



ENVISION UTAH HOW WE GROW MATTERS

ANNUAL REPORT | 2018

2018 HIGHLIGHTS:

Valley Visioning
Quality Communities Academy
Early Learning Effort
Utah Teacher Initiative

Spring Breakfast
Panel with Adam Wasserman, Natalie
Gochnour, Derek Miller, and Hanco Kiessner
Common Good Awards
Keynote Address by Dr. Astrid S. Tuminez,
Utah Valley University President

Point of the Mountain Vision
Clean Air Action Team
Maricopa County
Quality Communities Guide

ENVISION UTAH | IMPACTS

Envision Utah doesn't always take credit for the catalytic influence we have on our stakeholders and their role in the community. They have taken Utahns' vision for the future and made it foundational to their work—and we're seeing the results as they implement *Your Utah, Your Future* strategies.

INTRODUCTION | 2018

It's been nearly three years since the completion of *Your Utah, Your Future*, an effort that brought together 53,000 Utahns to create a statewide vision for 2050. But establishing a vision wasn't all that *Your Utah, Your Future* accomplished; hundreds of stakeholders and thousands of residents who were involved learned together and then went forth to make the vision a reality.

The following pages detail Envision Utah's efforts to implement the *Your Utah, Your Future* vision. Our work is made possible by the generous support of visionary Utahns like you. We rely on your support to move forward and ensure that Utah is a great place to live—both now and in the future. Thank you.

TIER 3 FUEL



Air quality in Utah is significantly improving. Among other strategies, many of the refineries serving Utah are upgrading to offer lower-emission "tier 3" fuel, builders are improving the energy efficiency of the homes and buildings they construct, and all new water heaters are now required to be ultra low-NOx.

T.O.D. (TRANSIT ORIENTED DEVELOPMENT)



Since 2010, over 40 percent of new multifamily housing units have been built within walking distance of a rail station. That means reduced household costs, air emissions, traffic, infrastructure costs, and land consumption.

LESS WATER USAGE



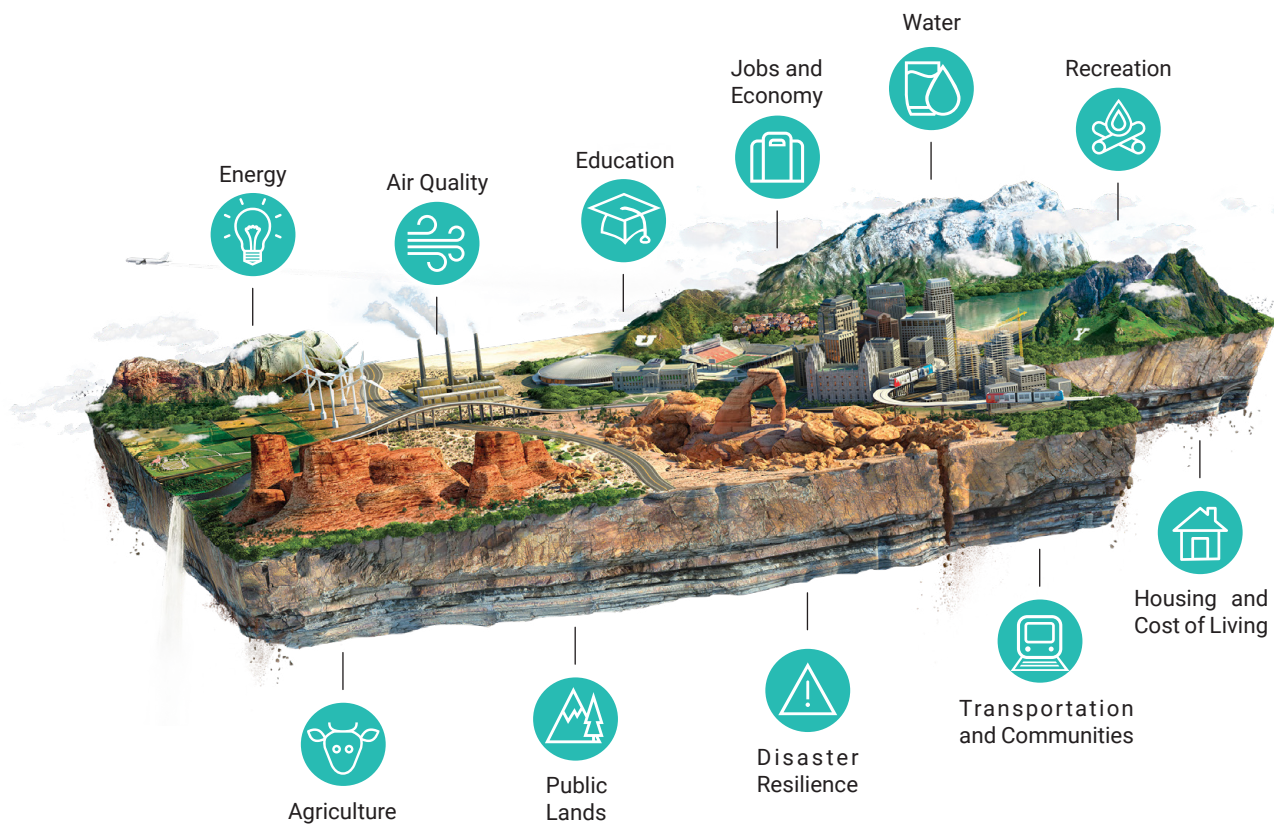
Utahns are now using less than 167 gallons of potable water per capita per day—down from 185 in 2010, and 237 in 2000.

