



Executive Summary

Current Situation

- Utahns are generally very happy with the recreational opportunities in the state, but they have some concerns about crowding. The quality of outdoor recreation is one of the things Utahns love about Utah.
- The State of Utah currently has no recreation plan for the future.

Survey Findings

- Utahns want to increase the number and capacity of our recreation facilities (parks, trails, campgrounds, etc.) so that those facilities don't get too crowded as we grow.
 - Almost 80% want to significantly expand recreation facilities.
- Most Utahns want recreation to produce increased revenue from tourism, and they want access to recreation themselves.
- Just less than half of Utahns who support substantially increasing our recreational facilities as we grow would not promote tourism.
- Utahns view recreation as an important part of a mosaic of uses for our public lands.
- To expand recreation facilities and alleviate crowding:
 1. 67% of Utahns would support allocating more funding to establish an interconnected park and trail system in their communities, even if it meant a small tax increase.
 2. 83% would support opening more recreation facilities in the mountain ranges west of the Wasatch Mountains.
 3. 83% would support designating a new state or national park in Utah, so long as we're careful about imposing significant new land use restrictions on the area.

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The recreation action team worked for 18 months to create scenarios for the future of recreation in Utah.

**Agriculture, Public Lands,
& Recreation Action Team**

Utah Quality of Life Values Study

**Your Utah, Your Future
Scenarios & Choices**



2013

Envision Utah and Governor Herbert invited agriculture, public lands, and recreation 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 task force is facilitated by Envision Utah.

2014

The values study found that outdoor recreation is one of the top components of quality of life in Utah. Utahns care about recreation because it allows them time to spend with their families and leads to a healthy, happy lifestyle.

2015

The action team worked for **18 months** to research and model what Utah's recreation future could be like in 2050. They created **four scenarios** based on different levels of investment and development. Based on the results of the *Your Utah, Your Future* survey, the action team will create a vision for Utah's future in recreation.

Agriculture, Public Lands, & Recreation 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.

- **Leonard Blackham, Utah Department of Agriculture and Food, Retired Commissioner***
- **Kathleen Clarke, Public Lands Policy Coordination Office, Director***
- **Wendy Fisher, Utah Open Lands***
- **Brad Peterson, Governor's Outdoor Rec Office, Director***
- Wayne Niederhauser, District 9, Utah State Senator
- Laura Hanson, Jordan River Commission, Executive Director
- Mike Styler, Department of Natural Resources
- Brent Tanner, Utah Cattlemen, Executive Vice President
- Ashley Patterson, Wasatch Community Gardens
- Warren Peterson, Farmland Reserve, Vice President
- Brad Barber, Barber Consulting
- Selma Sierra, Energy Dynamics Laboratory, Director of Energy and Environmental Policy
- Ashley Korenblat, Public Land Solutions
- Ron Vance, Forest Service, Recreational and Resource Manager
- Jon Hardman, Natural Resource Conservation Service
- John Fairchild, Division of Wildlife Resources
- Mark Clemens, Sierra Club Utah Chapter, Manager
- Jack Draxler, Utah State Legislature District 3
- Thayne Mickelson, Utah Conservation Commission
- Nathan Rafferty, Ski Utah, President
- George Sommer, Blue Ribbon Fisheries Commission, Chair
- Julia Geisler, Salt Lake Climbers Alliance, Executive Director
- Eric Sadler, Wasatch Mountain Club
- Mark Compton, Utah Mining Association, President
- LaNiece Davenport, WFRC Regional Planner
- Sarah Hinners, U of U Metropolitan Research Center
- John Bennett, Utah Quality Growth Commission
- Larry Crist, U.S. Fish and Wildlife Service
- Julie Peck Dabling, Salt Lake County Open Space & Urban Farming
- David Ure, Summit County Council (Former legislature)
- Vicki Varela, Managing Director Utah Office of Tourism
- Lynn Jackson, Grand County Council
- LuAnn Adams, Box Elder County Commission
- Gordon Topham, Sevier County Commissioner
- Elizabeth Tubbs, Grand County Council
- Gene Ciarus, Grand County Council
- Bruce Adams, San Juan County Council
- Roger Barrus, Utah House of Representatives District 18
- Mike Noel, Utah State Legislature, District 73
- Ralph Okerlund, Utah State Senator, District 24
- David Hinkins, Utah State Senator, District 27
- David Garbett, SUWA
- Randy Parker, Utah Farm Bureau
- John Mathis, Utah State Legislature, District 55
- Curtis Rowley, Cherry Hill Farms
- Scott Chew, Cattle and Sheep Uintah Basin
- Ed Sunderland, Sanpete County farmer
- Alma Adams, Iron County Commissioner
- Logan Wilde, Morgan County Council
- Kent Peatross, Duchesne County Commissioner
- Kerry Gibson, Weber County Commissioner
- Mike Kohler, Wasatch County Council
- Juan Palma, BLM state director
- Evan Vickers, Utah State Senator, District 28
- Kay McIlff, Utah State Legislature, District 70
- Douglas Sagers, Utah State Legislature, District 21
- Peter Knudson, Utah State Senator, District 17
- Jim Dabakis, Utah State Senator, District 2
- David Livermore, Nature Conservancy, Utah State Director
- Alan Matheson, Governor's Office
- Chris McCandless, Sandy City Council
- John Evans, Petzl Climbing Equipment
- Mallory Bateman, Utah Foundation
- LuAnn Adams, Utah Department of Agriculture and Food
- Joan Degiorgio, Nature Conservancy
- Laynee Jones, Mountain Accord
- Hans Ehrbar, U of U Department of Economics
- Brandie Balken, Equality Utah
- Tara McKee, Governor's Outdoor Rec Office
- Wesley Smith, Salt Lake Chamber
- Michael Merrill, Salt Lake Chamber
- Dustin Rowley, Utah Association of Conservation Districts

