



ENVISION UTAH

HOW WE GROW MATTERS

ANNUAL REPORT | 2020

2020 HIGHLIGHTS:

Quality Growth Strategy Update

Quality Communities Academy

Blueprint Jordan River

Valley Vision Release

Your Air, Your Utah

Disaster Resilience

Early Learning

Education Convening & Facilitating

Spring Gubernatorial Candidate Forum
Moderated by Doug Wright

Common Good Awards
USU Extension & Comunidades Unidas
Keynote Address by Nathaniel Hendren

INTRODUCTION | 2020

2020 was a momentous year for Envision Utah. It marked five years since the Your Utah, Your Future initiative brought together more than 52,000 Utahns to create a statewide vision for 2050. That means we've had five years of continued collaboration to make that a reality in our built environment, education, air quality, water resources, and so much more. Among our accomplishments this year, we've been able to finish a major visioning project, refresh one of our most important efforts, empower Utahns to improve air, help gubernatorial candidates understand Your Utah, Your Future, and engage many Utahns in education and other critical issues.

Then came the terrible pandemic, economic uncertainty, and the many social and political challenges of the last year. Still, we found an optimistic resilience in many Utahns. Almost more than expected, Utahns engaged in our public processes. And our partners have been as willing as ever to collaborate and look to the future. The many challenges and events of the last year have underscored the need to have constructive conversations, find common ground, think about the long term, and work together to prepare for the future.

We owe the success of our work to you—our partners and friends, community members, state leaders, and many others who have joined us to find collaborative solutions to our state's challenges. Thank you for your support. Thank you for engaging with us to ensure that Utah is a great place to live for all of us and for future generations.

ENVISION UTAH | IMPACTS

As decision-makers participate in Envision Utah processes, they learn about issues, find common ground, and understand public values and desires. As a result, they go forth to make Utahns' visions a reality. Here are some of the impacts of recent Envision Utah work:



Disaster resilience is a more central element of policy conversations than it's ever been before.



All but one of the major refineries serving Utah are now providing Tier 3 fuel, reducing emissions from all our tailpipes, energy efficiency is improving in new construction, and all new Utah water heaters are ultra-low-NOx. As a result, air emissions are dropping.



A greater variety of home types is being built more than ever before, with more townhomes, apartments, and small lots to match what people want and can afford. Much of this growth is happening near transit stations. This means reduced household costs, air emissions, traffic infrastructure costs, land consumption, and water use.



Utah's new governor has adopted the Vision for Teacher Excellence as his own, setting a goal to get teacher's starting salaries to \$60,000. Legislators are following suit, investing record amounts in education.



Thousands of Utah parents and caregivers have a better understanding of how to build their children's brains and are interacting with their children more than ever before.

In addition to these impacts, during the 2020 gubernatorial election, multiple candidates met with Envision Utah to understand the information, public opinion research, and vision results that the organization offers. The Spring Breakfast candidate forum ensured Envision Utah's past work was central to the campaign conversations. After the election, Envision Utah and its board and staff were invited to participate in transition teams making recommendations regarding six different agencies or topics, and the new administration is building on the work that Envision Utah has done. We congratulate Spencer Cox as Utah's new governor and look forward to working with him as our new honorary co-chair.

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 throughout the state worked together to identify critical choices across 11 topics related to the future, and over 50,000 Utahns weighed in on those choices. 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 a four core strategies, or cornerstones, for implementing the Your Utah, Your Future vision. These cornerstones take advantage of synergistic opportunities across the 11 topic areas. All of Envision Utah's work fits within one or more of these cornerstones.

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. Connected centers bring destinations closer to people, making it convenient to drive short distances, take public transportation, walk, or bike.

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

Cornerstone Two concerns the kinds of homes, buildings, landscaping, and vehicles that make up our communities. Technologies and efficiencies exist today and are improving every year, which 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 prior visioning efforts, 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.

