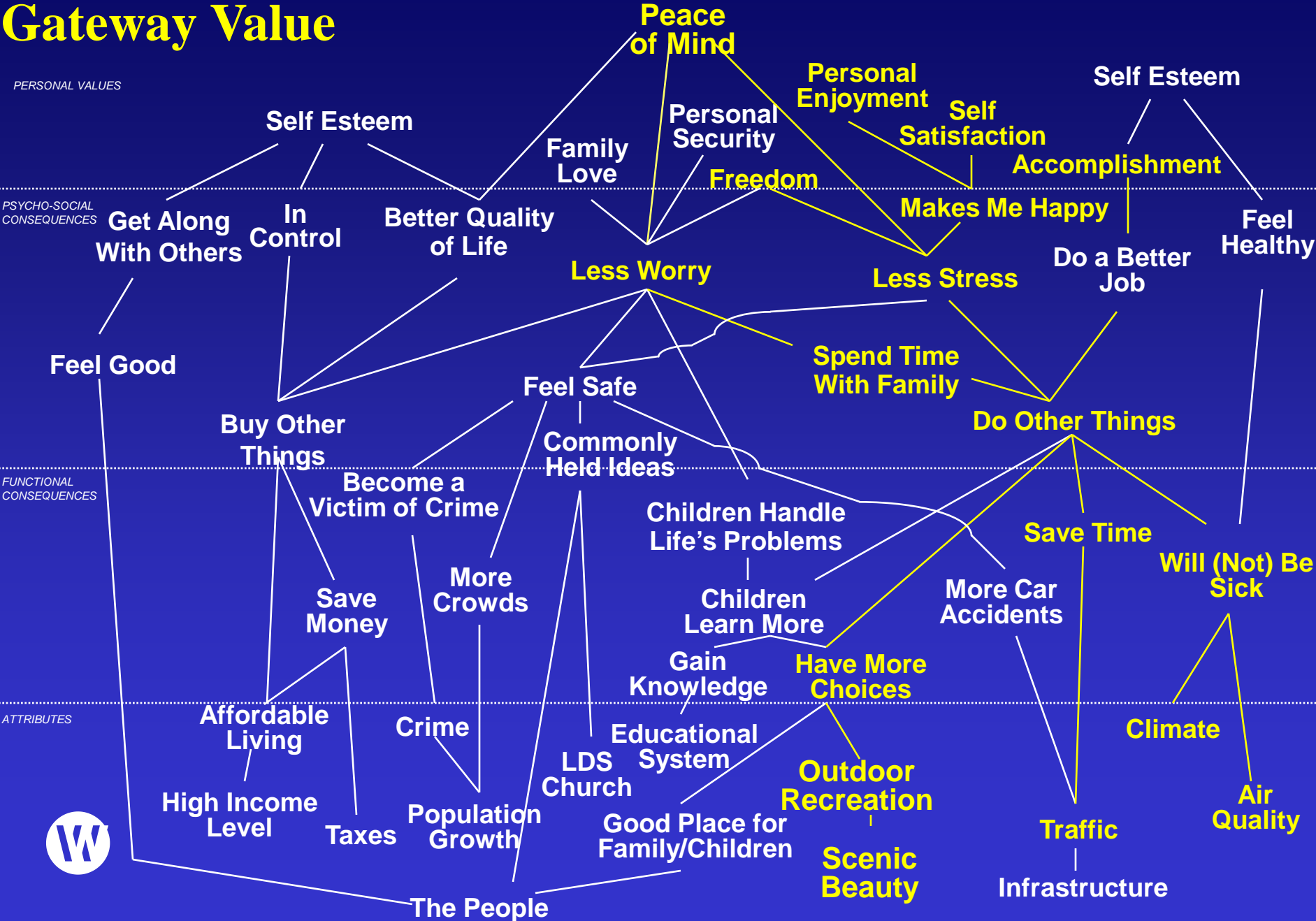
Gateway Value

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



Financial Security

(14%)

