Purposes of the Effort

- Maximizing job creation
- Ensuring a high quality of life for residents in and surrounding the project area
- Strategic residential and commercial growth
- Preservation of natural lands and expansion of recreational opportunities
- Provision of a variety of community and housing types that match workforce needs
- Planning for future transportation infrastructure and other investments to enhance mobility and protect the environment
Phase 1
- Fall 2016-Spring 2017
- Stakeholder organization
- Public engagement
- Research: markets, demographics, best practices
- Conceptual vision/goals

Phase 2
- Spring-Fall/Winter 2017
- Scenario development and modeling
- Public and stakeholder input on scenarios

Phase 3
- Winter 2017-2018
- Funding strategy
- Vision development
- Implementation underway
- Final Report

DELIVERABLES:
- Conceptual vision/goals
- Analysis of best practices, markets, etc.

DELIVERABLES:
- Well-analyzed scenarios and findings
- Initial financing concepts

DELIVERABLES:
- Vision and implementation plan
- Implementation underway
Stakeholder and Public Input Methods

- **Stakeholder Kickoff at Adobe**
  - 175 in attendance
  - Over 100 written comments
- **9 topic specific meetings**
  - 130 in attendance
- **Presentations**
- **Website - Public input online**
  - Over 7,500 website hits
  - Over 300 comments
- **Employee Survey**
  - 6 tech companies
  - 537 responses
Expert Research

- Market analysis - RCLCO
- Environment - SWCA
- Transportation - Fehr and Peers
- Utilities - Horrocks and Sherwood
Utahns invited to attend workshops on Point of the Mountain's future
Big Ideas - Public Input

<table>
<thead>
<tr>
<th>Idea</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open space preservation/recreational opportunities</td>
<td>67</td>
</tr>
<tr>
<td>Planned, mixed-use/walkable communities</td>
<td>45</td>
</tr>
<tr>
<td>Major sports arena/stadium (MLB, NFL, etc.)</td>
<td>24</td>
</tr>
<tr>
<td>Theme Park (Lagoon, Disneyland, etc.)</td>
<td>24</td>
</tr>
<tr>
<td>Attracting high-tech businesses</td>
<td>17</td>
</tr>
<tr>
<td>Don't move prison/rebuild it where it is</td>
<td>16</td>
</tr>
<tr>
<td>Build TRAX lines/expand existing lines/other rail opportunities</td>
<td>15</td>
</tr>
<tr>
<td>Maintain an emphasis on arts/culture</td>
<td>14</td>
</tr>
<tr>
<td>National-scale lab/university/higher education</td>
<td>10</td>
</tr>
<tr>
<td>Explore sustainable ideas (wind/solar power, green roofs, etc.)</td>
<td>7</td>
</tr>
<tr>
<td>Use the region as a way to showcase new technologies</td>
<td>6</td>
</tr>
<tr>
<td>Move the Hogle Zoo to Point of the Mountain</td>
<td>5</td>
</tr>
<tr>
<td>Ensure proper disaster resilience/planning</td>
<td>4</td>
</tr>
<tr>
<td>Create a master plan for the area</td>
<td>4</td>
</tr>
<tr>
<td>Protect/involve agriculture</td>
<td>2</td>
</tr>
</tbody>
</table>

Big Ideas - Stakeholder Input

<table>
<thead>
<tr>
<th>Idea</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-tech university, Stanford-like, national scale/lab, National Research System</td>
<td>38</td>
</tr>
<tr>
<td>Greenspace</td>
<td>34</td>
</tr>
<tr>
<td>Innovative Transportation--electric vehicles/charging stations, self-driving vehicles</td>
<td>26</td>
</tr>
<tr>
<td>Mixed-use developments</td>
<td>20</td>
</tr>
<tr>
<td>Mass Transit</td>
<td>17</td>
</tr>
<tr>
<td>Recreation hubs for paragliding, skiing, mountain biking, Jordan River</td>
<td>14</td>
</tr>
<tr>
<td>Live/work/play hubs</td>
<td>13</td>
</tr>
<tr>
<td>Tax revenue source for open space</td>
<td>12</td>
</tr>
<tr>
<td>Preserve East-West corridors</td>
<td>11</td>
</tr>
<tr>
<td>Non-traditional zoning, moving away from Euclidean zoning</td>
<td>11</td>
</tr>
<tr>
<td>Regional placemaking and success, quality of life, jobs</td>
<td>10</td>
</tr>
<tr>
<td>Entertainment &amp; Amenities</td>
<td>9</td>
</tr>
<tr>
<td>Double-track and electrify FrontRunner</td>
<td>8</td>
</tr>
<tr>
<td>Tax Policy, state/local tax system</td>
<td>7</td>
</tr>
<tr>
<td>Compatible borders between counties/jurisdictions</td>
<td>5</td>
</tr>
<tr>
<td>Active transportation/connectivity</td>
<td>5</td>
</tr>
<tr>
<td>Regional transportation - Change UTA Rules</td>
<td>5</td>
</tr>
<tr>
<td>Second Downtown</td>
<td>4</td>
</tr>
<tr>
<td>Gondola/tram connection to resorts</td>
<td>3</td>
</tr>
<tr>
<td>Recognize the 'Utah model'</td>
<td>2</td>
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<tr>
<td>Revitalize Utah Lake</td>
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<tr>
<td>Collaborative education environment</td>
<td>2</td>
</tr>
<tr>
<td>Globally-competitive environment</td>
<td>1</td>
</tr>
<tr>
<td>Education for future workforce, workforce development center</td>
<td>1</td>
</tr>
<tr>
<td>Shuttles</td>
<td>1</td>
</tr>
</tbody>
</table>
Big Ideas