4. PEOPLE PREPARED FOR THE FUTURE

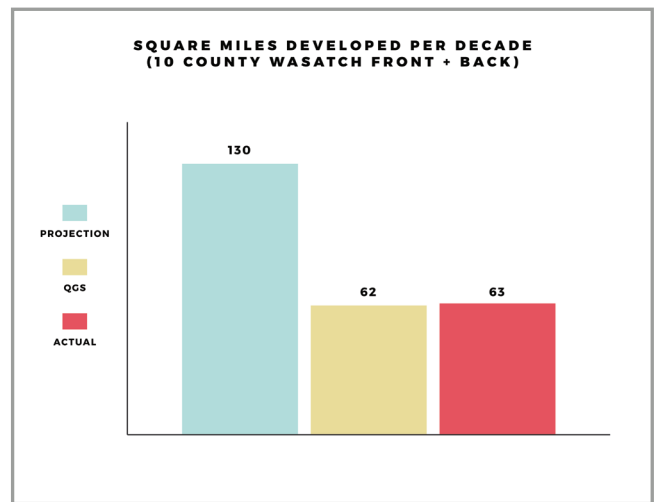
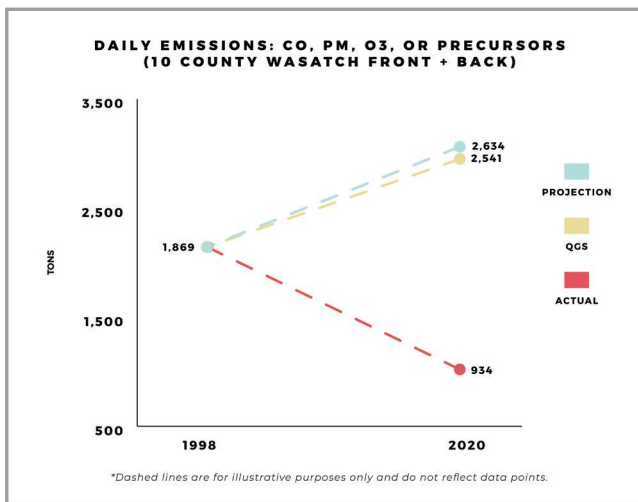
Utahns believe everyone deserves an opportunity to receive a high-quality education that prepares them to participate in the workforce and in society, and that maximizes their individual potential.

QUALITY GROWTH STRATEGY UPDATE

In 1997, Utahns came together to address rapid growth facing the state through a bottom-up, collaborative decision-making process. They developed and implemented a vision for the future: The Quality Growth Strategy. That vision, which planned for the year 2020, has guided decision making, policies, and everyday actions for more than 20 years. This year we measured our state's progress against the aspirations of Utahns more than two decades ago, and we see the unmistakable benefits that have come from our work.

- We've improved our air quality by reducing daily emissions (CO, NOx, VOC, PM10, SO2) mainly from cleaner cars.
- An estimated 140 square miles have been kept as agriculture or open space because we've shifted our growth patterns.
- We've improved the housing mix by building more townhomes, apartments, and small-lot single-family homes.
- We've reduced our water use per capita from 300 gallons per day to 225 gallons per day.
- We built 140 miles of rail with increased ridership and we've significantly increased the number of people who live within ½ mile of a rail stop.

To learn more visit envisionutah.org/quality-growth-strategy.



QUALITY COMMUNITIES ACADEMY

Throughout 2020 Envision Utah promoted quality growth principles in meetings with city staff, city councilors, planning commissioners, and other audiences to help cities across Utah plan more livable and lovable communities for many years to come. This year, Envision Utah virtually hosted our third Quality Communities Academy where dozens of planners and city officials heard from esteemed speakers on centers and how to make them a reality.

Envision Utah has continued its work on our newly titled guide—*Creating Community: A Guide to Walkable Centers*—which will be released in Spring 2021. Communities throughout the state continue to face the challenge of planning for Utah’s rapid growth while maintaining affordable living options and increasing opportunities for low- and moderate-income populations. This resource provides straightforward guidance to cities, developers, and interested residents on how and why centers improve our quality of life for generations to come.