In addition, the state has made major efforts to attract jobs to rural areas, farmland loss has slowed significantly (thanks to compact development), and—while we're not yet where we want to be—significant action has been taken to improve education outcomes throughout the state.

There is still much to be done, but the impact *Your Utah, Your Future* has made on Utah is nothing short of extraordinary.

YOUR UTAH, YOUR FUTURE IN REVIEW

The *Your Utah, Your Future* vision is the culmination of more than two years of collaborative efforts to help Utah residents envision our own future. More than 400 experts from across the state worked together to identify critical choices in 11 topics related to the future of the state. The result is a shared vision that establishes a clear context, framework, and direction for policy decisions and actions to achieve the future Utahns want.



YOUR UTAH, YOUR FUTURE CORNERSTONES

There are four core strategies, or cornerstones, for implementing the vision of Utah's future. These cornerstones take advantage of synergistic opportunities across the 11 topic areas. The projects on the following pages represent in many ways the logical extension of their corresponding action team from the *Your Utah, Your Future* process. They are grouped according to the cornerstone they help fulfill.

1. A NETWORK OF QUALITY COMMUNITIES

Restoring the fabric of village, town, and urban centers will significantly improve the convenience of living in Utah as our population grows. Centers bring destinations closer to people, making it convenient to drive short distances, take public transportation, walk, or bike. Building a network of quality communities is a robust strategy with significant benefits for almost every topic Utahns ranked as being important to our future.

2. HOMES, BUILDINGS, LANDSCAPING, AND CARS OF THE FUTURE

While Implementation Cornerstone One deals with how our communities and urban areas are organized, Cornerstone Two concerns the kinds of homes, buildings, landscaping, and vehicles that make up those communities. Technologies and efficiencies exist today, and are improving every year, that can reduce air pollution; save money; make our homes, buildings, and infrastructure more resilient to disasters; and conserve water.

3. A THRIVING RURAL UTAH

Rural communities in the state have their own varying opportunities and challenges. Though 90% of Utah consists of rural private and public lands, the vast majority of Utah's population, and the focus of much of Utah's prior visioning effort, is in the urbanized Wasatch Front and back. As Utah's population nearly doubles by 2050, however, we need to ensure that rural Utah thrives, while still maintaining its rural heritage. Utahns resoundingly support having a balance of uses for our public and private rural lands in order to foster thriving rural economies.

4. PEOPLE PREPARED FOR THE FUTURE

Utahns believe everyone deserves an opportunity to receive a high-quality education that prepares them to participate in the workforce and in society and that maximizes their individual potential. The purpose of our effort is to improve education across the state by (1) facilitating the collaboration of groups already working in education, (2) helping the public understand and support the specific strategies that will yield the best outcomes in education, and (3) working with stakeholders to implement key strategies.

POINT OF THE MOUNTAIN

This project entails working with the Point of the Mountain Development Commission to engage stakeholders and the community to help ensure that the Point of the Mountain region reaches its full potential as a high-tech center while maintaining a high quality of life for residents and employees. This three-year visioning process has brought together hundreds of stakeholders and thousands of Utahns to identify the existing assets, challenges, and opportunities in the Point of the Mountain region.

