



Survey Results for Housing & Cost of Living



## **Executive Summary**

Utahns want high quality, safe communities that provide a variety of housing options matching what they want and can afford and that make it convenient to save money by driving shorter distances or getting around without a car.

#### Current circumstances:

- The typical Utah household spends almost a third of their income on housing and another 29% on two cars.
- Partly for affordability reasons, the Utah housing market has been shifting for decades to smaller lots, townhomes, and apartments.

#### Survey findings:

- Seventy-eight percent of Utahns want communities that:
  - Include a full mix of housing types (single family homes on a variety of lot sizes, townhomes, apartments, etc.) that matches what Utahns want and can afford.
  - Make it convenient to drive shorter distances or get around without a car, so families can save money by driving less or owning fewer cars.
- To have that, Utahns are willing to allow more housing types in more communities.



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# The housing & cost of living action team worked for 18 months to create scenarios for the future of housing & cost of living in Utah.

Housing & Cost of Living
Action Team

**Utah Quality of Life Values Study** 

Your Utah, Your Future Scenarios & Choices



2013

2014

2015

Envision Utah and Governor Herbert invited housing and cost of living experts from across the state to join the *Your Utah, Your Future* action team for those topics. The team has **65 members** from the legislature, industry, local businesses and government, advocacy groups, research institutions, and other organizations. The action team is facilitated by Envision Utah.

The values study found that Utahns highly value having good, diverse housing options close to amenities and services so that everyone can afford housing and spend less money on driving, and we will have better, safer communities.

The action team worked for **18 months** to research and model what Utah's housing and cost of living future could be like in 2050 under various assumptions. They created **four scenarios** based on different strategies and outcomes. Based on the public's responses in the *Your Utah, Your Future* survey, the action team will create a vision for Utah's housing and cost of living future.



#### Housing & Cost of Living Action Team Members

Action team members were selected by Governor Gary Herbert and Envision Utah to represent a spectrum of experience and political persuasions. All action team members were invited to participate by Governor Herbert.

- \*Dan Lofgren, Cowboy Partners
- \*Pamela Atkinson, Community Leader
- \*Ty McCutcheon, Kennecott Land
- Dan Adams, CIT Bank
- Stuart Adams, Utah State Senate
- Steve Akerlow, Morgan Stanley
- Michael Akerlow, Housing and Neighborhood Development, Salt Lake City
- Robert Allen, MAG
- Kerry Bate, Housing Authority of the County of Salt Lake
- Lori Bays, Salt Lake County
- Brent Beesley, Brent & Bonnie Jean Beesley Foundation
- Richard Brockmyer, UTA
- Darin Brush, CDC of Utah
- Julie Bucholz, GE Capital
- Rebecca Chavez-Houck, Utah State House of Rep
- Cody Christensen, Uintah Basin Association of Governments

- David Clark, Pitney Bowes Bank
- Dave Conine, USDA
- Mike Coulam, Sandy City
- Joselyn Cousins, Federal Reserve Bank of San Francisco
- John Curtis, Provo City
- Mike Desimone, Logan City
- Kim Datwyler, Neighborhood Nonprofit Housing Corporation
- Becky Edwards, Utah State House of Rep
- Ross Ford, Homebuilders Association •
- Mike Gallegos, Salt Lake County
- Chris Gamvroulas, Ivory Development
- Bryson Garbett, Garbett Homes
- Maria Garciaz, Neighborworks Salt Lake
- Gladys Gonzalez, HMC / La Agency
- James Hadfield, American Fork
- Jonathan Hanks, Utah Housing Corporation
- Ted Knowlton, WFRC
- Janet Louie, Community Development

- Group, Zions Bank
- Dave Mansell, Utah Realtors
- Ben McAdams, Salt Lake County
  - Ronda Menlove, Utah House of Representatives
- Heidi Miller, Cedar City Housing Authority
- Chris Nelson, Metropolitan Research Center
- Fraser Nelson, Community
  Foundation of Utah
- Wayne Niederhauser, Utah State Senate
- Jessica Norie, Artspace
- Nick Norris, Salt Lake City
- Alan Ormsby, AARP
- Mike Plaizier, Utah Center for Neighborhood Stabilization
- Luz Robles, Utah State Senate
- Tara Rollins, Utah Housing Coalition
- Amy Rowland, National Development Council
- Jim Schulte, Restore Utah

- Kip Sheppard, Wasatch Advantage
- Rhoda Stauffer, Park City Corp
- Michalyn Steele, BYU Law School
- Doug Thimm, Architectural Nexus
- Blaine Walker, Walker & Co.
- Gordon Walker, Division of Housing and Community Development
- Danny Walz, Midvale Redevelopment Agency
- Todd Weiler, Utah State Senate
- Ray Whitchurch, IBI Group
- Brad Wilson, Utah State House of Rep.
- Brenda Willis, American Express
- Jim Wood, Bureau of Economic and Business Research
- Gary Zabriskie, Five County Association of Governments
- Kevin Zandberg, MJSA
- Pauline Zvonkovic, HUD

\*Action Team Co-Chair

### Your Utah, Your Future Background

## In Need of a Solution

Projections show that Utah's population will nearly double by the year 2050. The *Your Utah, Your Future* survey was designed for Utahns to create a vision for the State of Utah for the next 35 years.

## Identifying the Issues

Envision Utah performed a values study to understand *what* Utahns care about regarding the future and *why* those issues are personally important to them. The study identified eleven key issues: agriculture, air quality, recreation, disaster resilience, public lands, transportation and communities, housing and cost of living, education, energy, jobs and economy, and water.

## Identifying Choices and Trade-offs

Four-hundred Utah experts worked in eight task forces to identify Utah's choices for each of the 11 topics. The information and options in the survey were the direct findings of these taskforces.

## Choosing a Future

The Your Utah, Your Future survey was designed to prioritize issues and their associated outcomes in order to make strategic decisions for Utah's future. Nearly 53,000 people weighed in on the future that they want to create in 2050.

## The Challenge:

## By 2050, Utah's population will nearly double in size. Utah will not.



TODAY THERE ARE

**2,900,000**PEOPLE IN UTAH

BY 2050 THERE WILL BE

**5,400,000**PEOPLE IN UTAH



## The Your Utah, Your Future survey asked Utahns to indicate their choices for Utah's Future on 11 specific issues.























### Your Utah, Your Future Background

Survey participants then chose between five overall scenarios for Utah's future, with each overall scenario proposing a set of choices for the 11 specific issues.











Our goal was for 50,000 Utahns to take the Your Utah, **Your Future** survey about their desires for the future for Utah.

