

INTRODUCTION TO

Values-Based Planning & Communication

Robert Grow

President and CEO of Envision Utah

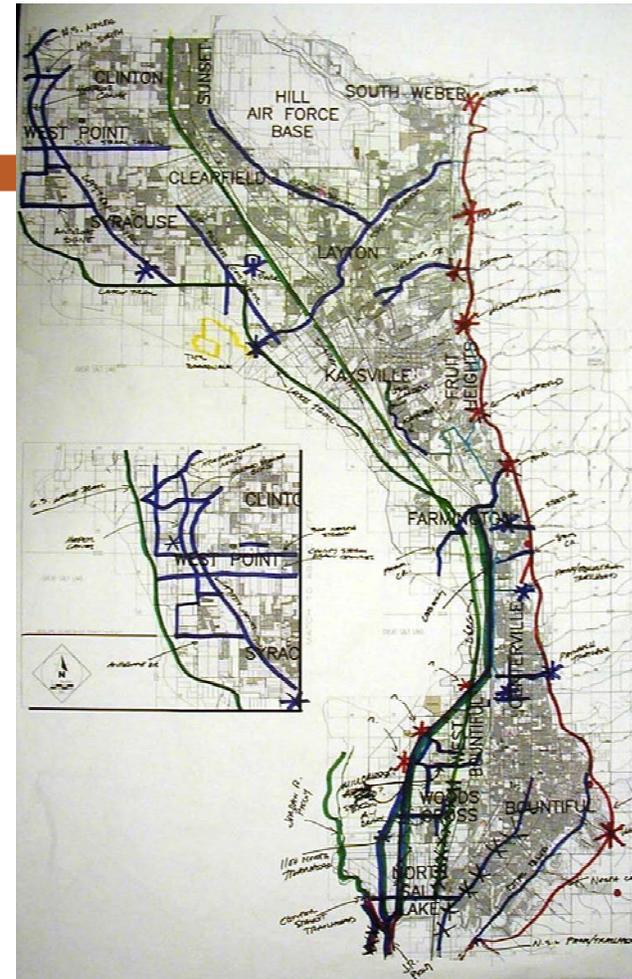


**Envision
Utah**

How we grow matters.

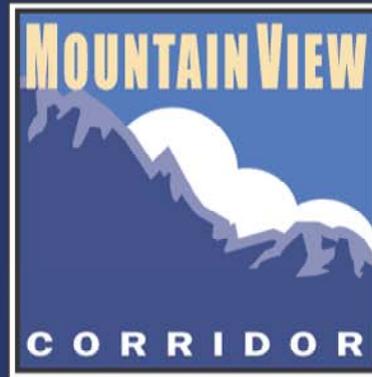
Great Salt Lake Shoreland Plans

- Davis County (2003)
 - 9 cities/1 county
- Salt Lake County (2003)
 - 1 city/1 county



(2004)

E N V I R O N M E N T A L



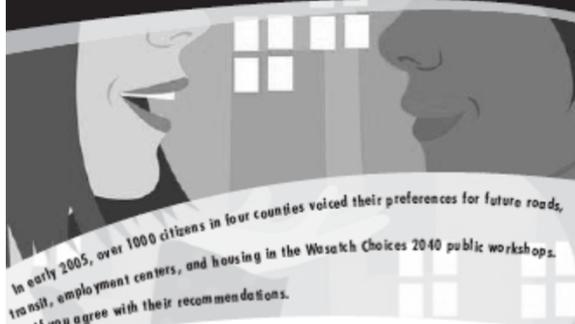
I M P A C T S T A T E M E N T



Wasatch Choices for 2040

(2005)

Join the Conversation!



In early 2005, over 1000 citizens in four counties voiced their preferences for future roads, transit, employment centers, and housing in the Wasatch Choices 2040 public workshops. See if you agree with their recommendations.

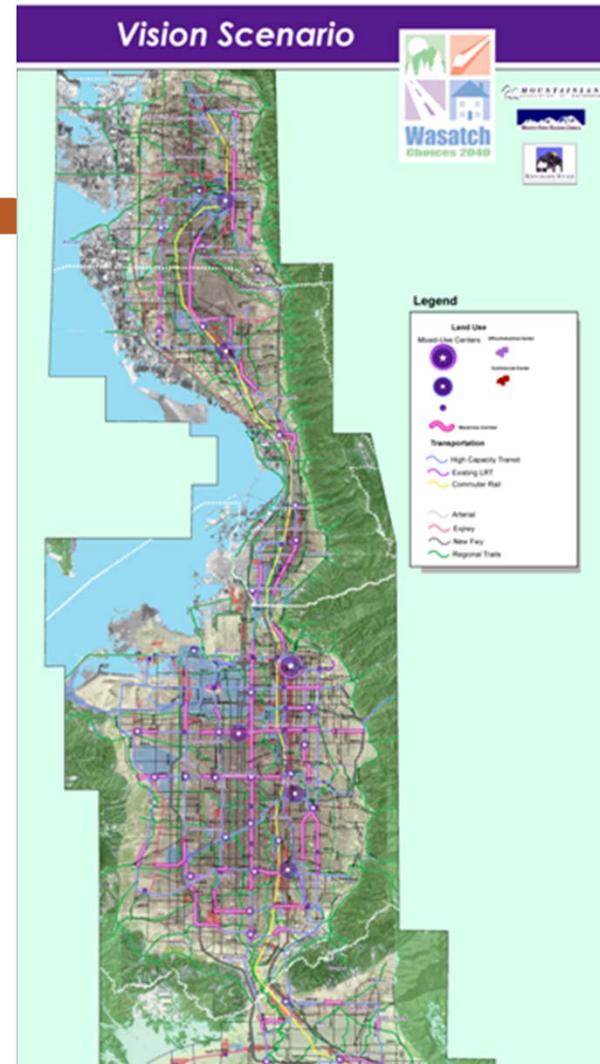
Attend an Open House to Voice Your Opinion:

Wednesday July 27th – 5:30 p.m. to 7:30 p.m.
Sandy City Hall – Top Floor
10000 South Centennial Parkway

Wednesday August 3rd – 5:30 p.m. to 7:30 p.m.
Columbus Senior Community Center
2531 South 400 East, Salt Lake City

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. Light refreshments provided.



(2007)



Downtown Rising (2007)

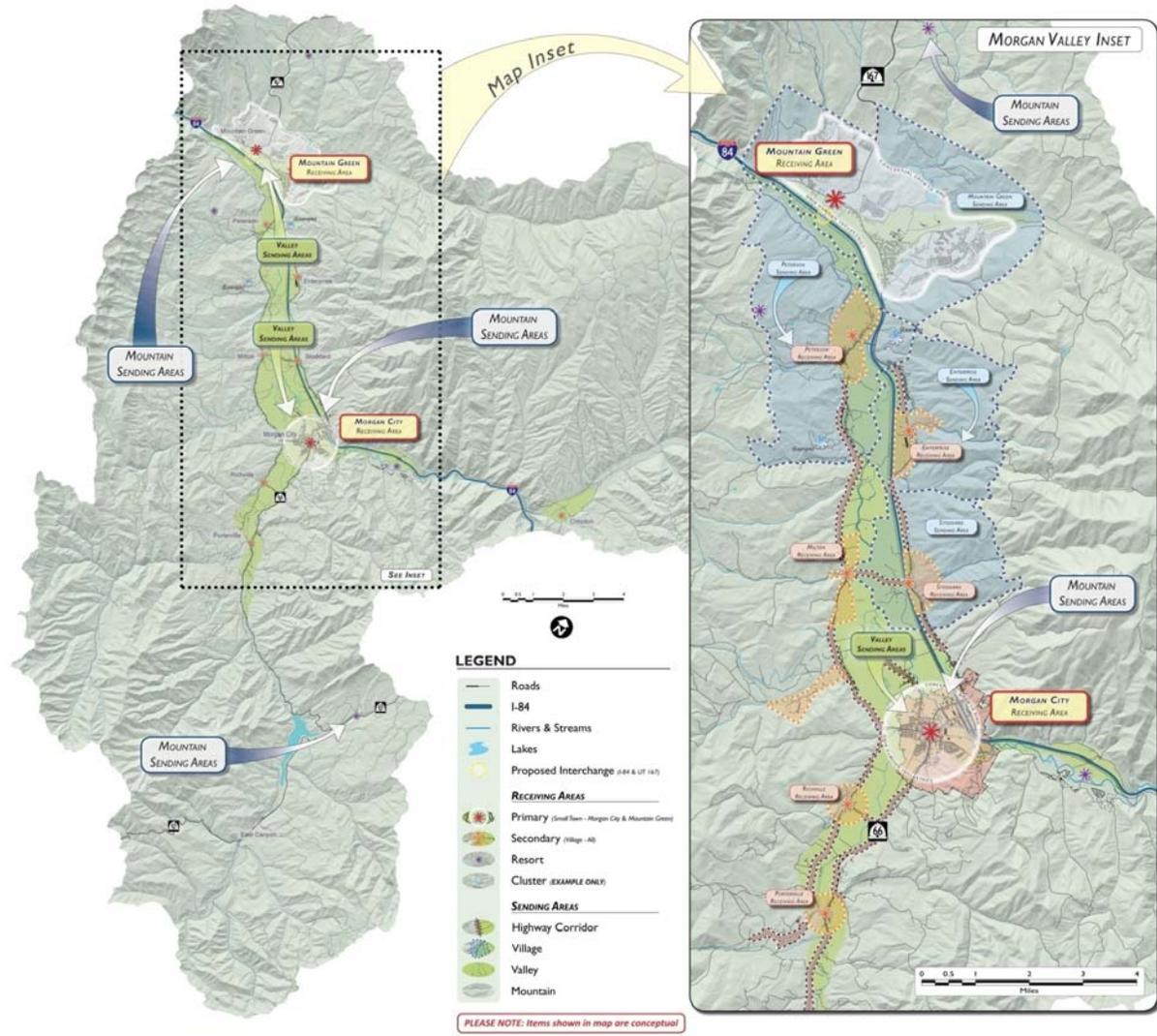




(2008)

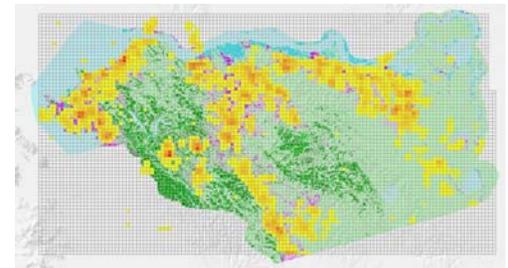
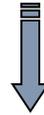
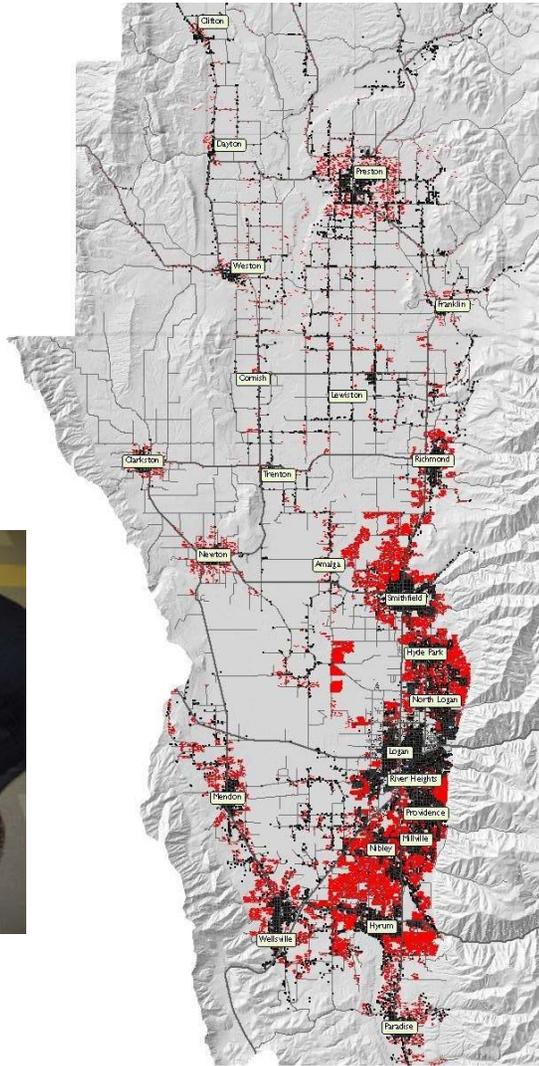


(2008)





(2010)



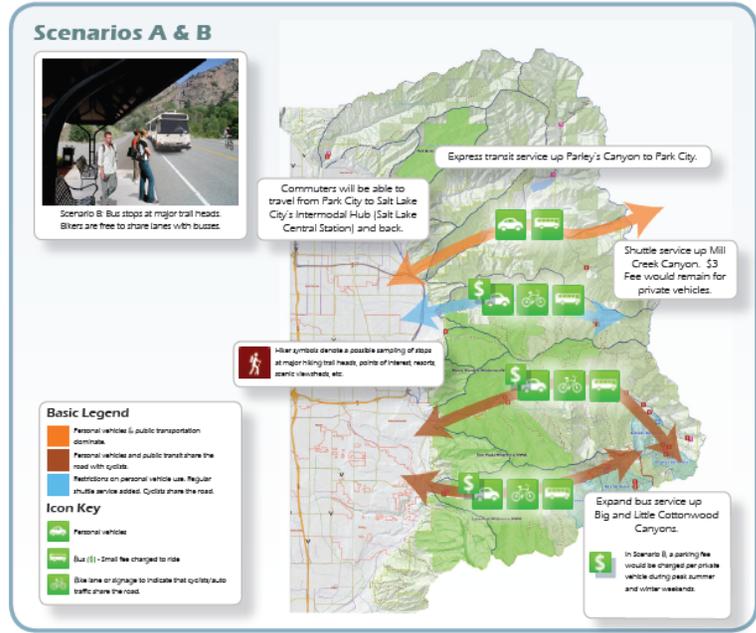


(2010)

- More than 16,000 residents participated
- Over 25,000 comments



The Transportation Scenarios:





2010





Wasatch CHOICE for 2040

2011 to 2013

- Envision Tomorrow Plus
- Form-Based Code
- Assessing Barriers to TOD
- Demonstration Sites to Apply the New Tools