*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.



Housing & Cost
of Living



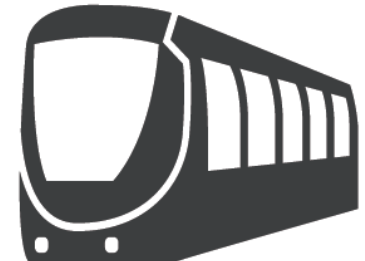
Education



Agriculture



Air Quality



Transportation &
Communities



Economic
Development



Disaster
Resilience



Recreation



Water



Public Lands



Energy

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

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)

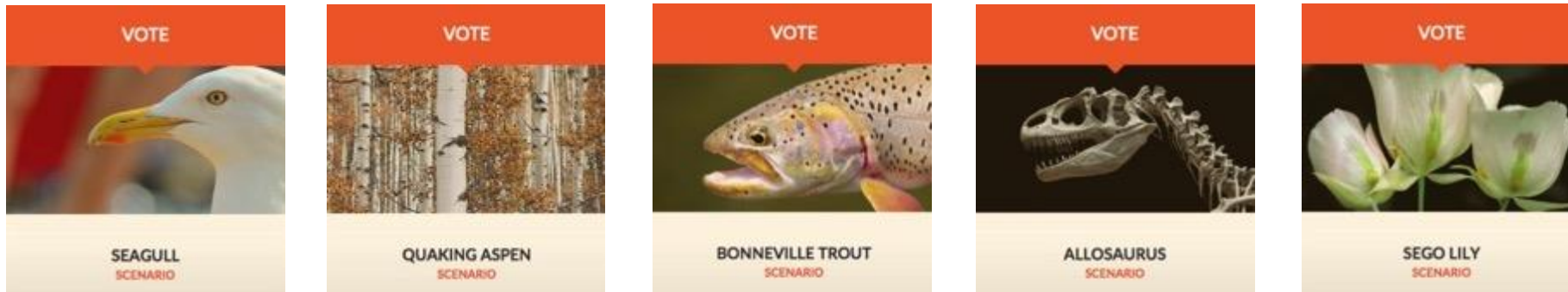
The original *Envision Utah* 1999 survey held the record with 17,500 public response for many years.



