



GUIDING OUR GROWTH

A STATEWIDE CONVERSATION ABOUT UTAH'S FUTURE

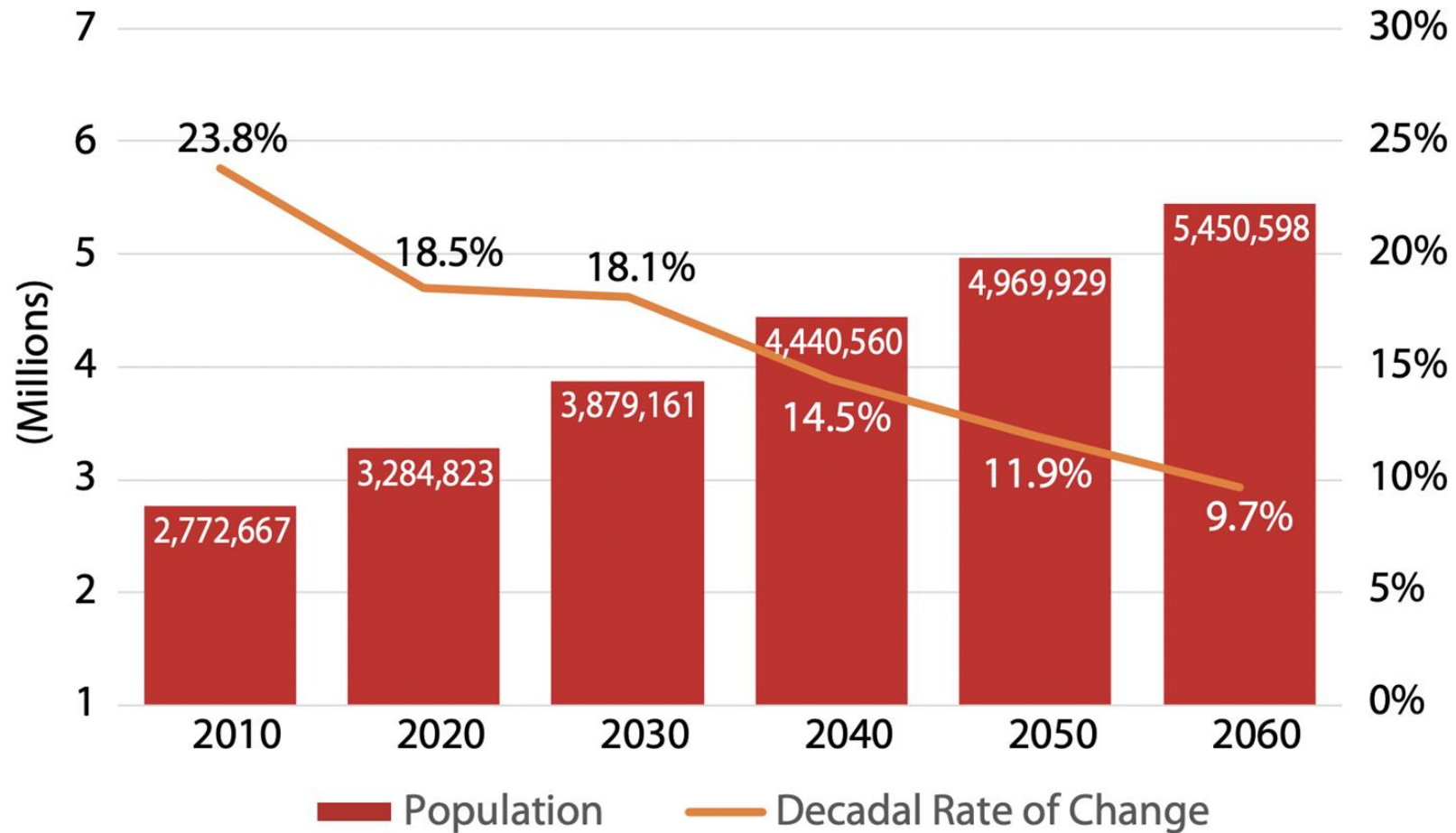
PHASE III CACHE COUNTY WORKSHOP

NOVEMBER 2, 2023



**THERE'S SO MUCH
TO CELEBRATE
ABOUT UTAH**

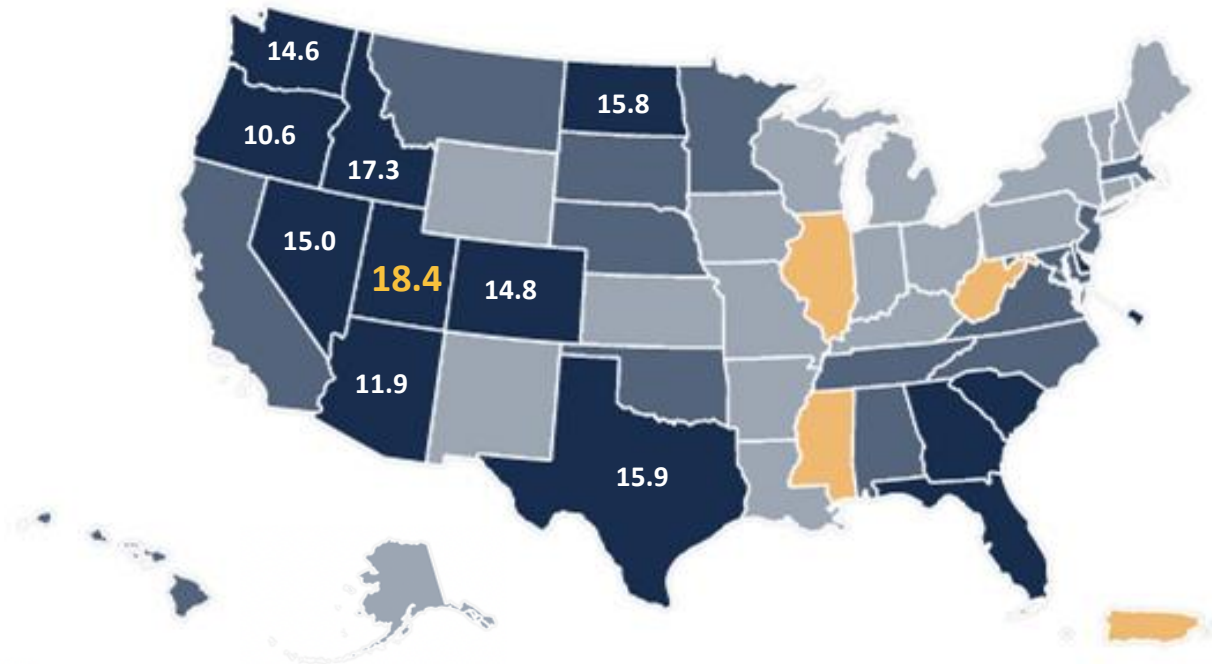
What makes Utah great also **MAKES UTAH GROW**



MANY UTAH FAMILIES STAY FOR GENERATIONS

Others recognize all that Utah has to offer and move here

**FASTEST
GROWING
STATE IN THE
NATION
2010-2020**



■ 10.0 or more ■ 0.0 to 4.9
■ 5.0 to 9.9 ■ Less than 0.0

Source: US Census Bureau
Percent increase in population, 2010-2020





It's not so much **IF**
Utah will continue
to grow, but **HOW**
Utah will continue
to grow.