2013 to 2015

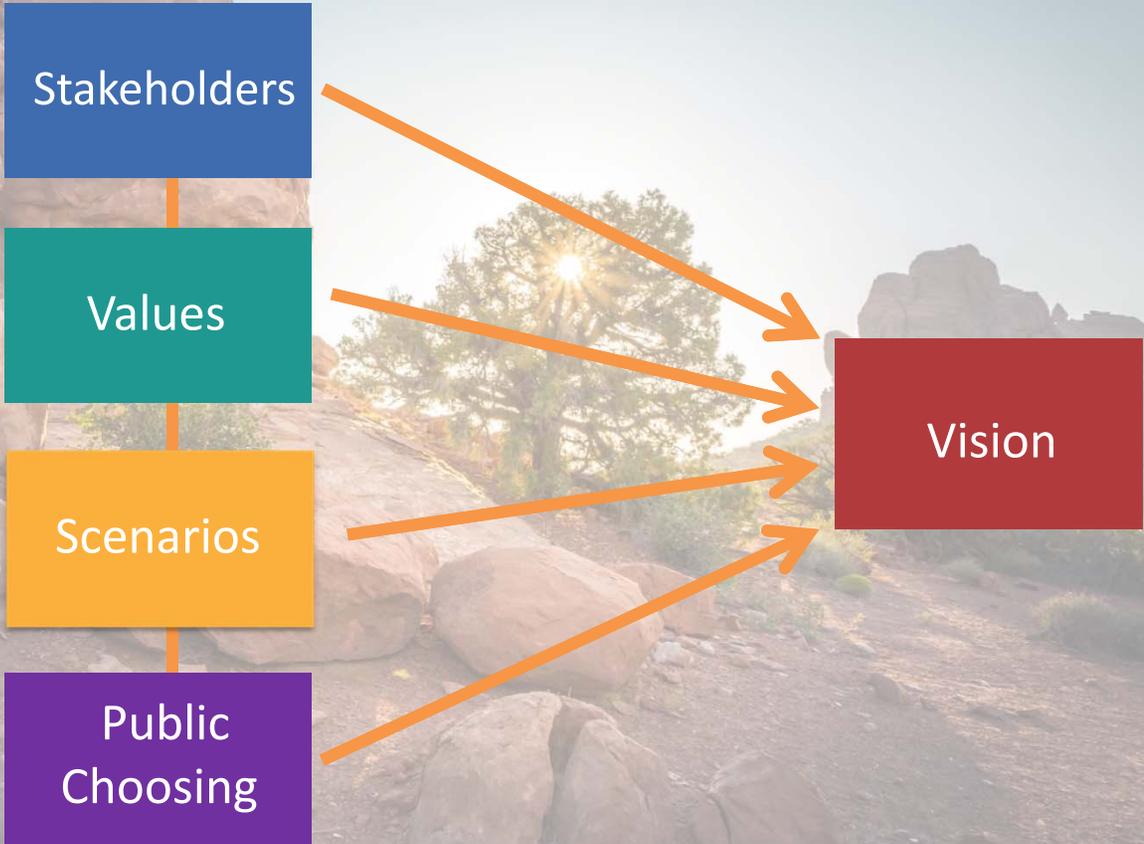
Envision Madison

"Pioneering the Future"

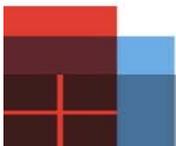
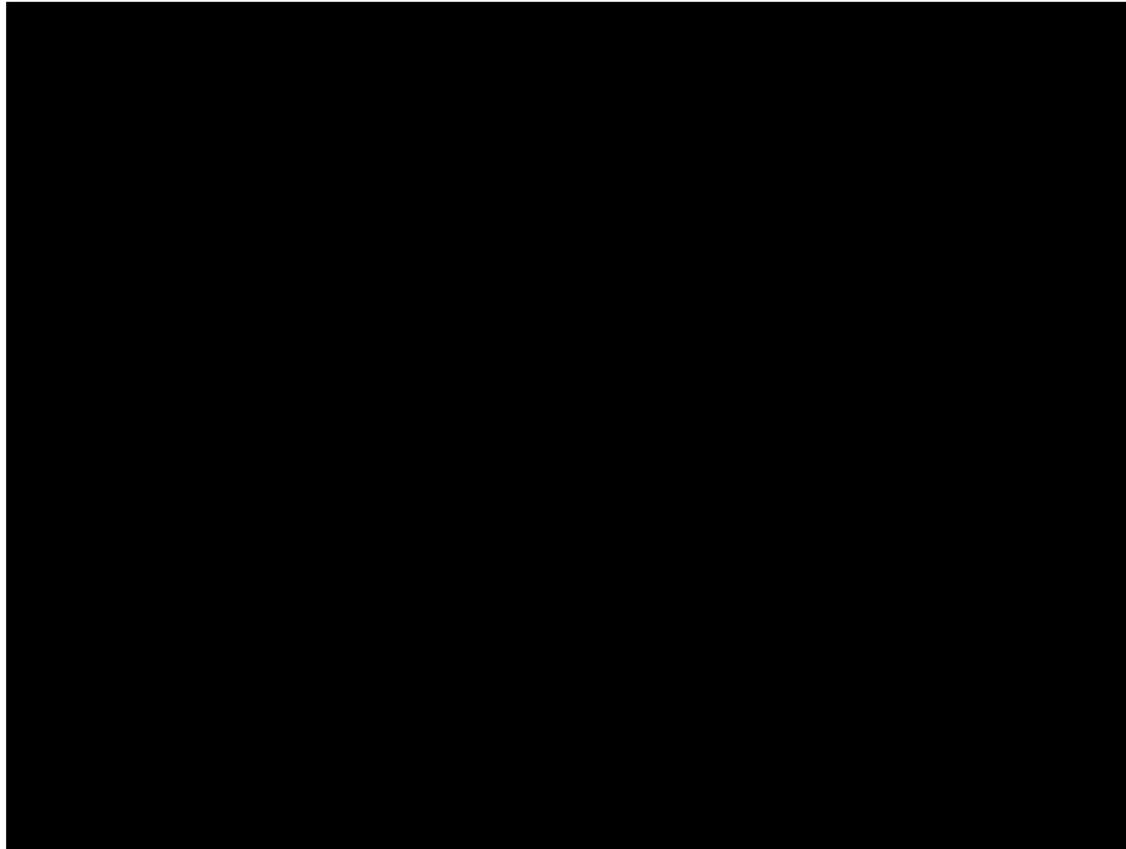
ENVISION LAYTON



Envision Utah Process



“A Bear in the Woods”

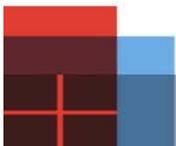
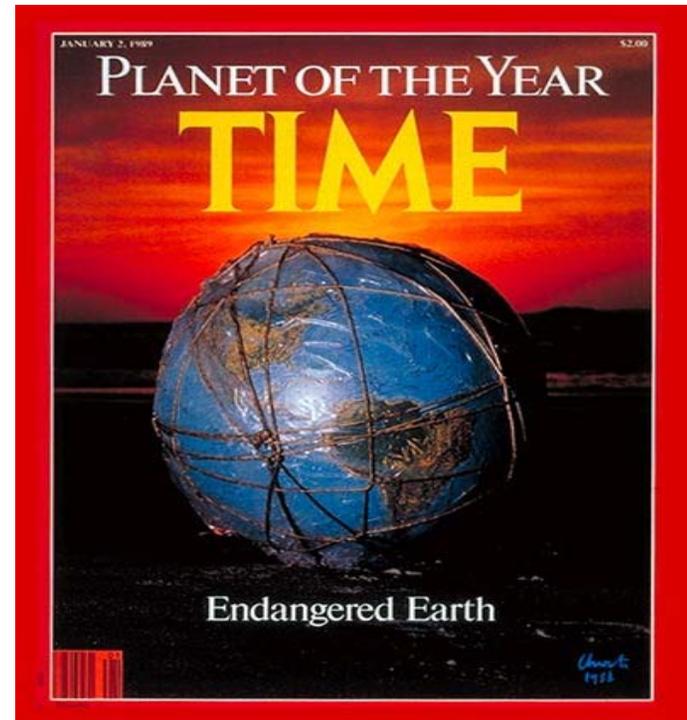


American Plastics Council

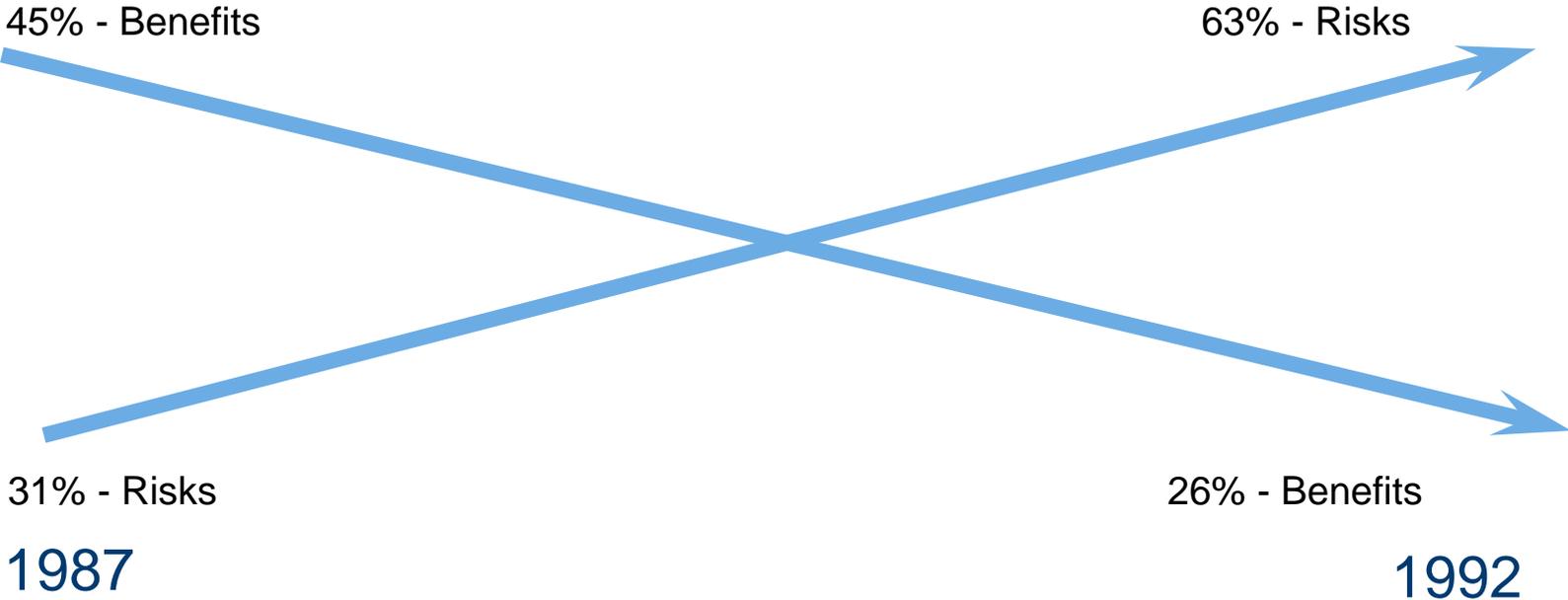
It's the late 80's and the planet is drowning in garbage—plastics becomes a symbol for the problem.

Industry had same favorability rating as tobacco.

More than 250 pieces of restrictive legislation at state and local levels.

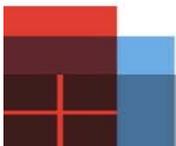


Consumer Erosion Undercut Policy-maker Progress



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.

Me

Improved Personal and Family Quality of Life
Leading to Greater Peace of Mind

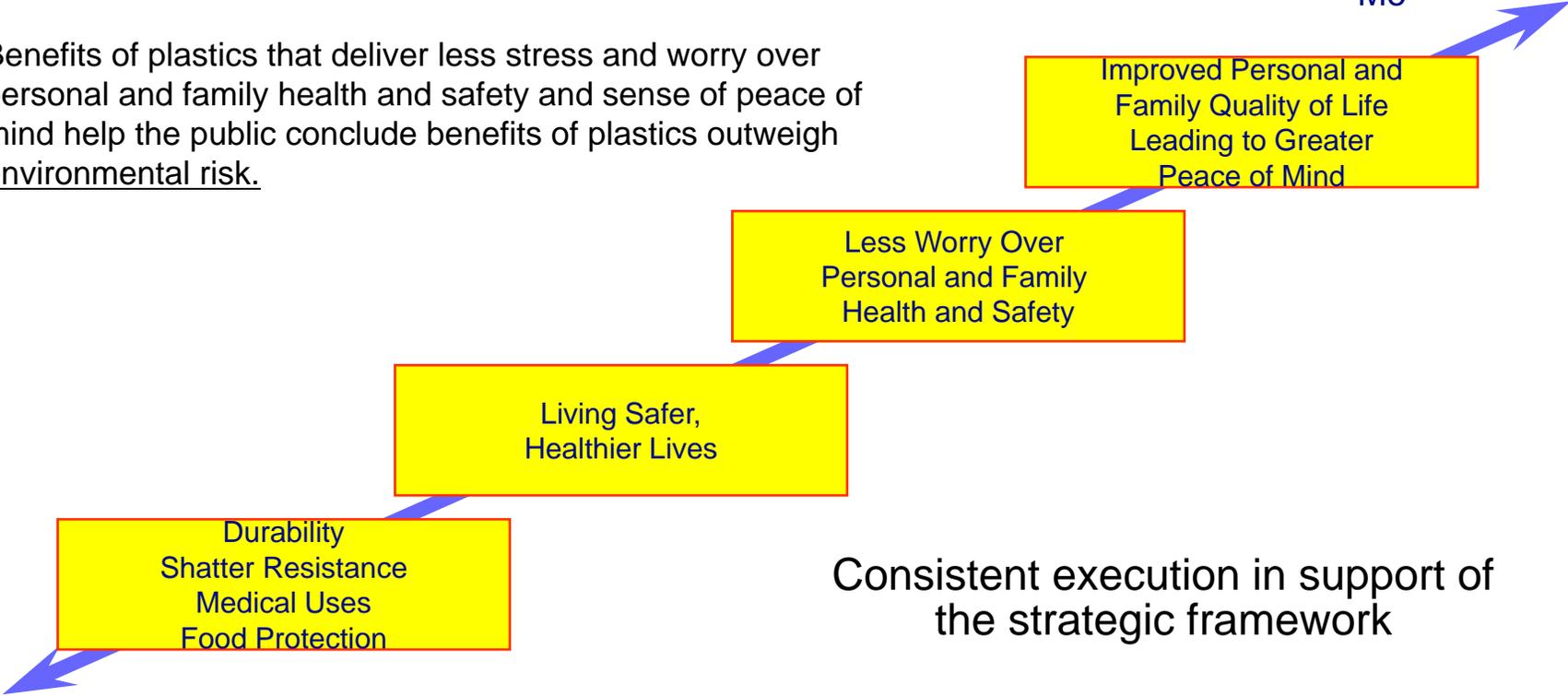
Less Worry Over Personal and Family Health and Safety

Living Safer, Healthier Lives

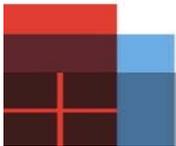
Durability
Shatter Resistance
Medical Uses
Food Protection