Goal

50,000 Respondents

Actual

52,845 Respondents

### Your Utah, Your Future Background

Heartland 2050

(Omaha, NE)

**PLANITULSA** 

(Tulsa, OK)

(Atlanta, GA)

The Your Utah, Your Future survey garnered more public participation than any such project ever has.



Louisiana Speaks (Southern Louisiana after Katrina) public response for many years.





### Survey Structure—Part One

## Utahns were invited to participate in two parts of the survey. In the first part:

Survey participants chose among five overall scenarios for Utah's future.











#### Each overall scenario was made up of a set a choices on 11 different topics.















Resilience









Recreation

Public Lands

13

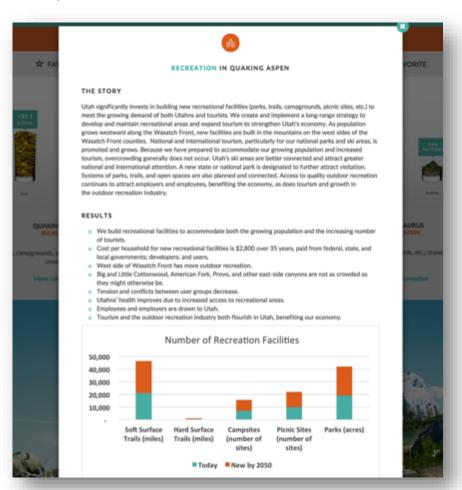
### Survey Structure—Part One (Cont'd)

Participants compared the different options within each topic and selected their preferred scenarios for that specific topic.



They were provided with in-depth information and background data for each of the topics and choices.

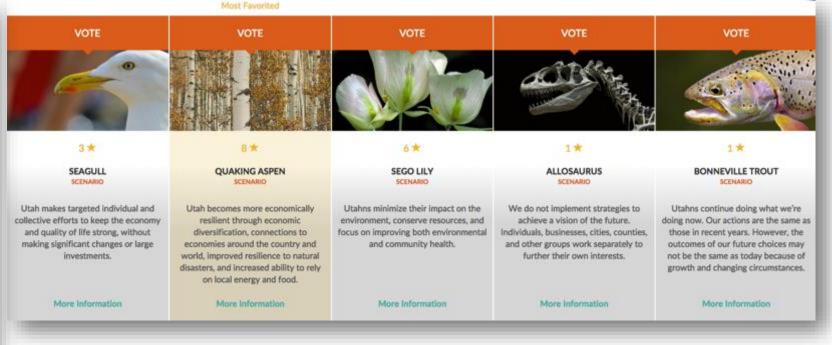




## Survey Structure—Part One (Cont'd)

After making selections for each of the 11 topics, participants could study a summary comparison chart and vote on their preferred overall scenario.

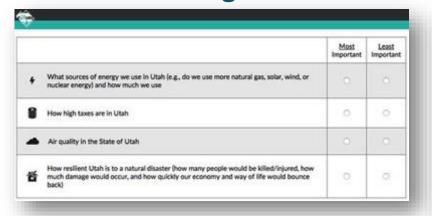




### Survey Structure—Part Two

## In the second part of the survey, Utahns participated in more traditional survey exercises.

#### **Prioritizing Issues**



#### Weighting Outcome Preference

•	
100	85 AND ECONOMY
	thinking about jobs and the economy, there are many things to consider regarding Utah's future. Below are some lal outcomes to contemplate.
	indicate each outcome's relative importance by allocating 100 points across all outcomes. The more points you allocate ven outcome, the more important it is to you to achieve that outcome.
Some	areas may be left blank, but the sum must total to 100.
	Ensuring Utah's economy is strong so that it provides a lot of tax revenue to spend on our needs
	Ensuring Utah's economy is strong so that we have pientiful, good jobs and high wages
	Limiting how much we spend in taxes and other resources
	Ensuring that a strong economy doesn't attract additional population growth
-	Total

Together, the results of parts one and two of the survey allow a sophisticated analysis of what Utahns want, why they want it, and what they're willing to do to achieve their goals.

#### **Indicating Tradeoff Willingness**

<del>•</del>					
# ENERGY					
f Utah were to focus on using <u>natural</u> a low as possible.					tricity would stay a
n order to get this outcome, some com Nease indicate your willingness to mak					source in Utah.
	Not At All Willing to Make This Trade-off 1	2	Somewhat Willing to Make This Trade-off 3	4	Very Willing to Make This Trade-off 5
We will be vulnerable to supply shocks/price spikes because of reliance on a single energy source that is shipped throughout the country	o		0		è
There will be more air pollution emissions in rural Utah (where the energy is produced) than if we used other energy sources, but fewer than today, because today we are primarily using coal for our electricity	0	0	0	0	0
More land will need to be used for natural gas wells, which have environmental impacts	0	ó	0	0	0

## Detailed Survey Methodology

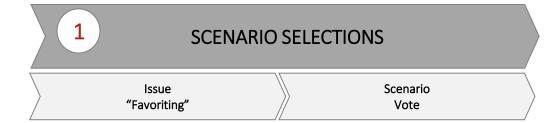
#### YOUR UTAH. YOUR FUTURE.



Each part of the survey had different goals and provided important information.

**Process** 

Goals



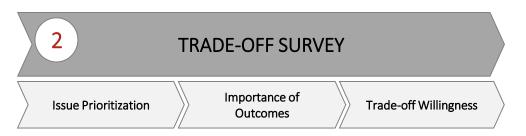
1. Educate Utahns on the key issues facing the state

2. Quantify preferences for issue-specific outcomes

3. Identify areas of consensus and disagreement across issues

4. Quantify preferences for defined scenarios





- Force Utahns to prioritize importance / level of concern for all issues
- 2. Quantify importance of outcomes related to specific issues
- Assess willingness to make trade-offs in order to reach desired outcomes

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#### A random sample survey of Utahns was used to cross-check outreach results

#### **OUTREACH SAMPLE**

Utahns that heard about the survey through Envision Utah's outreach efforts and went to the website to vote

- School outreach
- Digital media
- Partner organization emails and posts
- Radio advertisements
- News coverage

**Total participants: 52,845** 

#### RANDOM SAMPLE

A statistically representative sample of Utahns randomly sampled to participate in the survey

- Direct email
- Physical mail (postcard invitations)
- Phone recruiting

**Total participants: 1,264** 





#### All Participants participated in Part One



OUTREACH RANDOM SAMPLE

n=52,845

n=1,264

#### Outreach Participants had the option to participate in Part Two



**OUTREACH** 

n=13,459

#### All Random Sample Participants participated in Part Two



RANDOM SAMPLE

n=1,264







Outreach and Random Sample participant responses were very much aligned across issues and preferences.