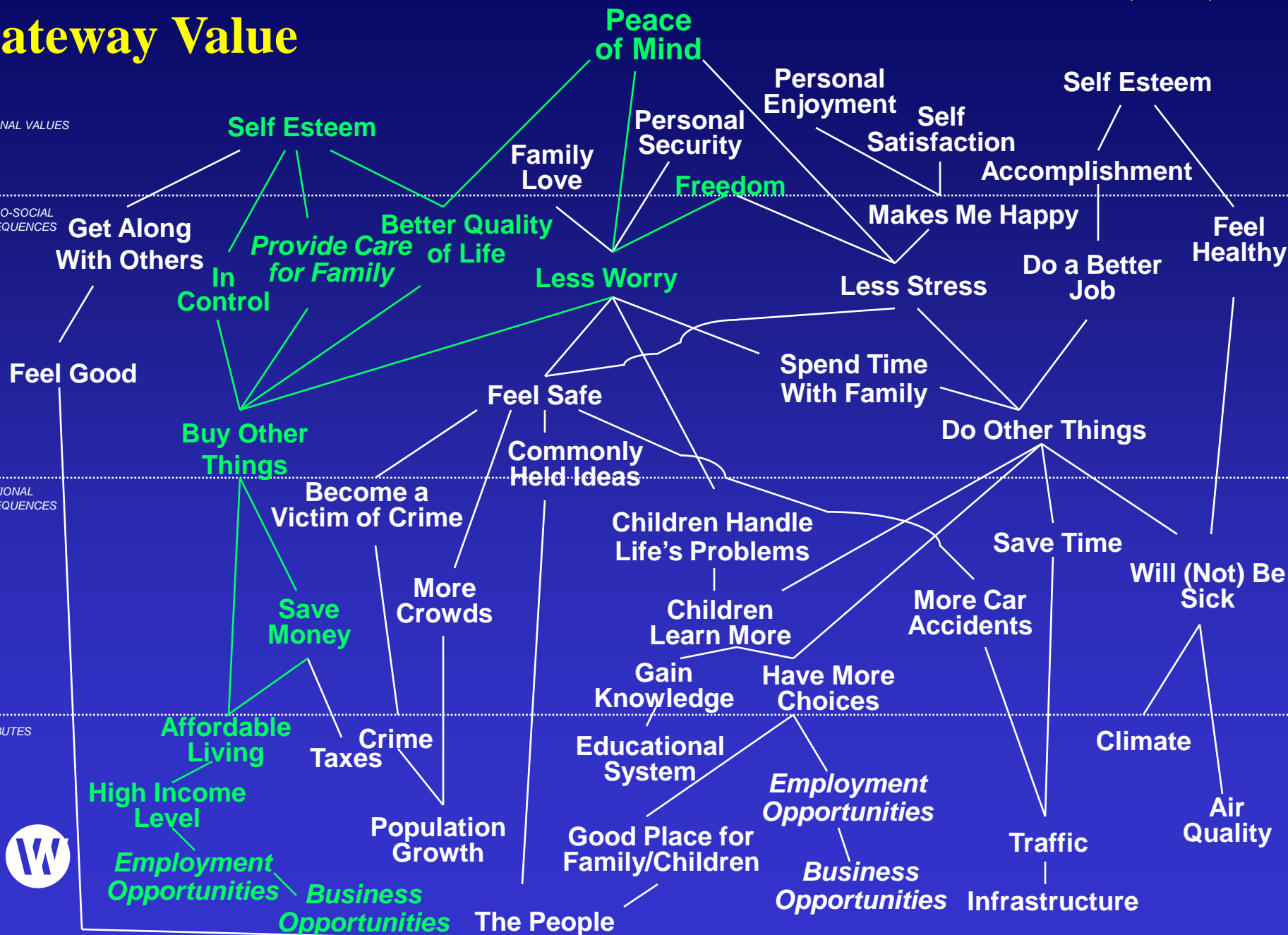
Gateway Value

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



Peace of Mind

Personal Security

Personal Enjoyment

Self Esteem

Accomplishment

Freedom

Safe and Secure Environment

Crowding

Crime

Shared ideas, values, morals

Traffic safety accidents

Personal and Community Enrichment

Open Space

Learning opportunity
School Quality

Institutions that foster good values

Sense of community

Natural systems

Cultural Opportunities

Personal Time and Opportunities

Travel time

Leisure activity accessibility

Personal health

Financial Security

Business and job opportunities

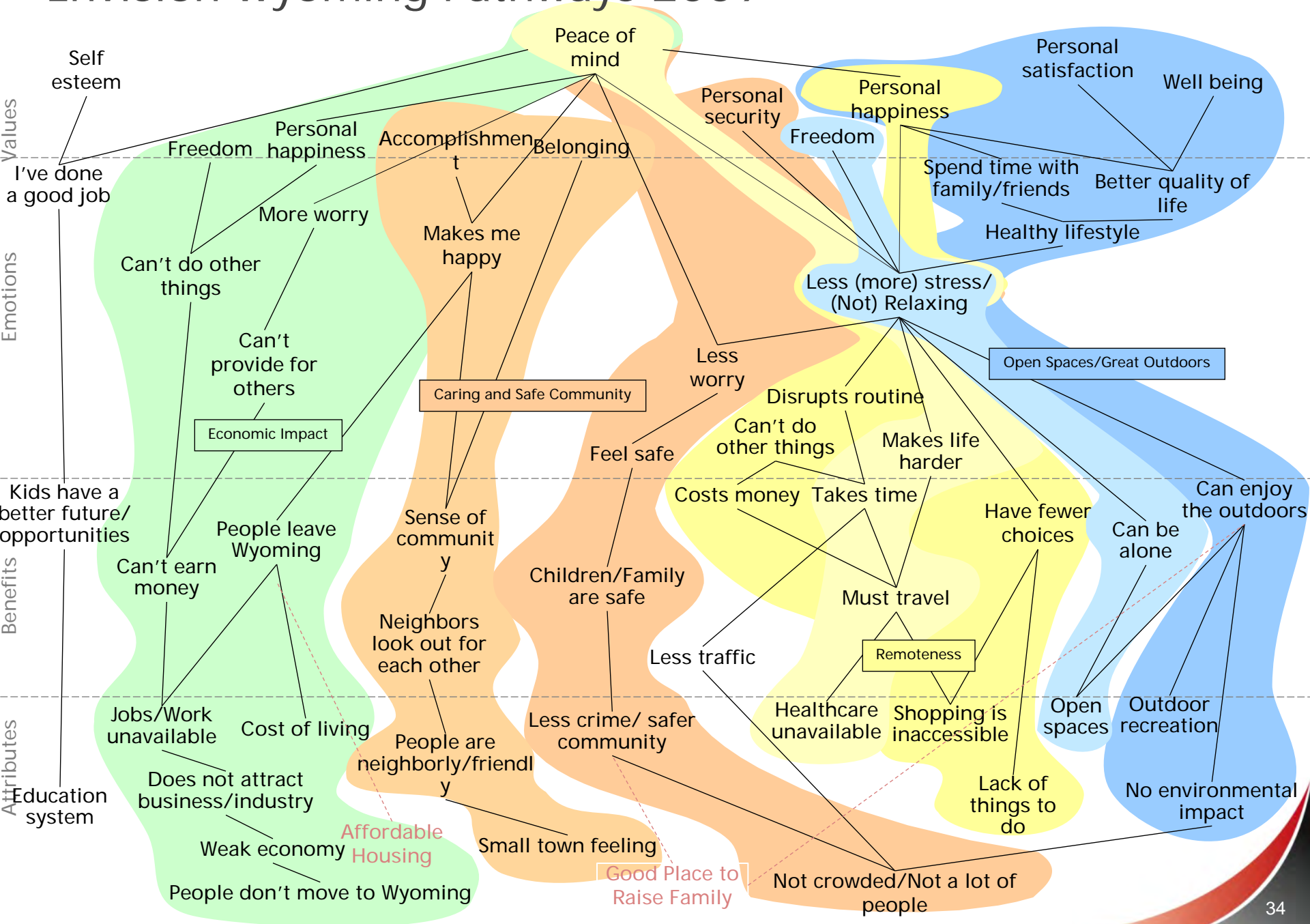
Income levels

Affordable living

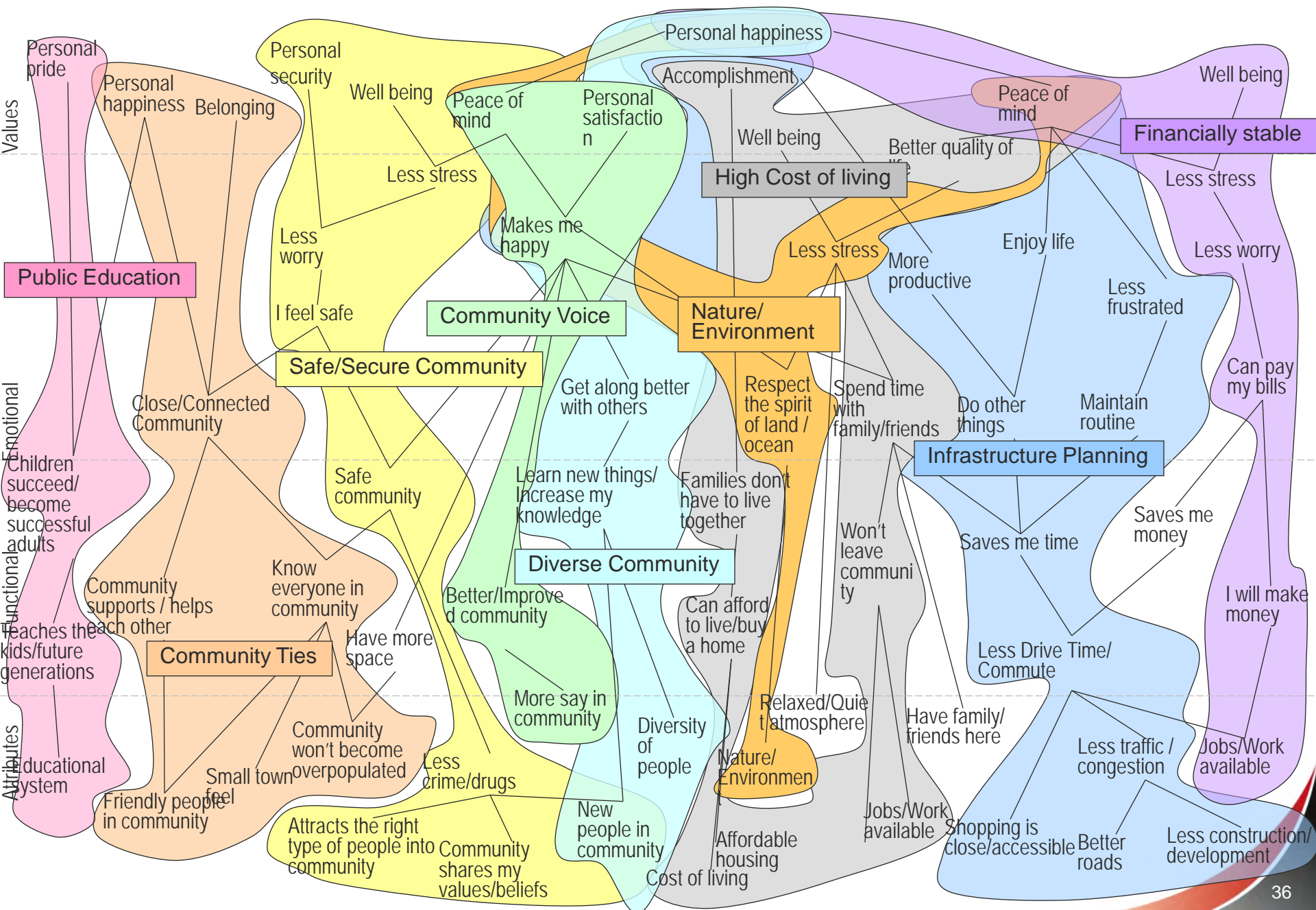
Taxation



Envision Wyoming Pathways 2009



Overall Map: Envision Hawaii – Strategic Pathways



Convenience

Being Able to Enjoy Life by Having All the Conveniences of Life Nearby

Heart + Mind STRATEGIES

The neighborhood that I live in is close to the mall, grocery stores, gas easy to get around. I can usually get the things stations, friends and family. It's that I want quickly. This allows me to have more time enjoying the things I like to do instead of always driving or being in traffic.

Key Stakeholder

Personal Enjoyment

Having shopping centers, hospitals, libraries, restaurants near me is very rewarding and basically non stressful. I can relax and feel a sense of accomplishment both personal and professional in my life. This makes me feel successful.

Less Stress

Do Other Things

Saves me time

convenience of shops
restaurants and
activities in the
Tampa Bay Area

The close proximity to everything is what I enjoy most about downtown St. Pete. It allows me to enjoy my surroundings and not worry about getting there. I can walk to the parks, movies grocery stores and restaurants. I spend less time in transit and on gas. This aspect makes me feel relaxed or at ease

Central Florida

Quiet

I Like Living In Quiet Neighborhood Where I Can Relax and Feel A Sense of Well Being

GIES

Heart +

My job is just so stressful that when I do finally arrive home its just so peaceful and quiet that I'm instantly rejuvenated and at peace with the world.

Key Stakeholder

Sense of Well Being

Living in my neighborhood is so peaceful and quiet. Living here allows for a person to come home after a busy work day and enjoy the comforts of a quiet home. It give you a sense of well being and the benefit is being well rested and rejuvenated.

Feel Less Stress and Calm

Can Relax/Rejuvenate

Quiet Neighborhoods

The best thing about my neighborhood is definitely the peace and quiet. It's easy for me to take a nap or read and write at will. I don't have to contend with party music all the time like at my old house. Knowing I'm a young homeowner who can come home and relax, it gives me a sense of accomplishment and well-being.

Central Florida

Diversity

Diversity of People leads to Tolerance and Greater Sense of Community

Heart + STRATEGIES

This is what America stands for to many people. A sense of community and belongingness no matter what creed or color, gender or religion. We come together for the greater good.

Tampa is ripe in cultural diversity. If we use the tools given us here we can understand our place in the global society. We need to learn to get along with many and Tampa allows this.

Key Stakeholder

Leading to Greater Sense of Community
Personal Security

Feel safe
Gives me a greater Understanding/ Tolerance of others

Meet different people
Expands awareness/
Teaches us about others

Diversity of people living in the Tampa Bay Area

What I've seen in the last few years has been a major influx of illegal aliens in the area. The street in the area where I grew up used to be called Lock Street which is right down the road from me, now it's called Del Mar Logros and it's just been a cultural shock to everybody around there. As far as people used to take more pride in where they lived. Now that's fallen off because over the years the properties have gone down and a lot of people have kept them for second income properties and they haven't fixed them up.

Tampa Bay Area

Housing Costs

Because of Rising Insurance Costs I'm Not Sure That I Can Afford to Stay In The Area

I choose to grow older and I have to think about my children's children and if this is where they are going to be born there has to be somewhat of an opportunity for things for them. It's nice to have money and build beautiful half million dollar homes and what have you but there has to be something there for the future. That stresses the hell out of me.

Key Stakeholder

Low Self Esteem
No Peace of Mind

Makes Me Worried/
Stressed
Not In Control

Drains My Budget /
Affects Me Financially

Rising Insurance Costs
Property Taxes
Affordable Housing

We are unhappy with how much we have to pay in property taxes and insurance. It really hurts our budget. We would be saving more for our retirement or perhaps investing if they weren't so high.

