INTRODUCTION TO

Values-Based Planning & Communication

Robert Grow
President and CEO of Envision Utah
Great Salt Lake Shoreland Plans

- Davis County (2003)
  - 9 cities/1 county
- Salt Lake County (2003)
  - 1 city/1 county
Wasatch Choices for 2040

(2005)

Join the Conversation!

Attend an Open House to Voice Your Opinion:

Wednesday, July 25th – 5:30 p.m. to 7:30 p.m.

Sandy City Hall - Top Floor

For more information, go to www.envisionutah.org/wc2040.

Wasatch Choices 2040 is the process to develop our region's official long-range transportation plan.

Legend:

- Land Use
- Major Roads
- Transit Corridors
- High-Capacity Transit
- Local Bus Routes
- Commuter Rail
- Airports
- Rail Corridors
- Urban Parks
- Regional Trail

Vision Scenario
Downtown Rising (2007)
More than 16,000 residents participated

Over 25,000 comments
2011 to 2013

- Envision Tomorrow Plus
- Form-Based Code
- Assessing Barriers to TOD
- Demonstration Sites to Apply the New Tools
Envision Madison
“Pioneering the Future”
2013 to 2015
Envision Utah Process

Stakeholders ➔ Values ➔ Scenarios ➔ Public Choosing ➔ Vision
“A Bear in the Woods”
American Plastics Council

It’s the late 80’s and the planet is drowning in garbage—plastics becomes a symbol for the problem.

Industry had same favorability rating as tobacco.

More than 250 pieces of restrictive legislation at state and local levels.
Opinion Survey: Do the benefits of plastic outweigh the risks of plastic, or do the risks of plastic outweigh its benefits?
“Raining Plastic” – Campaign Before Values Strategy
Benefits of plastics that deliver less stress and worry over personal and family health and safety and sense of peace of mind help the public conclude benefits of plastics outweigh environmental risk.

Consistent execution in support of the strategic framework
“The End” – Final ad
Hurricane
Steel Feel the Strength: Recycle
Steel Feel the Strength: Shark Cage
‘Ohana means family in an extended sense of the term. It emphasizes that family and friends are bound together to cooperate and remember our ancestors and care and look out for our children’s future.

‘Ohana can describe a community, a circle of friends, who share common goals and values.
Superstition Vistas – Three Key Values Orientations

Values
- Better Community/Society
- Personal Security
- Belonging
- Spirit of Mind
- Personal Satisfaction
- Peace of Mind
- Personal Happiness
- Doing a Good Job as a Parent
- Well Being
- Less Stress
- Less Worry
- Less Traffic
- Local/Accessible
- Less Drive Time/ Commute
- In Control
- Freedom

Emotional
- Personal Security
- Well Being
- Peace of Mind
- Personal Happiness
- Less Stress
- Less Worry
- Less Traffic
- Local/Accessible
- Less Drive Time/ Commute
- In Control
- Freedom

Functional
- Financial Security
- Jobs/Work Available
- Lower Taxes/Cost of Living
- More Career Opportunities
- Less Burden on Services
- Less Crime/ Less Societal Problems
- Low Crime/ Less Societal Problems
- Sense of Community
- Have Family/Friends Here
- Family Oriented
- Close Proximity to Different Places
- Adequate Infrastructure
- Less Traffic
- Scenic Beauty
- Weather
- Adequate Infrastructure
- Things are Local/ Accessible
- Less Drive Time/ Commute
- In Control
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Attributes
- Environmental
- Educational System
- Air Quality/ Less Pollution
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Children
- Have a Good Quality of Life
- Children Become Successful
- Children Learn More
- Children Have a Good Quality of Life
- Doing a Good Job as a Parent
- Well Being
- Less Stress
- Less Worry
- Less Traffic
- Local/Accessible
- Less Drive Time/ Commute
- In Control
- Freedom

Better Community/Society
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Three Foundational Values Pillars

Nature and the Outdoors
High Quality of Life from Enjoyment in Family Friendly Activity Nature Allows

Safe and Secure Communities
Peace of Mind and Security from Living in Safe and Secure Communities

Education
Community and Parental Peace and Pride Through Good Educational Opportunities
OUR GREATER SAN DIEGO VISION

WORK
LIVE
LEARN
ENJOY
The high cost of living and housing in San Diego, combined with the scarcity of good-paying jobs, forces many residents (or their children) to live a lower quality of life or leave the area altogether, resulting in worry and stress and robbing them of peace of mind and happiness.