BLUEPRINT JORDAN RIVER

It's been over ten years since Envision Utah released the original Blueprint Jordan River. A lot has changed since then, including the creation of the Jordan River Commission, the completion of the lake-to-lake Jordan River Trail, and the growing recognition of the Jordan River Parkway as an important amenity. Some things, however, haven't changed much. This ribbon through the heart of the Wasatch Front still faces an array of challenges, is influenced by the decisions of dozens of local and state organizations, and has regional and even global significance to ecological and public wellbeing. In 2020, Envision Utah and the Jordan River Commission kicked off an effort to refresh the Blueprint for the next ten years. The updated vision document is on track to be finalized early in 2021. Highlights of the process so far include:

- A successful pivot to online stakeholder and public engagement. This was done through numerous Zoom meetings, a three-day online focus group using the iTracks software, and online whiteboard brainstorming using the new LucidSpark platform.
- 8,000 responses to the Blueprint Jordan River Survey, much more than our target of 5,000.
- Many of the priorities of the original Blueprint were verified. The availability of facilities, maintenance and cleaning, and safety emerged as new priorities for the Jordan River Parkway.

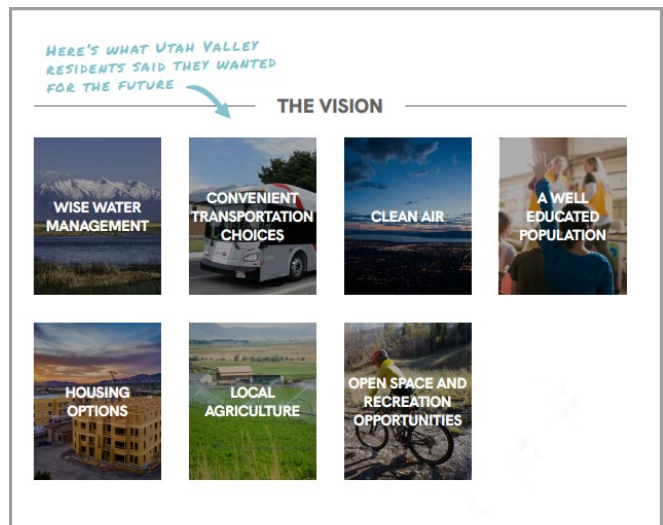


VALLEY VISIONING

Beginning in 2017, Envision Utah has worked with the Utah County Chambers of Commerce and local universities to bring stakeholders and the public together to generate a common vision for the future of the county that will accommodate a substantial portion of Utah's growth. In 2020, Envision Utah took advantage of a COVID-delayed release date to work with cities and other stakeholders to refine the final vision document and map. These efforts culminated in the November Valley Visioning Launch webinar. In 2021, Envision Utah and the Utah County Chambers of Commerce will shift their focus to supporting the implementation of the vision. Some of the impacts of Valley Visioning include the following:

- In total, 15,000 residents, elected officials, community leaders, and topic experts contributed to the vision.
- Five key strategies and additional strategies across seven topics show how the vision can be achieved.
- The vision illustrates measurable benefits to household costs, agriculture and open space preservation, pollutant emissions, water use, and more.

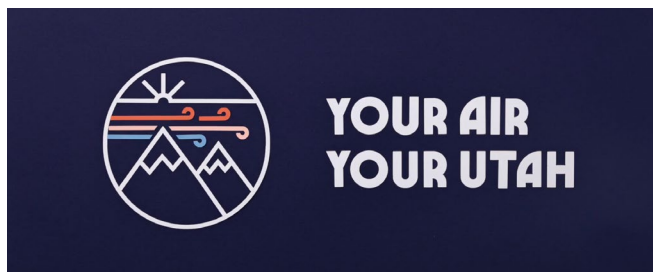
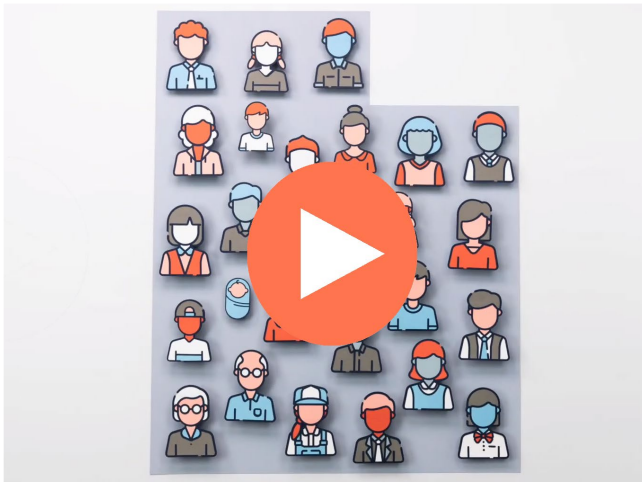
To learn more about the vision, go to utahvalleyvisioning.org.