In early 2018, Envision Utah released an overarching vision for the area based on stakeholder and public input from the 2016 and 2017 scenario development process. Since then, we have worked with cities to include elements of the vision in their city and transportation plans, presented at city council and planning commission meetings to collaborate on vision implementation strategies, and hosted the Utah APA mobile tour to showcase the Point of the Mountain area and the vision. We also launched Phase Three of the effort, which involves evaluating options for funding infrastructure.

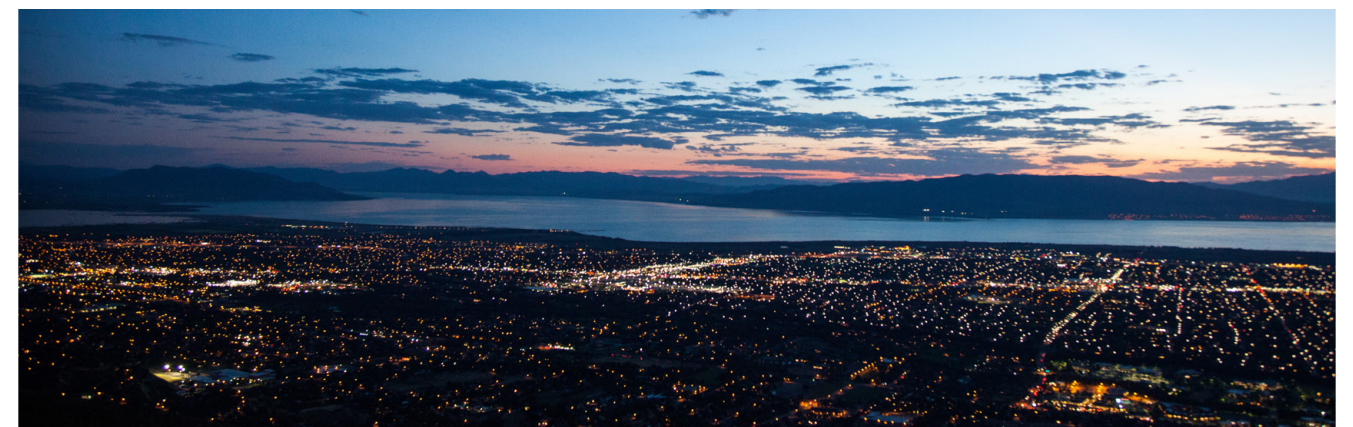
Moving into next year, next steps include completing Phase Three and continuing the Point of the Mountain Development Commission's work to move the vision forward. We are also coordinating the new Point of the Mountain State Land Authority, which governs the Draper prison site.

VALLEY VISIONING

Utah County is one of the fastest growing regions in the state, where residents enjoy a high quality of life and a strong economy. As the county adds more than a million people over the next fifty years, a comprehensive visioning process will be necessary to identify issues and opportunities, explore potential growth decisions, and develop a broadly supported vision for the county's future. This vision will act as a voluntary yet powerful framework to underpin future planning and implementation in the county.

Envision Utah formally launched this project in October 2018, with a steering committee and stakeholder kick-off event. These committees will be convened throughout the process and several regional public workshops will be organized to engage with residents across the county. This visioning process will address topics on air quality, transportation, recreation, jobs, and more, as well as new issues that Utahns care about such as culture, diversity, and entertainment. At the conclusion of the process, policy makers and leaders will know which goals and planning strategies resonate best with residents and stakeholders as ways to achieve desired outcomes.

For the latest information on the process (including additional background information), please visit utahvalleyvisioning.org.



QUALITY COMMUNITIES ACADEMY

The Quality Communities Academy is an annual workshop that brings together planning experts to share their experience and ideas regarding the development of quality communities in Utah. This year's academy explored topics like Utah's impending housing shortage, the changing nature of retail in an increasingly digital world, how to build fiscally sustainable centers, and unique solutions to designing parking. The Academy had over 70 RSVPs at 7 locations across the state, and we're looking forward to an even bigger third year in 2019.

"Just the kind of training all planning commissioners need."- Taylorsville Planning Commissioners

"All of Salt Lake County's townships and city councils should hear this message...it's essential for any citizen planner."- Breathe Utah

MARICOPA COUNTY

Envision Utah has been hired by the Maricopa Association of Governments (MAG) to provide research and consulting as they work towards their next regional transportation plan. Specifically, our efforts are focused on helping MAG understand public attitudes around regional transportation needs and priorities. We've partnered with Heart+Mind Strategies (HMS) to conduct values research.