Key Barrier to Quality of Life: High Cost of Living

Can't Afford To Live and Enjoy

Issues
- Housing
- Jobs/wages
- Cost of living
- Transportation costs

Residents
- Lack of well being, unhappiness, no peace of mind
- Worry, Stress, Poor Quality of Life
- Can't afford to live, have to leave community

San Diego
- High cost of living, expensive housing, shortage of jobs
Heart + Mind STRATEGIES
How does values-based communication work?
VALUES BASED RESEARCH:
Connecting the Rational and Emotional Elements in Decision-Making

Persuade by Reason, Motivate through Emotion
Exercise
Envision Utah
Quality Growth Strategy
(1997)
2007 Values Map: New Pathways
UTAH IS GROWING

TODAY
There are 3 million people living in Utah

2050
By 2050 there will be 5.4 million - the population will nearly double in 35 years!
HOW TO CREATE A VISION: THE PROCESS

11 TOPICS

Utahns’ values guided the selection of 11 topics critical to the future of Utah.

UTAHNS’ VALUES

Values studies told us not just what Utahns care about, but why they care about those things.

ACTION TEAMS

Experts from across the state studied the topics and helped shape potential scenarios for the future.
8 ACTION TEAMS OF 400 EXPERTS WORKED FOR 18 MONTHS TO DEVELOP POTENTIAL SCENARIOS FOR UTAH’S GROWTH ACROSS EACH TOPIC.
THE SURVEY

53,000 UTAHNS

WEIGHED IN ON EACH TOPIC AND EACH SCENARIO, TELLING US WHAT THEY WANT UTAH TO LOOK LIKE IN 2050.
THE VISION

A COMBINATION OF SURVEY RESULTS, VALUES, AND ACTION TEAM INPUT FORMED A VISION FOR UTAH’S FUTURE.
WHAT WE WERE ABLE TO DO

11 issues that affect the future of Utah

400 Utah experts brought together to develop choices for 2050

52,845 Utahns responded to the survey

The best understanding ever of what Utahns want for the future.

The largest statistical database Dan Jones/Cicero has ever analyzed
The *Your Utah, Your Future* survey garnered more public participation than any such project ever has. The original *Envision Utah 1999 survey* held the record for many years with 20,000 public responses.
VISIONS ON 11 TOPICS

- Agriculture
- Air Quality
- Disaster Resilience
- Education
- Energy
- Housing & Cost of Living
- Jobs & Economy
- Public Lands
- Water
- Transportation & Communities
- Recreation
Priorities for the State of Utah

- Water: 6.4
- Education: 6.2
- Air quality: 6.2
- Healthcare: 6.1
- Housing and cost of living: 6.0
- Economic development and jobs: 6.0
- Healthy living: 5.9
- Energy: 5.9
- Preparation for disasters: 5.8
- Transportation: 5.7
- Natural lands: 5.7
- How our towns and cities grow: 5.7
- Outdoor recreation: 5.6
- Agriculture: 5.5
- Arts and culture: 5.0
Performance on Priorities for the State of Utah

- Outdoor recreation: 5.7
- Economic development...: 5.1
- Healthy living: 4.9
- Natural lands: 4.9
- Arts and culture: 4.9
- Preparation for disasters: 4.8
- Agriculture: 4.7
- Transportation: 4.7
- Healthcare: 4.7
- Housing and cost of living: 4.6
- Energy: 4.6
- Water: 4.6
- How our towns and cities...: 4.6
- Education: 4.1
- Air quality: 3.4
VISION FOR 2050

SAFE, SECURE, RESILIENT

PROSPEROUS

NEIGHBORLY, FAIR, CARING

HEALTHY, BEAUTIFUL, CLEAN
2014 Quality of Life Master Map

Attributes
- Education system
- Shared values
- Diversity
- Rural lifestyle
- Shared recreation/Scenic beauty
- Good jobs
- Cost of living
- Affordable housing

Functional Consequences
- Good place to raise children
- Enjoy outdoors
- Feel safe
- Better community
- Healthier
- Less stress/relax
- Provide for others
- Do other things
- More choices/opps
- Save time/convenient
- Economic strength/weakness
- Traffic/congestion
- Overbearing Federal Gov’t
- Strain on resources
- Economic security