Central Florida

Envision Utah

Attitudes and Perceptions of Growth

Presented by

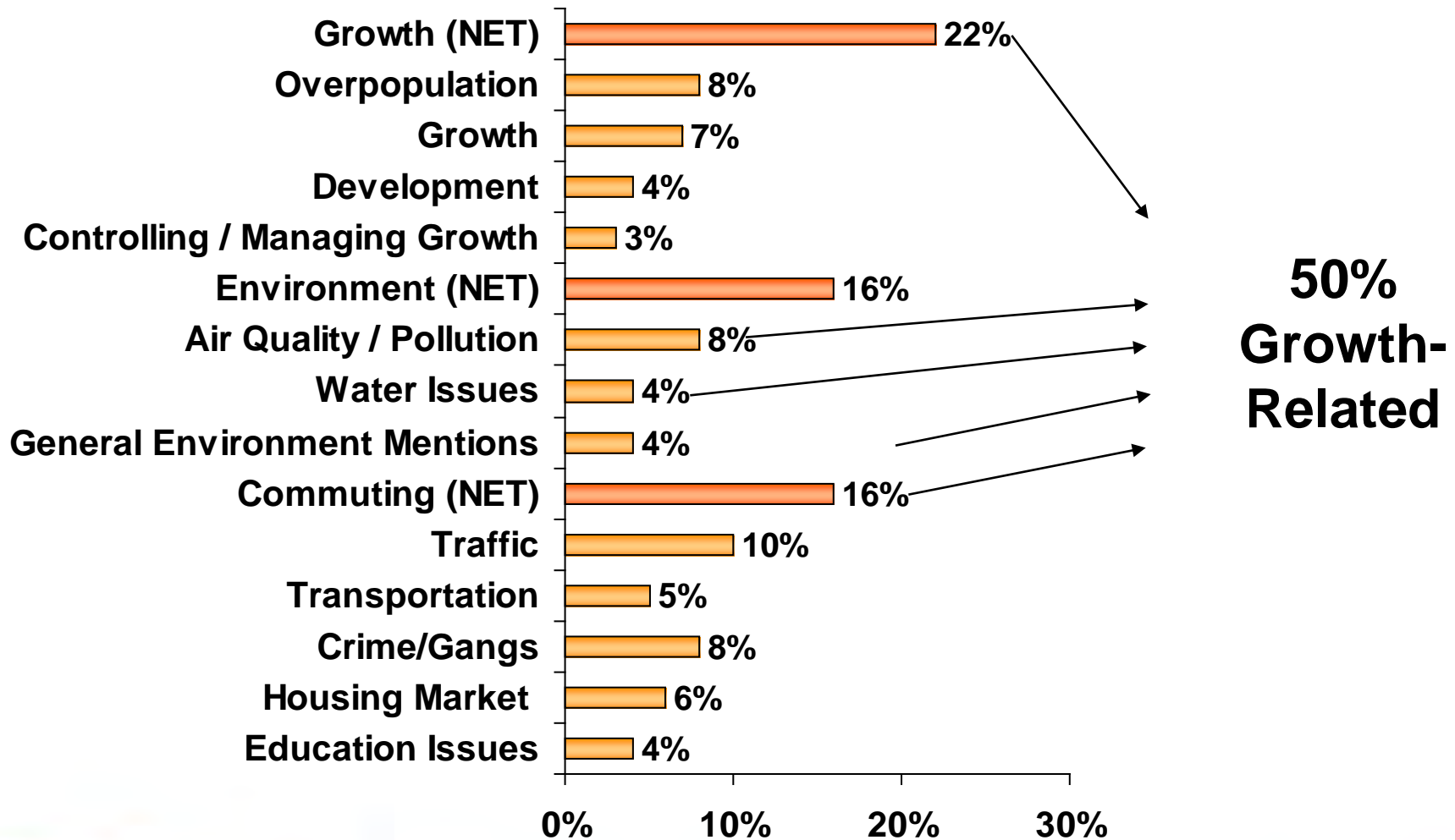
Dee Allsop

Gretchen Comey

November 2007

General Mood And Attitudes In Utah

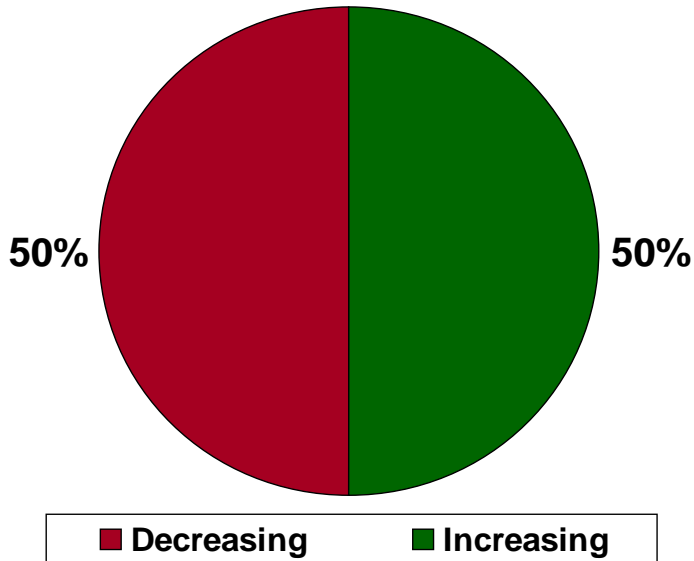
Growth Cited Individually, But Half Of All Mentions are Growth-Related Issues



Q580. What would you say is the most important issue facing the Wasatch Front Region at this time? By this we mean Salt Lake, Utah, Weber, and Davis Counties. Please tell me the **one** issue that you, yourself, are most concerned about living in this area.

Utahns Divided On Future Quality Of Life For Children And Grandchildren

1996: 48% / 52%



Residents more likely to think quality of life will increase:

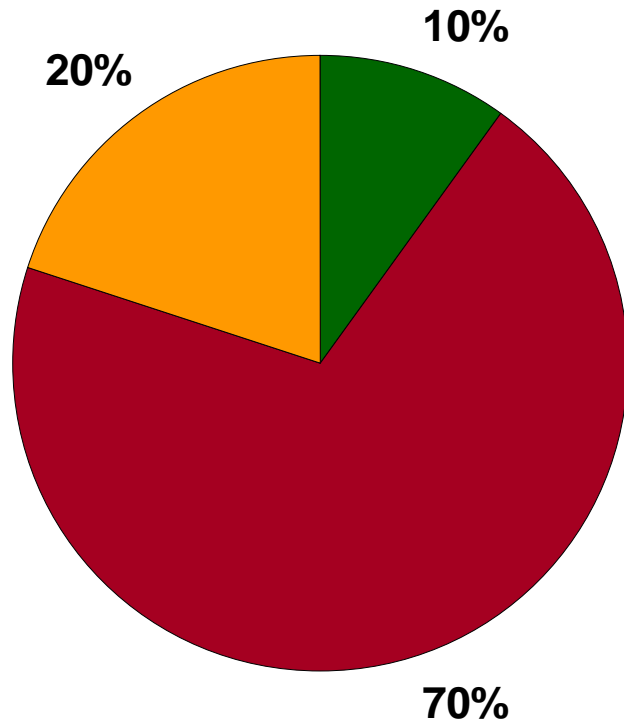
- Believe farming/ranching need to decline (70%)
- Believe that growth should be encouraged (68%)
- Future (60%) or Recent (57%) home buyers
- Ages 18-34 (59%)
- Live in Urban (56%) areas
- Likely to move in the next 5 years (54%)
- Males (54%)

Residents more likely to think quality of life will decrease:

- Believe growth should be managed or limited (74%)
- Live in Rural (70%) areas
- Believe farming/ranching are critical (59%)
- Likely to move in the next 5 years (55%)
- Ages 55+ (61%)
- Past (54%) home buyers
- Females (54%)

Q568. Thinking about the quality of life that will be here for your children and grandchildren...do you see their quality of life in Utah increasing or decreasing in the future?

Focusing On Growth Drastically Changes Quality of Life Speculations In The Future



■ Increasing ■ Decreasing ■ Neither

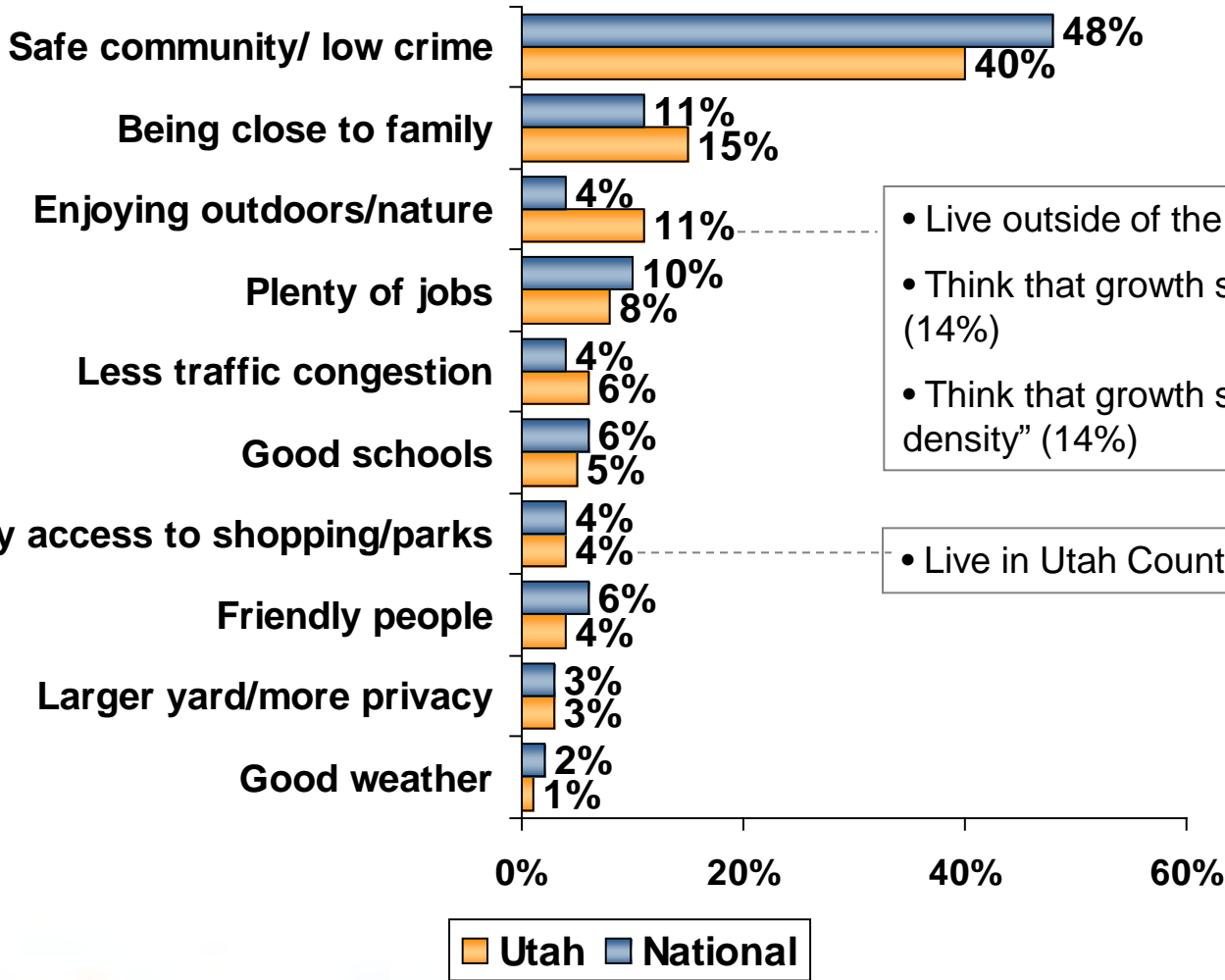
“Traffic is already increasing and causing trouble. Whenever the cities get bigger, crime rises. I don't see much good coming from the growth, and plenty of negatives. “

“I think that the more people that move here the more the quality of life will decrease because there will be more crime, pollution, traffic, less jobs and it will lose it's friendly environment because there will be so many people that people will stop caring so much about each other. “

“Neither. More people may be a downside but the businesses and money that brings will be a good. I'm hoping it evens it out.”