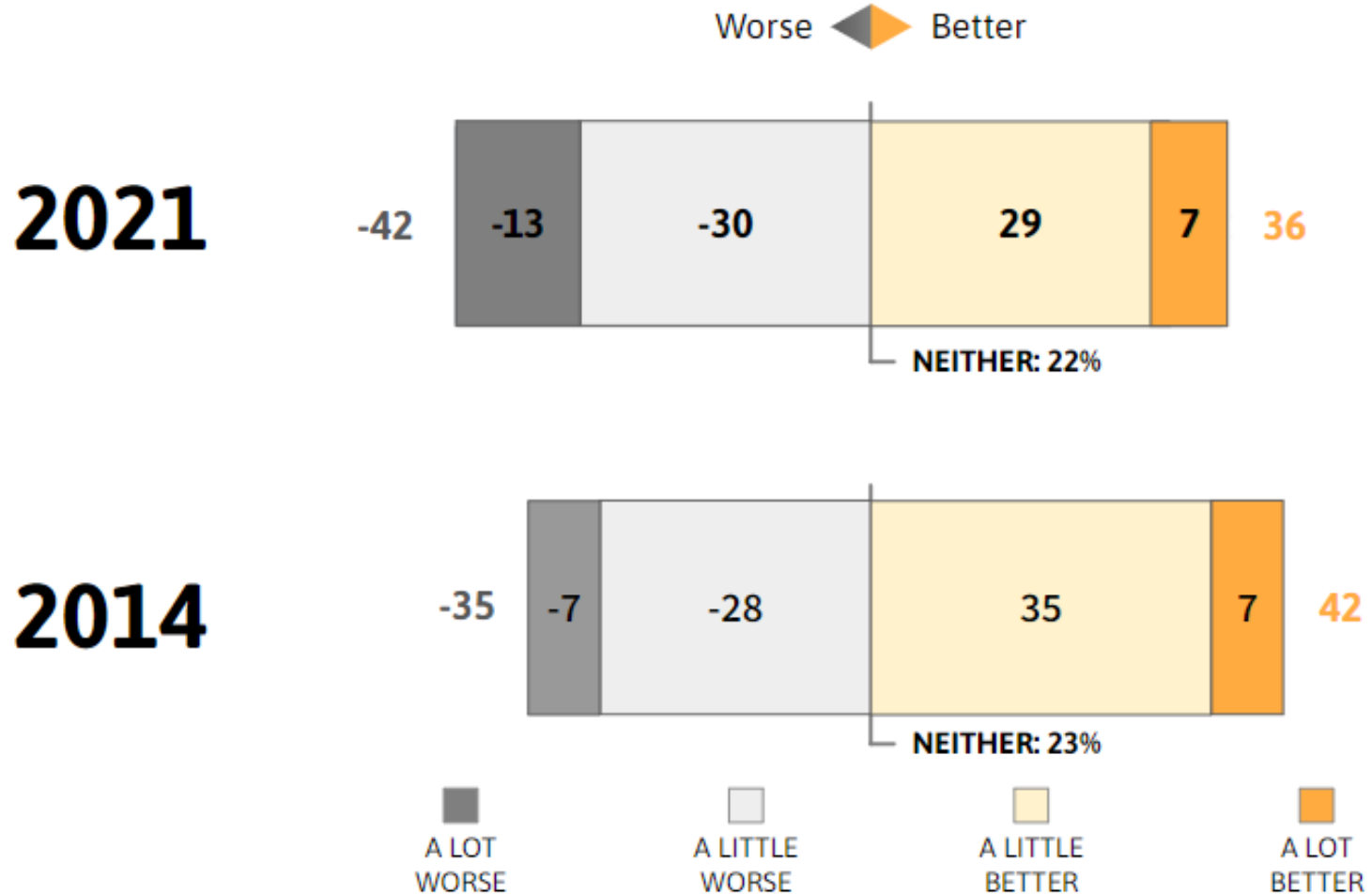


Two in five believe that future growth will make Utah worse.

- Up significantly since 2014



Believe Future Growth Will Make Utah Better or Worse



BASE: All Respondents (n=800)

Q500. Most people see both positive and negative aspects of the changes taking place in the state. Based on your own personal feelings, do you believe future growth in the state of Utah will make things better or make things worse?



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GOALS OF THE EFFORT

- Educate Utahns on the effects of growth decisions
- Solicit input on Utahns' growth preferences
- Generate a list of Big Ideas and guidance for decision makers
- Support existing local and regional planning efforts
- Identity the tools and resources needed by local governments to successfully guide their own growth



THE TIMELINE

GUIDING OUR GROWTH - Public Engagement Timeline

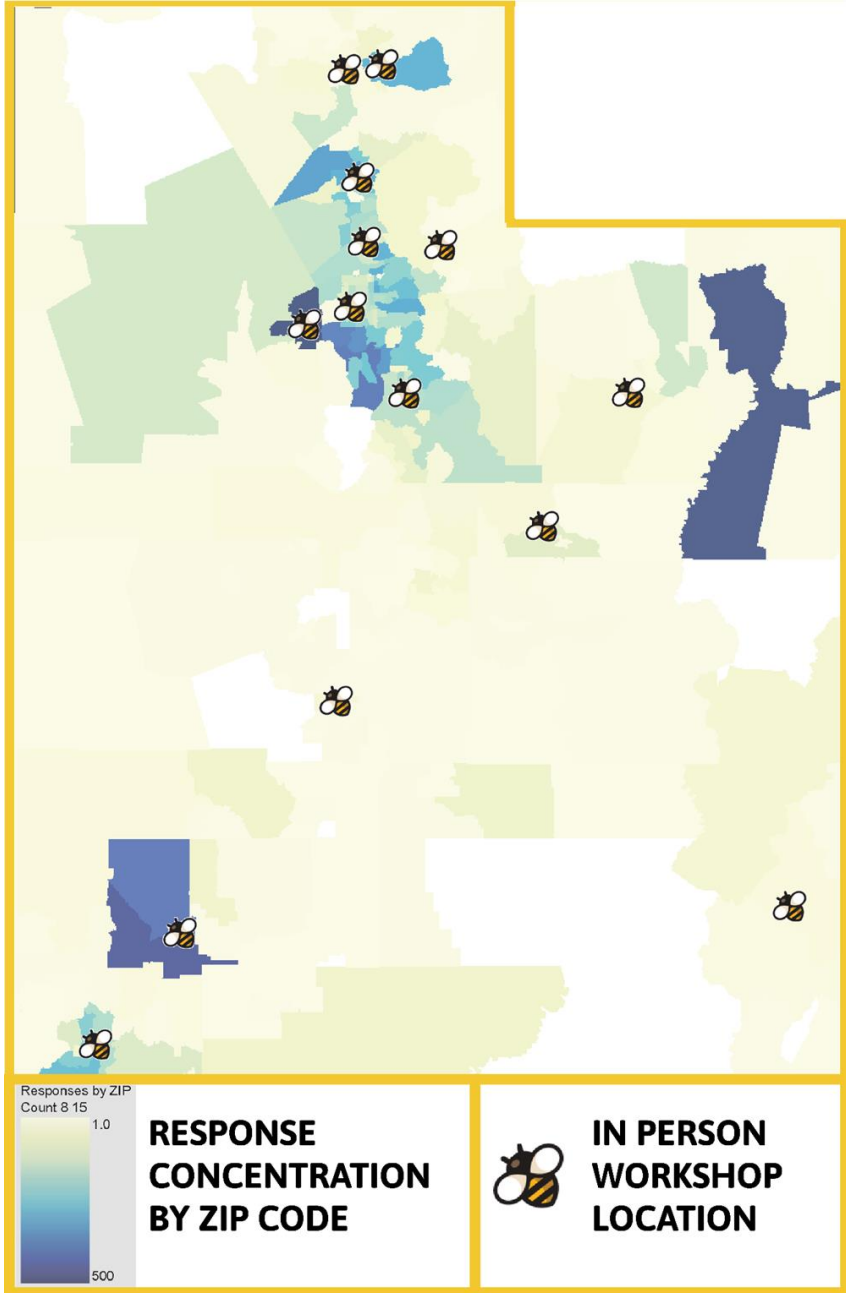


GUIDING OUR GROWTH - Decision-making Timeline



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1.7M Online Engagements

68K Ad Campaign Clicks

19K Extensive Survey Responses

28K Survey engagements



UTAHNS ARE
FEELING THE
PRESSURES OF
GROWTH, BUT
MOST DON'T
THINK WE SHOULD
TRY TO STOP IT

...BUT HOW WE
GROW MATTERS





GOALS OF THIS MEETING

- Share communities' growth preferences with local leaders
- Discuss Big Ideas and implementation opportunities for decision makers
- Develop a list of community actions feasible in this community
- Identity the tools and resources needed by local governments to successfully guide their own growth