| YOUR AIR, YOUR UTAH

At the direction of the Utah Clean Air Action Team and with financial support from Rocky Mountain Power, Envision Utah worked through 2019 and 2020 to develop a statewide air quality toolkit. The new website, YourAirYourUtah.org, was publicly launched in late ozone season (summer) of 2020. The site provides information about air pollution and its impacts, air quality trends, and specific steps that individuals, businesses, and local governments can take to reduce their emissions. It fills an important gap in statewide efforts to improve air quality by highlighting advanced strategies across a variety of topics. Some exciting features of the Your Air, Your Utah website include:

- A short, animated video summarizing air quality trends, pollution sources, and key emissions reduction strategies.
- An interactive graphic display of pollution sources.
- The top 12 strategies to improve air quality, in order, calculated for the average Utahn. This may be the first time that strategies for individuals have been prioritized by impact.
- Detailed suggestions on what individuals and families, businesses and organizations, and local governments can do to improve air quality, accompanied by links with additional information, tools, and resources.

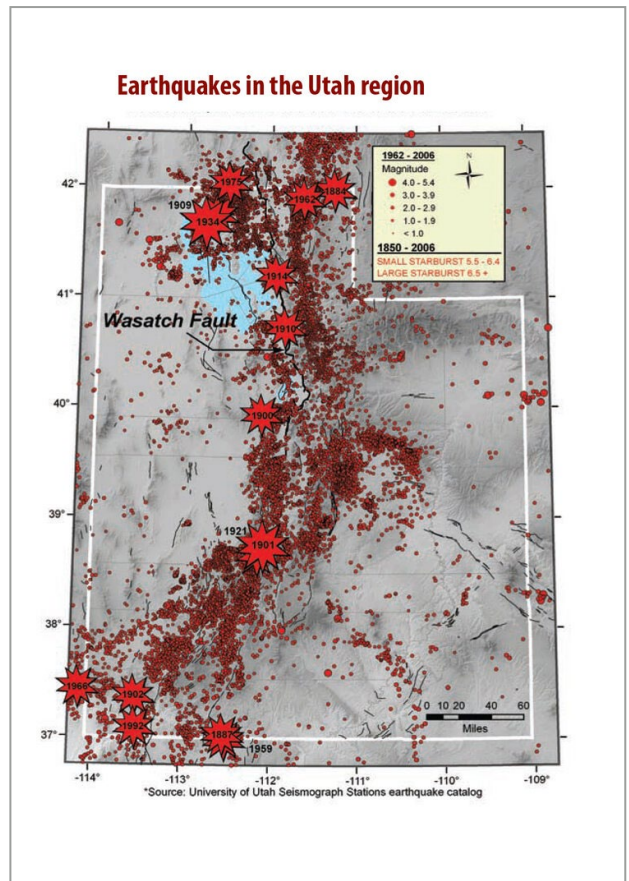
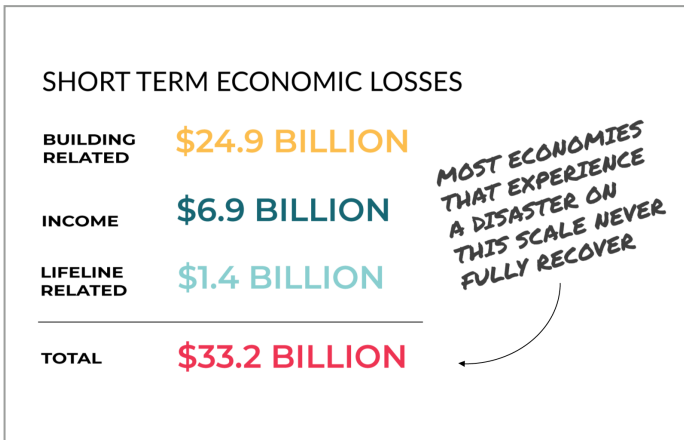


DISASTER RESILIENCE

The Wasatch Front has a 47 percent chance of experiencing a 6.75+ earthquake within the next 50 years. Many factors, including the four-year retrofit of the Salt Lake Temple and the Magna earthquake in March 2020, have drawn attention to the potential impact of a major earthquake in Utah.