	Variance Across Most Responses
Issue "Favoriting"	+/- 3%
Scenario Vote	+/- 4%
Issue Prioritization	+/- 1.2%
Importance of Outcomes	+/- 2%
Trade-off Willingness	+/- 7%

"We can conclude that the results represent the desires and opinions of Utahns."

"Results were obtained via the largest public outreach effort in the history of Utah, resulting in public input from more than 50,000 people; an effort that was cross-checked with a random sample of 1,264 Utahns, and overseen by Dan Jones & Associates."

—Cicero; Dan Jones & Associates

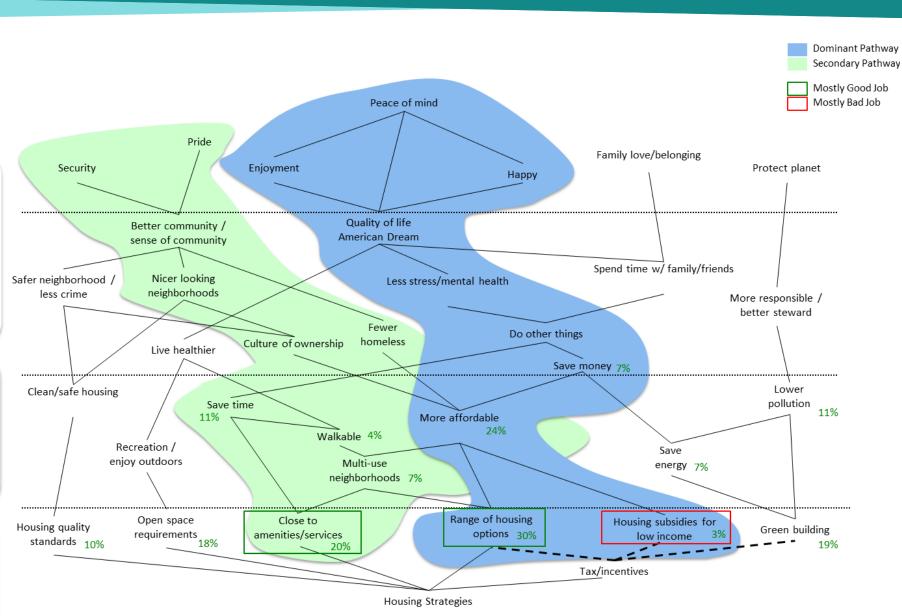




Envision Utah performed a values study in 2014 to understand what Utahns care most about regarding the future.



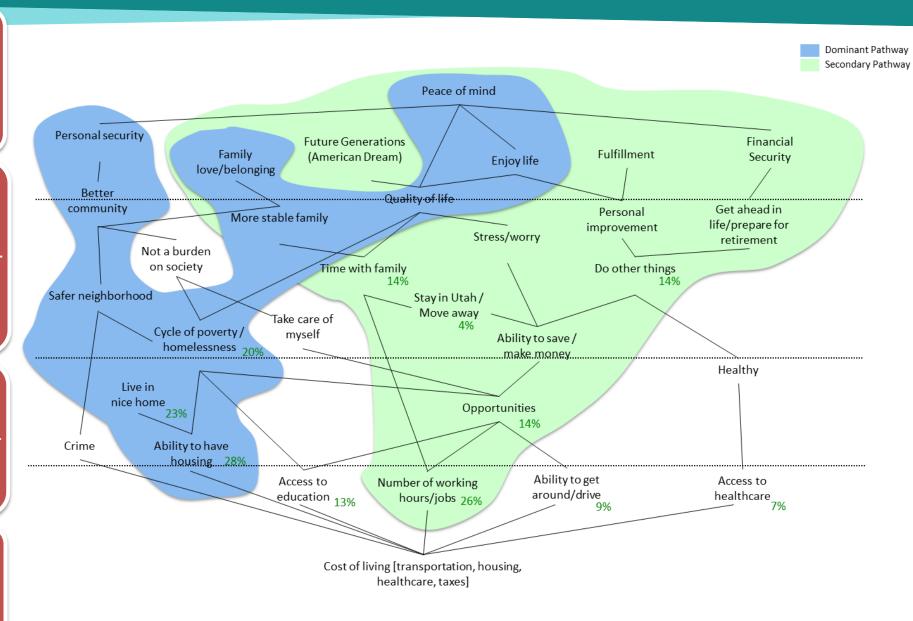




Utahns want a diverse range of housing options so they can save money and have less stress, and so there are fewer people without homes. They also want their housing to be close to amenities and services so they can save time and walk. Utahns feel that if our communities offer these things, our neighborhoods will look nicer and we will have a better sense of community.



## Value Pathways for Cost of Living



Utahns want more people to have nice housing available to them so we can end the cycle of poverty and have safe neighborhoods and better communities. Utahns also feel that lower costs will give more people the ability to work less, save money and prepare for retirement, and spend more time doing other things, like enjoying family and improving themselves.









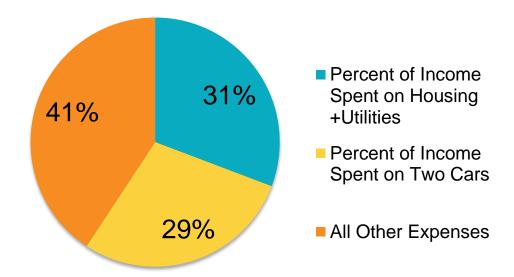
## Utah's Housing & Cost of Living Today

- In Utah, our biggest household expense is housing. The typical Utah family spends almost a third of their income on housing.
- Utah's housing mix is still predominately single-family homes but has been shifting to more affordable small lots, townhomes, and apartments for decades, a market-driven trend that is continuing.
- Our second biggest household expense is transportation. A typical Utah family with two cars spends about 29% of household income on transportation.
- Lower-income households can spend as much as 90% of income on housing and transportation.
- Housing needs change as people move through different life stages (single, married, married with children, empty-nester, etc.).

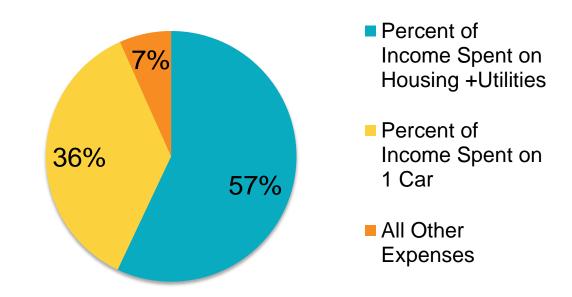


## Utah's Housing & Cost of Living Today

#### The Typical Utah Household



#### Utahns with Lower Household Incomes\*



<sup>\*</sup>Utah households with the lowest 20% of incomes



## Market Study

- Real estate market expert RCLCO produced a market-driven growth projection for housing mix and general locations of growth, based on:
  - Land availability
  - Market dynamics
  - Long-term consumer and demographic trends
- The projection informed the creation of scenarios for the future of Utah's housing.