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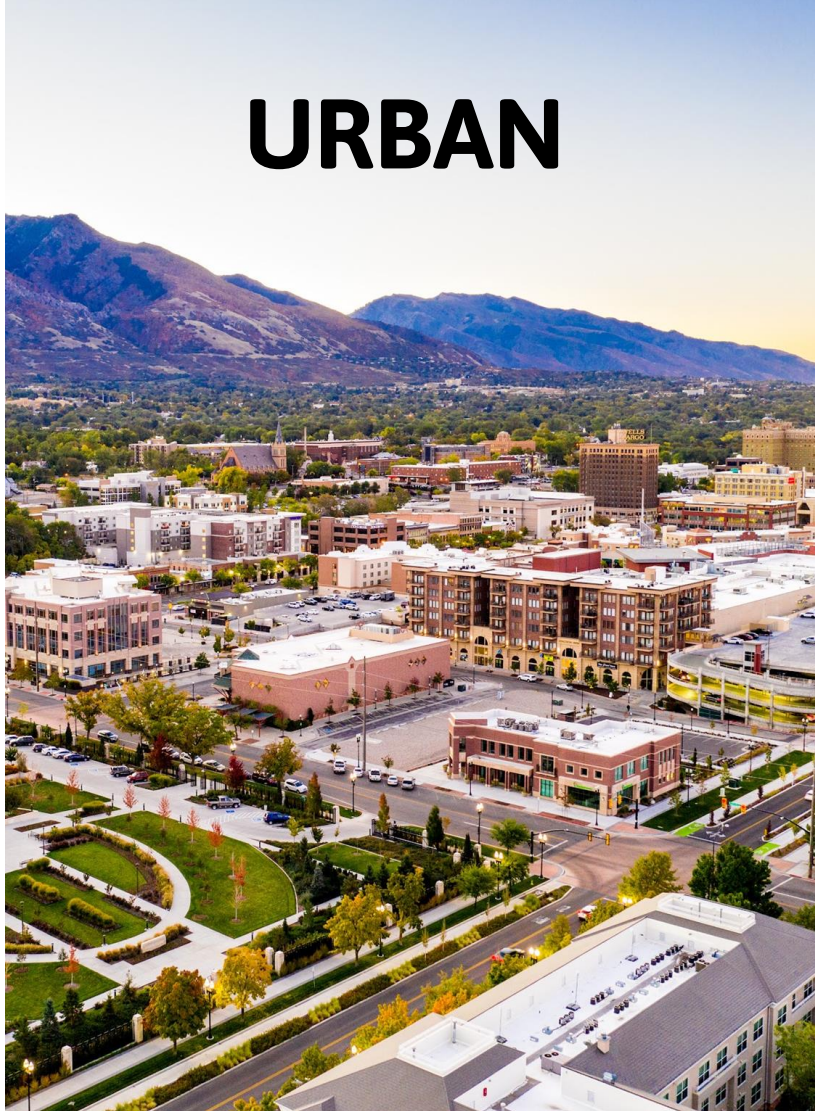
SURVEY OVERVIEW