Envision Utah launched the disaster resilience project in August with a steering committee meeting where local officials, engineers, utility companies, nonprofits, and transportation agencies met to discuss the scope and aim of the project. The steering committee has identified four working groups that will continue the next phase of work through mid-2021. These groups are:

1. Homes & Buildings - focused on URMs, Schools, Hospitals, and Building Codes
2. Lifeline Infrastructure - focused on Water/Sewer, Energy, Transportation, and Communications
3. Development Planning - focused on wildfire and flood resilience
4. Messaging and Education - focused on educating the public and government officials.



EARLY LEARNING

Envision Utah has worked over the last four years on a collaborative effort to empower caregivers and parents as they engage in more purposeful and intentional interactions with their children. This year, some of that work included the following:


- We launched a pilot project with Intermountain Healthcare in October to reach parents of newborns via hearing screenings. In December, the pilot extended to three more Salt Lake area hospitals.
- We launched a new initiative and website in collaboration with KSL called 5B45, which helps parents “Love, Talk, Read, Count, and Play” more with their children before they turn 5 years old. Vroom Tips™ and resources drive the site’s educational component.
- We pivoted to engage a dozen of our partners in education to providing COVID-19-specific electronic resources.
- We have over 50 organizations and stakeholders helping us empower parents to become better brain-builders across Utah.



A Vision for Teacher Excellence

The right teacher compensation can help us—

- Recruit our best and brightest into the profession.
- Retain great teachers in the classroom.
- Re-engage great teachers who left the classroom.
- Elevate the teaching profession.
- Improve student outcomes.

 **Envision Utah**
How we grow matters.

EDUCATION CONVENING AND FACILITATING

Over the last five years, Envision Utah has facilitated an Education Steering Committee that convened Utah’s top education, state, and community leaders to help lead the way in making the help ensure the Your Utah, Your Future vision for education becomes a reality. Working with these leaders, we have helped schools and state officials focus on the most important priorities for education and fueled coordinated efforts to improve education. In 2020 we continued to conduct outreach, furthered our work to address the teacher shortage, and conducted extensive research that will allow us to help students pursue education after high school.

Outreach

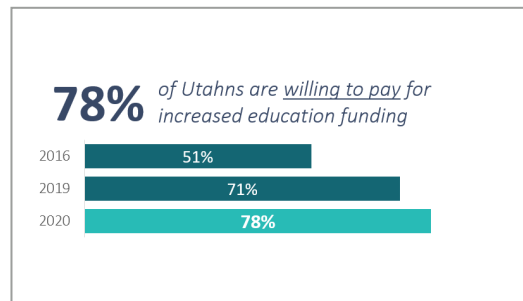
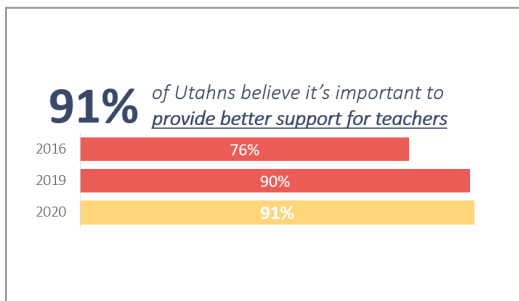
We continued our My Education, Our Future outreach campaign to help Utahns understand and unify around the most important strategies for improving education. We focused primarily on the impact education has on the whole community and the need to provide better support to teachers. This outreach, along with our work and the work of others over several years, has shaped public opinion and priorities significantly.

Teachers

Our Vision for Teacher Excellence outlines specific strategies for ensuring Utah students have the best teachers possible in their classrooms. Much of our 2020 work focused on educating people about this vision. We held a webinar, spoke at events (while we could), and worked with stakeholders to help make this vision a reality. This vision influenced the platforms of several gubernatorial candidates and shaped the policy recommendations delivered to the newly elected governor.