Consistent execution in support of the strategic framework

Plastics

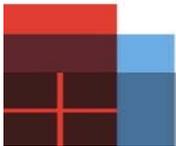
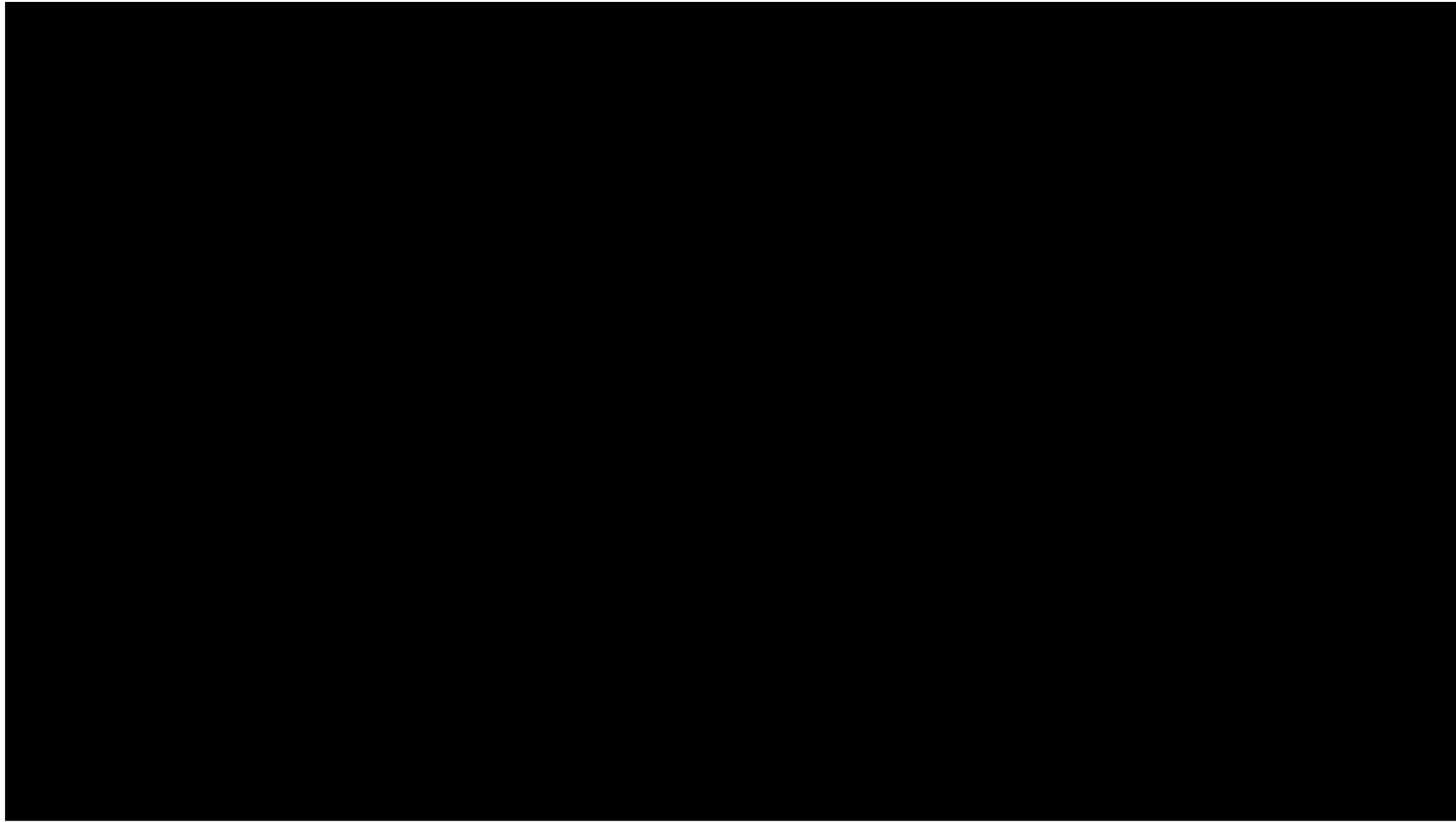