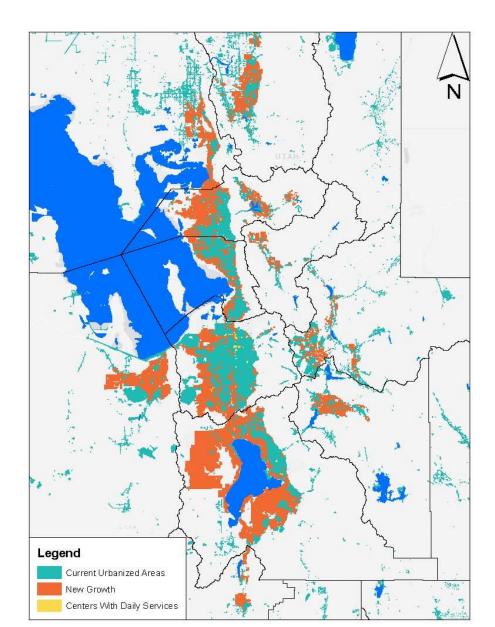




## Questions Concerning the Future of Housing & Cost of Living

- Should our communities allow a mix of housing that matches what people want and can afford?
- How convenient will it be to drive shorter distances or get around without a car, reducing household transportation costs?
- Will changes in development patterns reduce infrastructure costs and the future tax burden on Utahns?
- How much will we spend on utilities? How energy- and waterefficient will our homes be?



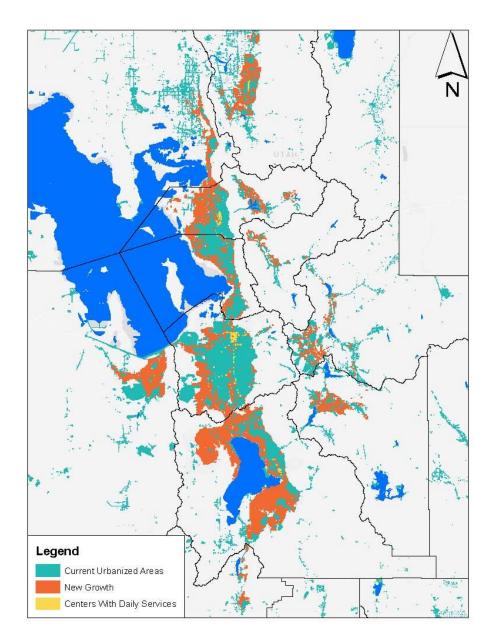


## How We Used to Grow— Projected to 2050\*

- Mostly large lot single-family homes in suburbs
- Very poor match to future housing needs of Utah families
- Mostly new roads with very long driving distances
- High housing and transportation costs

<sup>\*</sup>Developed for comparative purposes but not used in a scenario in the survey

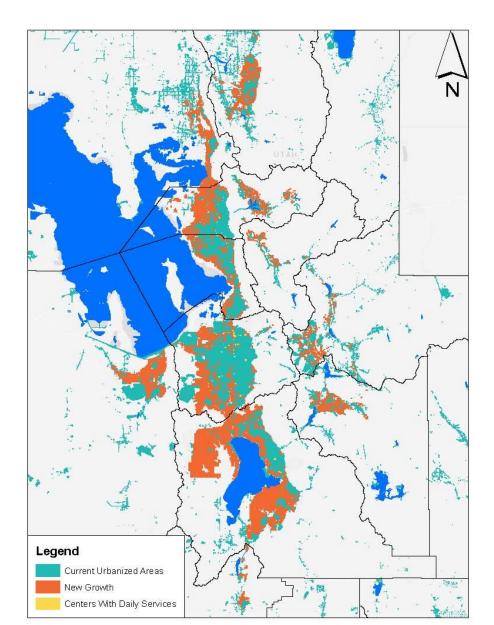




## Allosaurus Scenario

- High density growth focused in Salt Lake, Sandy, Ogden, and Provo; low density growth everywhere else
- High-rise units in downtowns; singlefamily homes in suburbs (both expensive)
- Poor match to future housing needs of Utahns
- Many make long commutes to downtowns
- High housing costs; high transportation costs for some (in suburbs), low for others (in city centers)

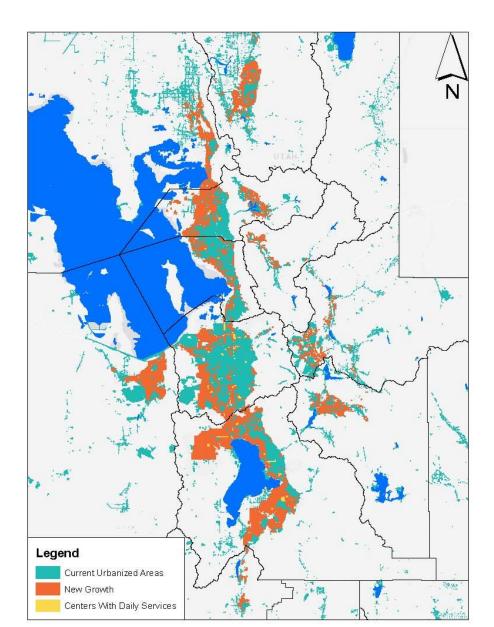




### Bonneville Trout Scenario

- Grow like we have over the last 20 years
- Mostly single-family homes in suburbs
- Poor match to future housing needs of Utah families
- Mostly new roads with long driving distances
- High housing and transportation costs

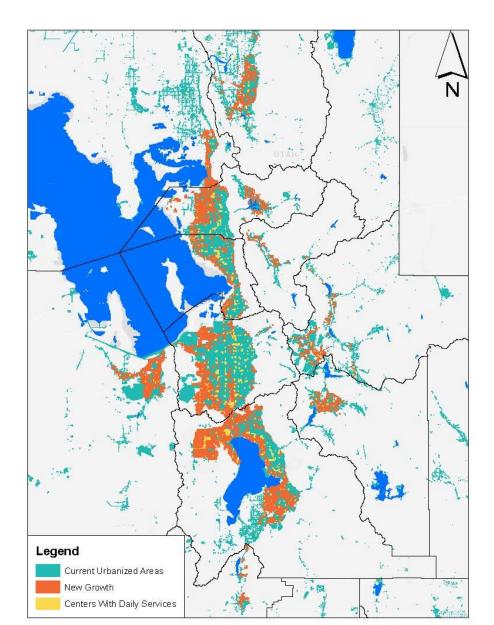




## Seagull Scenario

- Growth guided by market, but cities do not plan and cooperate together
- Proximity of housing to destinations is limited
- Variety of housing in most communities
- Good match to future housing needs
- Few communities designed for walkability, convenience, and shorter car trips
- Reasonable housing costs; somewhat high transportation costs