- University/research presence
- Open space/outdoor recreation
- Innovative transportation (electric vehicles, autonomous vehicles, etc.)
- Mixed use development and live/work/play hubs
- Public transportation
- Sports arena
- Theme park
- Environmental sustainability, innovation, demonstration project
"In 1889, the Eiffel Tower was built in Paris for the World's Fair, demonstrating to the world the endless possibilities of steel as a structural building material. It was a bold endeavor, and highly criticized, but now stands as a beloved icon recognizable by the entire world. Utah is home to a brand-new building material that is 1/10 the weight of steel and 10 times stronger. It's called the IsoTruss and was invented by a professor at BYU. What better time to showcase this amazing new technology to the world? And what better way to do it than by building some big, bold, iconic structure using IsoTruss technology at Point of the Mountain."
Employee Survey
Top Reasons You Chose to Move to/Stay in Utah

- Family / friends who live here
- Cost of living
- Job opportunity
- Utah culture (family friendly, good people, low crime, etc.)
- Access to outdoor recreation (skiing, hiking, biking, etc.)
- Scenery/beauty
- Neighborhood/home that I like
Top Reasons You Might Move Away from Utah

- Air quality
- Low salaries
- Utah culture
- Weather
- Traffic congestion
- Not enough diversity in the workforce / people
- Lack of entertainment / restaurants / night life

Chart showing the top reasons for moving away from Utah.
Top Things You Would Change About the Point of the Mountain

- More road connections so that everyone doesn't have to drive on a few main roads, which get congested
- More steps toward environmental sustainability and reduction in air pollution
- More convenient connections to public transportation
- More cultural / entertainment opportunities (theater, sporting events, art galleries, etc.)
- More independent restaurants / stores (not part of a national brand)
- Development / design that's more visually attractive
- More opportunities to live in a quiet single-family neighborhood close to work
Ideal Housing Choices

- **Low density residential** (Examples: Suncrest, Alpine)
- **Walkable suburban** (Examples: Daybreak, Vineyard/Geneva)
- **Urban and mixed-use** (Examples: Downtown SLC, Provo, Sugar House)
- **Residential-only suburban** (Examples: Rosecrest, the Ranches)
- **Low-density urban** (Examples: the Avenues, Bingham Junction)
- **Small Town or rural** (Examples: Payson, Tooele, Heber City)
Transportation and Land Use
# Keypad Polling Results

<table>
<thead>
<tr>
<th>How Important Are/Is:</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freeway, roads, and intersections</td>
<td>8.96</td>
</tr>
<tr>
<td>Street Connectivity</td>
<td>8.79</td>
</tr>
<tr>
<td>Mixed land uses</td>
<td>8.54</td>
</tr>
<tr>
<td>Rail and bus rapid transit</td>
<td>8.33</td>
</tr>
<tr>
<td>Parking</td>
<td>8.00</td>
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<tr>
<td>Amenities</td>
<td>8.00</td>
</tr>
<tr>
<td>Bike, pedestrian access, and complete streets</td>
<td>7.83</td>
</tr>
<tr>
<td>Bus frequency and coverage</td>
<td>7.70</td>
</tr>
<tr>
<td>Building to street interface</td>
<td>7.08</td>
</tr>
</tbody>
</table>
Transportation and Land Use
Common Themes and Ideas

- Dense street grid network
- Connections between TRAX and Frontrunner in Lehi
- Additional overpasses over I-15
- Transit connection between Daybreak and Draper Frontrunner station
- Enhance existing trails and provide new trails
- Efficient and well-designed parking supply
- Type, mix, and design of land use impacts transportation demand
Green Infrastructure
Green Infrastructure – Themes and Ideas

• Connect the mountain ranges for recreation
• Connect the mountain ranges for wildlife habitat
• A connected network of trails for recreation and active transportation
• Jordan River boating access and whitewater park
• Maintain and enhance paragliding opportunities
• Regional recreation hub with connections to paragliding, river, trails, skiing
• Trail system around Camp Williams, connecting to Herriman, Jordan River trail, and Draper
POINT OF THE MOUNTAIN TIMELINE
Phase 1

February
- Commission – Report Findings Late Jan., 2017
- City / Transportation Agency Meetings Early Feb.
- Public Meetings Feb. 15 & 16

March
- Commission – Meeting Mid Feb.
- City / Transportation Agency Meeting Early Mar.
- Stakeholder Group Meeting Mid Mar.

Phase 1 End
- Commission – Meeting Mid / Late Mar.
- Phase 1 Report Late Mar. / Early Apr.
- Small Stakeholder Groups
Public Workshops

February 15, 6-7:30
• Loveland Living Planet Aquarium

February 16, 6-7:30
• Thanksgiving Point Ashton Gardens Visitor Center
Public Workshops

• Brief presentation
• Keypad polling
• Mapping exercise
• Online survey for those who can’t attend
STATE OF UTAH
POINT OF THE MOUNTAIN
DEVELOPMENT COMMISSION