

THE ENVISION UTAH PROCESS

Envision Utah typically engages in the following steps when asked to facilitate a community process, whether the scale is a historic neighborhood, for example, or a multi-county transportation and land-use vision. Financial considerations obviously play a critical role in actual efforts.

A. Setting the Stage

1. Stakeholder Involvement

Prior to the official start of the process, staff inform jurisdictions of the anticipated process and seek feedback from local officials. Staff also seek commitments to participate in good faith in the effort. A steering committee will be created representing public officials from local jurisdictions, development professionals, conservationists, media, and community leaders, among others. The steering committee will be witnesses to the process – ensuring that all steps are done in a transparent manner based on sound public input. They will also help ensure that the process represents local values, tests ideas that have some pragmatic grounding, and is communicated in a way that makes sense to residents.

2. Scoping

Based on the interviews and briefings from task 1, a review of past planning efforts, and input from the steering committee, additional detail will be added to the scope of work. This task includes selecting consultants, if necessary, and defining roles and responsibilities.

3. Values Analysis

This task involves an in-depth analysis of what residents value about living in the area. Care is taken to ensure equal demographic representation. This task is important because it helps elected officials and planners understand how growth, transportation and environmental issues can be solved to respond to residents most fundamental values about quality of life. This analysis also helps local leaders communicate the benefits of growth planning more effectively with residents.

4. Coordinate with Jurisdictions

The most effective way to ensure a substantial turnout in a process is to have local jurisdictions personally invite residents, such as through an invitation signed by the mayor. This task coordinates each of the jurisdictions' efforts to invite residents.

5. Establish “Baseline” Scenario

This baseline analysis provides a picture of the area's projected fate if current development trends continue. This acts as the control – helping us to understand the relative advantages and disadvantages of each alternative scenario. The baseline analysis may include: projection of land development, anticipated housing characteristics, air quality, traffic congestion and water

consumption. The baseline analysis may also include an estimate of the market demand for various housing types into the future.

6. Public Relations Campaign for Launch

This task entails development of a campaign to inform resident of the consequences of the baseline scenario and a call to get involved in the process. Letters, newspaper and radio advertisements, media coverage, public events, etc., are used to educate the public about pertinent issues and possible consequences. Educating residents is critical for informed public participation in the process.

B. Public Workshops

1. Public Workshops

During the public workshops, attendees learn of the area's projected future (the Baseline Scenario) and its attendant impacts on transportation, air quality, infrastructure, etc. An educational presentation provides background information on issues to consider. Keypad polling—an interactive wireless survey technology—and on-line polling may be used to gather public input.

Workshop attendees may also engage in a mapping exercise. Through this exercise, groups of approximately ten interested citizens, appointed officials, business owners, and land owners brainstorm their preferred future for the area. Each group uses a map with an air-photo color-coded with information about the area, such as developed land, land uses (commercial, residential, industrial, parks and open space), extent of sensitive lands (e.g., hillsides, floodplains, areas of significant plant life), and key landmarks. On this map, each group negotiates among themselves areas to delineate for growth and for conservation, and they will represent the form they would like growth to take, using chips that represent different types of housing, commercial and mixed-use forms of development, etc. Each table aims to have a microcosm of all the parties interested in the long-term success of the area. Having participants who represent diverse opinions come together to brainstorm a long-term future tends to produce pragmatic yet often innovative solutions

2. Summarize and Disseminate Results

The workshop mapping results are entered into a GIS system. This enables staff to develop scenarios in a transparent fashion, demonstrating how public responses were incorporated into scenario concepts. This task also involves disseminating through a newsletter the key public ideas gleaned from workshop results. The keypad polling results also shape the development of draft guiding principles as well as give a sense of residents' values towards growth issues.

C. Scenarios

1. Scenario Development

This task involves the development of scenario maps that project a variety of ideas of how private development, transportation investments and environmental conservation might occur in the future.

This task involves a number of opportunities to refine the scenarios using feedback from local planners and the steering committee. Future quality of life is projected for each scenario, such as what will air quality be like?, how much traffic congestion?, how extensive will development be?, or what is the mix of housing that is pictured? These quality-of-life benchmark criteria help residents understand the consequences of the land-use and transportation strategies embodied in each scenario. This approach also allows the public to compare various quality-of-life measures among all scenarios, including the baseline scenario.

2. Evaluation of Scenarios

After alternative scenarios are developed and tested, community meetings are scheduled. Here, the scenarios are evaluated by residents and results are made know to the general community. The community meetings are opportunities to learn which elements within each scenario have the most public support. On-line surveys are another avenue for the public to evaluate the scenarios.