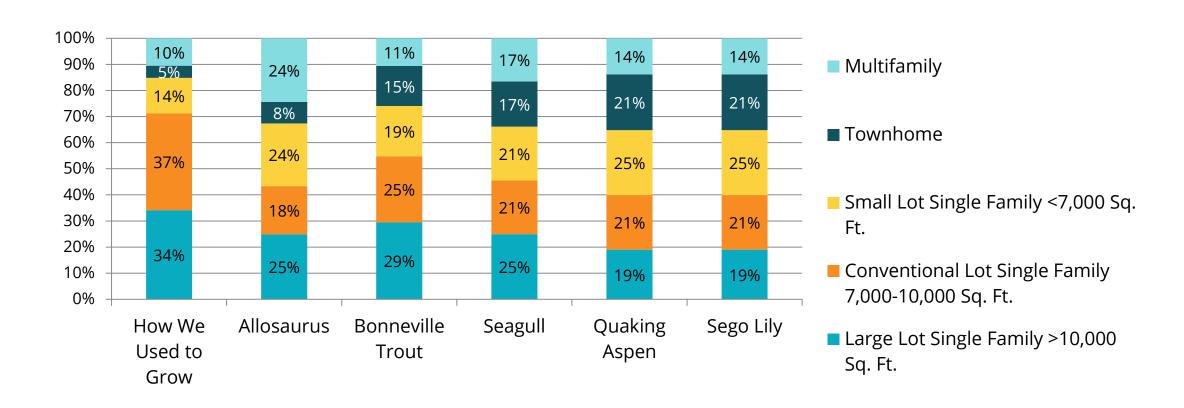


## Quaking Aspen & Sego Lily Scenarios

- Growth guided by market, and cities plan and cooperate together
- There is a focus on creating many mixeduse centers close to households
- Variety of housing in most communities; similar to Seagull scenario
- Good match to future housing needs
- Most communities designed for walkability, convenience, and shorter car trips
- Reasonable housing and transportation costs