As you may or may not know, this region is one of the fastest growing in the nation. By the year 2050, the population is projected to double, adding another 2 million people to the Wasatch Front region. Now, understanding that this is a fact of life in the Wasatch Front region, I would like you to think about your life 5-10 years in the future. Based on what is happening in your region and in your neighborhoods, for you personally, do you see your quality of life in the Wasatch Front region increasing or decreasing five years in the future?

A Safe And Secure Community Is Most Important



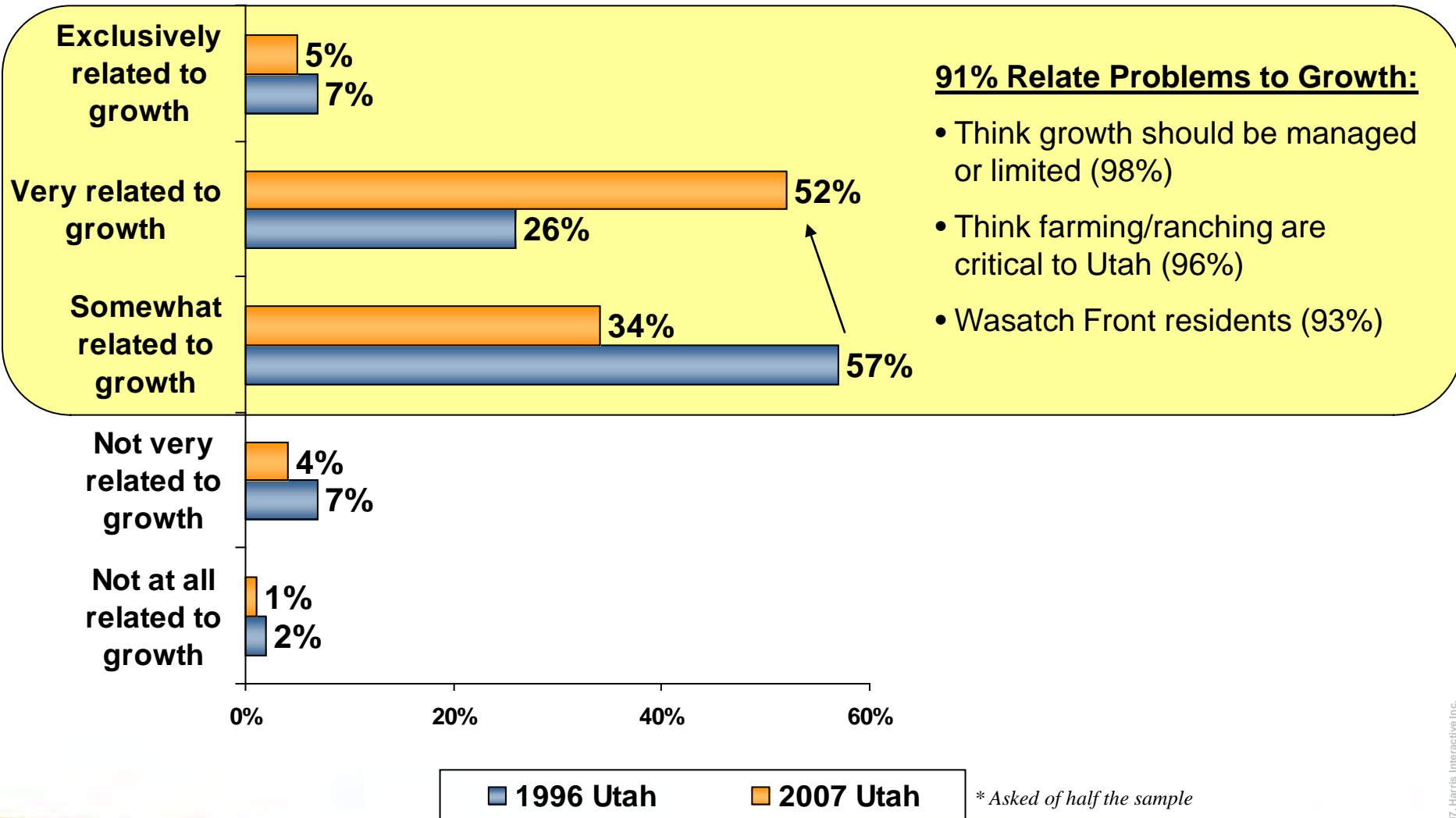
- Live outside of the Wasatch Front region (17%)
- Think that growth should be managed or limited (14%)
- Think that growth should occur by ‘increasing density’ (14%)

- Live in Utah County (10%)

Q575 When we talk to people nationally, they mention several factors that impact their quality of life. When you think about your quality of life in the region where you live, which one of the following factors is most important to you personally?

Attitudes About Growth In Utah

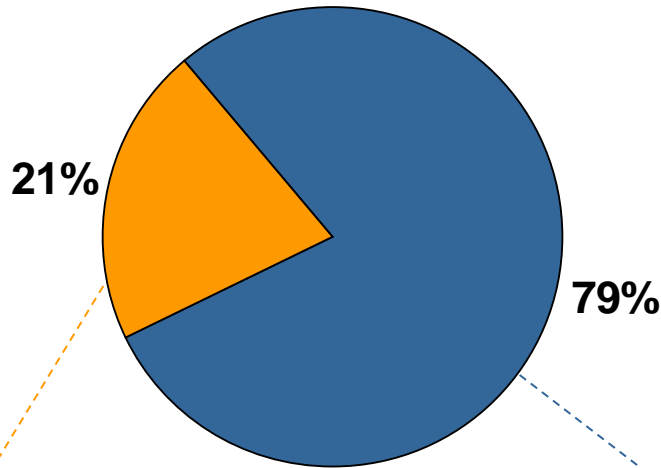
Challenges and Problems In Utah Are Increasingly Attributed to Growth



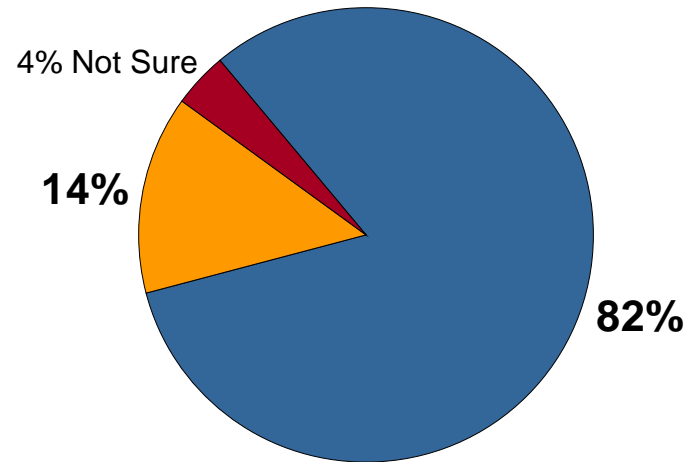
Q616. The state of Utah faces many challenges and problems today, and many causes underlie these challenges and problems. In your opinion, are the problems Utah faces:

Utahns Incorrectly Believe Growth Coming From Outside

2007 UTAH



1996 UTAH



New Births:

- Single (32%)
- Live in Salt Lake County (28%)
- Prefer growth occur in existing communities, increasing 'density' (26%)

People Outside Moving In:

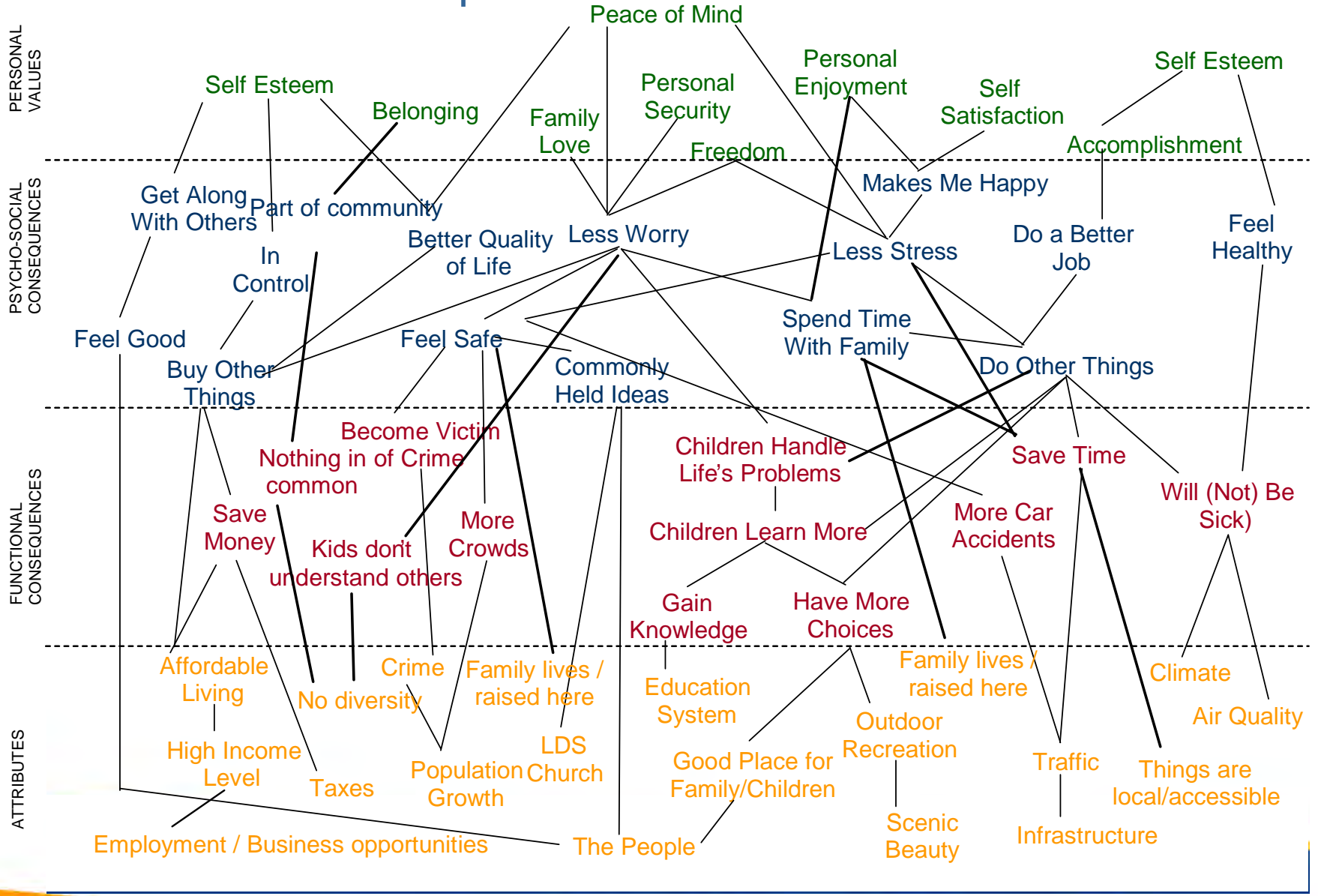
- Prefer growth happen by creating new town centers (89%)
- Married (83%)

■ People outside moving in ■ New births within the state

Q630. Based on what you have heard or read, which of the following do you think is the primary cause of the recent population growth in Utah?