Survey Structure—Part One

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

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



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



Housing &
Cost of Living



Education



Agriculture



Air Quality



Transportation
& Communities



Economic
Development



Disaster
Resilience



Recreation



Water



Public
Lands



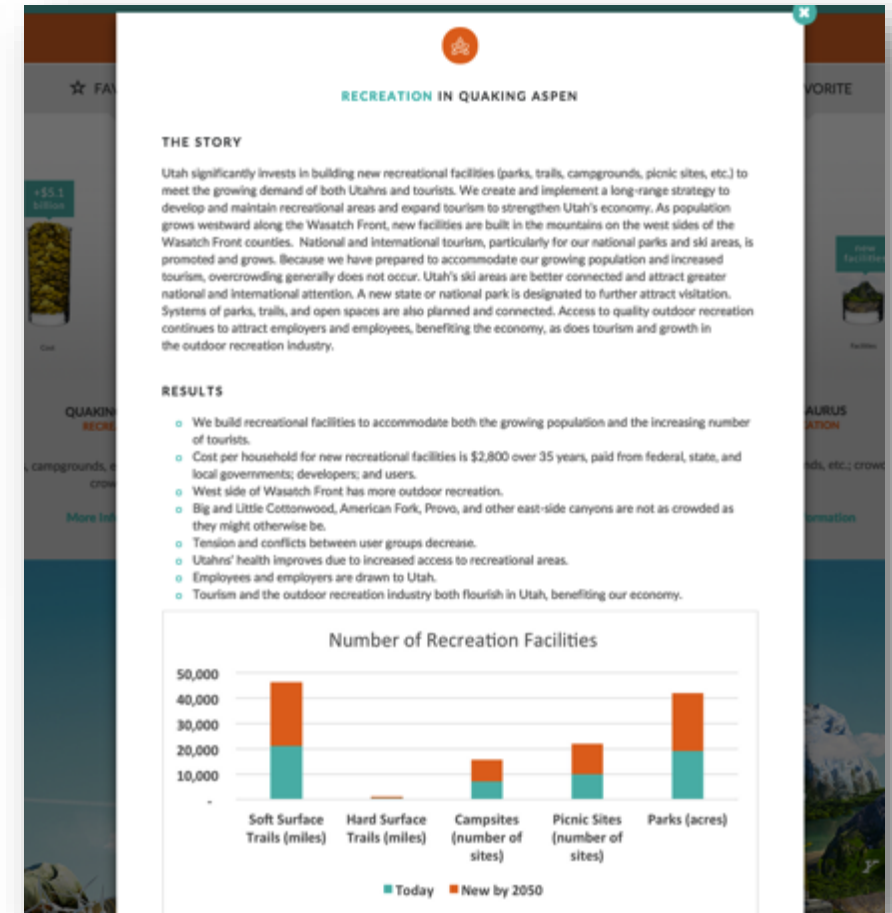
Energy

Survey Structure—Part One

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








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



Survey Structure—Part One

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

EDUCATION				
Moderate investment increase; no consistent strategy; little performance improvement	Significant, strategic investment increase; Utah in top 10 states	Moderate, strategic investment increase; moderate performance improvement	Significant, strategic investment increase; Utah in top 10 states	Investment does not keep up with growth; no strategy; performance declines
ENERGY				
Natural gas, some renewables; 3% cost increase	Renewables, natural gas, energy storage; 58% cost increase	Natural gas & renewables; 3% cost increase	Natural gas, renewables, & nuclear; 12% cost increase	Natural gas, some renewables; 3% cost increase
HOUSING & COST OF LIVING				
High housing and transportation costs	Reasonable housing and transportation costs	Reasonable housing costs; average transportation costs	Reasonable housing and transportation costs	High housing costs; high transportation costs in suburbs; low in downtown
JOBS & ECONOMY				
Average economy	Strong economy	Strong economy	Very strong economy	Struggling economy

Most Favored				
VOTE	VOTE	VOTE	VOTE	VOTE
				
3 ★	8 ★	6 ★	1 ★	1 ★
SEAGULL SCENARIO	QUAKING ASPEN SCENARIO	SEGO LILY SCENARIO	ALLOSAURUS SCENARIO	BONNEVILLE TROUT SCENARIO
Utah makes targeted individual and collective efforts to keep the economy and quality of life strong, without making significant changes or large investments.	Utah becomes more economically resilient through economic diversification, connections to economies around the country and world, improved resilience to natural disasters, and increased ability to rely on local energy and food.	Utahns minimize their impact on the environment, conserve resources, and focus on improving both environmental and community health.	We do not implement strategies to achieve a vision of the future. Individuals, businesses, cities, counties, and other groups work separately to further their own interests.	Utahns continue doing what we're doing now. Our actions are the same as those in recent years. However, the outcomes of our future choices may not be the same as today because of growth and changing circumstances.
More Information	More Information	More Information	More Information	More Information