“The End” – Final ad

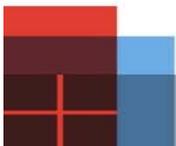




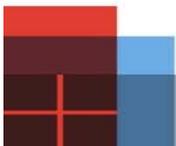
Hurricane



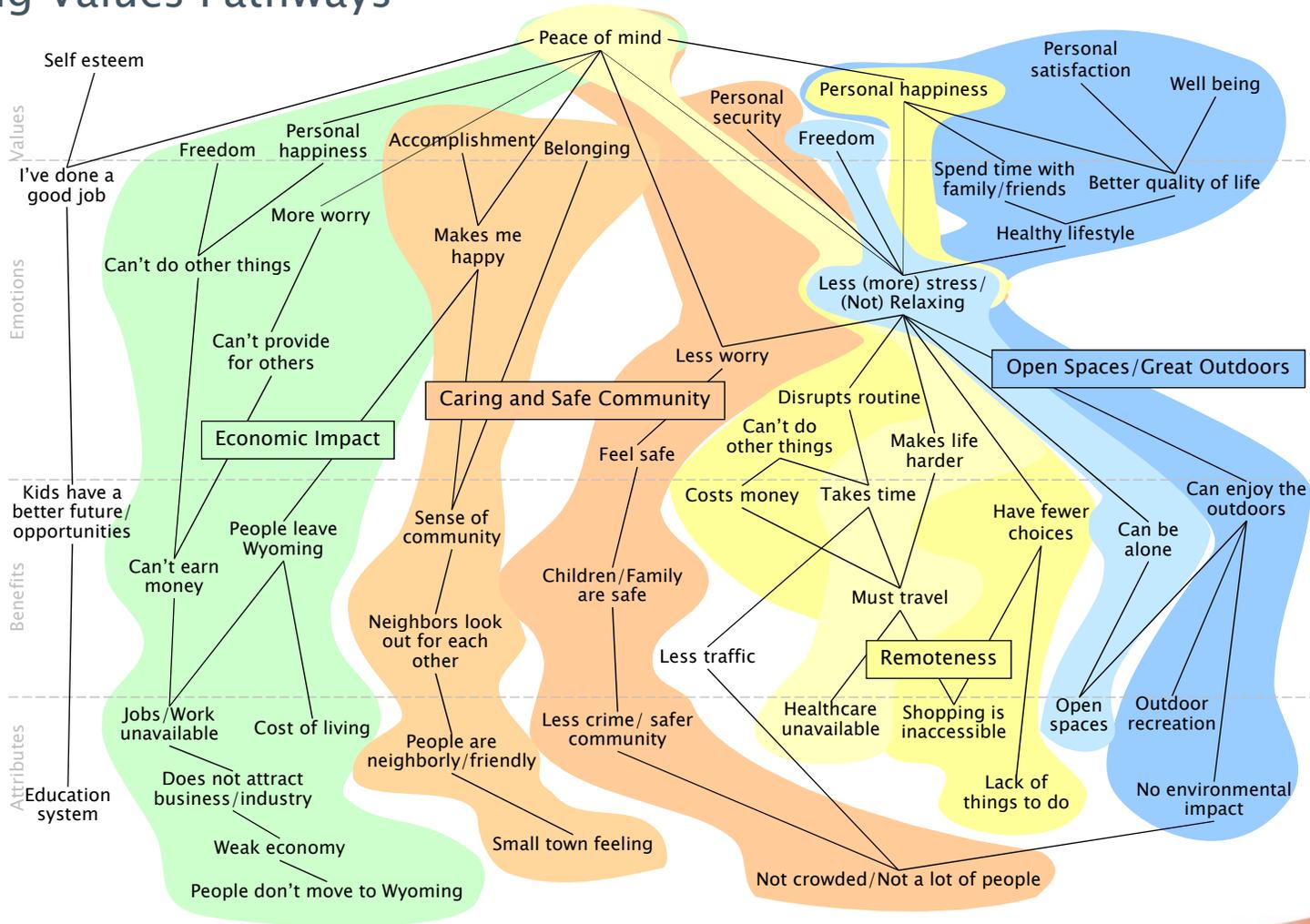
Steel Feel the Strength: Recycle



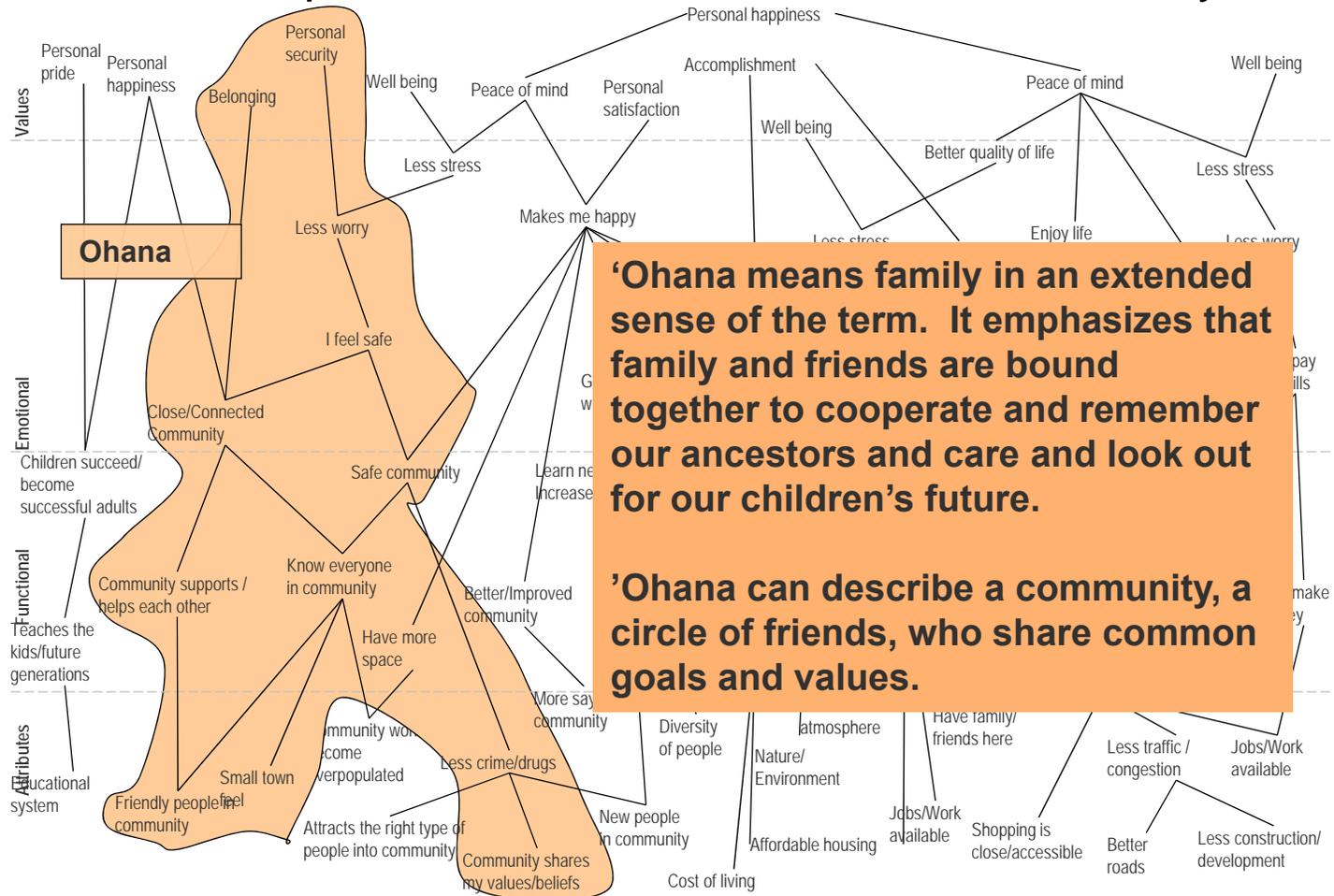
Steel Feel the Strength: Shark Cage



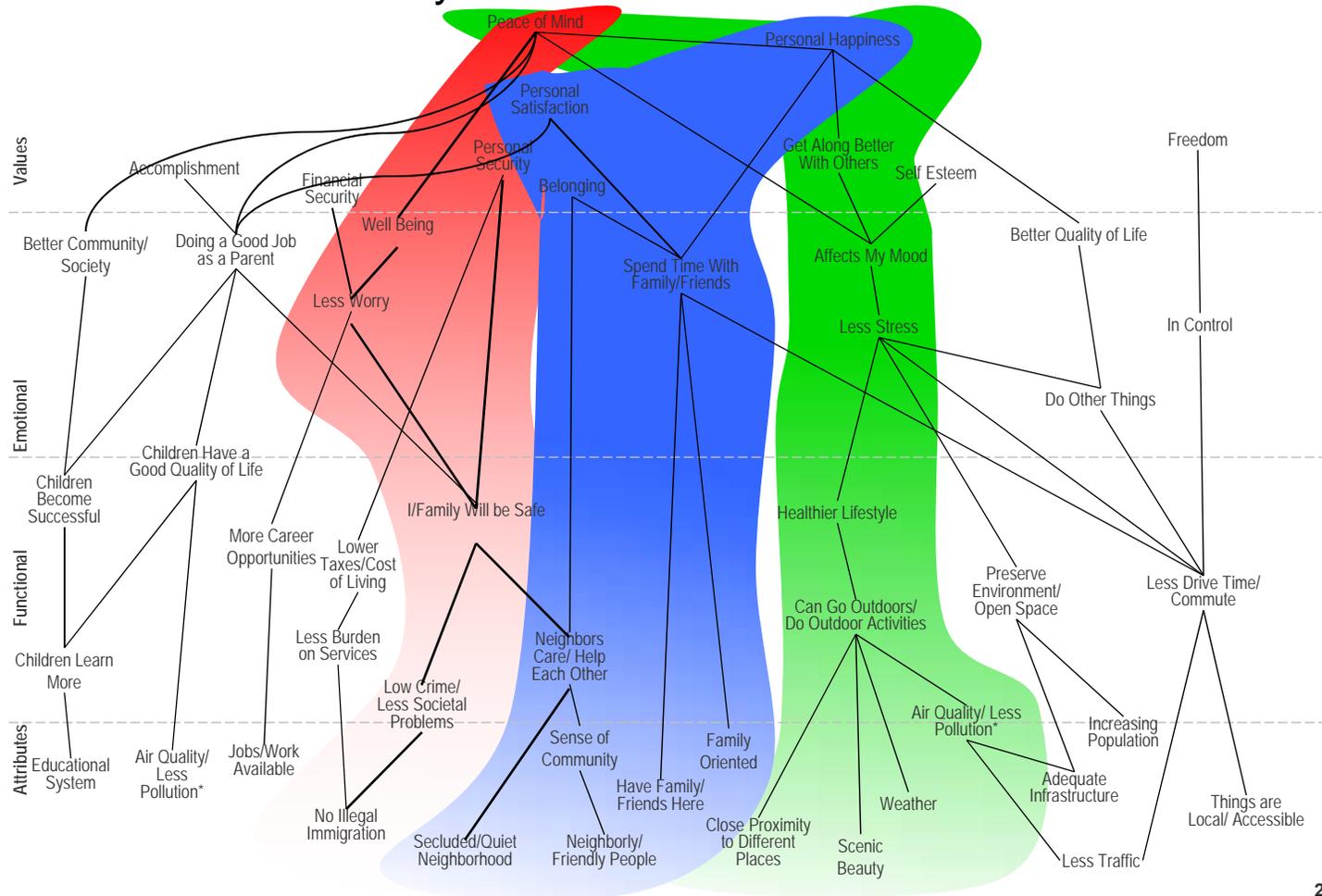
Wyoming Values Pathways



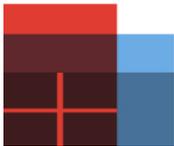
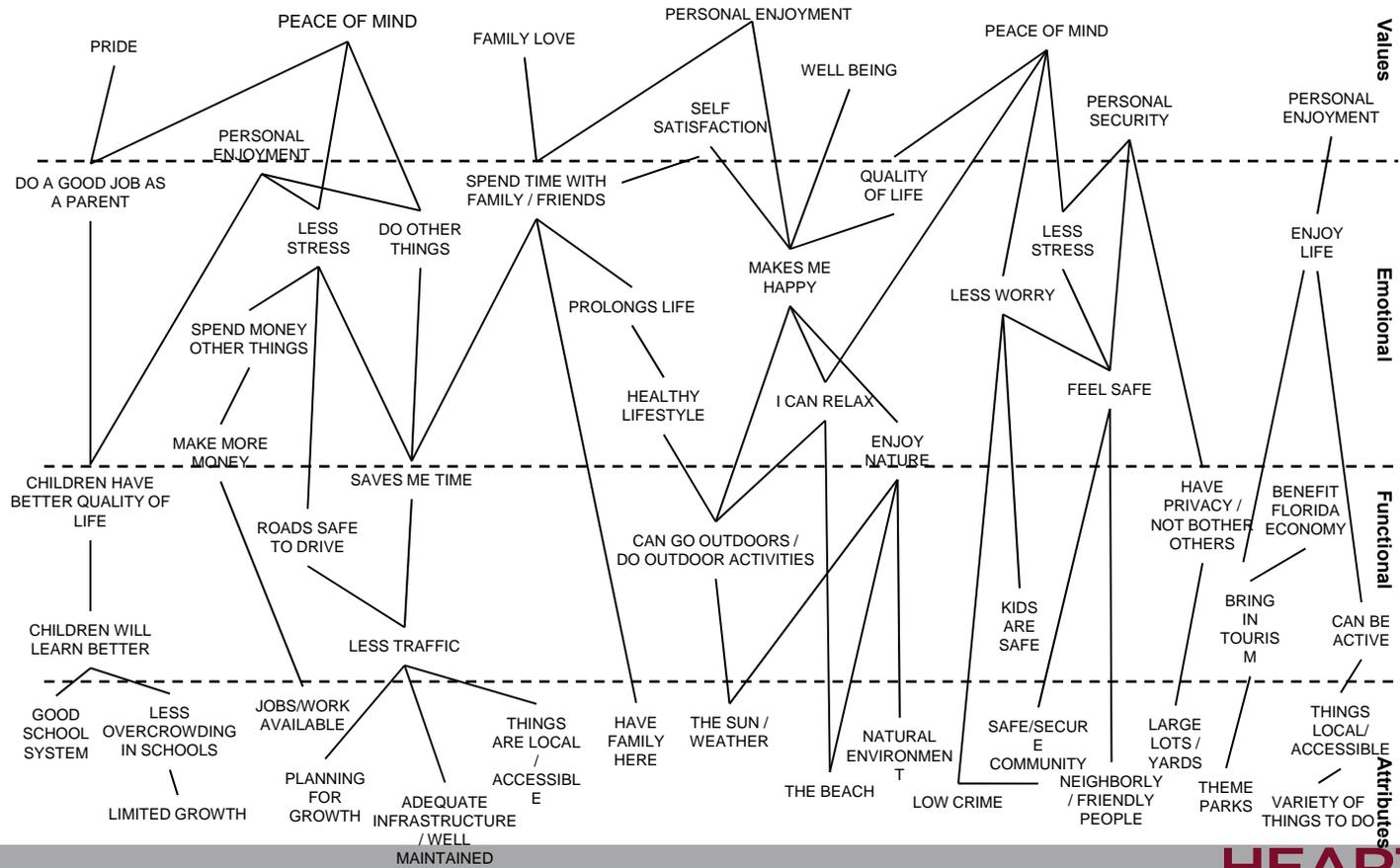
Overall Map: Envision Hawaii – Dominant Pathway



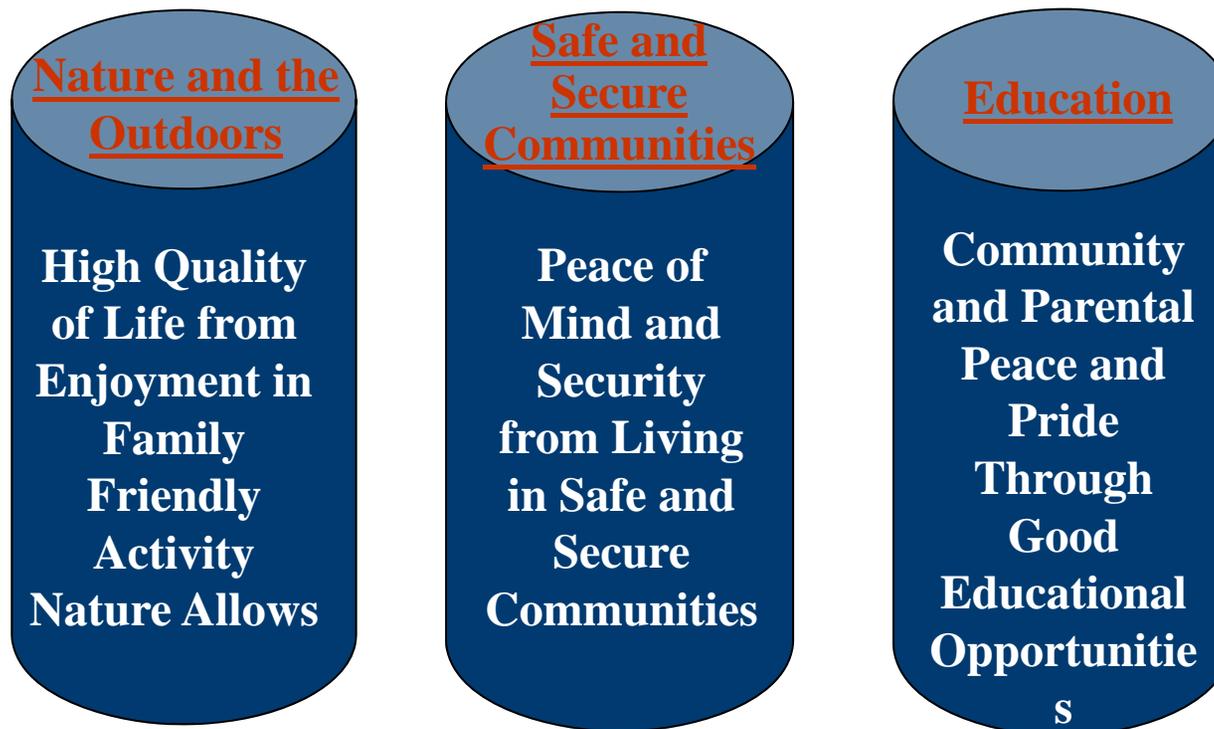
Superstition Vistas – Three Key Values Orientations