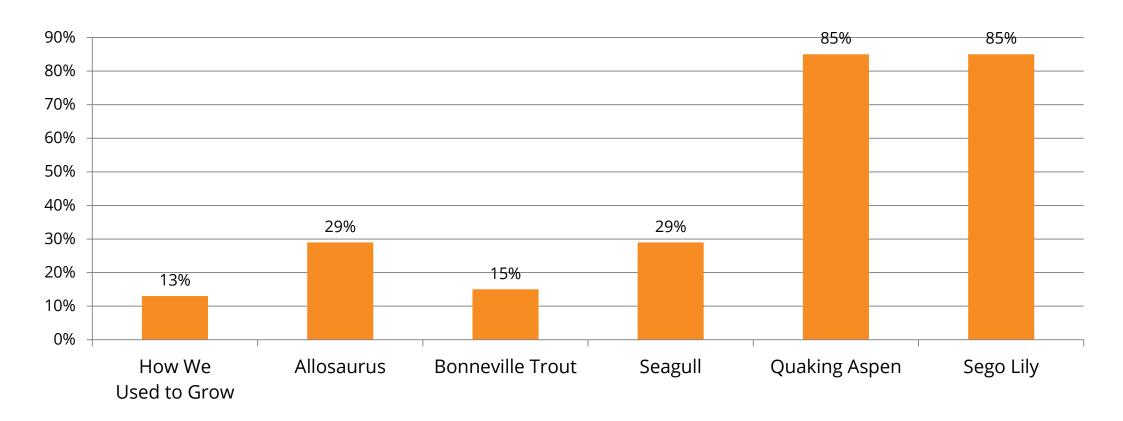


## New Development Housing Mix



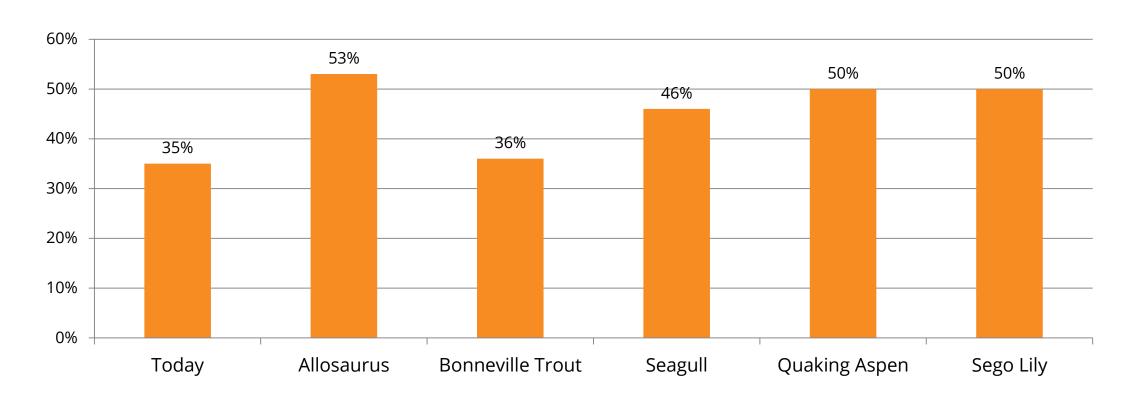


## Percent of Households within One Mile of a Center with Daily Services



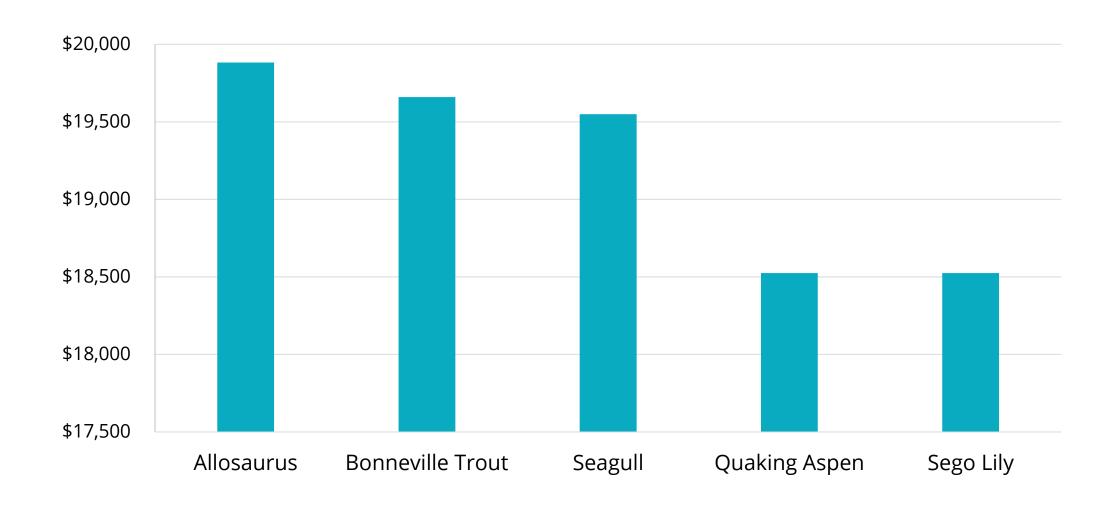


## Percent of Wasatch Front Households within a Half-Mile of High Frequency Public Transportation



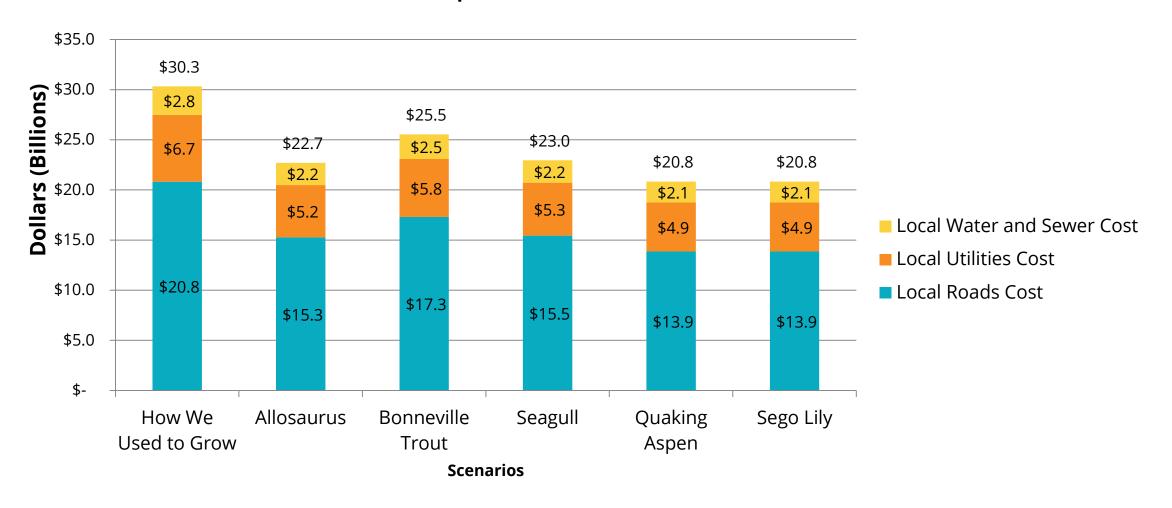


### Annual Transportation Costs per Household





## Local New Capital Infrastructure Costs







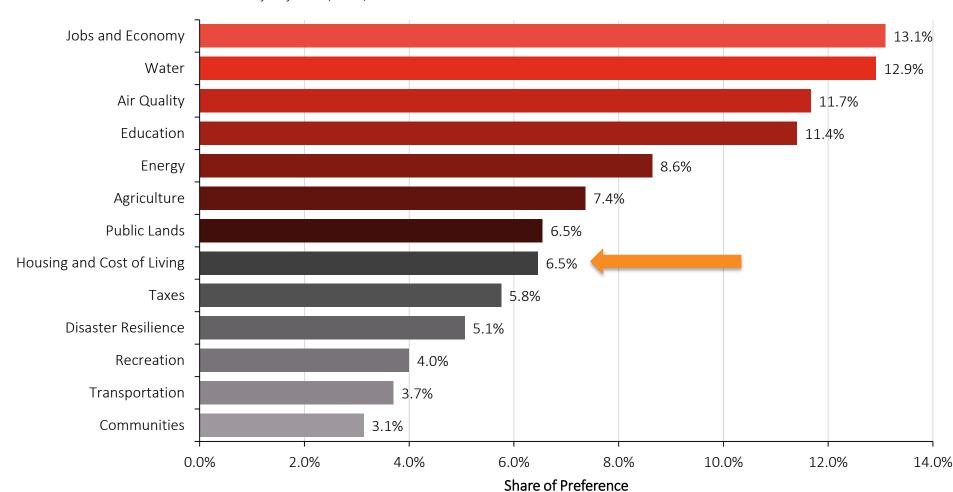
Housing & Cost of Living Survey Results





#### Level of Concern for the Future—Outreach Sample Results

Share of Preference, n=13,459



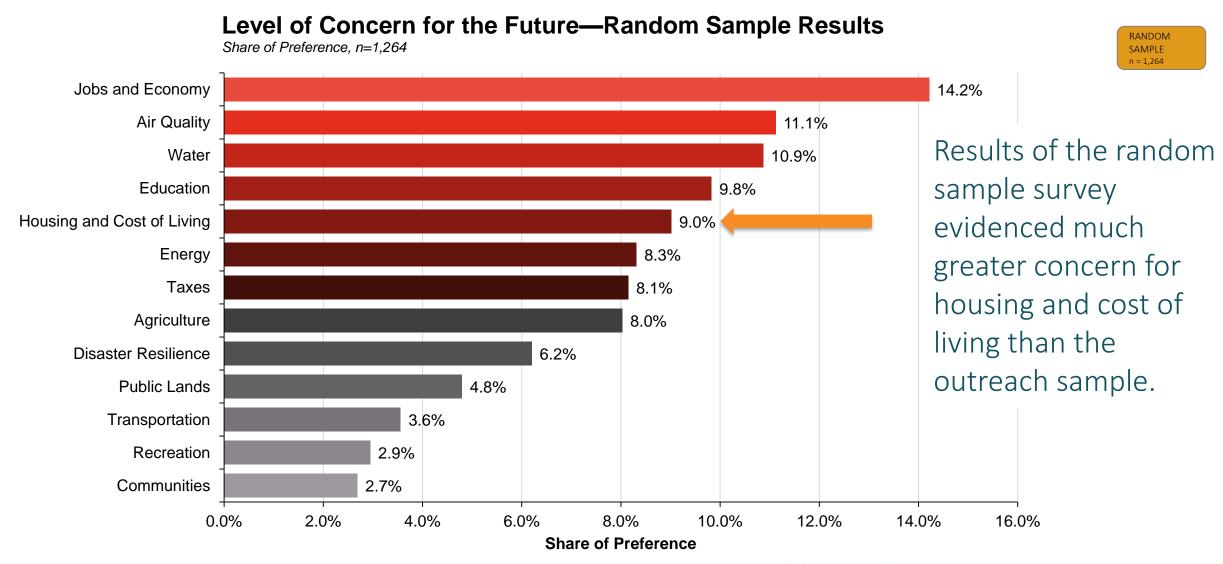
In the 2014 values study, Utahns ranked all 11 issues as being important to Utah's future. The 2015 survey used a sophisticated technique to force a "weighting" of the issues, providing a wider gradation of concern.