GUIDING OUR GROWTH 2023

3 Distinct Surveys to Fit Your Community



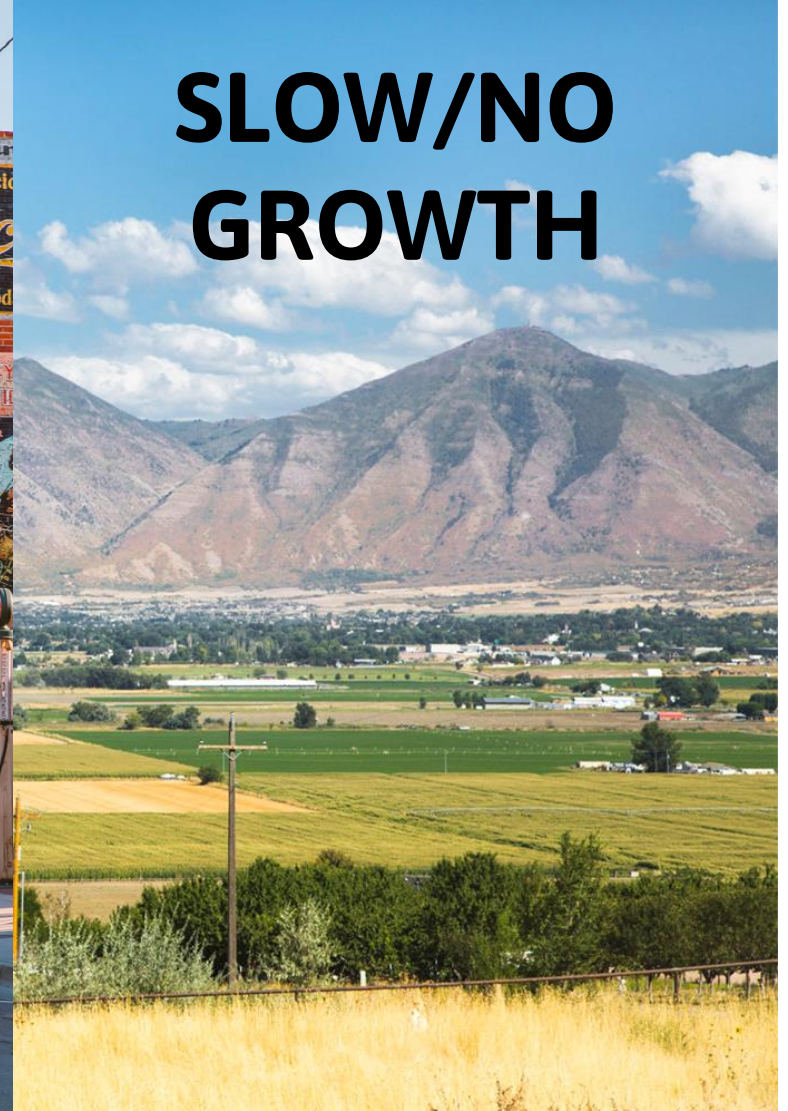
URBAN



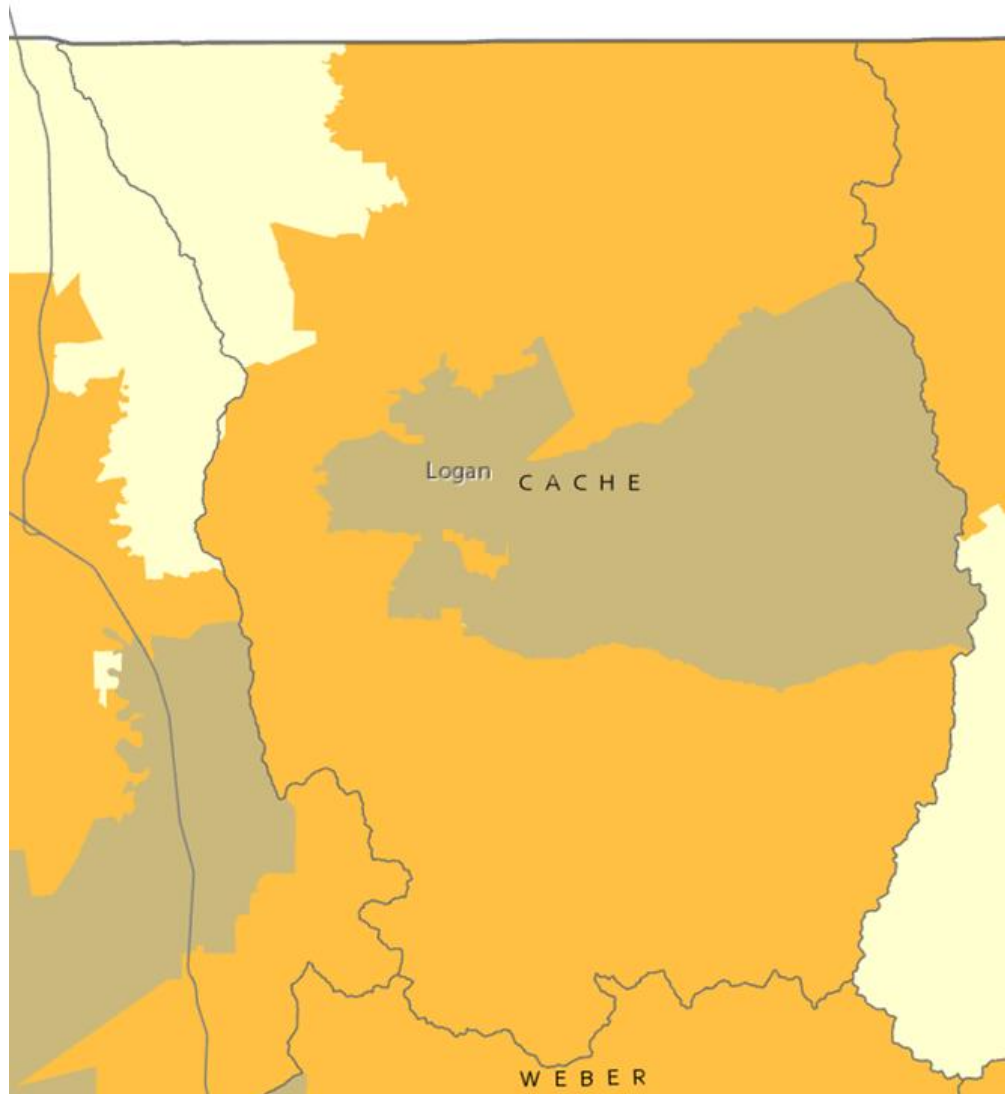
**GROWING
RURAL**



**SLOW/NO
GROWTH**



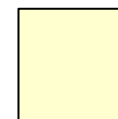
3 Distinct Surveys to Fit Your Community



URBAN

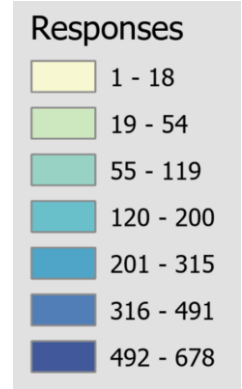
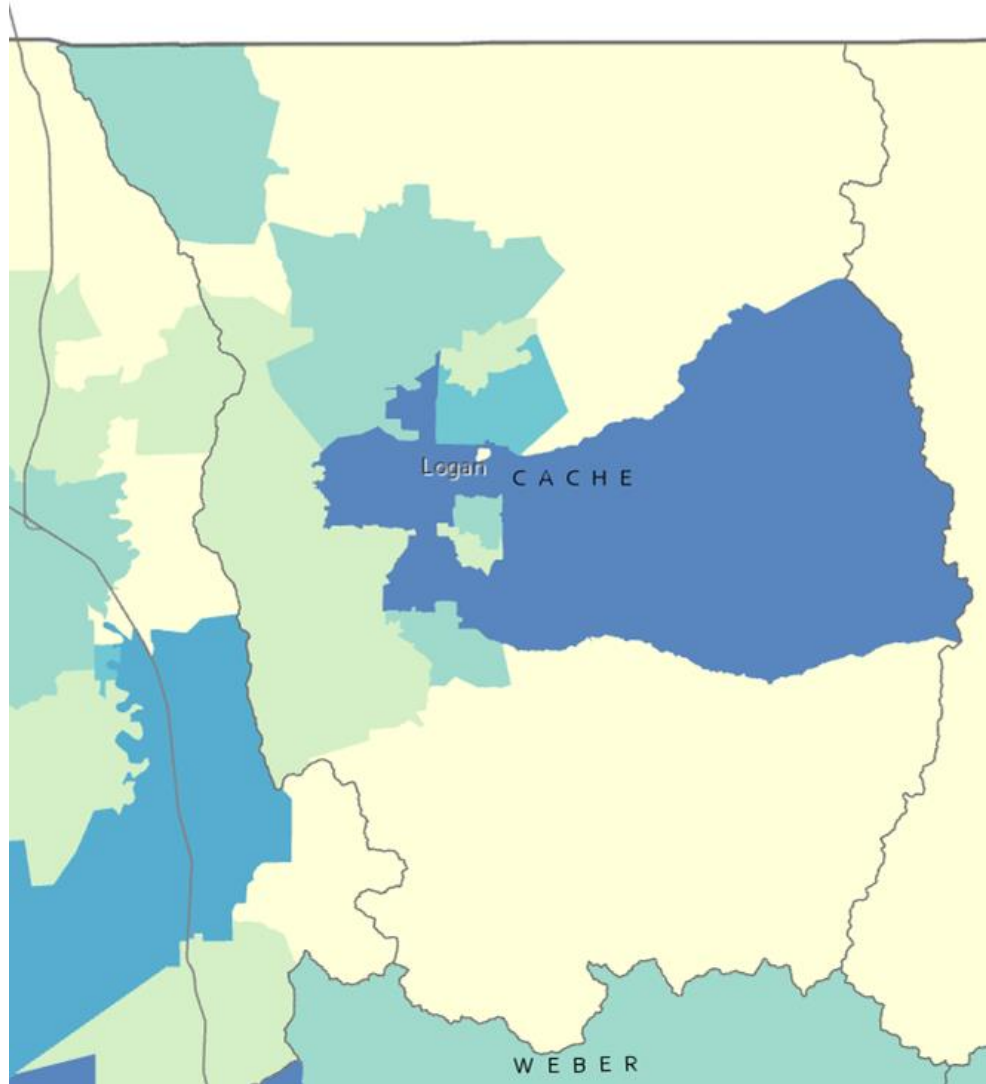


GROWING RURAL



SLOW/NO GROWTH

Responses by ZIP Code



Total responses:
Cache- 1450



SURVEY STRUCTURE

Utahns shared four topics as top priorities for managing growth; we want your opinion on them