Survey Structure—Part Two

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

Prioritizing Issues

	Most Important	Least Important
⚡ What sources of energy we use in Utah (e.g., do we use more natural gas, solar, wind, or nuclear energy) and how much we use	<input type="radio"/>	<input type="radio"/>
💰 How high taxes are in Utah	<input type="radio"/>	<input type="radio"/>
☁ Air quality in the State of Utah	<input type="radio"/>	<input type="radio"/>
🏠 How resilient Utah is to a natural disaster (how many people would be killed/injured, how much damage would occur, and how quickly our economy and way of life would bounce back)	<input type="radio"/>	<input type="radio"/>

Weighting Outcome Preference

JOB5 AND ECONOMY

When thinking about jobs and the economy, there are many things to consider regarding Utah's future. Below are some potential outcomes to contemplate.

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.

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 plentiful, 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

Indicating Tradeoff Willingness

⚡ ENERGY

If Utah were to focus on using natural gas to produce our electricity as we move into the future, costs for electricity would stay as low as possible.

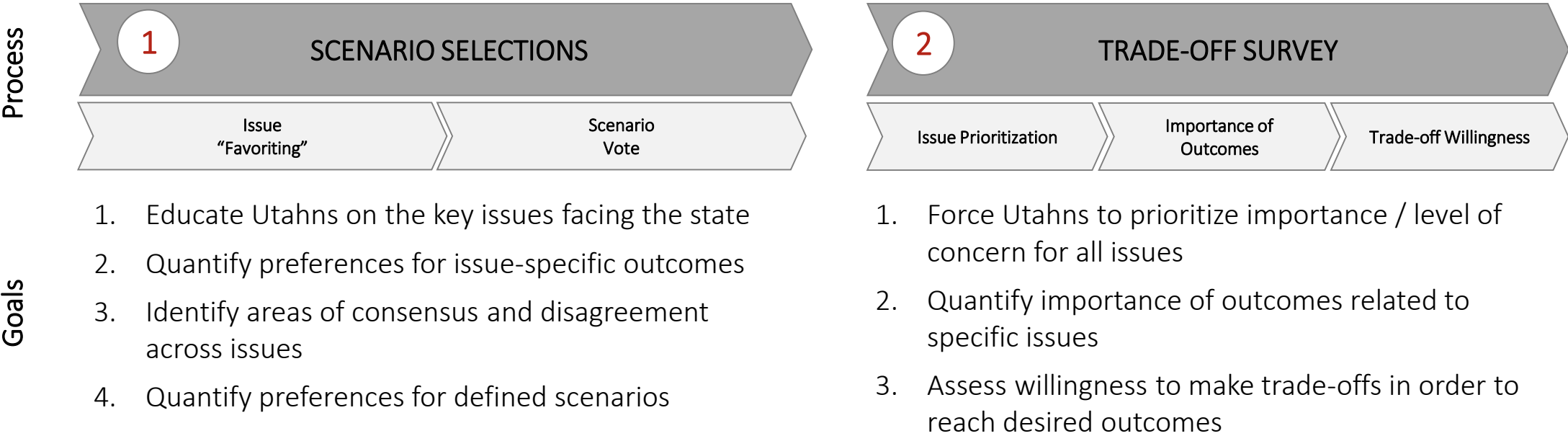
In order to get this outcome, some combination of the following trade-offs would have to take place.

Please indicate your willingness to make each trade-off in order to focus on natural gas as the primary energy 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More land will need to be used for natural gas wells, which have environmental impacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

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



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

n=52,845

RANDOM
SAMPLE

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.