D. The Vision

1. Developing the Vision

The Vision Scenario, the preferred picture of life in the future, is then drafted and modeled, based on public feedback and technical analysis. The Vision Scenario is presented to the Steering Committee for review and refinement.

2. Goals and Strategies

The Vision Scenario represents a broadly supported picture of region's future. However, projections of the future change every few years as population growth changes, development trends shift, and economic conditions vary; none of these can ever accurately be predicted in a long-term vision of the future. Further, voluntary implementation of a vision at the local level does and should yield different results as elected officials have a dialogue with their community about the future of their city.

For these reasons, the visioning process culminates in a set of goals for the future and strategies to help achieve these goals. These goals and strategies are more enduring and can be used to understand how various implementation actions might help further the vision scenario. The values analysis, the project's guiding principles, and the workshop results can be used as the basis for establishing the goals and strategies. The steering committee, in consultation with any appropriate partners and jurisdictions, can refine the goals and strategies.

3. Public Document

The Vision Document articulates the Vision Scenario as well as the goals and strategies. It may delineate a general framework for growth, associated land uses, transportation investments, urban design strategies, housing choices and potential open space, recreation, trails and conservation

areas. A detailed GIS concept map is included. The document is a concise and readable product interspersed with photos, graphs, charts, and other illustrations to help explain the text.

E. Implementation

1. Action Plan

Either as an appendix or as part of the final document, an action plan of strategic short-term implementation steps and model ordinances may be created. This could also seek to identify steps necessary to maintain momentum of the visioning process.

2. Developing an Implementation Organization and Process

Ideally, there is an on-going caretaker for the vision to make a difference over time. This task involves working to identify an organization, or the development of a coalition of interests, to continue the dialogue about growth decisions into the future and to keep the Vision alive. A process should be identified to keep the vision relevant, to share success stories across the area, and to highlight progress on the action plan.

3. Jurisdictional Meetings

Staff share the Vision, Goals and Strategies, and the action plan with local jurisdictions.

4. Establish Performance Measures

This task involves establishing performance measures that can be used to understand the region's progress in implementing the Goals and Strategies. This is similar to the set of benchmark criteria used to project life in each of the scenarios (air quality, traffic, water usage, land consumption, housing characteristics), but these performance measures are instead used to measure current characteristics. Performance measures are identified, responsibilities for measurement clarified, and a process developed to compile and disseminate results on a regular basis.

ACCOMPLISHMENTS – ENVISION UTAH

Timeline of Envision Utah Accomplishments (1996 to Present)

2009

- Released the 3% Strategy to guide future land development along significant transportation corridors
- Began the Wasatch Canyons Tomorrow process to update Salt Lake County's 1989 canyon master plan
- Began the Envision Cache Valley visioning effort to explore growth issues that cross a state boundary
- Released the Envision Morgan report and Morgan County is amending its general plan to implement the recommendations
- Held the 7th Governors Quality Growth Awards, honoring 82 entities to date.
- Released Blueprint Jordan River report and began obtaining municipal resolutions in support of the principles

2008

- Facilitated Sandy City's downtown vision
- Facilitated Blueprint Jordan River, the first publicly-supported vision for the 58 mile Jordan River Corridor
- Managed the Envision Morgan process for one of Utah's fastest growing counties
- Conducted transit-oriented development educational forum
- Facilitated our first out-of-state process, Missoula, Montana's long-range transportation plan
- Released Vision Dixie report, a "triumph of cooperation," according to a Deseret News editorial
- Worked with GOPB to generate the 2008 Utah Baseline Report

2007

- Received the Nature Conservancy's Conservation Partnership Award
- Held last of 22 public meetings to gather input for
- Washington County's Vision Dixie
- Began meeting with 15 municipalities and 3 counties to set stage for Blueprint Jordan River visioning process
- Received the Utah Transit Authority's Commuter Vision Award
- Developed disaster preparedness recommendations for Governor Huntsman

2006

- Played a key role in the Salt Lake Chamber's ambitious
- Downtown Rising process on the city's future
- Released the Wasatch Choices 2040 report which formed the basis for the long-range transportation plan
- Began the Vision Dixie process in Washington County, one of the nation's fastest regions
- Received Utah Botanical Garden's Environmental Stewardship Award
- Conducted forum on disaster preparedness efforts at the request of Governor Jon Huntsman
- Utah's two largest MPO's adopted the Wasatch Choices 2040 principles
- Facilitated community workshops to update Sandy City's Historic District Plan

- Weber County Commission adopted the Ogden Valley Recreational Plan
- Facilitated a community process to revitalize Bountiful City's Historic Fort District
- Sponsored Workforce Housing Education Forum and compiled a housing resource
- Created the Brownfield Redevelopment Solutions toolbox and released it at an educational forum
- Held the 6th annual Governor's Quality Growth Awards