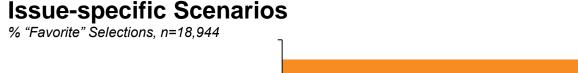


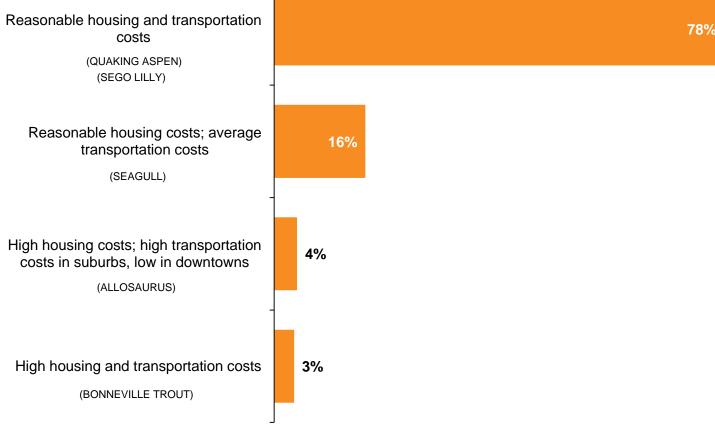












Source: Website – Select your favorite housing and cost of living outcome(s) from the 4 presented below for Utah in 2050. Consider housing and transportation costs.





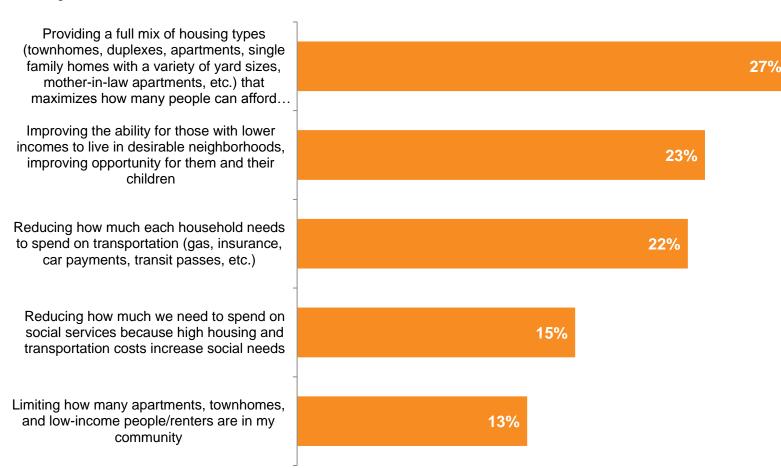
### **What Utahns Want:**

78% of Utahns selected a scenario in which communities include a variety of housing options and are designed for convenient walking, transit, and short drives, keeping housing and transportation costs reasonable.



### **Importance of Outcomes**

Average % Allocated, n=4,884





Source: Survey – Please indicate each outcome's relative importance by allocating 100 points across all outcomes. The more points you allocate to a given outcome, the more important it is to you to achieve that outcome.



# Why Utahns Want Diverse Housing and Transportation Options:

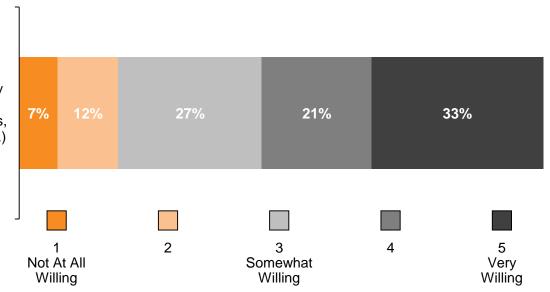
Utahns want a diverse mix of housing types so that many people can afford decent homes and so that those with lower incomes can live in desirable neighborhoods, improving opportunity for them and their children. Utahns also want to reduce how much each household spends on transportation.



### Willingness to Make Tradeoffs

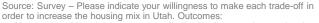
% Level of Willingness, n=4,884

More communities will have to allow a variety of housing types other than large-lot homes (small lots, townhomes, apartments, duplexes, mother-in-law and basement apartments, etc.)



# What Utahns are willing to do:

Utahns are very willing to have more communities allow a variety of housing types other than large-lot homes (small lots, townhomes, apartments, duplexes, mother-in-law and basement apartments, etc.).



- Many types of housing to maximize affordability for many income levels
- Less socioeconomic segregation
- More opportunity for lower-income people





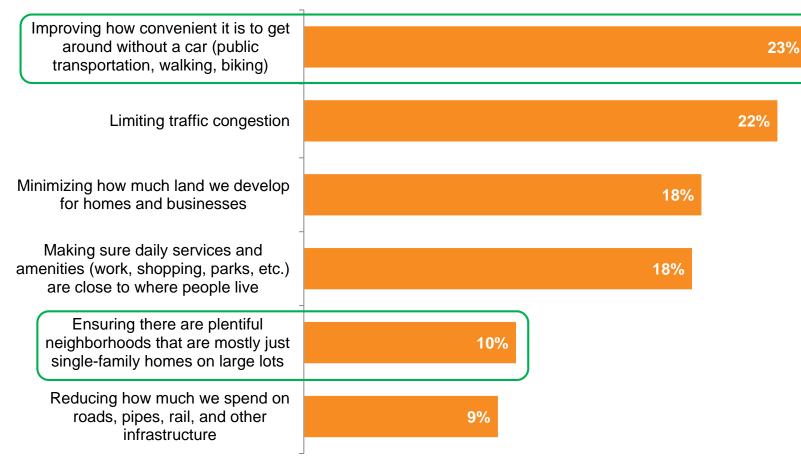






### Importance of Outcomes—Transportation & Communities

Average % Allocated, n=4,849



Utahns want to improve how convenient it is to get around without a car. They don't think it is very important to have plentiful neighborhoods that are mostly singlefamily homes on large lots.