Utahn Values: Then And Now

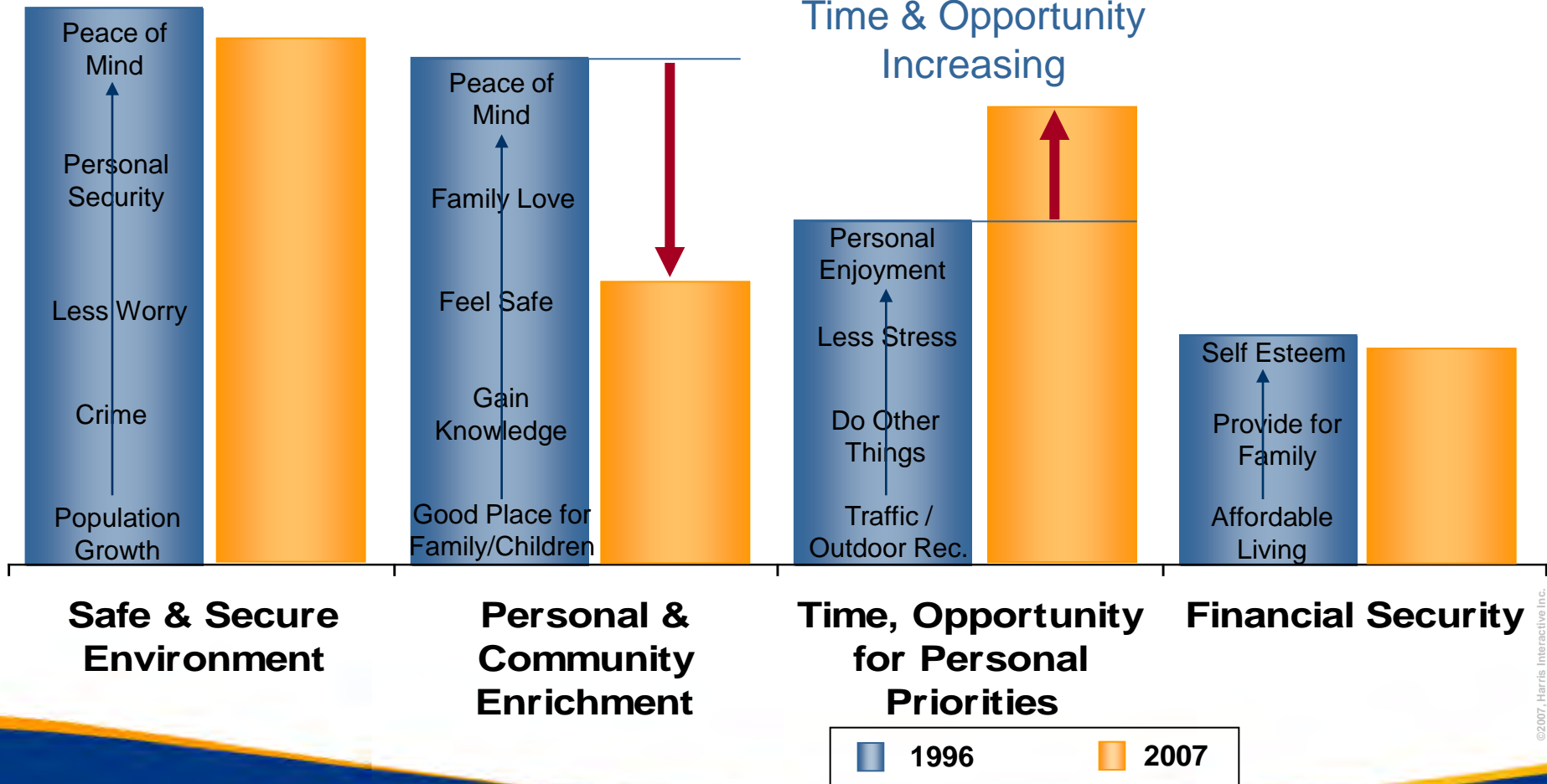
2007 Values Map



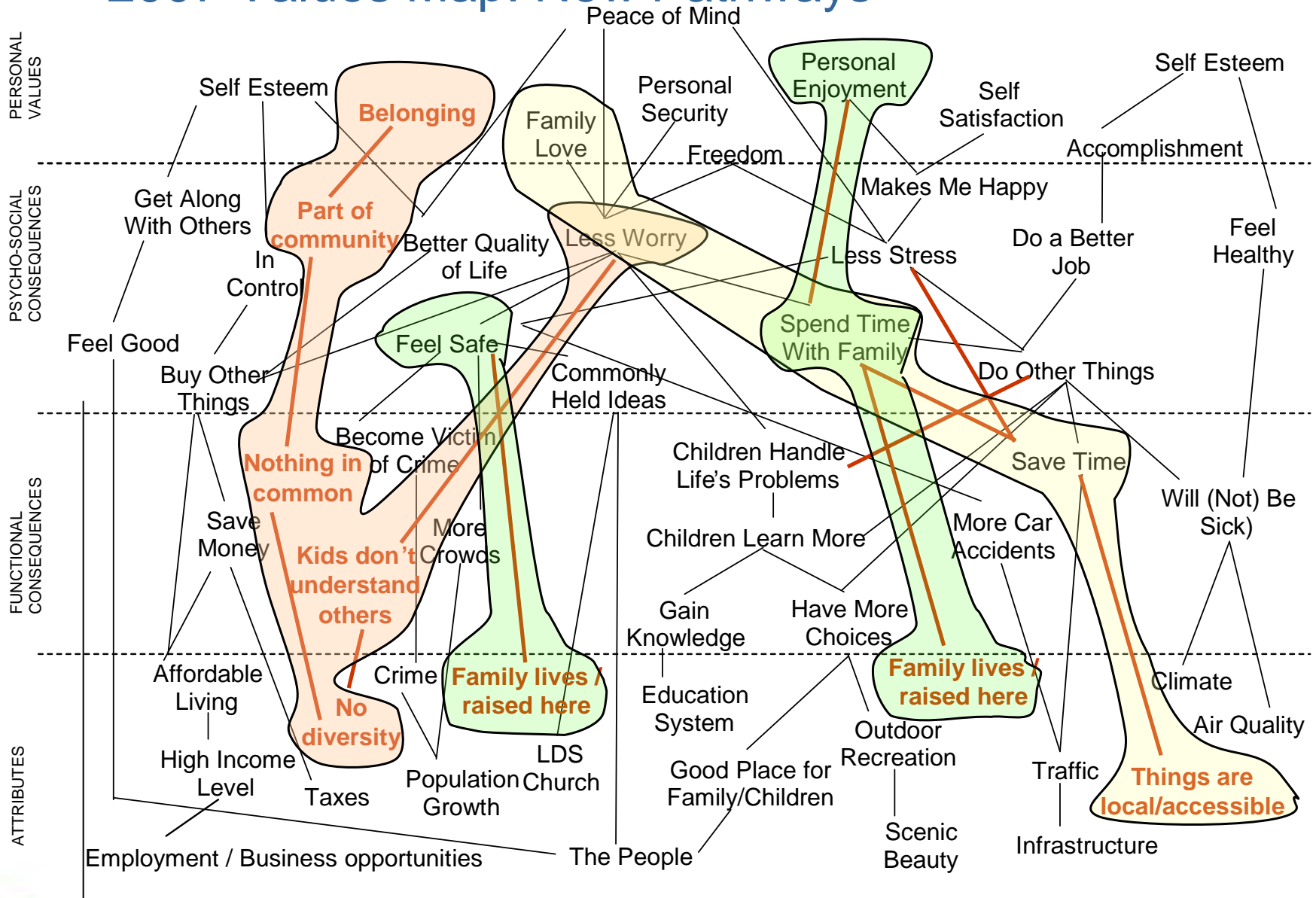
Safe & Secure Still Dominant Pathway

Community Enrichment Declining

Time & Opportunity Increasing

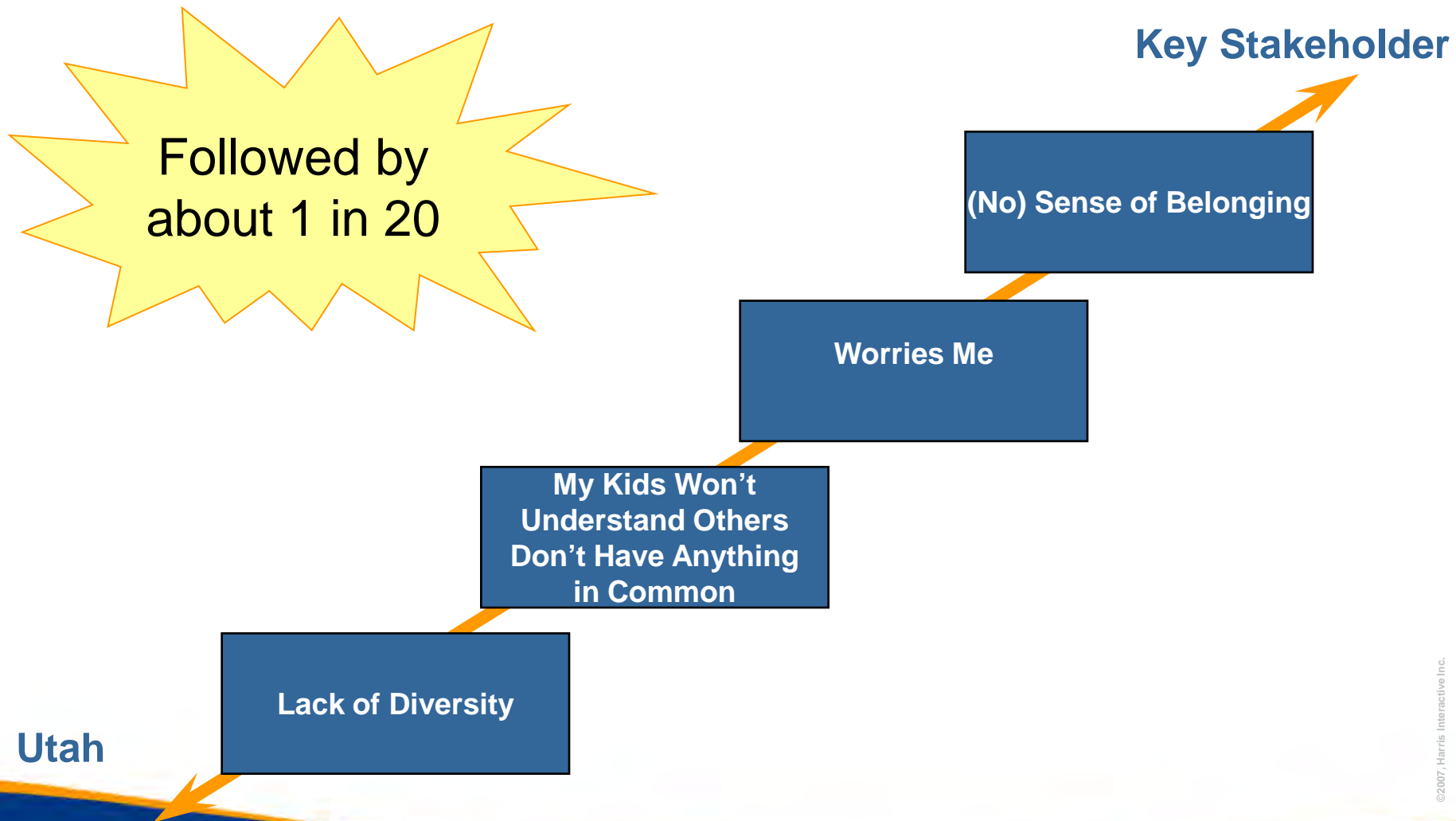


2007 Values Map: New Pathways



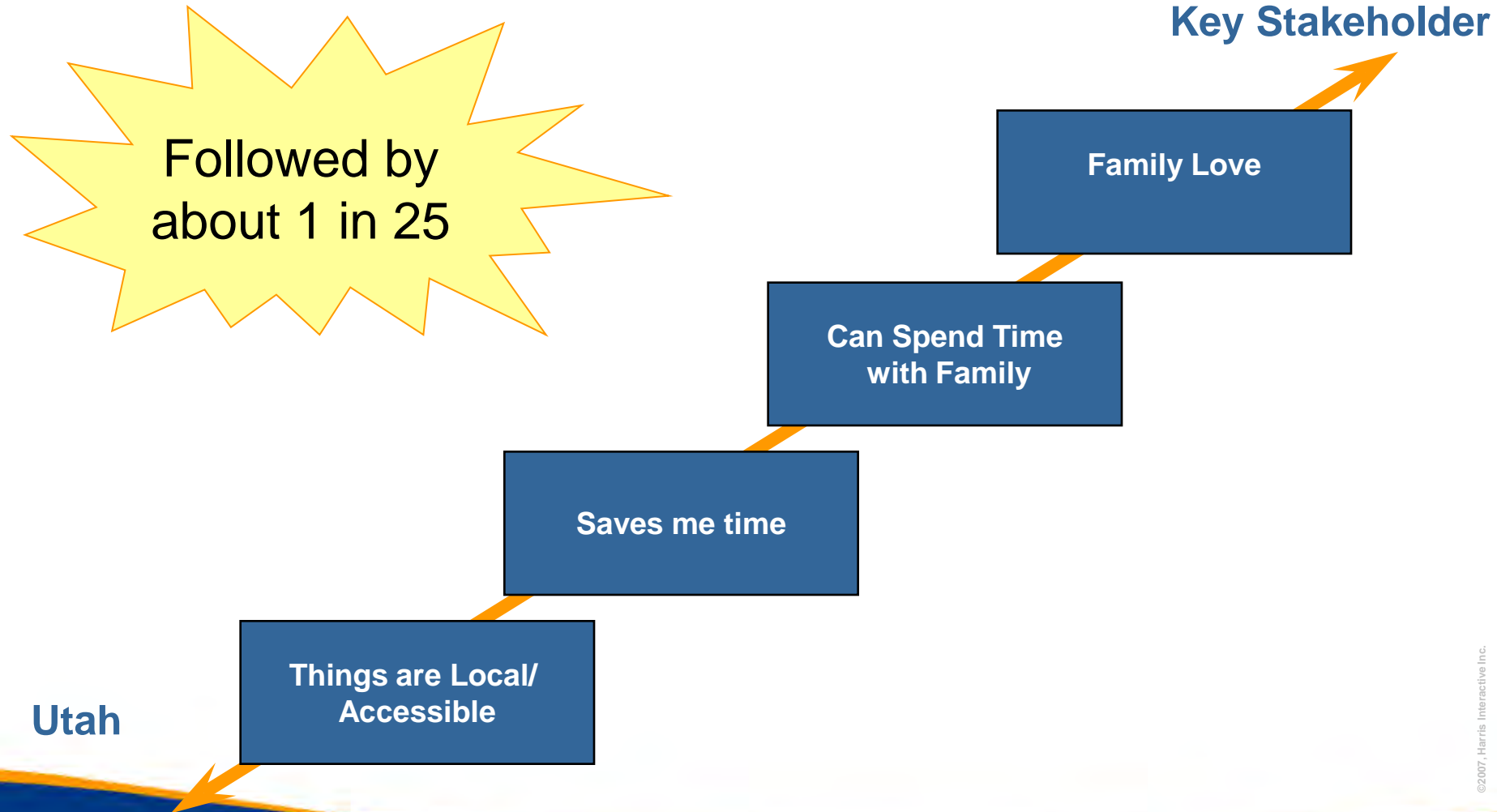
Key Message Strategy

Because of a lack of diversity, my kids may not understand different cultures, religions or races and this concerns me.



Key Message Strategy

Being Able to Enjoy Life by Having the Conveniences of Life Nearby



Ideal Communities

Discrete Choice Model Introduction

- § A “discrete choice model” (DCM) is a mathematical representation of consumer preferences for different product or service features and levels.
- § The model is developed from observations of consumer choices in real or simulated purchase situations.
 - The discrete choice “experiment” presents buyers with several choice tasks or buying situations.
- § The DCM in this survey was generated from 7 attribute categories:
 1. Housing Type
 2. Type of community
 3. Size of yard
 4. Neighborhood age/life stage mix
 5. Structural design
 6. Open space
 7. Public transportation options

Housing Type:

- § **Only large single family homes** –detached homes with 4,000 square feet or more
- § **Only moderate single family homes** –detached homes with between 2,000 and 4,000 square feet
- § **All large and moderate single family homes** –detached homes with 2,000 square feet or more
- § **A mix of moderate single family homes and town homes** –detached homes with 2,000 – 4,000 square feet and attached housing units, such as row homes or duplexes
- § **A mix of town homes and apartments** –attached housing units, such as row homes or duplexes and apartments, condominiums, and other multi-unit complexes in which the units are individually owned or rented
- § **A mix of moderate single family homes, town homes, and apartments** –detached homes with 2,000 – 4,000 square feet and attached housing units, such as row homes or duplexes and apartments, condominiums, and other multi-unit complexes in which the units are individually owned or rented