Housing



Water



Transportation



Open Space & Recreation

Part 1

Compare Growth Options

Explore challenges and options

Consider pros and cons

Share your input

Start

Part 2

Explore Big Ideas

Review ideas submitted by Utahns

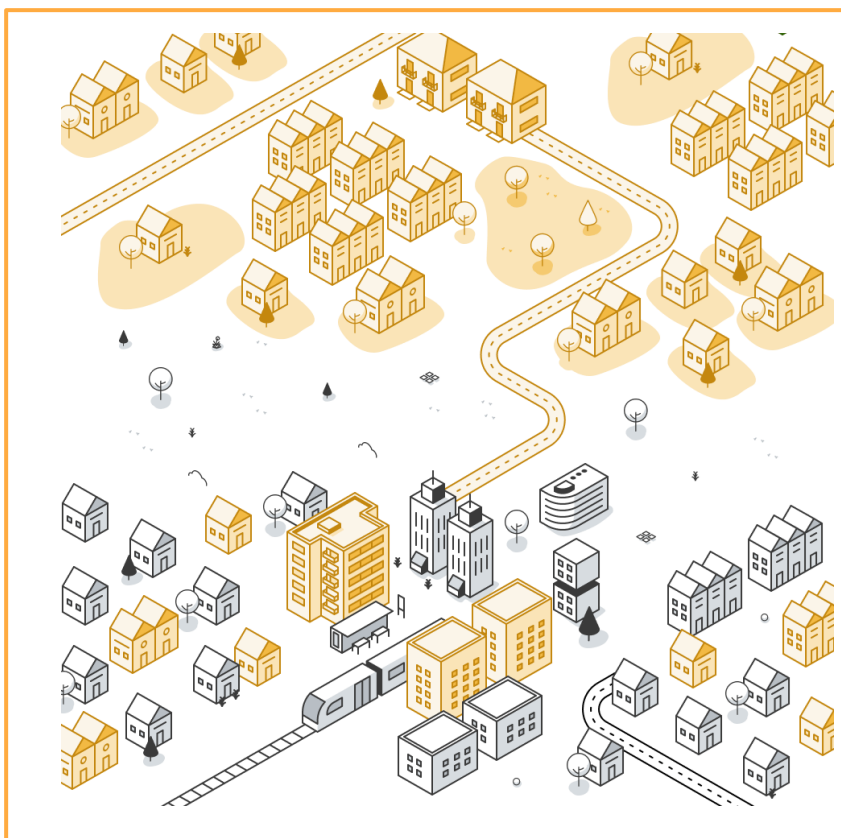
Select your favorite ideas

Note: Growing Rural and Slow/No Growth Surveys included the same Big Ideas



SURVEY STRUCTURE


- 4 options of growth were presented for each of the 4 topics
 - This included “Stop Growth” option for each topic




Allow new housing in currently undeveloped areas, near transit stations and town centers, and in appropriate areas within existing neighborhoods

New housing is built on the edges of town with a mix of housing and lot sizes. Existing neighborhoods add duplexes and townhomes on vacant properties. Transit station areas, downtowns, commercial areas, and neighborhood centers add apartments and condos.


[View Visualization](#)

 **Upsides**

- LOW HOUSING COSTS [?](#)
- LOW OPEN SPACE LOSS [?](#)

 **Other Considerations**

- MED PUBLIC INFRASTRUCTURE SPENDING [?](#)
- MED DISTANCE TO STORES, JOBS, SCHOOLS, ETC. [?](#)

 **Downsides**

- HIGH NEIGHBORHOOD PHYSICAL CHANGE [?](#)



SURVEY STRUCTURE

- “Big Ideas” were refined from ideas received during the Phase 1 Tour
 - Participants were asked to select Big Ideas they would support in their community

The screenshot shows a survey interface for 'Part 2: Explore Big Ideas'. On the left, a yellow box contains the title 'Part 2 Explore Big Ideas' and two options: 'Review ideas submitted by Utahns' (with a lightbulb icon) and 'Select your favorite ideas' (with a list icon). A yellow 'Start' button is at the bottom. On the right, the 'Water' category is selected, showing a water tap icon. Below the icon is a paragraph: 'Utah experienced 20 years of below-average precipitation. As the population grows, and if current long-term weather trends continue, Utahns will need to change how we use water. Development patterns, landscaping, and irrigation practices can influence the amount of water consumed.' Below this is the instruction: 'Please select as many Big Ideas as you like for state and local leaders to further explore for your community.' There are four toggle switches, all currently off, with the following text: 1. 'Incentivize or require more efficient irrigation practices (e.g., irrigate only on odd days)' with a question mark icon. 2. 'Require low-water-use landscaping in all new residential and commercial areas' with a question mark icon. 3. 'Provide rebates or incentives to encourage low-water-use landscape conversions'. 4. 'Implement natural stormwater drainage systems in all new developments to improve water quality'. A blue callout box on the right contains the text: 'Local governments could implement stricter landscaping requirements designed to minimize outdoor water use. This could mean lawn only in well-used areas and low-water shrubs and trees with drip irrigation elsewhere.'



SURVEY STRUCTURE

- A space for optional open text comments was offered throughout the survey
- Over 30,000 comments were received
 - These comments averaged 40 words per comment, or 2-5 sentences
 - *Equates to approximately 17 novels!*

Do you have any comments about the options? (Optional)

Type comments here...

Those who chose options to restrict growth were often **twice as likely to comment**



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CACHE COUNTY RESULTS

NOVEMBER 2, 2023



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#375 790



**UTAHNS WANT A
VARIETY OF
HOUSING
PRODUCTS AND
PRICE POINTS**





HOUSING OPTIONS (CACHE COUNTY, URBAN)

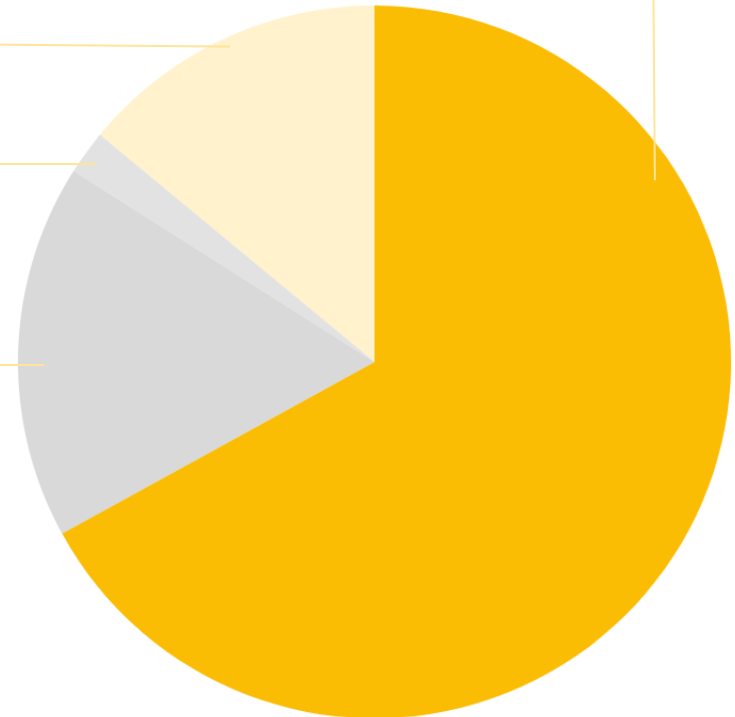


Allow new housing in currently **undeveloped areas**, near **transit stations and town centers**, and in appropriate areas within **existing neighborhoods**
67%; State: 60%

Allow new housing mostly **away from existing neighborhoods**, but also include development near public **transit stations and town centers**
17%; State: 15%