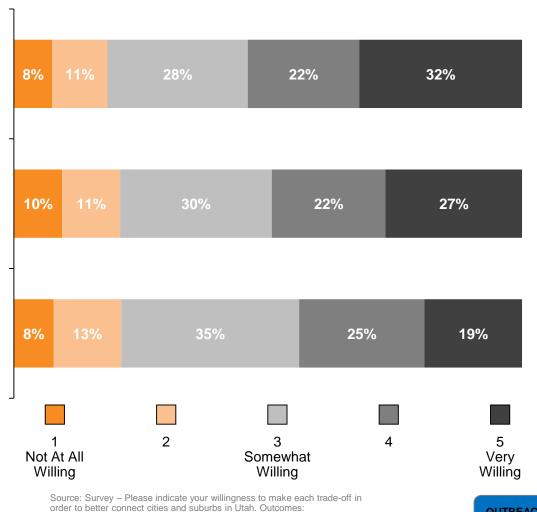
### Willingness to Make Tradeoffs for Mixed-use Centers

% Level of Willingness, n=4.849

We will have to design our shopping, jobs, and roads to be more convenient for pedestrians and cyclists, which might make them a little less convenient for cars

Mixed-use centers would have to be distributed throughout the urban area to put them close to people, which means a mixed-use center with apartments and multi-story buildings might be within a mile of you

Traffic congestion might increase slightly near you, even though you wouldn't have to travel as far, so you'd actually spend less time driving



Utahns are willing to build mixed-use centers of jobs, compact housing, shopping, and recreation throughout our urban areas, even if it means a little inconvenience for cars, multi-story buildings close to people, and somewhat greater traffic congestion combined with shorter drives.





- · Increased ability to us public transit, walk, or bike
- Reduced household transportation costs and improved air quality





### Willingness to Make Tradeoffs for Larger Home Lot Sizes

% Level of Willingness, n=4,849

We will spend more money building and maintaining infrastructure like roads and pipes, which will have to stretch farther

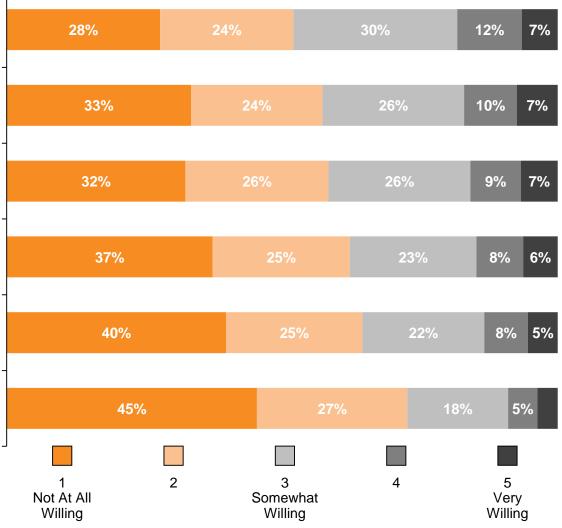
Socioeconomic classes will not mix as much because larger lots are more expensive, thus leading to more income-segregated communities

Household transportation costs and time spent driving will increase because homes will be further from city centers, shopping, jobs, and other destinations

People will be less able to travel by public transportation, walking, or biking because everything will be farther apart

We will have to spend more money on infrastructure and impact the environment to develop and move water supplies because larger lots use more water

We will convert more farmland into houses



Utahns are unwilling to focus on building large homes on large lots because of the resulting infrastructure costs, inability to get around without a car, household transportation costs, and incomesegregated communities, among other reasons.







<sup>·</sup> Bigger yards in more distant locations relative to city centers



### Willingness to Make Tradeoffs—Air Quality

% Level of Willingness, n=4,885

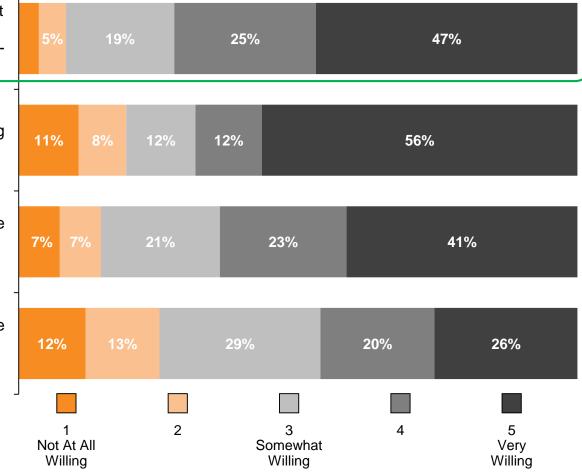
OUTREACH n = 52,845

We would have to build more energy-efficient homes and businesses with appliances that emit less air pollution, typically at a higher upfront cost but with an overall savings

You would have to avoid burning wood during winter inversions

The next time you buy a car, you would have to buy one that produces less air pollution (higher smog rating)

You would have to limit the amount you drive by taking public transportation, biking, walking, combining trips, carpooling, etc.

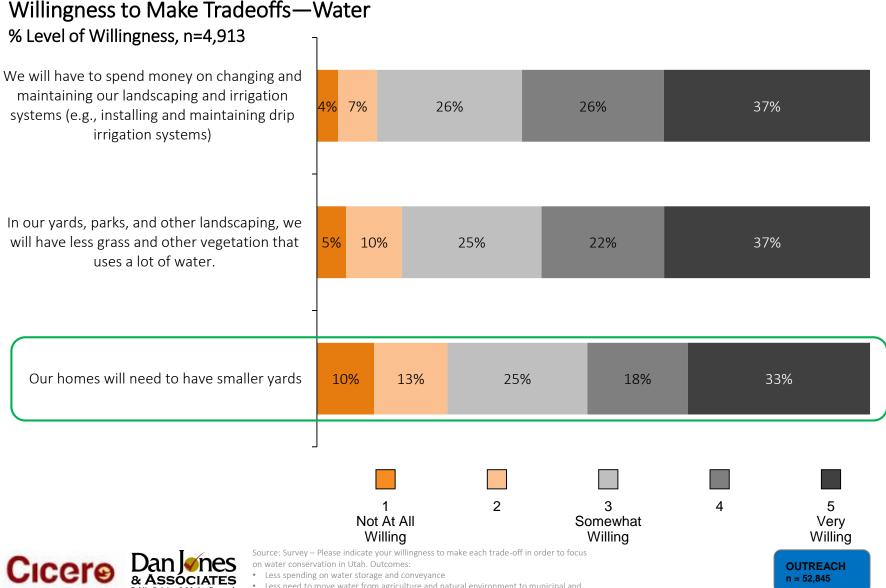


Utahns are
willing to build
more energyefficient homes
and businesses
(use less energy),
which improves
affordability.









To conserve water, Utahns are very willing to shift to smaller yards.



Less need to move water from agriculture and natural environment to municipal and



# The Survey is still available!