Large SF Home



Moderate SF Home



Town Home



Condos / Apt

Type of Community:

- § **City** - A larger community with a downtown area that includes large and small businesses, entertainment and performing arts, several schools, public rail or TRAX, and a large variety of retail centers.
- § **Town** - A town center with small businesses, its own schools, public rail or TRAX, and community center.
- § **Village** - A small community of lots supported by a hub of stores and shops for day to day needs.
- § **Suburban Neighborhood** - Just homes and schools away from stores, businesses, and traffic.



§ Yard Size:

- Home with big yards (1 acre or more)
- Homes with medium size yards (1/4 – 1/2 acre)
- Homes with small yards (less than 1/4 acre)

§ Neighborhood Age/Life Stage Mix:

- Neighbors who are mostly young with no children
- Neighbors who are mostly families with young children
- Neighbors who are mostly families with young and teenage children
- Neighbors who are mostly older with no school-age children
- Neighbors who are a mix of ages and family stages

§ Structural Design:

- Units with similar architecture and design
- Custom units with unique architecture and design
- A mix of custom units and similar units

§ Public Transportation Options:

- Only public bus routes nearby (within walking distance)
- Only public rail or TRAX nearby (within walking distance)
- Public bus, rail, and TRAX nearby (within walking distance)
- No public transportation nearby (within walking distance)

§ Open Space:

- Only public parks and gardens nearby (within walking distance)
- Only recreational fields and playgrounds nearby (within walking distance)
- Only nature preserves and trails nearby (within walking distance)
- Public parks and gardens, recreational fields, playgrounds, nature preserves, and trails all nearby (within walking distance)

To review any of the definitions or graphics, please click the following link: [Glossary](#)

Click on the link to review the terms used.