Central Florida Quality of Life Decision Making Map



Three Foundational Values Pillars



OUR GREATER SAN DIEGO VISION



 WORK

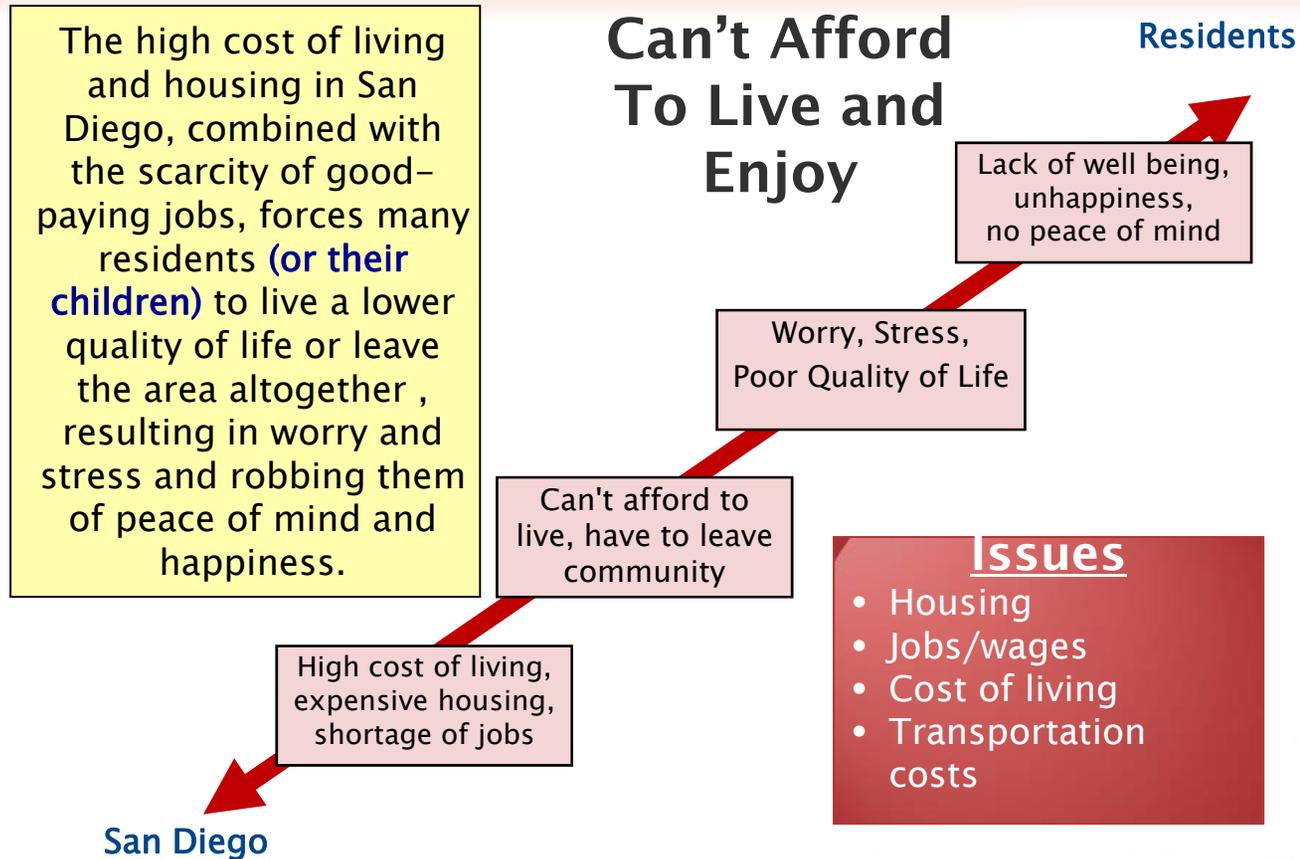
 LIVE

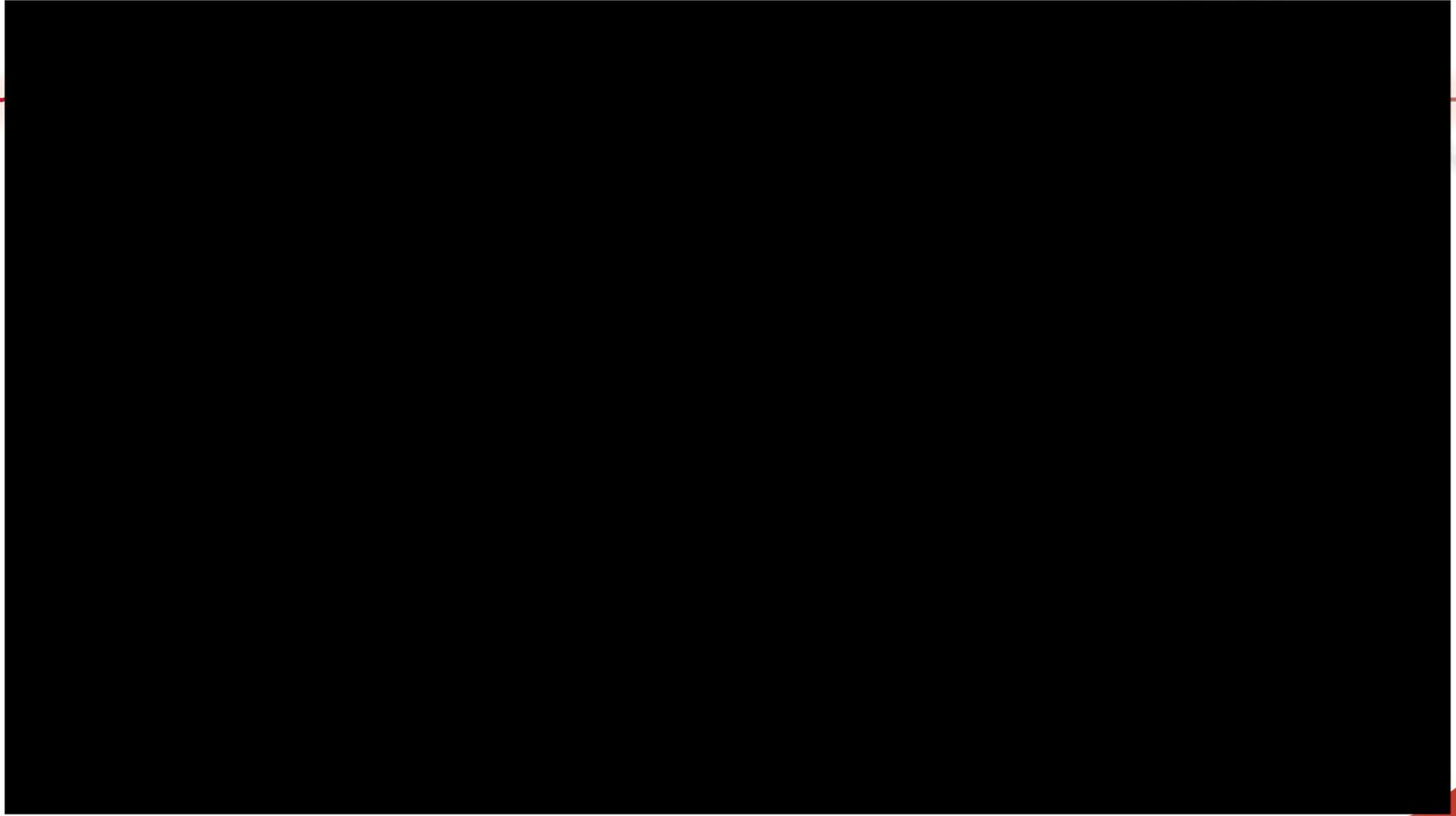
 LEARN

 ENJOY



Key Barrier to Quality of Life: High Cost of Living

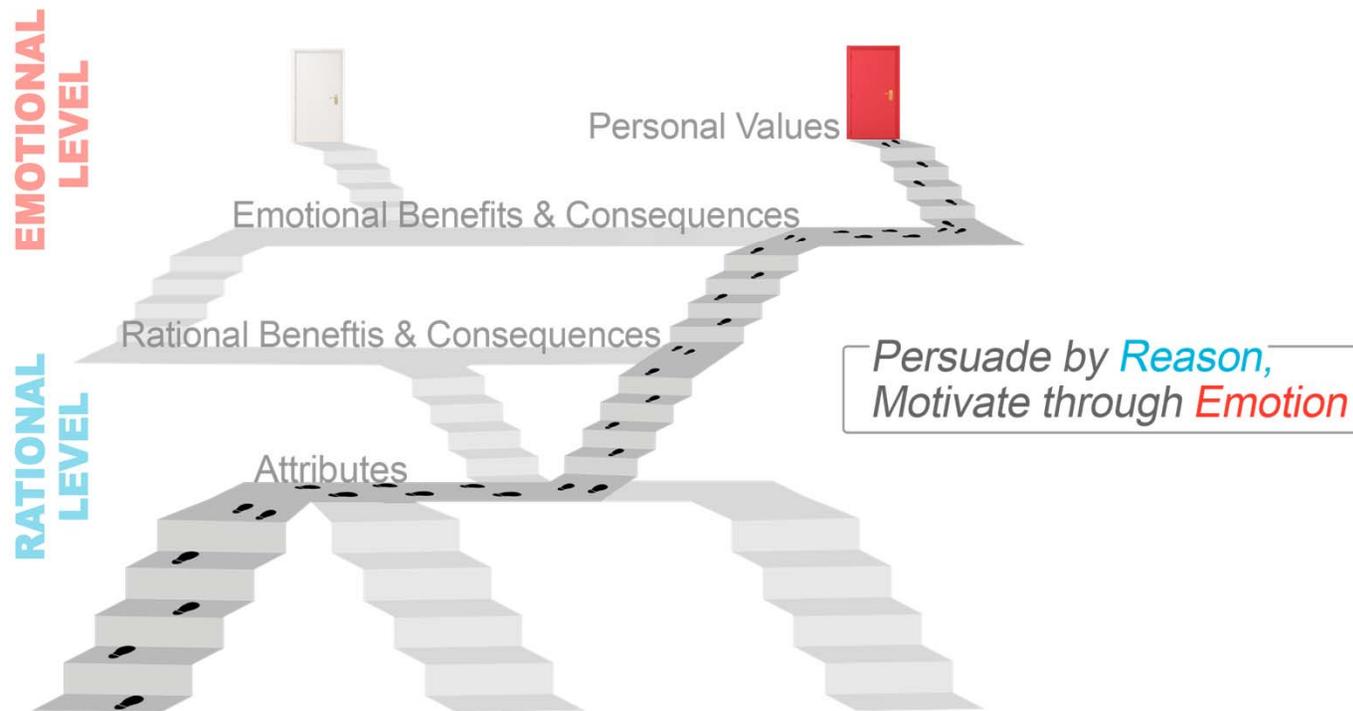




A scenic landscape featuring large, reddish-brown rock formations and a dirt path leading through them. The sky is bright and clear, suggesting a sunny day. The overall scene is a natural, rugged environment.