In September 2018, Envision Utah traveled to Maricopa County for a stakeholder kickoff meeting and to start the values research process. We will use input received from focus groups and in-depth community feedback to create a detailed values map that will provide insight into what Maricopa residents care most about—and why they care about those things—related to transportation. This will then be incorporated into MAG's public workshops.

QUALITY COMMUNITIES GUIDE & OUTREACH

Communities throughout Utah face a challenge of how to plan for growth while maintaining affordable living options and increasing opportunities for low- and moderate-income populations. This year, Envision Utah has begun developing a resource to help developers, planners, elected officials, and Utahns decide how our communities will look long into the future, both through long-term visioning and short-term day-to-day decisions.

Throughout 2018, we held several ongoing meetings and discussions with stakeholders across the state to tackle specific topics like Design Parking, Defining a Center, etc. Since then, we have worked with experts and stakeholders to further develop content, solidify ideas, and create graphics that make planning concepts more approachable to the average Utahn. Tentatively-titled the 'Quality Communities Guide,' this resource will not only educate and provide tools necessary to make wise planning decisions, but also integrate socially-conscious principles into our current planning standards.

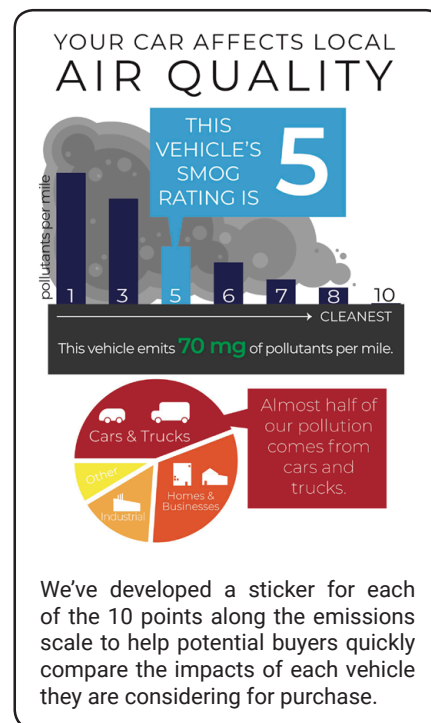


CLEAN AIR IMPLEMENTATION TEAM

Envision Utah took a renewed approach to our efforts on clean air in 2018 by splitting the Clean Air Implementation Team (CAIT) into two smaller groups according to two focuses: cleaner vehicles and better buildings.

On the vehicles side, CAIT has made significant strides to improve our air quality by exploring new parameters for a statewide expansion of a 'cash-for-clunkers' program to get older, high-emission cars off Utah roads. They have also brought together a diverse group of stakeholders from across the community and created a new window sticker for cars at auto dealerships that explains the impact each car will have on Utah's air quality. We will be piloting this new sticker throughout 2019.

For better buildings, we have met with single-family builders, commercial developers, non-profit advocates, and others to determine the best routes to improving Utah's housing stock. We are in the early stages of shaping an effort that would establish more widespread funding mechanisms for retrofitting existing older homes and buildings to make them more energy efficient. We are also looking at additional ways to encourage improved efficiency and reduced emissions in new construction.



AGRICULTURE

As part of *Your Utah, Your Future*, Envision Utah analyzed Utah's ability to feed itself today and in the future. This led to a strong awareness about agriculture. Envision Utah has worked over the past year to continue discussions around agriculture and its future in our state. Some of that work has included:

- Collaborating with the Agricultural Land Preservation working group, hosted by The Utah Department of Agriculture, on how to utilize the *Your Utah, Your Future* values in rural Utah
- Continuing education and promotion of Envision Utah's Utah County Agriculture Toolbox, released in late 2016
- Holding discussions with community members and government organizations, and other groups such as Utah League of Women Voters, about agriculture preservation
- Offering support and research to launch the 25k Jobs Initiative—a bottom-up approach to bringing jobs and economic development to rural Utah
- Incorporating agriculture as a critical part of the Valley Visioning effort to create a vision for Utah County



CONVENING AND FACILITATING

Two years ago we convened the Education Steering Committee to help lead the way in making the *Your Utah, Your Future* vision for education a reality. The steering committee includes Utah's top education and civic leaders, researchers, activists, and technical experts as well as other key influential people.

By engaging these influential Utahns in important conversations, we are affecting the actions and outcomes of many individuals and organizations and accomplishing more than we could alone.