Student Research

Over the last year, we engaged more than 7,300 high school students in our research to understand how we and other community partners and educators can help more students pursue and complete post-secondary education. We worked with our committee and others to develop the research tools that included extensive online focus groups and an exhaustive survey. The results will help us put together a detailed profile of students who choose not to pursue education beyond high school and identify strategies to help them continue their education.



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.

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 was not only our first-ever event online, but our first-ever gubernatorial candidate forum. Moderated by Doug Wright, the top Democratic and Republican candidates delved into Your Utah, Your Future topics and answered questions from the audience. Nearly 6,000 viewers streamed the forum.

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 **Comunidades Unidas** and **USU Extension**. The program featured important discussions around upward mobility and the impact of the COVID-19 pandemic on upward mobility for low-income children in particular, led by keynote speaker Dr. Nathaniel Hendren, Professor of Economics at Harvard University and a Founding Co-Director of Opportunity Insights. Over 200 community members attended virtually.

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 projects like Disaster Resilience, Valley Visioning, and our Vision for Teacher Compensation. The breakfast noted the importance of Envision Utah's role to push Utahns and our legislators to think about the long-term needs of our state, ensuring Utah remains an amazing place to call home—now and in the future! Nearly 70 legislators attended.

EARLY LEARNING DAY ON THE HILL

This year we partnered with several early childhood organizations and state leaders to organize the first annual Early Learning Day on the Hill. This year's theme was #ItMatters, as we helped attendees understand how critical the first few years of a child's life are. Many community and state leaders were in attendance, and speakers included Senate President Stuart Adams, Senators Luz Escamilla and Ann Millner, Executive Director of the Utah Head Start Association Natalie Brush, and Lt. Governor Spencer Cox's wife, Abby Cox.





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.

Some of our highlights from this year include:

- Hosting a debate with candidates running for Utah governor focused on key Your Utah, Your Future topics.
- Reaching more than 1.5 million people through TV ads, with over 340,000 views on social media and YouTube.
- Gaining Envision Utah social media and newsletter contacts through Your Utah, Your Future focused outreach.
- Attending and holding 37 meetings with city mayors, councils, and staff.
- Engaging over 25,000 state and local leaders, stakeholders, and residents in our various processes .
- Organizing four virtual events that engaged with over 7,000 Utahns statewide.
- Presenting on over 200 occasions to various stakeholders and residents on growth-related challenges.
- Providing input to gubernatorial transition recommendations for six different issues or agencies.
- Earning nearly 100 media mentions, including extensive interviews and project coverage.
- Presenting at a press conference that highlighted the efforts going into making Tier 3 fuel available and introduced *Tier3gas.org*, an informational tool on Tier 3 fuel and specific locations to buy it.

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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 | 2020

Envision Utah credits its success 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 monumental community support for the Envision Utah process that brings people together to find common ground and maintain 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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Director SVP & Community Relations & Admin
Zions Bank
- Kyle Reyes**
Utah Valley University
- Clifton Sanders**
Provost for Academic Affairs
Salt Lake Community College
- Brenda Scheer**
University of Utah
- Gene Shawcroft**
Central Utah Water Conservancy District
- Ian Shelledy**
Co-founder, Sustainable Startups
Director, Community Foundation of Utah
- Selma Sierra**
Policy Director, Utah State University
- Soren Simonsen**
Executive Director
Jordan River Commission
- Wilf Sommerkorn**
Planning Director
Salt Lake City
- Brian Steed**
Executive Director
Utah Department of Natural Resources
- Dean Soukup**
Vice President, Goldman Sachs
- Robert Spendlove**
Utah House of Representatives
- Michalyn Steele**
Professor, BYU Law School
- Jerry Stevenson**
Utah State Senate
- Mary Street**
Associate Broker, Land & Investment
Coldwell Banker, Commercial Advisors
- Lisa Sun**
Associate Professor, BYU Law School
- Shawn Teigen**
Research Director
Utah Foundation
- Dave Ure**
Director
SITLA
- Blaine Walker**
President
Walker & Company Real Estate
- Heidi Walker**
COO
Salt Lake Chamber of Commerce
- LaVarr Webb**
President
The Exoro Group
- Mark Welcker**
President & CEO
Point of the Mountain Chamber of Commerce
- Randy Woodbury**
President
Woodbury Corporation
- Sarah Wright**
Executive Director
Utah Clean Energy