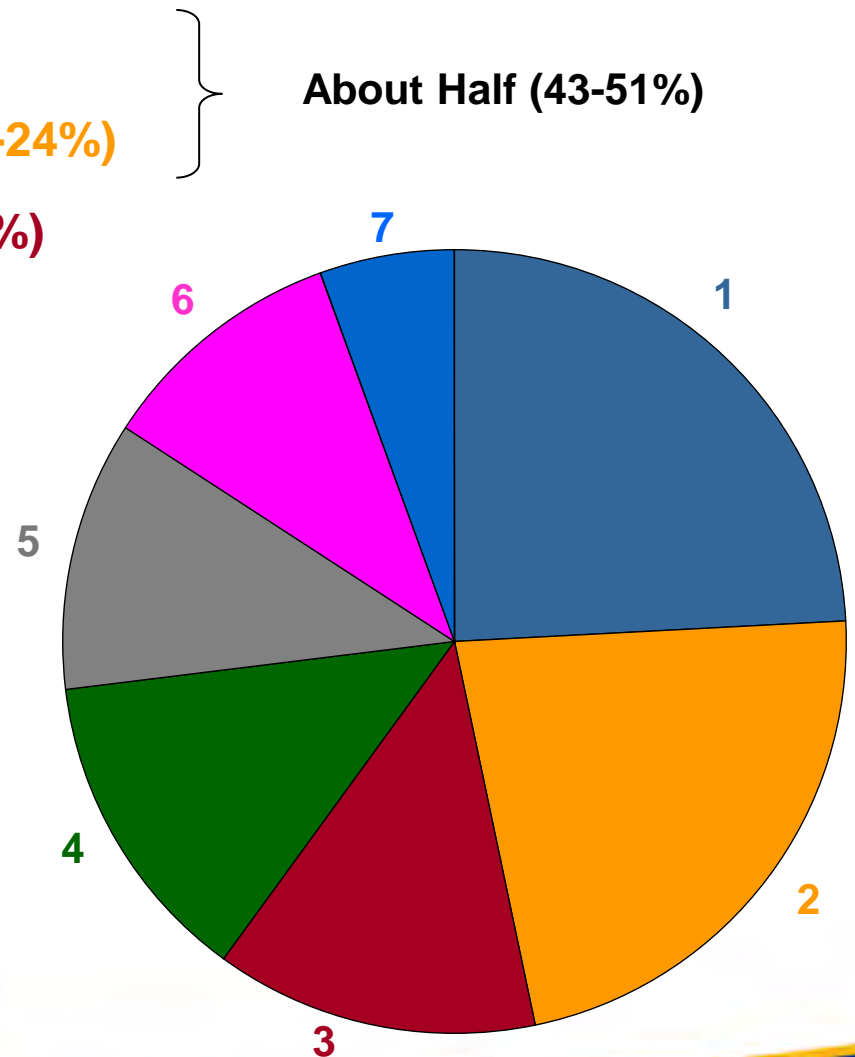
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Housing Type	A mix of moderate town homes and apartments	All large and moderate single family homes	A mix of moderate single family homes, town homes, and	Only large single family homes	Only moderate single family homes	A mix of moderate single family homes and town homes
The different community options are described in these columns.						
Size of Yard	Homes with a variety of yard sizes	Homes with yards of less than 1/4 acre	Homes with yards of less than 1/4 acre	Homes with yards of 1/4 to 1/2 acre	Homes with a variety of yard sizes	Homes with yards of 1/4 to 1/2 acre
Type of Community	City	Town	City	Suburban Neighborhood	Village	Suburban Neighborhood
Neighborhood Mix	Neighbors who are mostly young with no children	Neighbors who are a mix of ages and family stages	Neighbors who are mostly families with young and teenage children	Neighbors who are mostly families with young children	Neighbors who are mostly older with no school-age children	Neighbors who are a mix of ages and family stages
Structural Design	Units with similar architecture and design	Custom units with unique architecture and design	A mix of custom units and similar units	A mix of custom units and similar units	Units with similar architecture and design	Custom units with unique architecture and design
Open Space	Only public parks and gardens nearby	Public parks and gardens, recreational fields, playgrounds nearby	Only recreational fields and playgrounds nearby	Only public parks and gardens nearby	Public parks and gardens, recreational fields, playgrounds nearby	Only recreational fields and playgrounds nearby
Public Transportation Options	No public transportation nearby	Public bus routes and TRAX nearby	Public bus routes and TRAX nearby	No public transportation nearby	Only public bus routes nearby	Only public bus routes nearby
Choose a community by clicking a button	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
I do not find any of these communities desirable						

Click on this button if you do not like any of the communities.

Click on the button to select the community that is most desirable to you.

Relative Importance of Community Attributes

1. Housing type (23-26%)
2. Neighborhood age/life stage mix (20-24%)
3. Public transportation options (12-14%)
4. Type of community (12-15%)
5. Size of yard (11-12%)
6. Open space (9-11%)
7. Architectural design (5-6%)



Most Preferred Community Attributes

Preferred Combination of 75% of Utahns

- 80% of Utah County
- 80% of Future home buyers
- 79% of Recent/future home buyers earning <\$35K per year

- § **Housing type:** Mix of moderate single family homes and town homes (6/9)
- § **Neighborhood age/life stage mix:** Neighbors who are mix of ages and family stages (9/9)
- § **Public transportation options:** Public bus, rail, and TRAX nearby (8/9)
- § **Type of community:** Village (7/9)
- § **Size of yard:** Homes with a variety of yard sizes (8/9)
- § **Open space:** Public parks and gardens, recreational fields, playgrounds, nature preserves, and trails all nearby (9/9)
- § **Architectural design:** Custom units with unique architecture and design (7/9)


Ideal Community Subgroup Differentiation


	Total	Salt Lake County	Weber/Davis County	Recent/Future Home Buyers Earning \$75K + per year
Market Share	75%	74%	75%	76%
Housing Type	Mix of moderate single family homes and town homes	Mix of moderate single family homes, town homes, and apartments	All large and single family homes	<input checked="" type="checkbox"/>
Neighborhood Age/Life Stage Mix	Neighbors who are a mix of ages and family stages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Transportation	Public bus, rail, and TRAX nearby	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Type of Community	Village	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Size of Yard	Variety of yard sizes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Open Space	Public parks, gardens, recreational fields, playgrounds, nature preserves, and trails all nearby	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Architectural Design	Custom units with unique architecture and design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mix of custom units and similar units

Ideal Community Subgroup Differentiation


	Total	Recent Home Buyers	Recent/Future Home Buyers Earning \$35k - \$75K per year
Market Share	75%	74%	75%
Housing Type	Mix of moderate single family homes and town homes	<input checked="" type="checkbox"/>	Only moderate single family homes
Neighborhood Age/Life Stage Mix	Neighbors who are a mix of ages and family stages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Transportation	Public bus, rail, and TRAX nearby	Only public rail or TRAX nearby	<input checked="" type="checkbox"/>
Type of Community	Village	Suburban	Suburban
Size of Yard	Variety of yard sizes	<input checked="" type="checkbox"/>	Homes with medium size yards (1/4 or 1/2 acre lots)
Open Space	Public parks, gardens, recreational fields, playgrounds, nature preserves, and trails all nearby	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Architectural Design	Custom units with unique architecture and design	Mix of custom units and similar units	<input checked="" type="checkbox"/>

Public Transportation Impact On Market Share

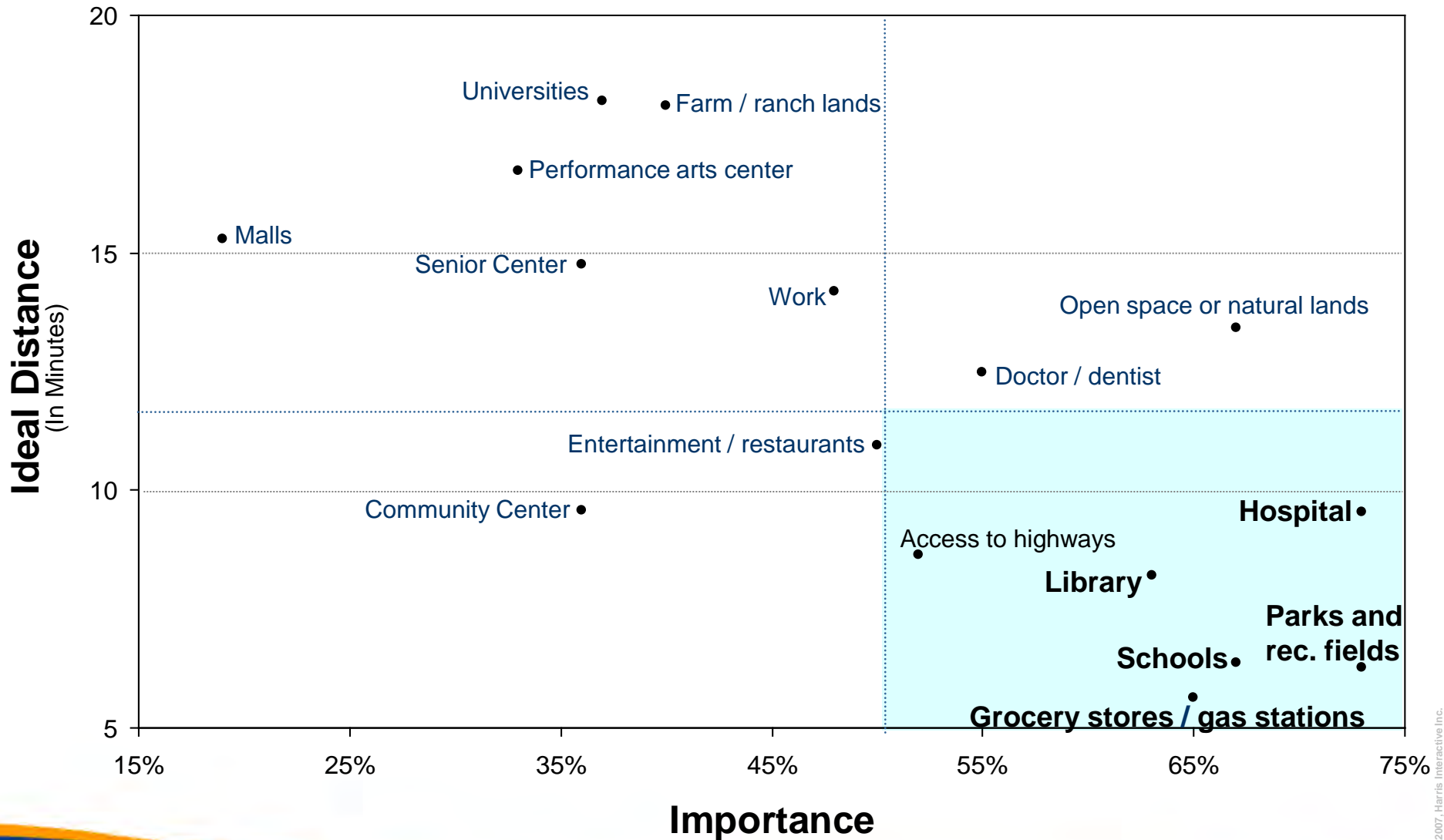
	Total
Market Share	75% 
Housing Type	Mix of moderate single family homes and town homes
Neighborhood Age/Life Stage Mix	Neighbors who are a mix of ages and family stages
Public Transportation	Public bus, rail, and TRAX nearby
Type of Community	Village
Size of Yard	Variety of yard sizes
Open Space	Public parks, gardens, recreational fields, playgrounds, nature preserves, and trails all nearby
Architectural Design	Custom units with unique architecture and design



Type of Community Impact On Market Share

	Total
Market Share	75% 
Housing Type	Mix of moderate single family homes and town homes
Neighborhood Age/Life Stage Mix	Neighbors who are a mix of ages and family stages
Public Transportation	Public bus, rail, and TRAX nearby
Type of Community	Village
Size of Yard	Variety of yard sizes
Open Space	Public parks, gardens, recreational fields, playgrounds, nature preserves, and trails all nearby
Architectural Design	Custom units with unique architecture and design

Ideal Community Spatial Map



Please imagine your own ideal community and indicate how important it would be to you to have each of the following close to your "ideal community".