**How does values-based
communication work?**

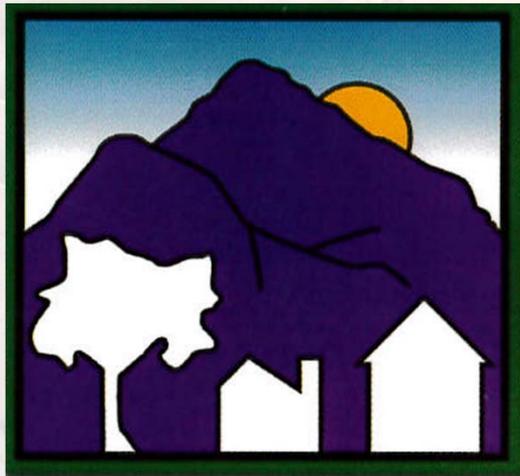
VALUES BASED RESEARCH: Connecting the Rational and Emotional Elements in Decision-Making



Exercise

A scenic landscape featuring large, layered red rock formations on the left. A dirt path leads through the rocks towards a single tree in the middle ground. The sky is bright and clear, suggesting a sunny day. The overall scene is a natural, outdoor setting.

Values Research by Envision Utah



**Envision Utah
Quality Growth Strategy
(1997)**

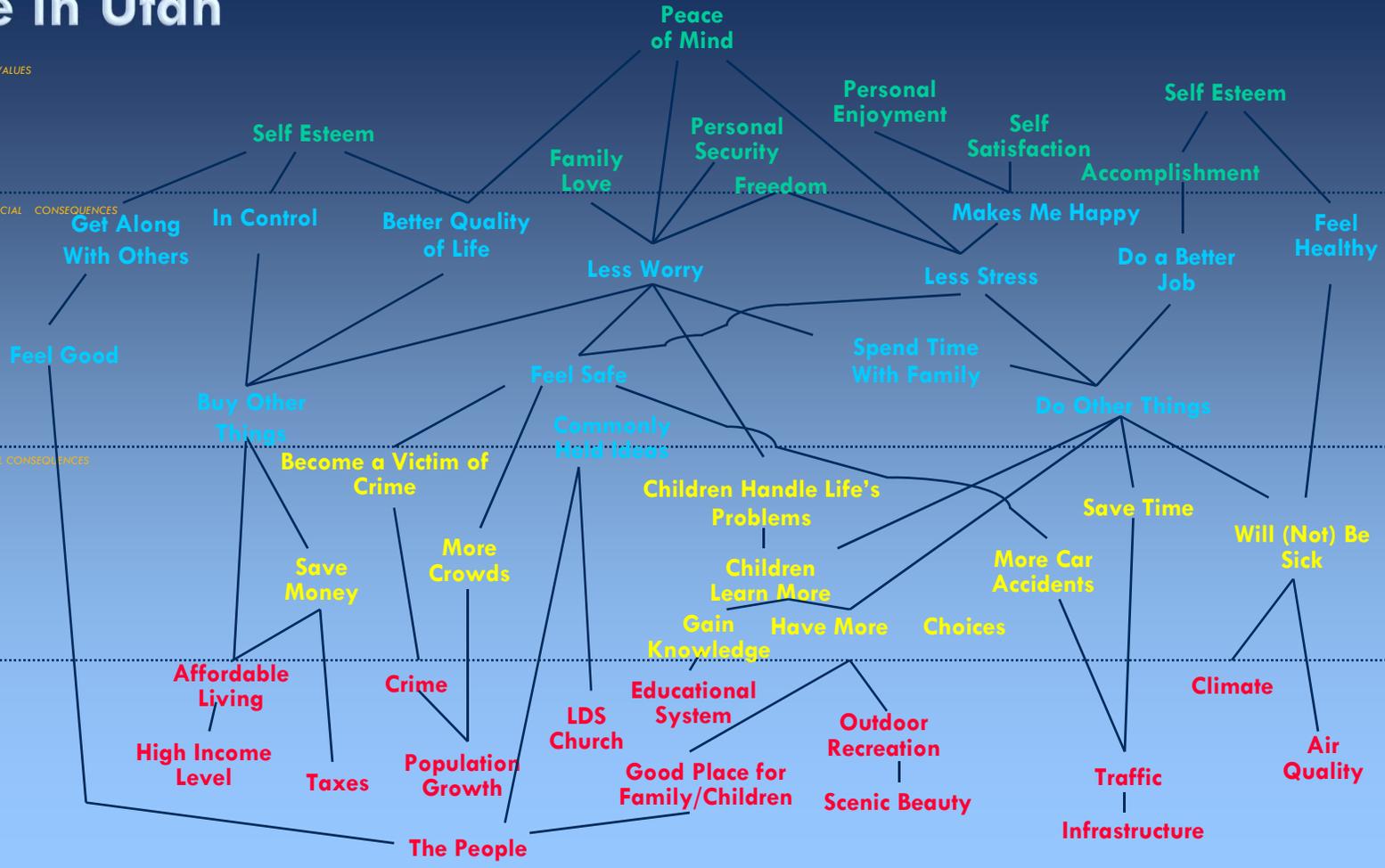
Life in Utah

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

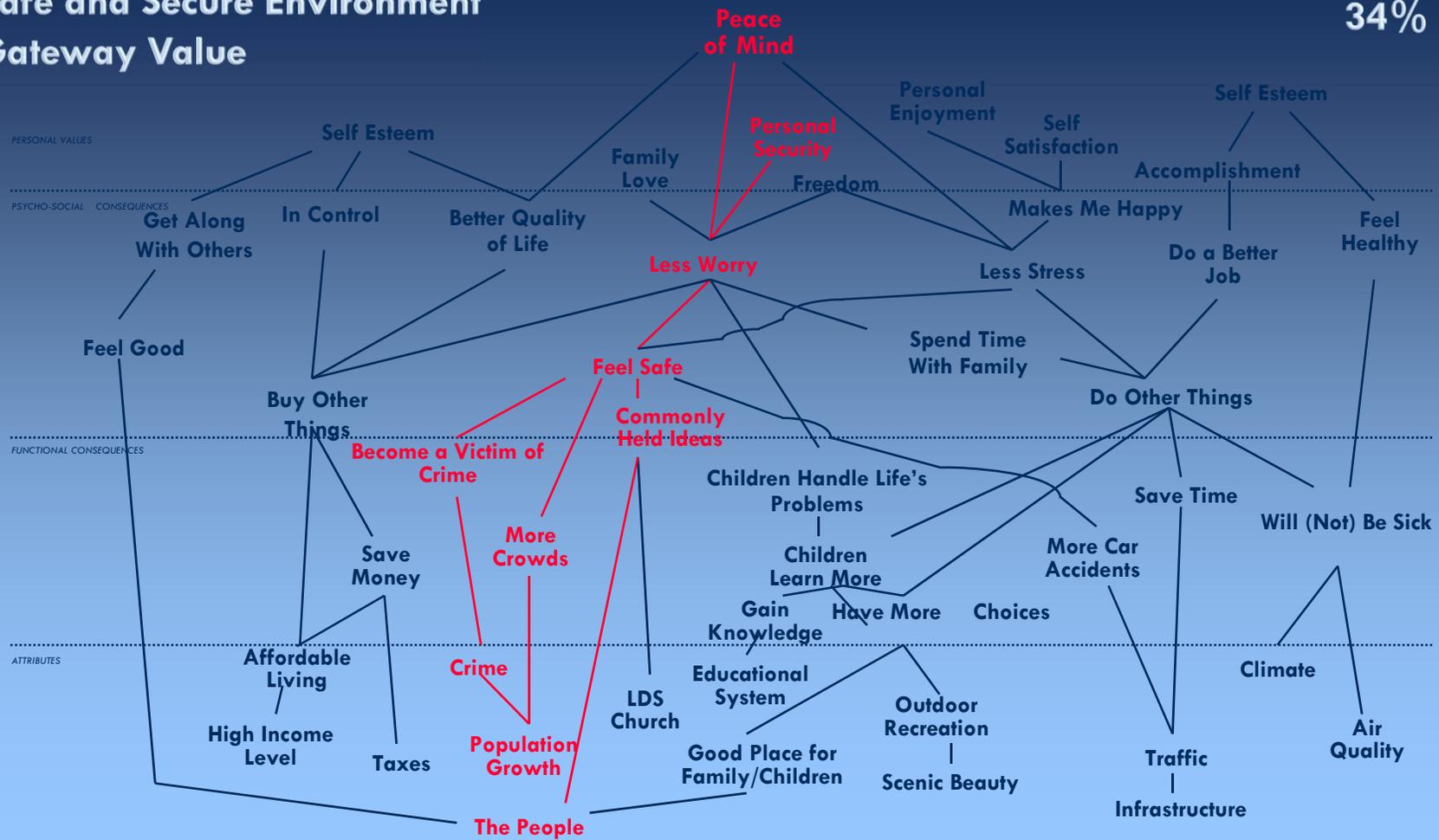
FUNCTIONAL CONSEQUENCES

ATTRIBUTES



Safe and Secure Environment Gateway Value

34%



Personal & Community Enrichment Gateway Value

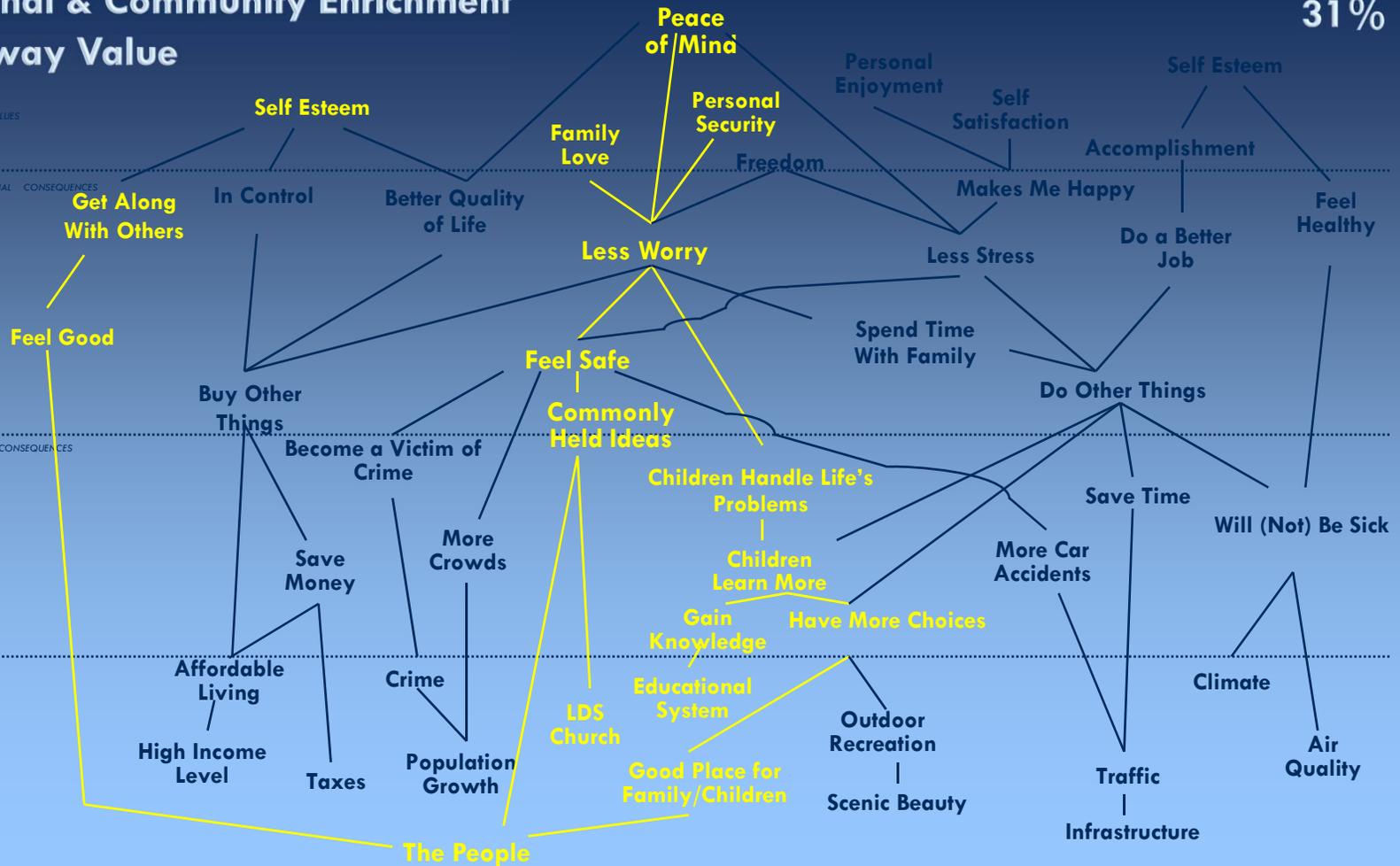
31%

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

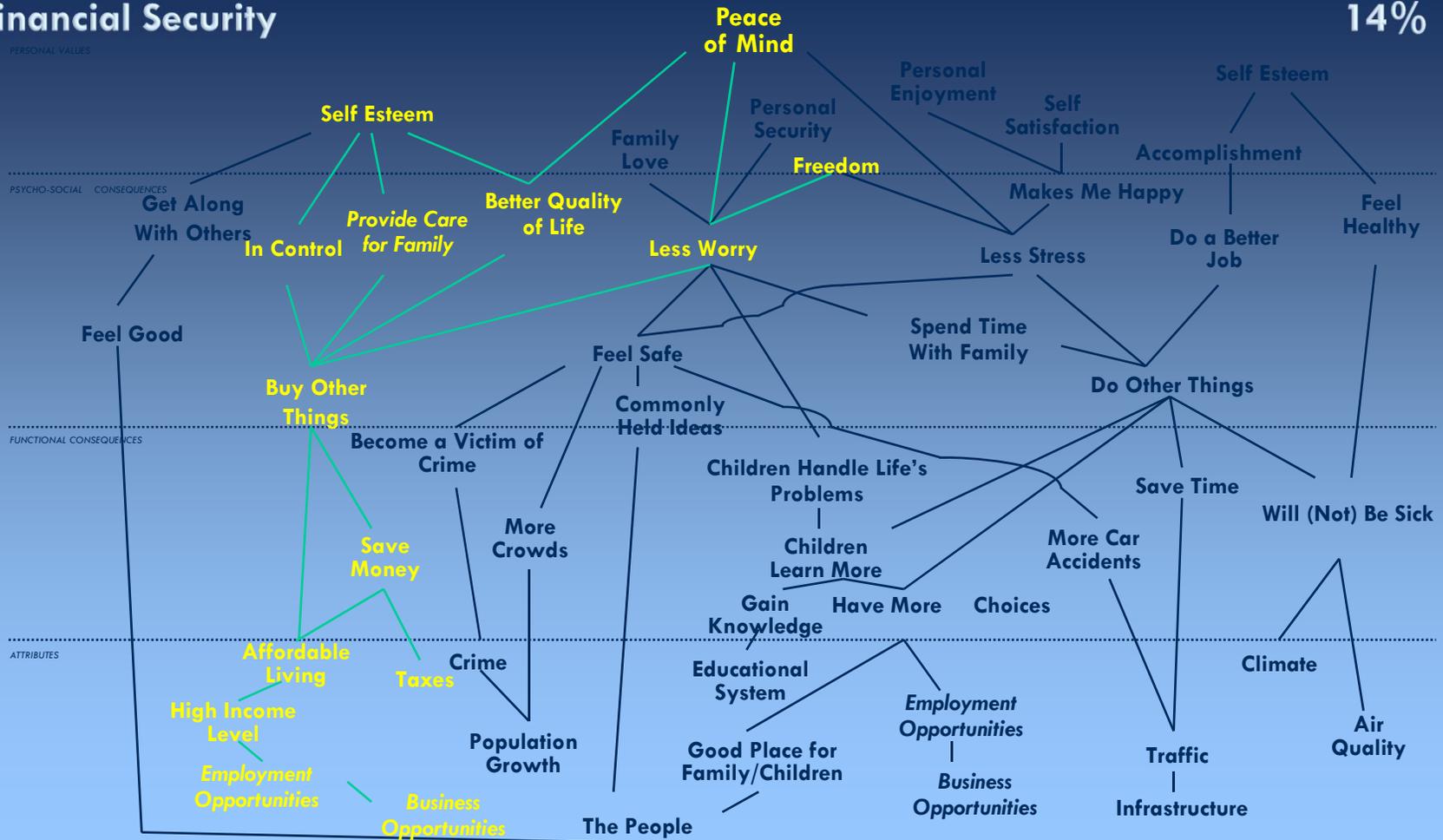
ATTRIBUTES



Financial Security

PERSONAL VALUES

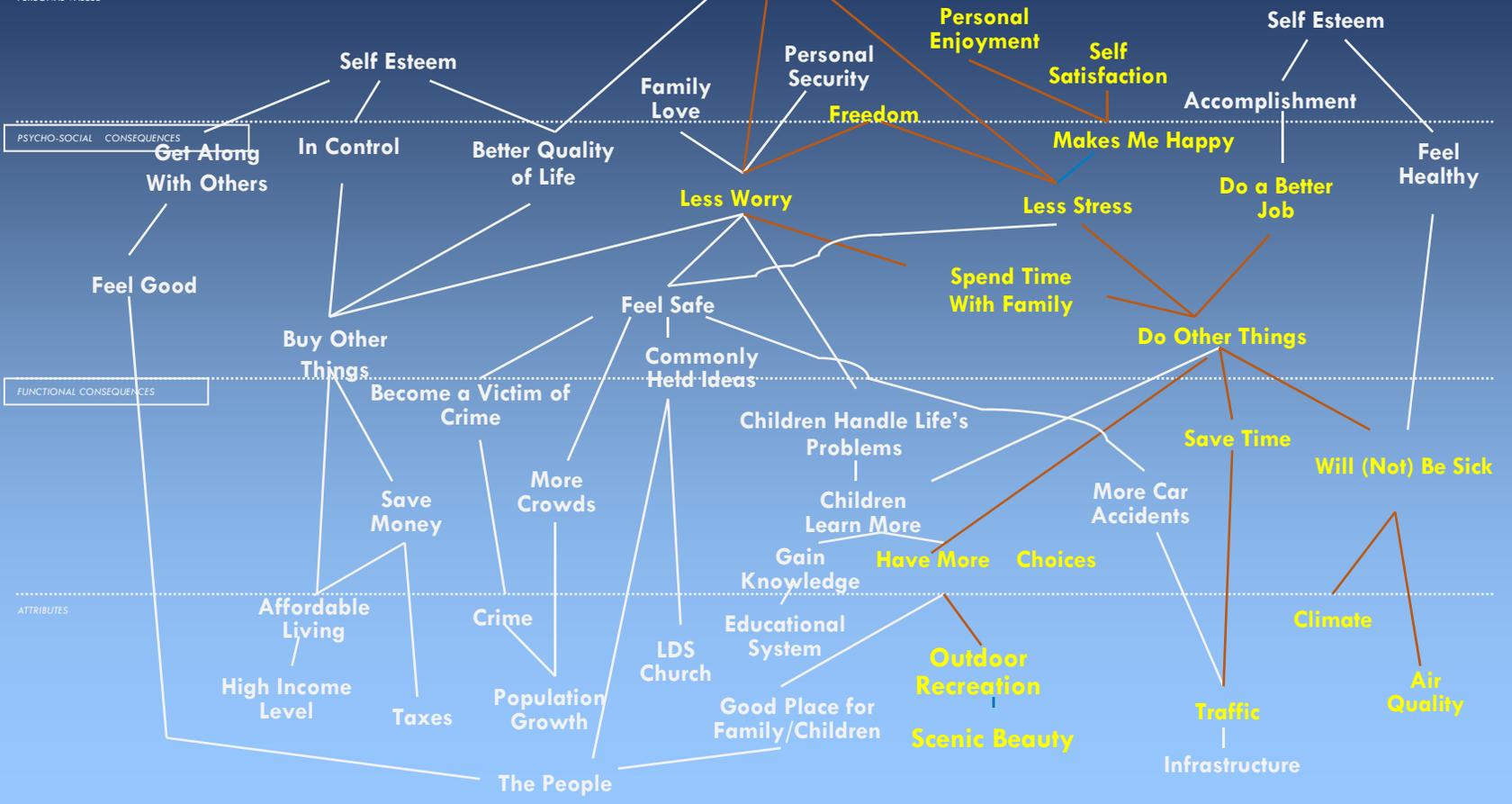
14%



Personal Time and Opportunity

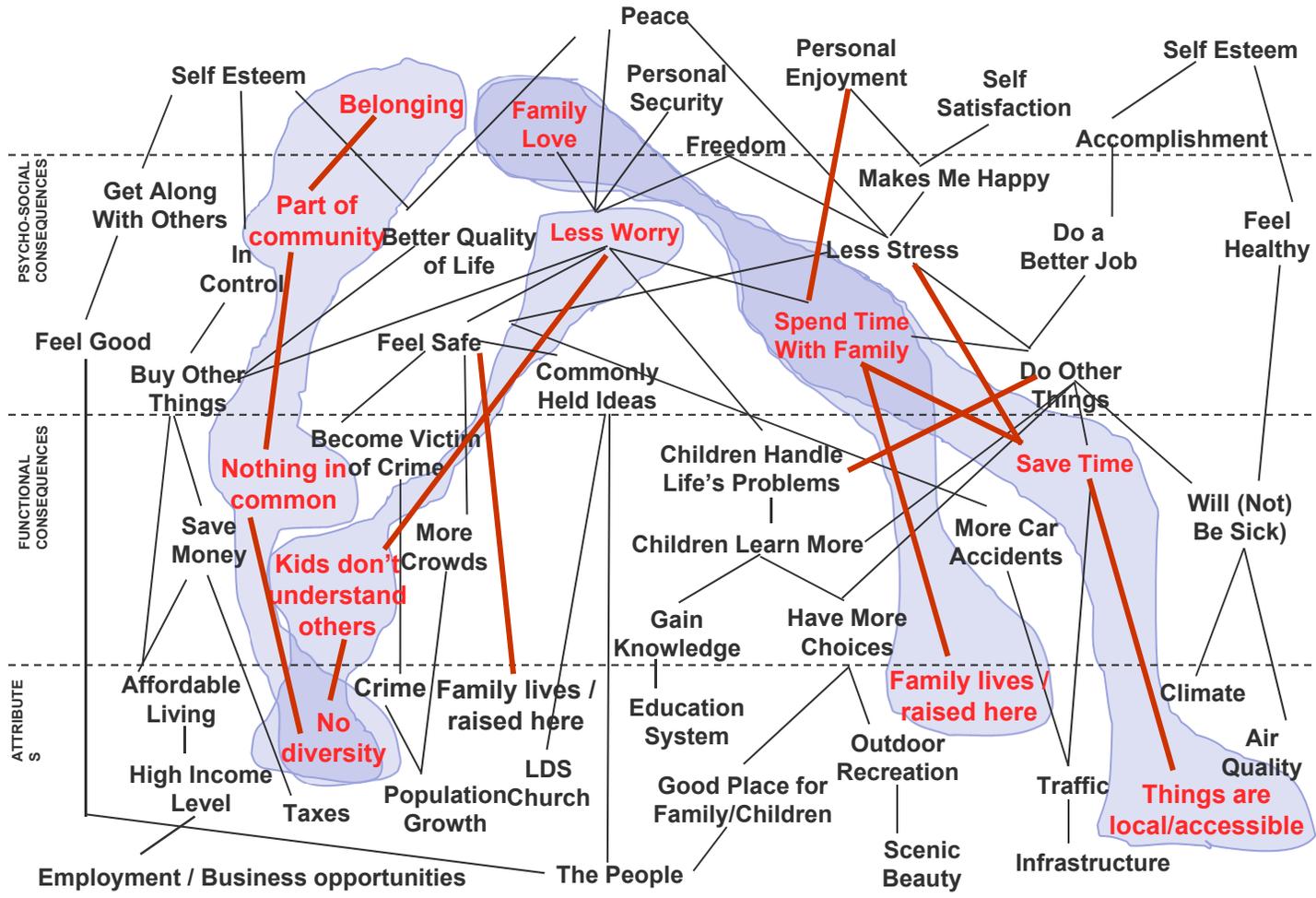
21%

PERSONAL VALUES





2007 Values Map: New Pathways





UTAH IS GROWING

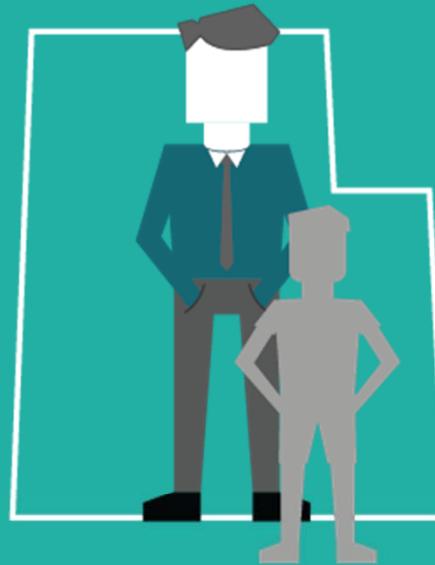
TODAY

*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.

■
■
■
■

SCENARIOS



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.



Envision Utah Quality Growth Strategy
(Wasatch Front and Back—1998)



Show Your Love, San Diego



Heartland 2050
(Omaha, NE)



PLANiTULSA
(Tulsa, OK)



(Atlanta, GA)



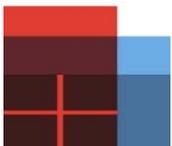
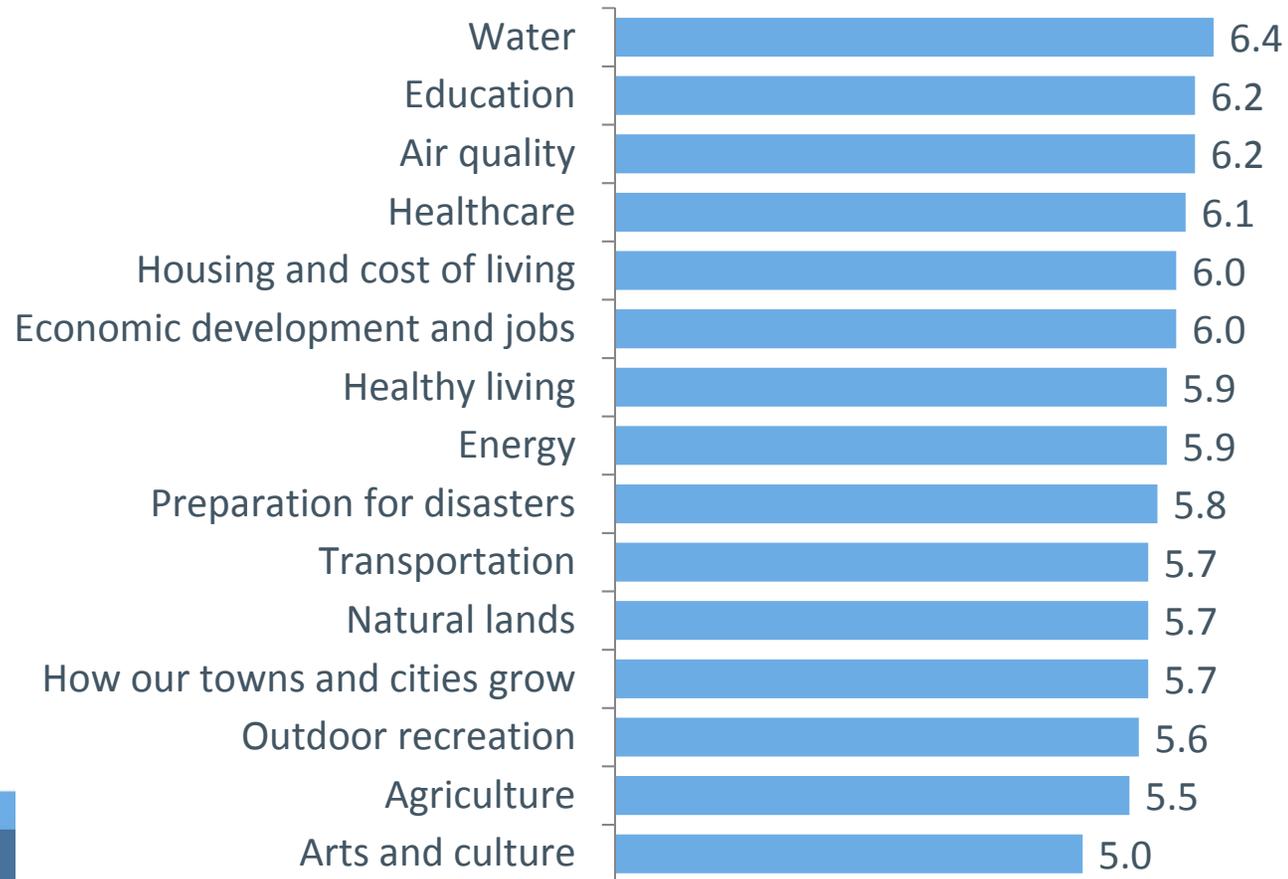
Louisiana Speaks
(Southern Louisiana after Katrina)

The original *Envision Utah* 1999 survey held the record for many years with 20,000 public responses.