PUBLIC OUTREACH

In 2016 we determined with the steering committee to focus on five key strategies for improving education. In short, those strategies are talk to your baby, begin with preschool, support great teachers, help every child succeed, and look beyond high school. Our public outreach to date, called My Education, Our Future, has used video advertisements to promote those strategies and help Utahns understand what they can do to improve education.

2018 featured two rounds of My Education, Our Future outreach. Our Spring 2018 outreach promoted our existing videos and was highly targeted.

Our Fall 2018 outreach featured a new video designed to educate Utahns about our five broad educational strategies. The new ad was heavily focused on how education benefits the entire community as well as individual students. We also pushed our recent video about the teacher shortage and put out two interview-style videos about innovative education solutions happening in Utah, including Salt Lake City School District's Peer Assistance & Review (PAR) program and academic teacher training through the Utah System of Higher Education.

Reach:

- Our videos were seen online more than 3 million times online on YouTube and social media
- Ads on TV reached another 1.8 million people an average of 7 times over the campaign
- Beyond views, our social media posts reached half a million Utahns
- Online newsletters reached over 20,000 people



UTAH TEACHER INITIATIVE

Led by education project co-chair Hope Eccles, Envision Utah has launched a statewide Teacher Initiative by bringing together community leaders, education leaders, and researchers to implement strategies that address the state's teacher shortage crisis.

Utah is experiencing a large and growing teacher shortage. Each year, about 12% of teachers leave the profession, and almost half quit within the first five years. Envision Utah is working to ensure that every child has a great teacher. This year some of that work included:

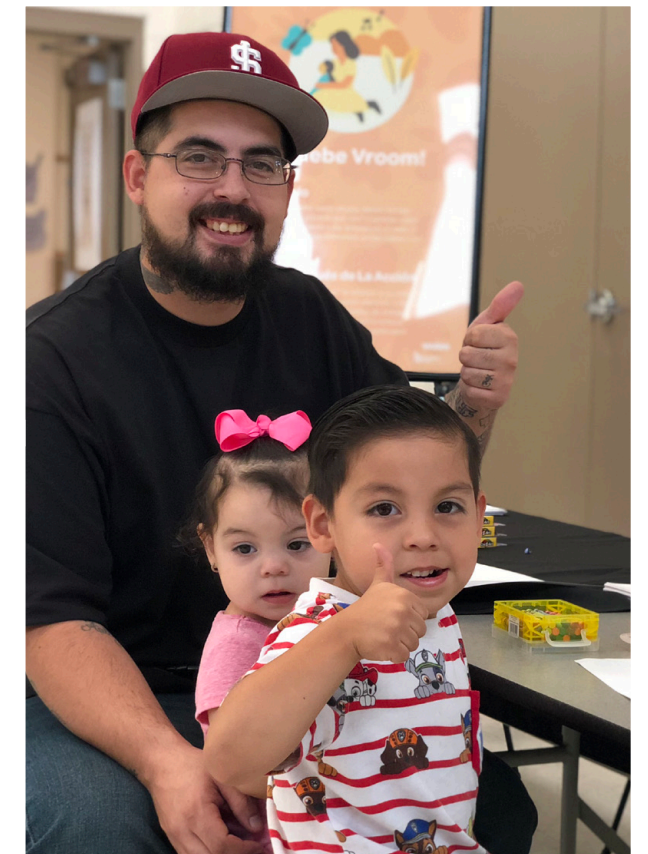
- Convening key stakeholders to design a strategy to address the teacher shortage
- Developing a model for addressing the teacher shortage that has entirely re-framed the way education leaders look at the issue. We even wrote the agenda for the Governor's Education Excellence Commission meeting on the teacher shortage
- Researching state data to understand and articulate the nuances and scale of the teacher shortage
- Conducting a survey of 4,100 college students to understand dropping enrollment in university teacher training programs
- Receiving nearly 2,000 responses to a questionnaire for former teachers that highlights their concerns about returning to the classroom and connects them with local school districts
- Holding a press conference with Governor Herbert and Superintendent Dickson inviting former teachers back to the profession



EARLY LEARNING

Envision Utah has been working over the last two years on a collaborative effort to help parents and other caregivers understand the importance of language for cognitive and social development in young children and provide resources to support strong, nurturing language environments in every home. This year some of that work included:

- Expanding efforts beyond Salt Lake Valley to pilot projects with Park City Library, Park City School District Preschool, and the Family Support Center
- Partnering with the Children's Center to reach over 1,200 families with early learning science
- Integrating early learning science into the Governor's Education Excellence Commission's education road map
- Delivering "Brain Building 101" presentations to employees at several local businesses
- Reaching families of 2,500 preschool students in Granite School district
- Joining Promise Partnership with United Way to foster greater kindergarten readiness in South Salt Lake
- Facilitating over 1,700 local downloads of Vroom brain building app in 2018
- Strengthening relationships with Intermountain Healthcare and KSL to launch 2019 early learning PSA campaign



COMMUNITY OUTREACH

A major part of *Your Utah, Your Future* implementation includes engagement with the public and our stakeholders. The Envision Utah team works with the public and numerous stakeholders to maintain strong relationships and collaborate to make *Your Utah, Your Future* a reality. The following represent the highlights of those efforts, including Envision Utah events and press coverage.

LEGISLATIVE BREAKFAST

Each year, Envision Utah meets with Utah lawmakers at the start of the legislative session to ensure the *Your Utah, Your Future* vision remains foundational to new law and policy. This year's legislative breakfast highlighted key elements from the Point of the Mountain vision and addressed state lawmakers on their role in making the vision for the area a reality. Over 60 legislators attended.

COMMON GOOD AWARDS

Once a year, Envision Utah recognizes individuals and organizations who are doing great things to help make our communities a better place. This year's Common Good Awards went to Kids On The Move, Cowboy Partners, and Gail Miller. The program featured important discussions around Utah's growth challenges led by keynote Dr. Astrid S. Tuminez, President, Utah Valley University. Over 450 community members attended.

SPRING BREAKFAST

The annual Envision Utah Spring Breakfast gives community members an opportunity to come together to discuss issues critical to the future of Utah. This year's event featured an expert panel who led an important discussion on Utah's proposed inland port with business and community leaders and the public. The event elevated discussion around a controversial issue and over 460 community members attended.



PRESS COVERAGE

Envision Utah media outreach helps shape local issues in a regional context and elevates the discussion on topics like air quality, education, water, and a myriad of other issues related to the *Your Utah, Your Future* vision.

Through strategic public and media outreach, we aim to continue our efforts to expand our role as a community thought leader and resource for quality growth strategies in every *Your Utah, Your Future* topic. It's our goal to use public outreach to educate Utahns on the things they can do to make the future they want a reality. Some of our highlights from this year include:

- Publishing several opinion pieces on *Your Utah, Your Future* topics in regional publications, from Silicon Slopes magazine to Utah Policy
- Gaining Envision Utah social media and newsletter contacts through *Your Utah, Your Future* focused outreach
- Earning more than 90 earned media mentions across both regional and national outlets. Broken down by each *Your Utah, Your Future* cornerstone they include:

Cornerstone One

Topics: Point of the Mountain, housing affordability, Valley Visioning, transportation, jobs, and economy.

- 32 print/online
- 14 broadcast/radio
- 6 op-eds

Cornerstone Two

Topics: Air quality, emissions, water, and energy

- 7 print/online
- 2 broadcast/radio
- 2 op-eds

Cornerstone Three

Topics: Rural Utah, agriculture production

- 4 print/online

Cornerstone Four

Topics: Teacher shortage, teacher salaries, college students and teaching, and Gov. Herbert's plea for former teachers to return

- 20 print/online
- 8 broadcast/radio
- 4 op-eds

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Envision Utah is grateful for the ongoing support from the **George S. and Dolores Doré Eccles Foundation** and many other generous supporters:

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CONCLUSION | 2018

Envision Utah credits its success and resolution to the great public and private partnerships forged over the last two decades.

We sincerely thank you for believing in our mission of helping residents create communities that are rich in opportunity and defined by unparalleled quality of life. As Envision Utah continues to move forward, we are appreciative of the foundation's monumental community support for local nonprofit capacity building and excellence that is fundamental in maintaining the exemplary quality of life in this region now and for generations to come.



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We are deeply grateful for the support we receive from visionary Utahns across the state. Your friendship, guidance and generosity makes our work possible—thank you!

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Stacy Bergener
Executive Assistant & Office Manager

Elizabeth Honey, CB
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Melissa Langford
Community Relations Manager

Ryan Beck, MRLs
Vice President of Planning

Nick Hadfield
Associate Planner & Designer

Makaylah Respicio-Evans
Associate Planner

Carley Haws
Planning Intern

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