Allow new housing, but **only away from existing neighborhoods**, such as on undeveloped land on the edges of communities
6%; State: 6%

Restrict housing development in existing and new areas as a strategy to slow growth
14%; State: 19%





HOUSING OPTIONS (CACHE COUNTY, RURAL)

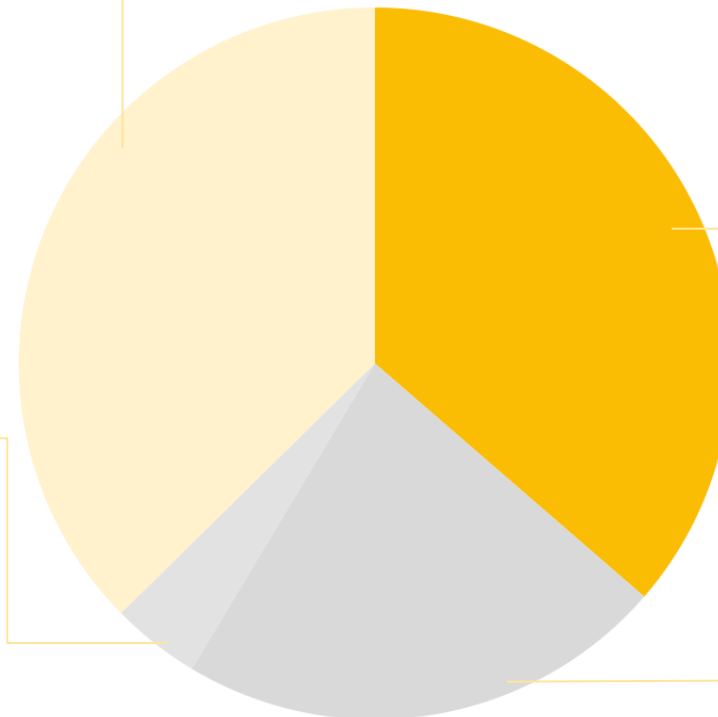


Create opportunities for new housing
mostly around major streets and town centers
37%; State: 25%

Create opportunities for new housing
in both new and existing areas
36%; State: 38%

Create opportunities for new housing
mostly in new areas
4%; State: 8%

Restrict housing development
as a strategy to slow growth
22%; State: 29%





COMMENTS (CACHE COUNTY)



- Community seeks diverse housing styles, zoning updates, and incentives for equitable, sustainable, and affordable housing solutions

“Let development keep up with demand within existing cities and towns. Strongly preserve natural open spaces and recreation opportunities...”

“None of these options go far enough to help solve the housing problem in Utah. Allowing new housing near transit, town centers, and elsewhere is only the start. **We must also allow much greater variation of housing styles** ...duplexes and triplexes should be allowed by right in zoning codes throughout Utah.”

“there are reasons that we live in cache valley and open spaces and rural feel are just a few... **I worry about air quality the most and then the water supply.**”



TOP BIG IDEAS (CACHE COUNTY)



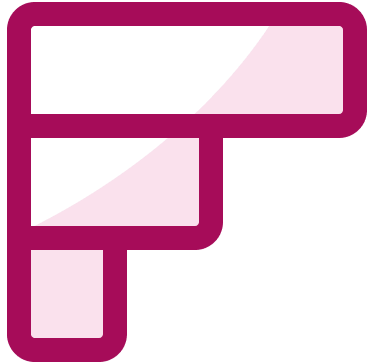
URBAN

1. **Allow more strip malls, big box stores, and parking lots to be redeveloped into housing**
2. Allow more new houses to be built on smaller lots and incentivize the construction of smaller homes
3. Allow more townhomes, duplexes, and accessory dwelling units (e.g., basement or mother-in-law apartments)

RURAL

1. **Allow new houses to be built on smaller lots**
2. Proactively invest in or establish frameworks for financing new infrastructure (roads, utilities) to support the construction of new housing
3. Limit short-term rentals through regulation

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Among the most prominent Big Ideas that have emerged from your community, which ones do you want to implement?

① Start presenting to display the poll results on this slide.

**UTAHNS WANT
AGGRESSIVE
WATER
CONSERVATION
EFFORTS**





WATER OPTIONS (CACHE COUNTY, URBAN)

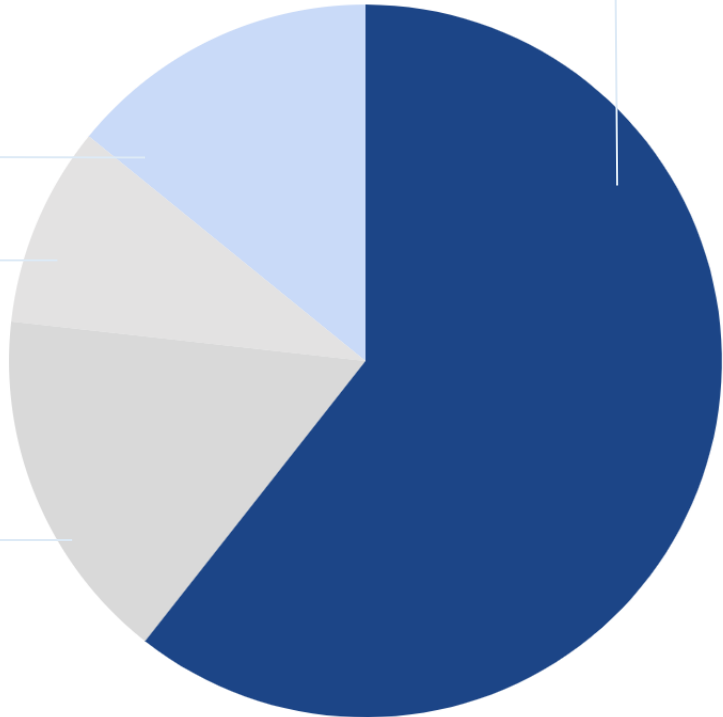


Conserve water in **both new development and existing communities** with water-wise landscaping
68%; State: 61%

Conserve water in new development by building on **small or shared lots** with water-wise landscaping
14%; State: 12%

Conserve water in new development by building on **large lots** with water-wise landscaping
8%; State: 7%

Restrict housing development as a strategy to reduce future water demand
11%; State: 20%





WATER OPTIONS (CACHE COUNTY, RURAL)

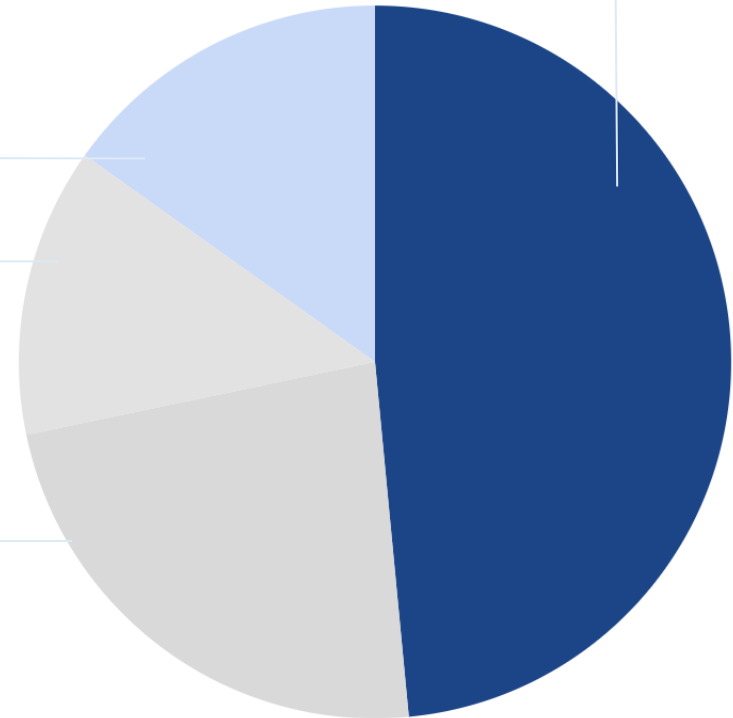


Invest in **optimized agricultural** irrigation as well as **residential and commercial** water conservation
48%; State: 45%