2005

- Over 1,000 attended Wasatch Choices 2040 workshops to vision transportation and land-use in four counties
- Facilitated the Bountiful Main Street Study to help the city adapt to changing economic trends
- Created the Municipal Economic Development Toolbox and held an accompanying educational forum
- Provided analysis on 300 acres in Woodland Hills
- Held the 5th annual Governor's Quality Growth Awards
- Conducted massive shared transportation solutions public awareness campaign
- Developed updated general plans for Brigham City and Perry City
- Completed Visioning Workshops for Kearns, Magna and Millcreek
- Developing iMPACS software to help local governments plan with growth costs and water use in mind

2004

- Received Alliance for Regional Stewardship's Gold Award
- Conducted massive affordable housing public awareness campaign on myths and facts
- Sponsored Roundtable Discussion on the Local Sales Tax
- Held 4th annual Envision Utah Governor's Quality Growth Awards, recognizing 50 entities to date
- Facilitated Perry City Community Workshop
- Facilitated Millcreek Community Workshops
- Provided on-going Transfer-of-Development Rights training in Davis County
- Began Ogden Valley Recreational General Plan Vision
- Began formal study of Transfer-of-Development Rights in Tooele County
- Facilitated the signing of the Mountain View Vision Voluntary Agreement by all mayors along the corridor
- Began to scope the Wasatch Transportation and Land-Use Vision for four counties
- Played a major role in organizing business community to encourage Build-Out of Public Transportation

2003

- Partnered with 16 communities/other stakeholders for the Mountain View Transportation Corridor
- Facilitated the Tooele Valley Regional Plan, which was adopted in its entirety
- Engaged West Valley City and Sandy to develop TOD sites
- Implemented the Davis County Shorelands Plan
- Sponsored Understanding Transfer-of-Development Rights and Understanding the 2002 U.S. Farm Bill
- Worked with 200 community leaders to renew and re-prioritize the Quality Growth Strategy
- Assisted Salt Lake County and Salt Lake City to create the Salt Lake County Shorelands Vision

- Facilitated the North Logan Community Vision
- Facilitated modifications to Wasatch Front Regional Council's 2030 Long-Range Plan
- Committed funds and staff resources to add a recreational component to the Ogden Valley General Plan
- Provided tools, analysis and technical expertise to help Kearns and Magna update their general plans
- Partnered with the National Energy Foundation to create Envision Your Future, an educational tool for students
- Partnered to begin creating IMPACS (Municipal Infrastructure Cost Modeling)
- Began Brigham City Community Vision
- Facilitated affordable housing stakeholder process to develop an alliance of affordable housing entities

2002

- Coordinated the creation of a Regional Transportation and Land-Use Opportunities Strategy
- Facilitated Layton, South Salt Lake, Murray and West Jordan TOD site plans
- Created the West Weber Community Vision. (It was approved in 2003 and implementation began in 2004.)
- Updated Toolbox of Urban Planning Tools for Quality Growth
- Created Wasatch Front Transit-Oriented Guidelines
- Sponsored "If Density is the Problem, Design is the Answer" educational forum
- Sponsored: "Building Destinations Along the Way" educational forum
- Received the APA's Daniel Burnham Award and the ULI's Award for Excellence

2001

- Began providing cities with resources to make specific changes to their codes, ordinances and general plans
- Established the Envision Utah Governor's Quality Growth Awards
- Co-sponsored an all-day Public Safety and Street Design Symposium and a Water Conservation Conference
- Sponsored a Tax Law Revision Retreat to explore state sales tax policy and land use planning

2000

- Visited 89 city councils and county commissions to introduce the Quality Growth Strategy
- Created the Toolbox of urban planning tools for quality growth and presented it to over 2700 community leaders.
- Partnered with communities to create the Wall Avenue Corridor Master Plan and Nebo Vision
- Facilitated the creation of the Davis County Shorelands Vision Plan

1999

- Distributed the Envision Utah questionnaire to 600,000 residents (and had 17,000 respond)
- Held three regional mapping workshops regarding implementing the public vision
- Commissioned a consulting team to analyze housing market conditions throughout the region through 2020
- Held six community design workshops for site specific areas demonstrating quality growth principles.
- Released the Quality Growth Strategy

1998

- Hosted 17 map workshops as part of the development of alternative growth scenarios.
- Hosted 7 community workshops exploring various development types to accommodate future growth.

1997

- Creation of Envision Utah
- Coordinated the development of the Baseline Scenario through the input of 130 government agencies.
- Creation of the Scenarios Committee to develop scenarios representing alternatives to current growth patterns

1996

- Obtained an appropriation from the Utah Legislature to develop computer growth modeling tools for GOPB

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