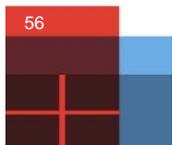
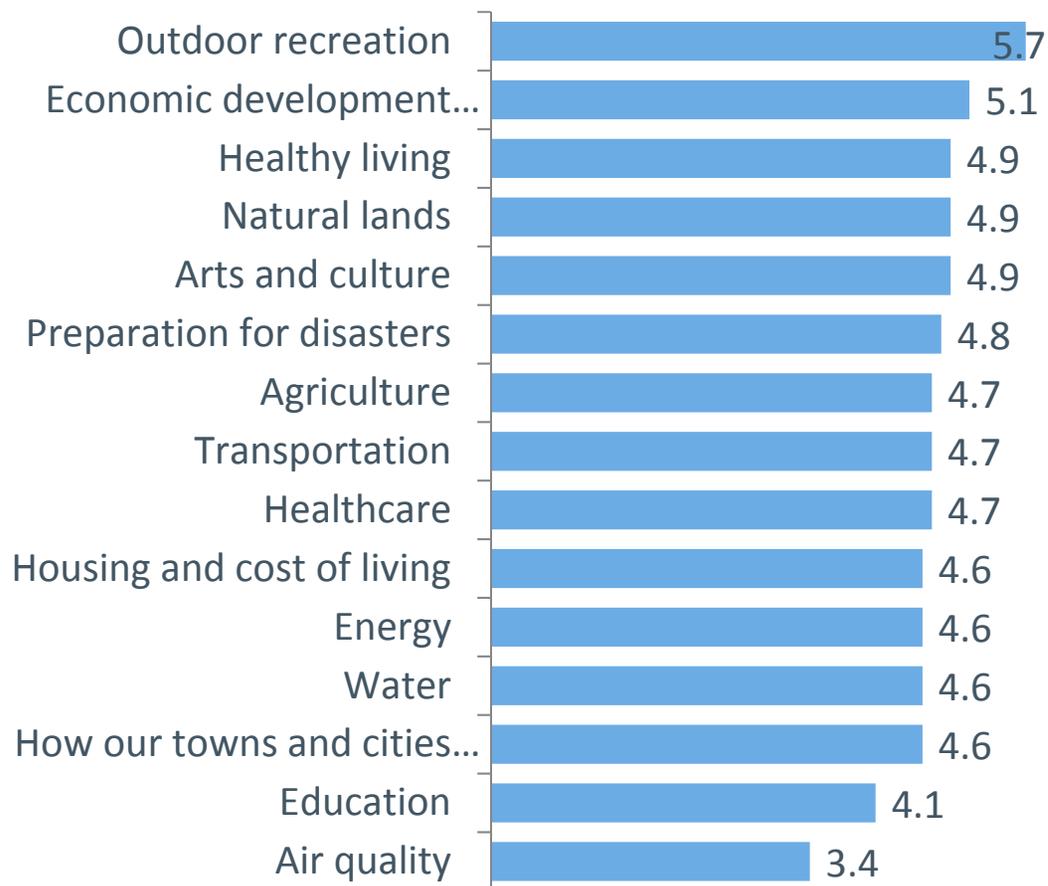
VISIONS ON 11 TOPICS



Priorities for the State of Utah



Performance on Priorities for the State of Utah



An aerial photograph of a canyon with a waterfall and a bridge. The canyon walls are reddish-brown, and the waterfall is white. A bridge is visible in the background. The sky is blue with some clouds.

VISION FOR 2050

SAFE, SECURE,
RESILIENT

NEIGHBORLY,
FAIR, CARING

PROSPEROUS

HEALTHY,
BEAUTIFUL, CLEAN



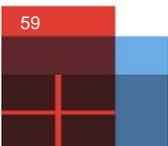
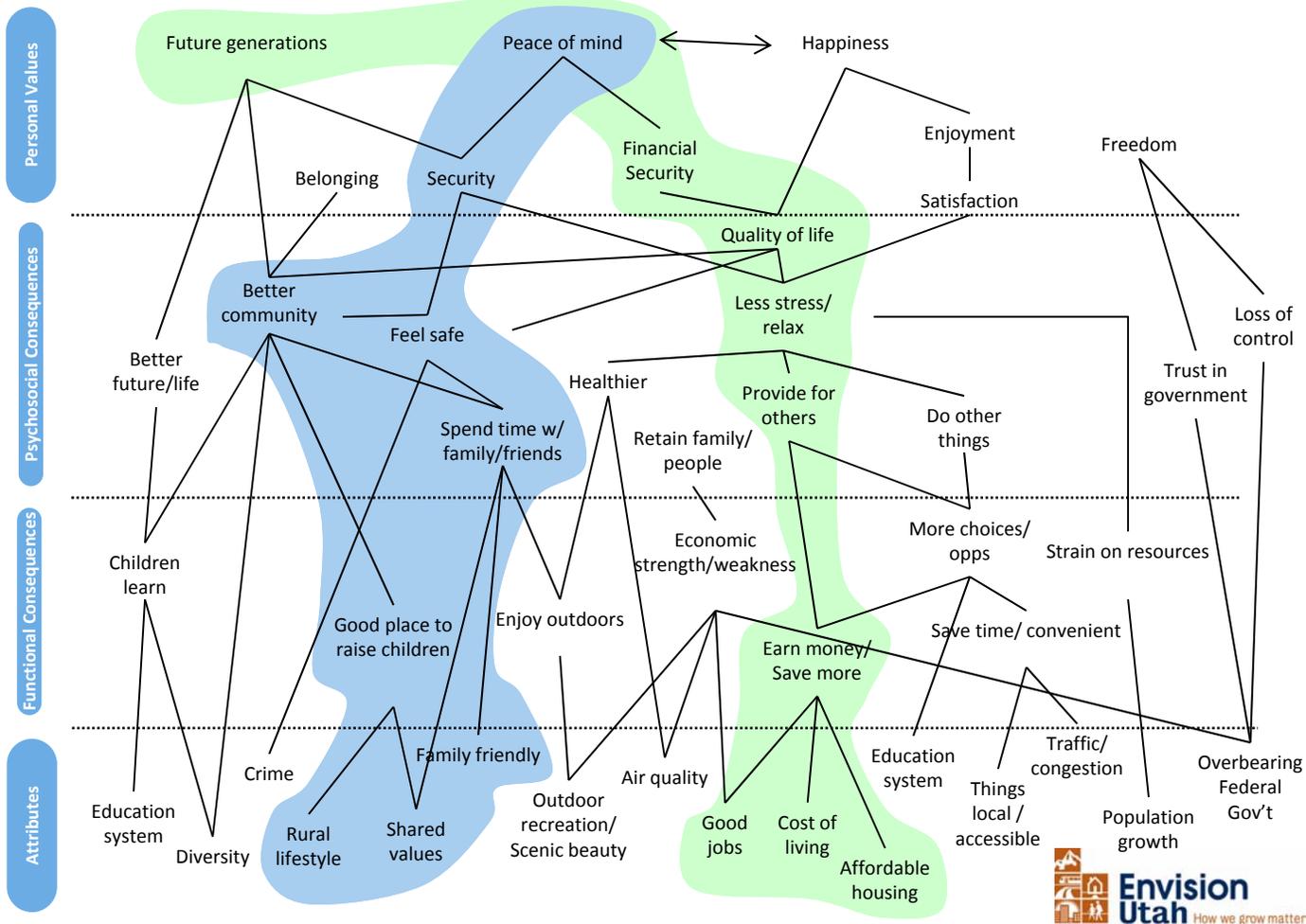
YOUR