Invest in **residential and commercial** water conservation
13%; State: 13%

Invest in **optimized agricultural irrigation** to conserve water
15%; State: 13%

Restrict housing development
as a strategy to reduce
future water demand
23%; State: 29%





COMMENTS (CACHE COUNTY)



- Competition of water use between housing and agriculture
- Suggest water metering, reforming water rights, waterwise landscaping, and investing in water efficiency technology

"Roughly, ag uses three out of four gallons of water in Utah. As such, the focus on housing here with water is fundamentally confused. **The water challenges that Utah faces are tied to agriculture, not housing.** These policy options will fail to fulfill their intended goal without turning to agriculture."

"...Farming and agriculture need to be examined too. It's not all on residential changes."



TOP BIG IDEAS (CACHE COUNTY)



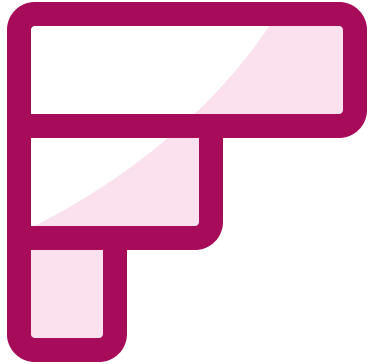
URBAN

1. Provide rebates or incentives to encourage low-water-use landscape conversions
2. Implement natural stormwater drainage systems in all new developments to improve water quality
3. Increase investments in agricultural water-optimization projects

RURAL

1. Provide rebates or incentives to encourage low-water-use landscape conversions
2. Increase investments in agricultural water-optimization projects
3. Invest in new water infrastructure projects (reservoirs, wells, pipelines, aquifer storage)

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Among the most prominent Big Ideas that have emerged from your community, which ones do you want to implement?

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**UTAHNS WANT
TO USE PUBLIC
TRANSIT, TRAILS,
BICYCLES, AND
CARS TO GET
AROUND.**





TRANSPORTATION OPTIONS (CACHE COUNTY, URBAN)

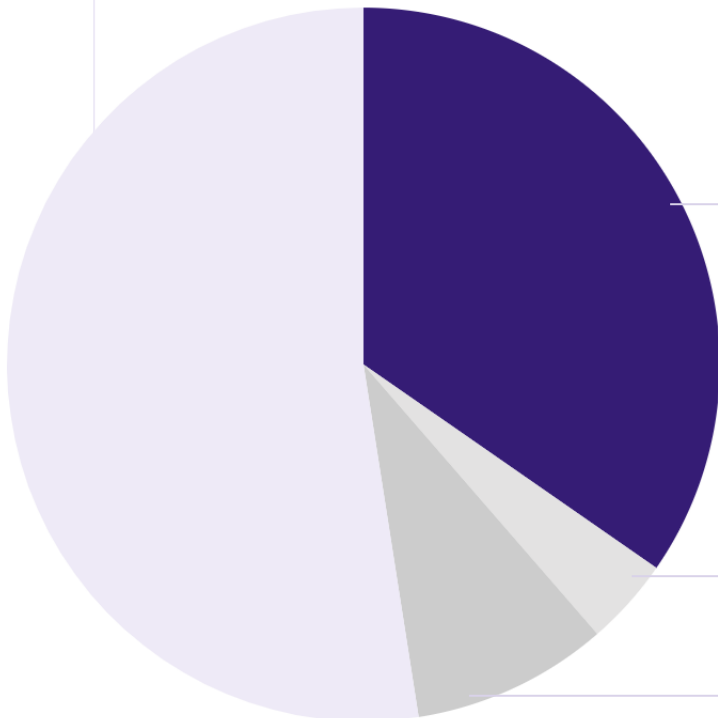


Prioritize convenient walking, biking,
and public transportation in **many town centers**
53%; State: 36%

Balance investments in walking,
biking, and transit in **existing cities**
with additional roads and highways
to serve **new suburbs**
35%; State: 42%

Prioritize new and expanded
highways and roads **in new suburbs**
4%; State: 7%

Restrict housing development
as a strategy to reduce traffic
9%; State: 15%

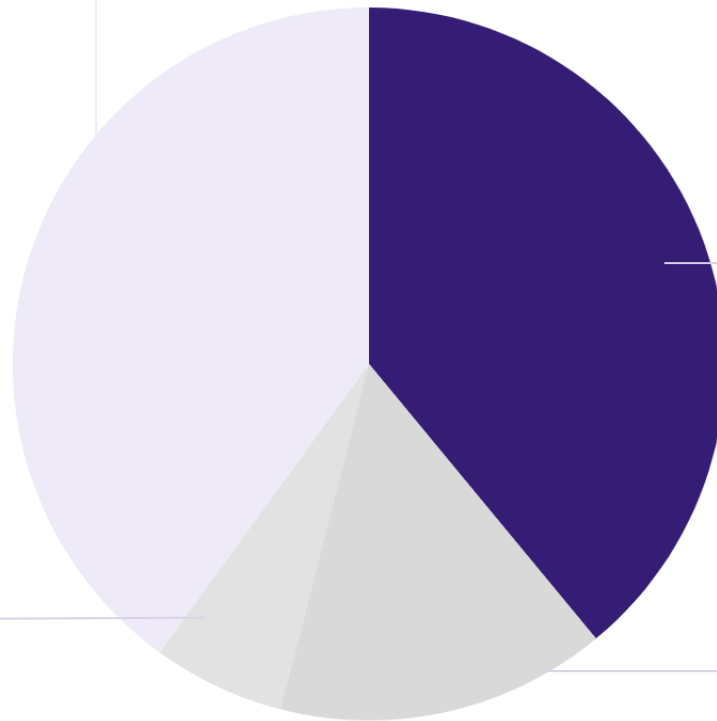




TRANSPORTATION OPTIONS (CACHE COUNTY, RURAL)



Focus **new development along main streets** to create a lively town center and **maintain country roads** outside of town
40%; State: 32%



Balance **new development and road upgrades** between a lively **main street and country roads** on the edge of town
39%; State: 41%

Spread development and new streets **out on the edge of town**
9%; State: 7%

Restrict housing development as a strategy to reduce transportation infrastructure costs
15%; State: 21%



COMMENTS (CACHE COUNTY)



- Consensus that public transportation needs to be more efficient and provide transit opportunities for existing suburbs
- Call to make roadways more inclusive to alternate modes of transportation

“Not everyone can move downtown, so we need options to get people from outlying areas into town.”

“Building car-centric is terrible because no matter how much you build, it will never be enough. Car-centric designs only require a little population growth to start to feel crowded...where the population density is much much higher, it doesn't feel crowded at all. Everything is closer and more convenient.”