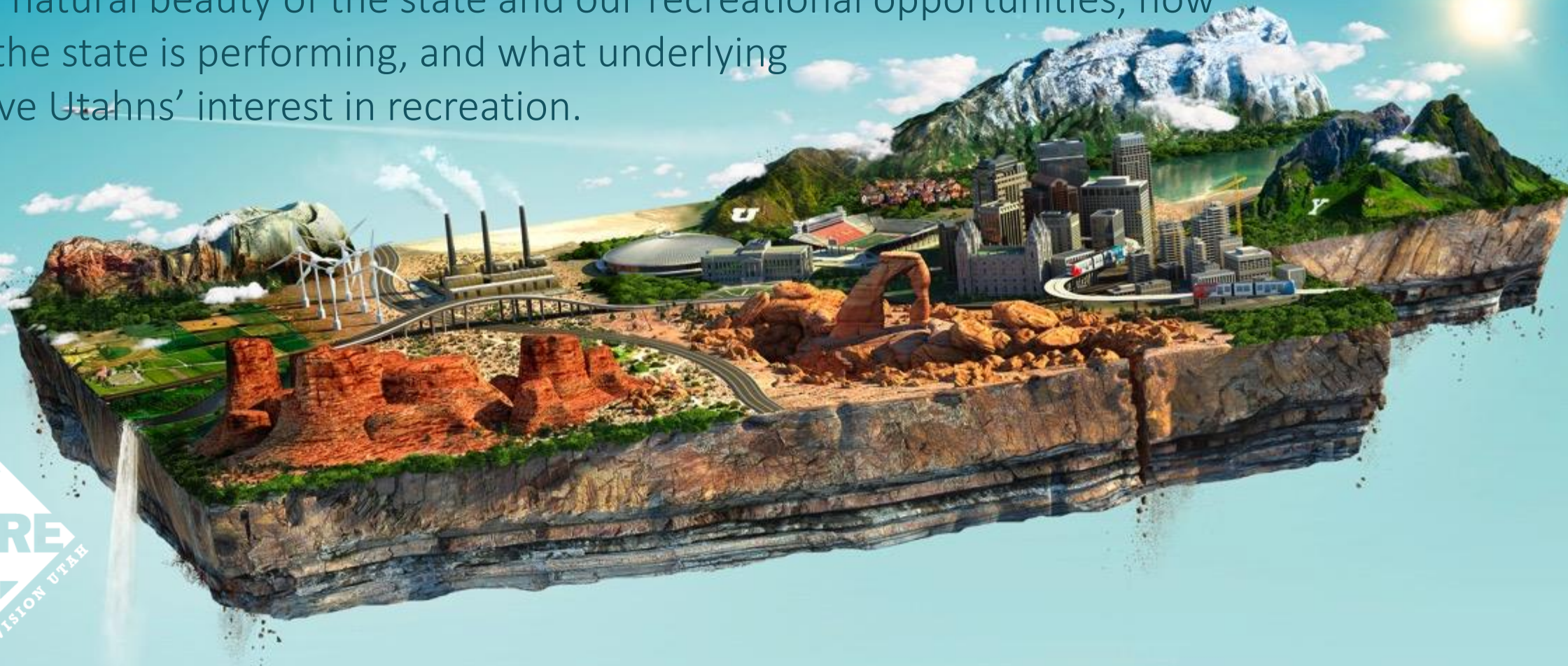
Variance Across Most Responses	
Issue "Favoriting"	+/- 3%
Scenario Vote	+/- 4%
Issue Prioritization	+/- 1.2%
Importance of Outcomes	+/- 2%
Trade-off Willingness	+/- 7%

"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."