Ideal Community Spatial Map

§ **Access to highways** is not as important to:

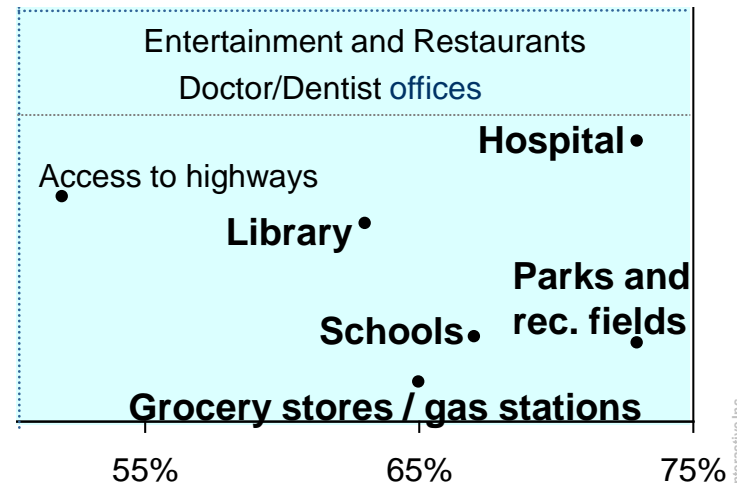
- Utah County residents
- Those earning less than \$35K per year

§ **Entertainment and Restaurants** are more important to:

- Utah County residents
- Recent and Future home buyers
- Those earning more than \$75K per year

§ **Doctor/Dentist** offices are more important and wanted closer by:

- Weber/Davis County residents
- Those earning less than \$35K per year
- Those earning more than \$75K per year



Please imagine your own ideal community and indicate how important it would be to you to have each of the following close to your "ideal community".

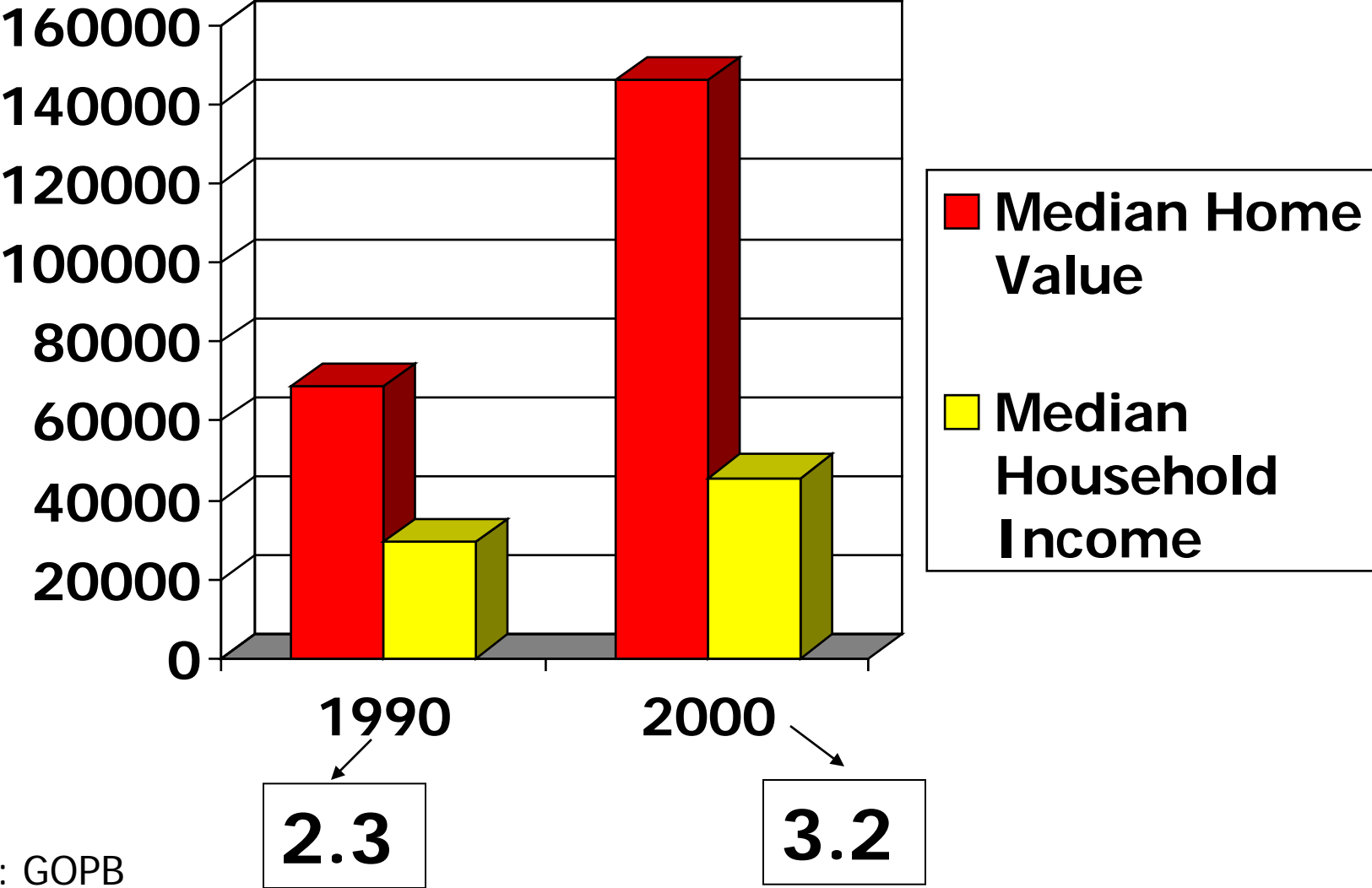
Communication Lesson:

Communicate with Values

- Persuade with Reason
- Motivate with Emotion

Decline in Housing Affordability

(Utah: 1990-2000)

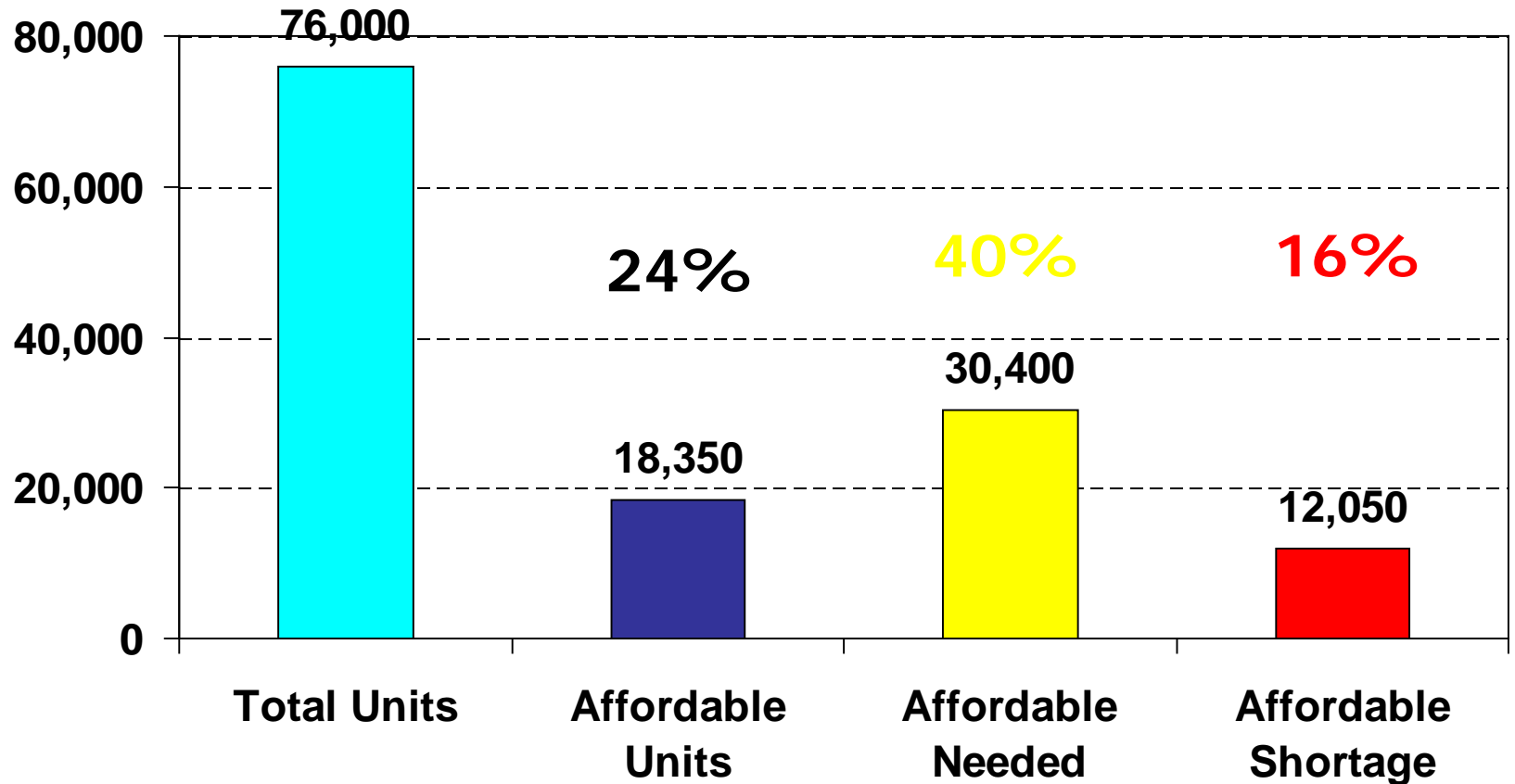


Source: GOPB

New Housing Units

(1996-2002)

52 Utah Cities Over 5,000 Population



The Tale of Two Houses



Karl & Lisa
\$600,000

Matt & Alyssa
\$87,000





Values

The Foundation of Regional Visioning

Alan Matheson



**Envision
Utah** How we grow matters.