TOP BIG IDEAS (CACHE COUNTY)



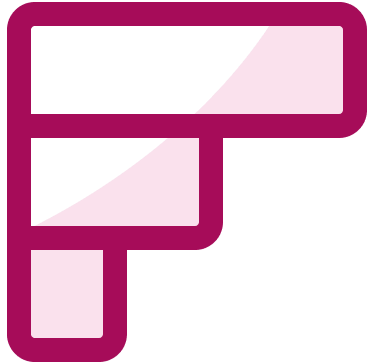
URBAN

1. **Invest in more bicycle and pedestrian infrastructure**
2. Provide zero-fare public transportation
3. Allow more apartments, condos, and townhomes near transit stations and downtowns

RURAL

1. **Invest in statewide passenger rail**
2. Invest in public transit for peak usage of tourism areas
3. Implement a statewide trails network to connect communities across Utah

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Among the most prominent Big Ideas that have emerged from your community, which ones do you want to implement?

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**UTAHNS WANT
OPEN SPACES
PRESERVED
WITHIN AND ON
THE EDGES OF
THEIR
COMMUNITIES**





OPEN SPACE OPTIONS (CACHE COUNTY, URBAN)

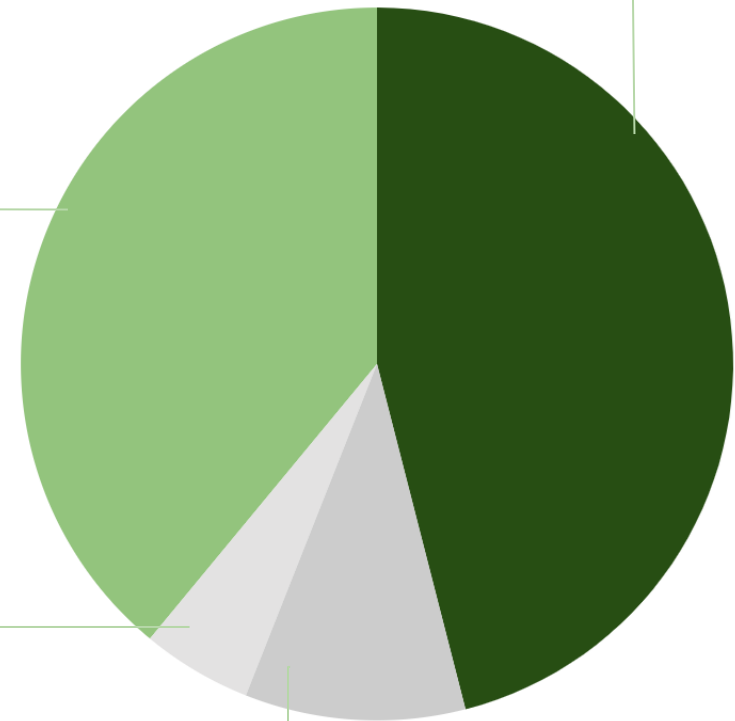


Fill “in” rather than grow “outward”
as a strategy to conserve open space
46%; State: 40%

Build new master-planned communities with parks, trails, and community open spaces
39%; State: 36%

Build **new neighborhoods** with large yards
5%; State: 6%

Restrict housing development as a strategy to preserve open space and recreation
10%; State: 18%





OPEN SPACE OPTIONS (CACHE COUNTY, RURAL)



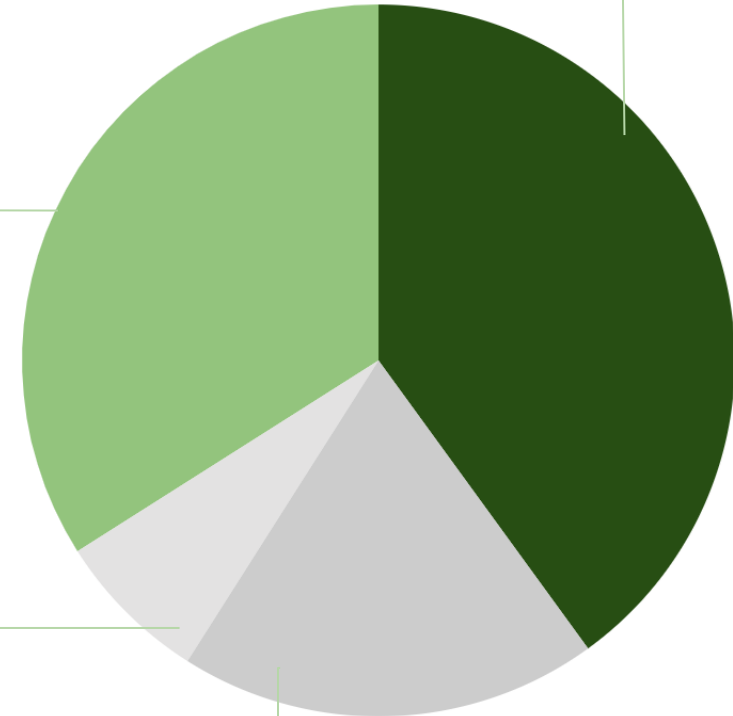
Build new master-planned **communities with parks, trails, and community open spaces**

46%; State: 37%

Build **new housing on smaller lots**
close to town
39%; State: 27%

Build **new housing**
with **large, spread-out** lots
5%; State: 8%

Restrict housing development as a
strategy to preserve open space
10%; State: 28%





COMMENTS (CACHE COUNTY)



- Sentiment strongly favors diverse housing types and open space preservation, which includes agricultural and recreational land and views

“Although people living in the Western U.S. love big vistas and open space, it would be useful **to inform and educate people about what the choices they make now mean for their and their families' future.**”

“Having a certain amount of open space throughout towns makes a big difference in how comfortable a town or city feels. **As housing density increases, it becomes more important to have some parks and open space mixed in,** someplace people can go if there are small or no yards with the housing.”



TOP BIG IDEAS (CACHE COUNTY)



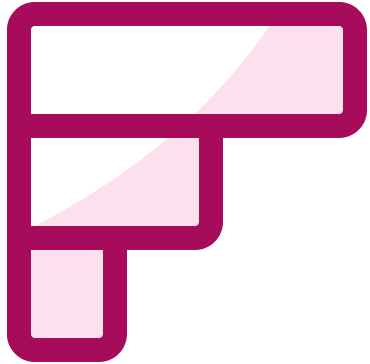
URBAN

1. **Invest more in natural-area recreational amenities (trailheads, campgrounds, trails, parking, restrooms) on state or county lands**
2. Invest more in urban trails and trailheads
3. Design new libraries, recreation centers, or senior centers to also provide multipurpose outdoor recreation space

RURAL

1. **Invest more in natural-area recreational amenities (trailheads, campgrounds, trails, parking, restrooms) on state or county lands**
2. Invest in the preservation of open space through conservation easements or purchases
3. Encourage ongoing agricultural uses by prioritizing prime farmlands in long-range planning efforts

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Among the most prominent Big Ideas that have emerged from your community, which ones do you want to implement?

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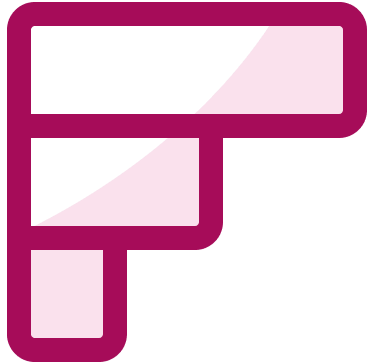
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**What kinds of strategic investments would be most meaningful to your community in guiding our growth?
Please be specific.**

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Which of the following resources would be of most value to your community as you're considering local planning and decision-making?

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Would you like an emailed copy of the full results for your area? If so, please enter your email.

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THE TIMELINE

GUIDING OUR GROWTH - Public Engagement Timeline



GUIDING OUR GROWTH - Decision-making Timeline