Psychosocial Consequences
- Security
- Belonging
- Peace of mind
- Happiness
- Enjoyment
- Satisfaction
- Freedom
- Trust in government
- Loss of control

Personal Values
- Future generations
- Security
- Peace of mind
- Happiness
- Enjoyment
- Satisfaction
- Freedom
- Trust in government
- Loss of control

Future generations
- Children learn
- Better future/life
- Better community
- Feel safe
- Children learn
- Enjoy outdoors
- Good place to raise children
- Spend time w/family/friends
- Retain family/people
- Provide for others
- Do other things
- More choices/opps
- Save time/convenient
- Economic strength/weakness
- Traffic/congestion
- Overbearing Federal Gov’t
- Strain on resources
- Economic security

Security
- Good jobs
- Cost of living
- Affordable housing
- Education system
- Things local/accessible
- Overbearing Federal Gov’t
- Strain on resources
- Economic security
UTAHNS’ VALUES
SAFE AND SECURE ENVIRONMENT

PEOPLE AND FAMILY FRIENDLY / SHARED VALUES / CLOSE-KNIT COMMUNITY

GOOD PLACE TO RAISE CHILDREN / SPEND TIME WITH FAMILY AND FRIENDS

FEEL SAFE / BETTER SENSE OF COMMUNITY

PEACE OF MIND / PERSONAL SECURITY
UTAHNS’ VALUES
COST OF LIVING AND ECONOMIC OPPORTUNITY

JOBS / ECONOMIC OPPORTUNITY / COST OF LIVING

EARN MORE / SAVE MONEY

PROVIDE FOR FAMILY / DO MORE / ENJOY BETTER LIFE

FINANCIAL SECURITY / FUTURE GENERATIONS
Utahns' Values
Scenic Beauty and Outdoor Recreation

- Spend time with family and friends
- Enjoy outdoors
- Live healthier / better life
- Happiness / personal enjoyment
- Outdoor recreation / scenic beauty

Happiness / personal enjoyment
Live healthier / better life
Enjoy outdoors / spend time with family and friends
Outdoor recreation / scenic beauty
POOR AIR QUALITY

- Lack of security / future generations
- Stress / worry about people and family leaving
- Illness / lack of health for self and family

Values of Utahns:

- Poor air quality
UTAHNS’ VALUES
OVERBEARING FEDERAL GOVERNMENT

(LACK OF) FREEDOM

LOSS OF CONTROL / DIMINISHED TRUST

ECONOMIC WEAKNESS / CHILDREN LEAVE

OVERBEARING FEDERAL GOVERNMENT
Good air quality is integral to maintaining my personal health and my family’s good health. No one should have to worry about the air they are breathing or the impact on their health. Good health is key to a better quality of life for me and ultimately a sense of well-being.

- Somewhat Agree: 15%
- Strongly Agree: 39%
- Total Agree: 40%
- Completely Agree: 94%

Influentials, Salt Lake City residents, Liberals and Ages 65+ are more likely to ‘completely agree’ with all three positive messaging positions.
Poor air quality can take a serious toll on both your physical and your mental health. When you are forced to stay indoors you just can’t do all of the things you really want to do, and you feel restricted and confined. Ultimately, it makes me feel I’ve lost my sense of personal freedom.

**Negative Ladder Orientations: Lose Freedom**

**Diagram:**

- Poor Air Quality
- Poor Physical/Mental Health
- Can’t go Outdoors
- Feel Restricted/Confined/Loss of Control
- Lose Freedom

**Survey Results:**

- Somewhat Agree: 29%
- Strongly Agree: 29%
- 80% Agree (Somewhat and Strongly)

**Questions:**

Q325. To what extent do you agree or disagree that the following statement is personally relevant to you?
To be implementable, a vision must satisfy the values, hopes, and dreams of present and future residents.
HOW DO WE ACHIEVE THIS FUTURE?

CORNERSTONE 1
A NETWORK OF QUALITY COMMUNITIES

CORNERSTONE 2
HOMES, BUILDINGS, LANDSCAPING, & CARS OF THE FUTURE

CORNERSTONE 3
A THRIVING RURAL UTAH

CORNERSTONE 4
PEOPLE PREPARED FOR THE FUTURE
Based on 1st and 2nd Most Important Issues