FUTURE

ENVISION UTAH

2014 Quality of Life Master Map

■ Dominant Pathway
■ Secondary Pathway



UTAHNS' VALUES

SAFE AND SECURE ENVIRONMENT



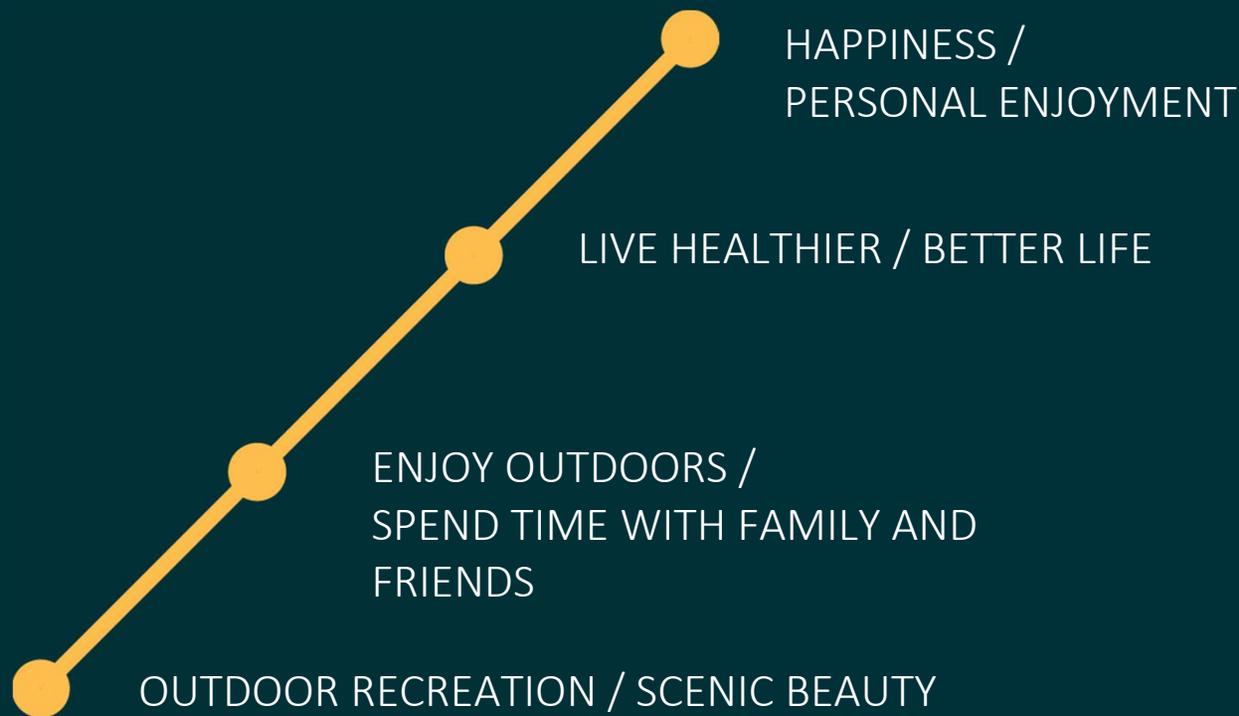
UTAHNS' VALUES

COST OF LIVING AND ECONOMIC OPPORTUNITY

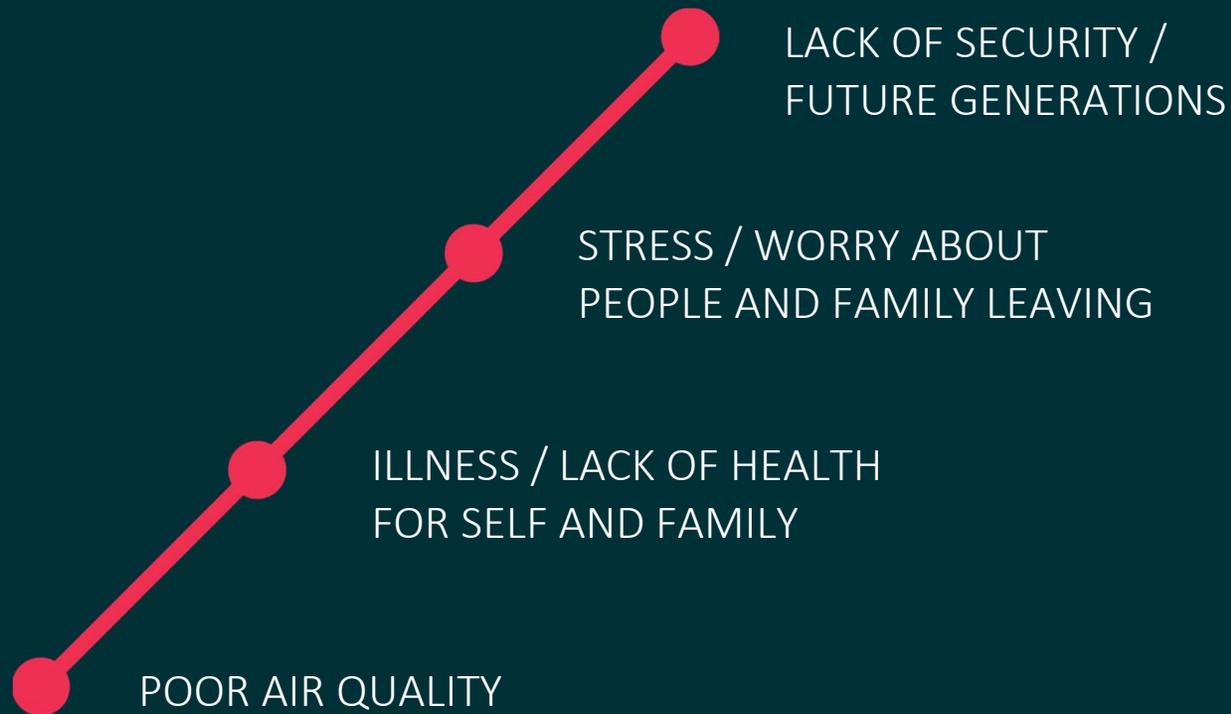


UTAHNS' VALUES

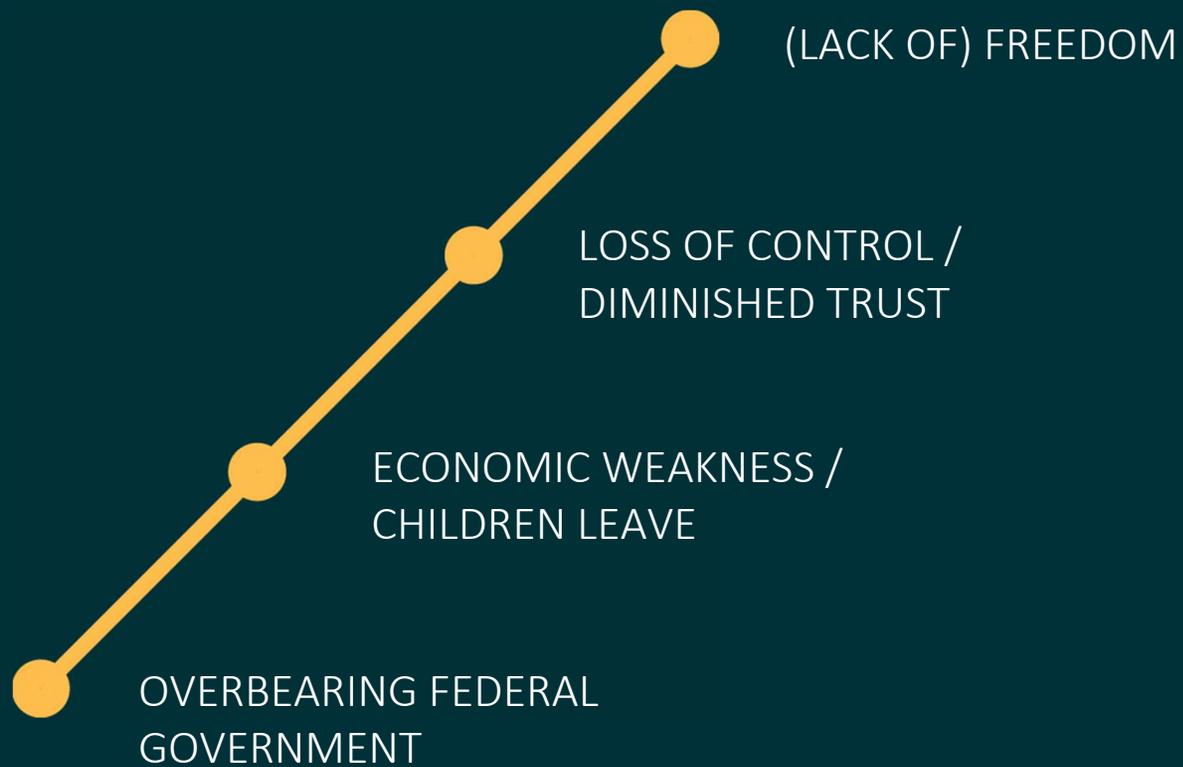
SCENIC BEAUTY AND OUTDOOR RECREATION



UTAHNS' VALUES POOR AIR QUALITY



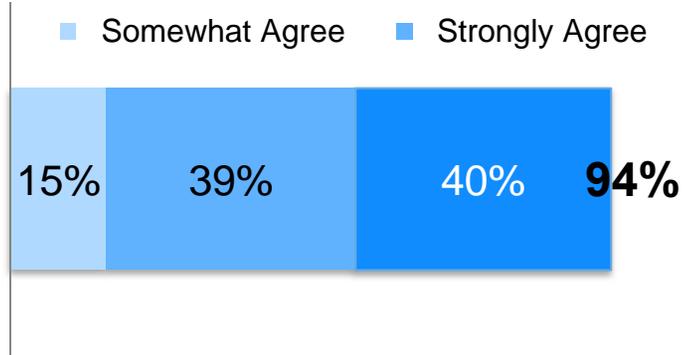
UTAHNS' VALUES OVERBEARING FEDERAL GOVERNMENT



Air Quality Values: Well Being



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.

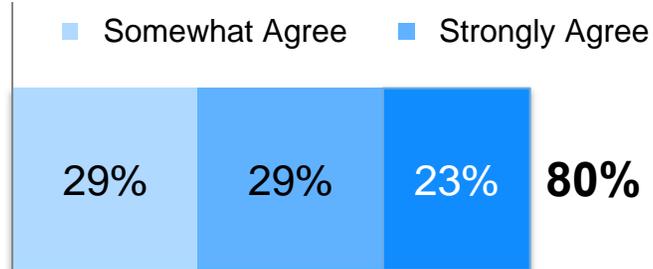


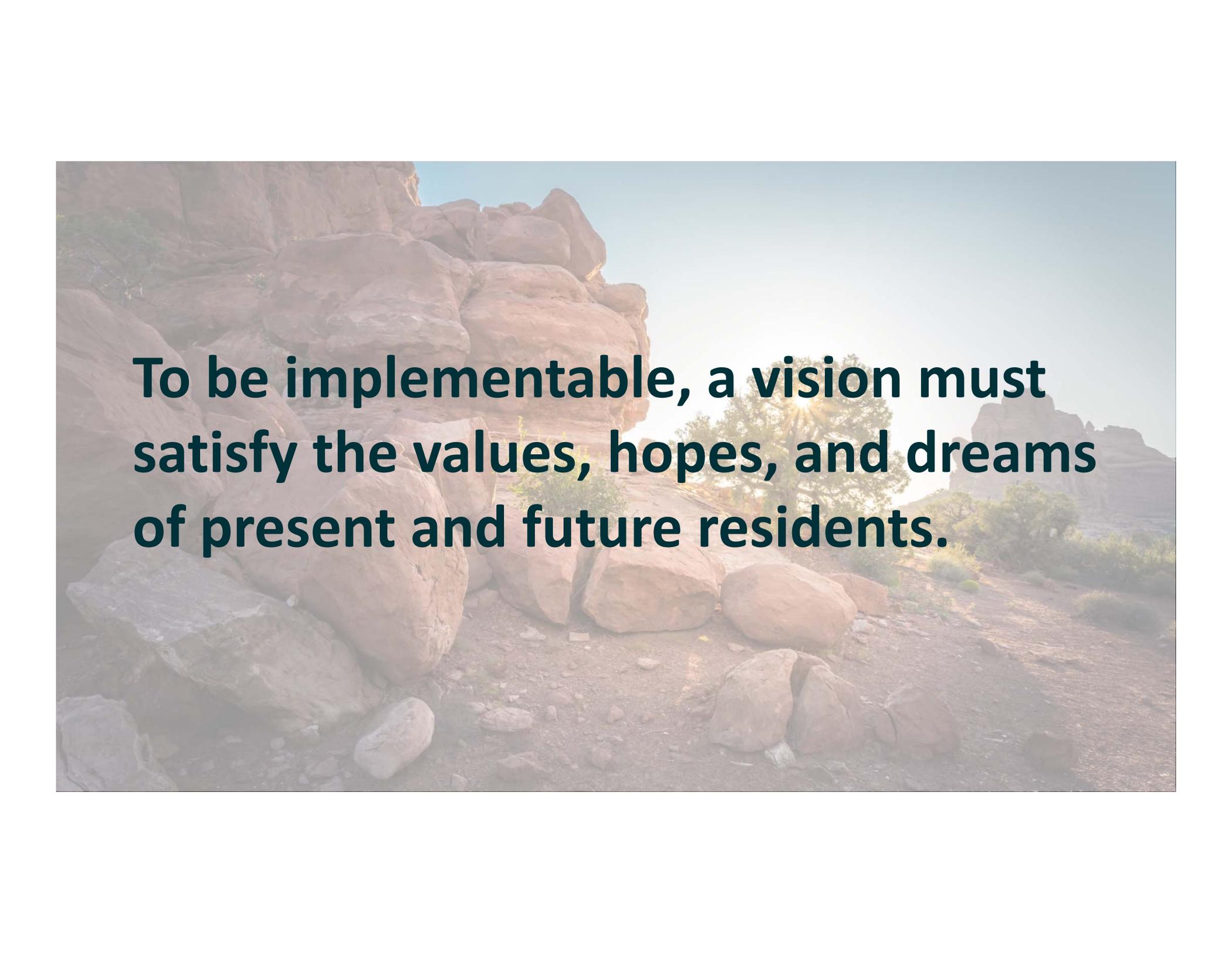
• Influentials, Salt Lake City residents, Liberals and Ages 65+ are more likely to 'completely agree' with all three positive messaging positions.

Negative Ladder Orientations: Lose Freedom



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.



A scenic landscape featuring large, reddish-brown rock formations on the left and a dirt path leading towards a tree in the distance. The sky is bright, suggesting a sunrise or sunset. The text is overlaid on the image in a bold, dark blue font.

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

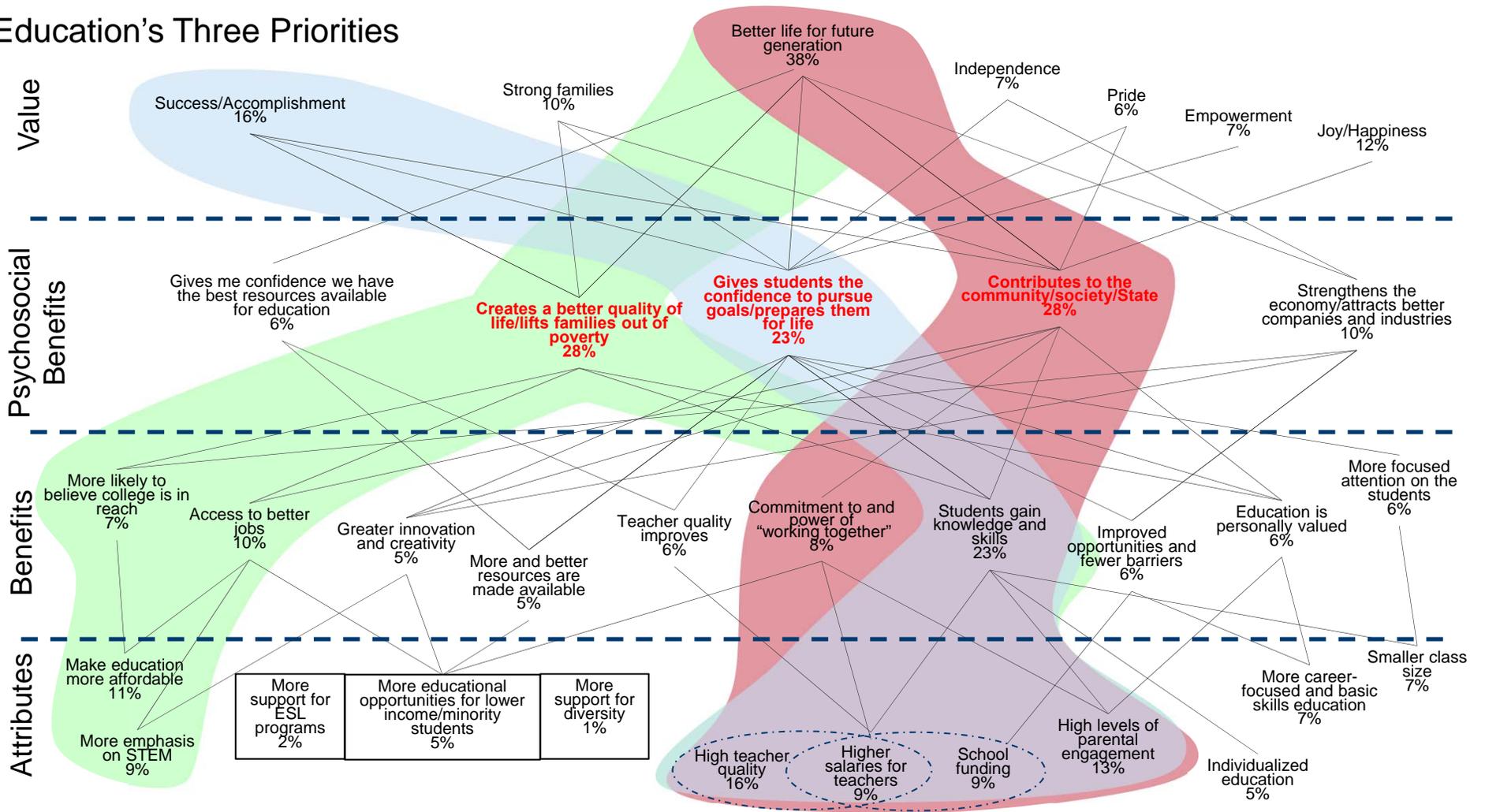
CORNERSTONE 3

A THRIVING
RURAL UTAH

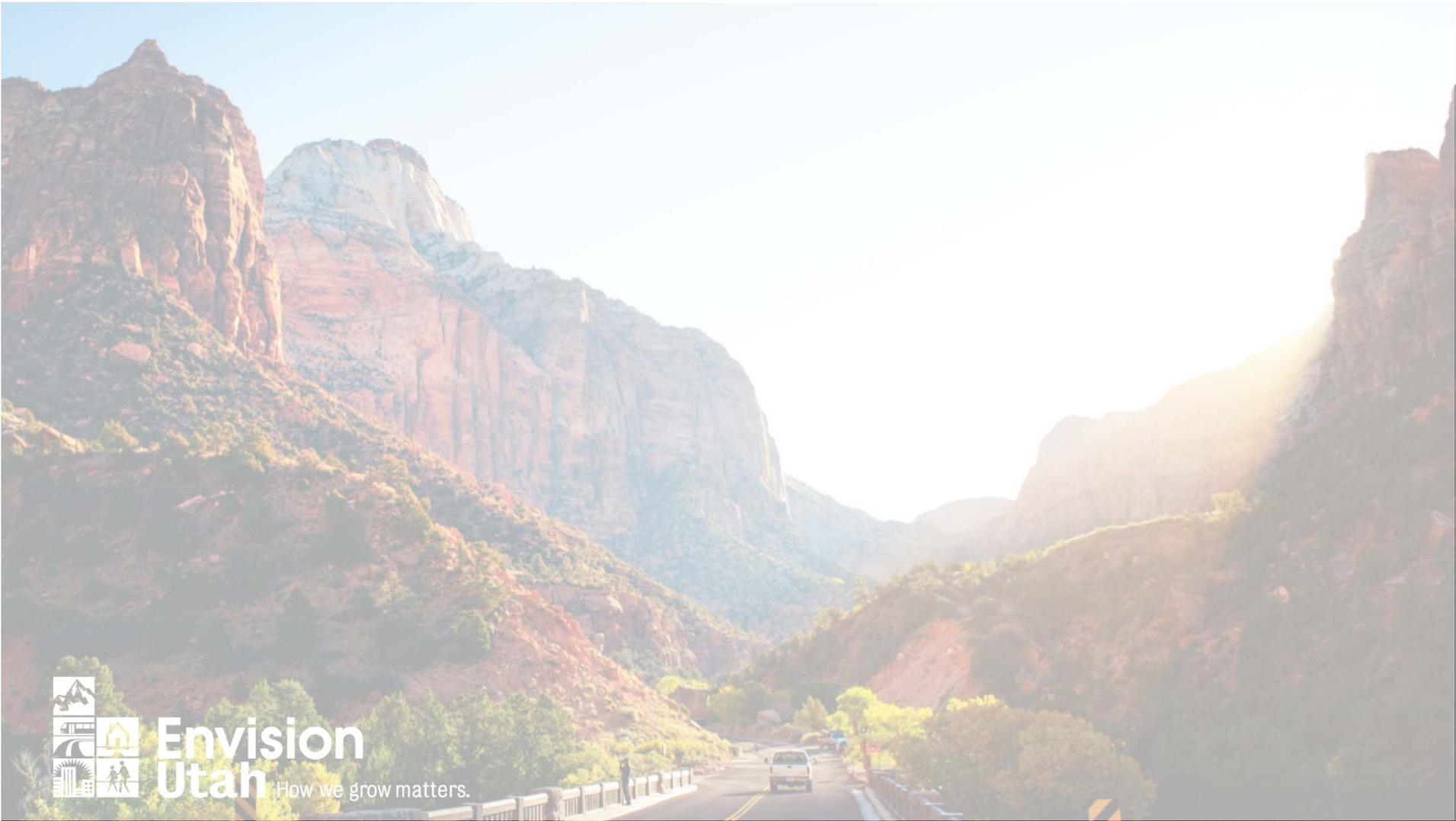
CORNERSTONE 4

PEOPLE PREPARED FOR
THE FUTURE

Education's Three Priorities



Based on 1st and 2nd Most Important Issues



Envision Utah

How we grow matters.