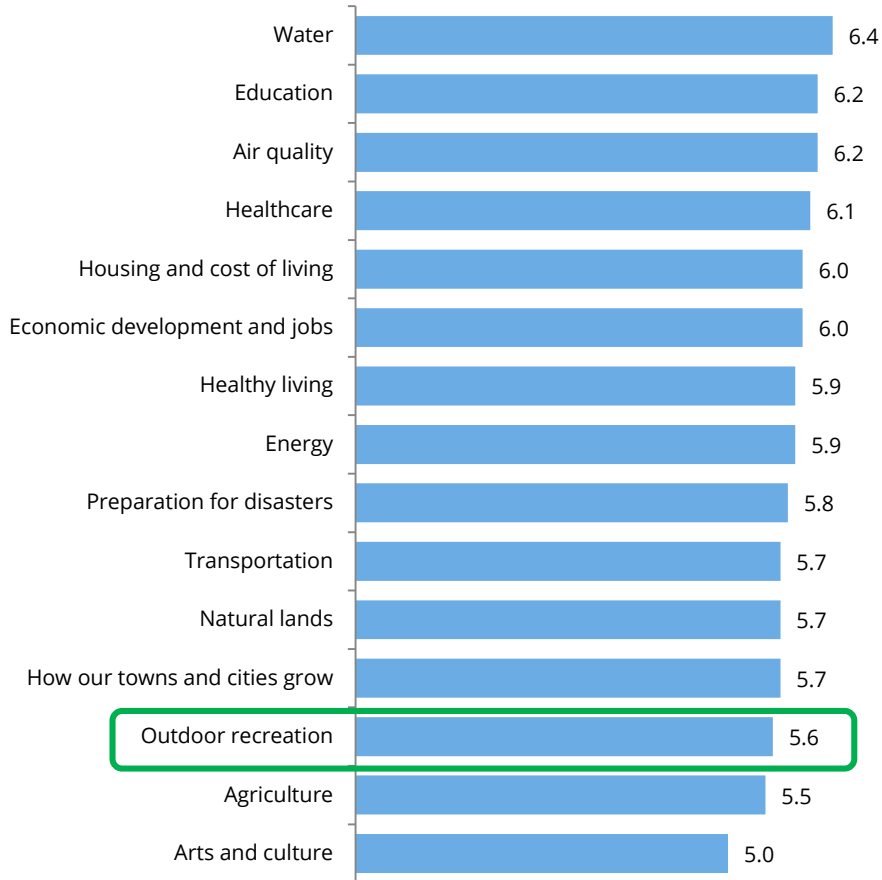
—Cicero; Dan Jones & Associates

Envision Utah performed a values study in 2014 to understand what Utahns care most about regarding the future. The study found how Utahns feel about the natural beauty of the state and our recreational opportunities, how they feel the state is performing, and what underlying values drive Utahns' interest in recreation.



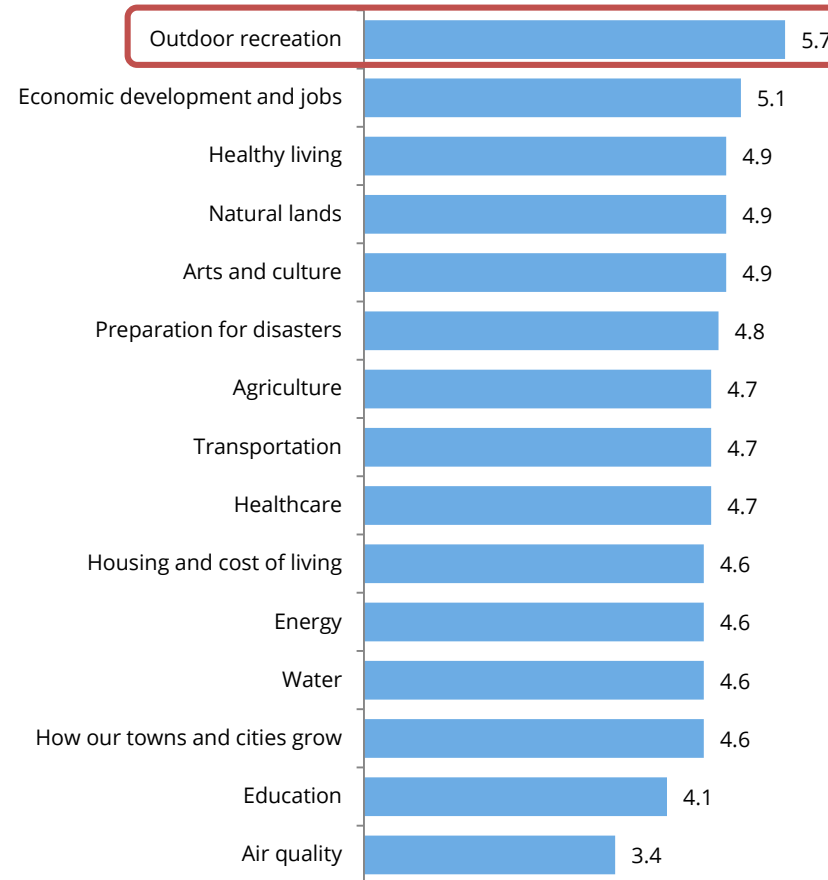
How does recreation compare to other issues?

Importance of Issues



Thinking about the community where you live, **please rate each of the following issues** where 1 means “not at all important to Utah’s future” and 7 means “extremely important to Utah’s future.”
(Source: Heart + Mind Strategies 2013 Survey)

State Performance on Issues

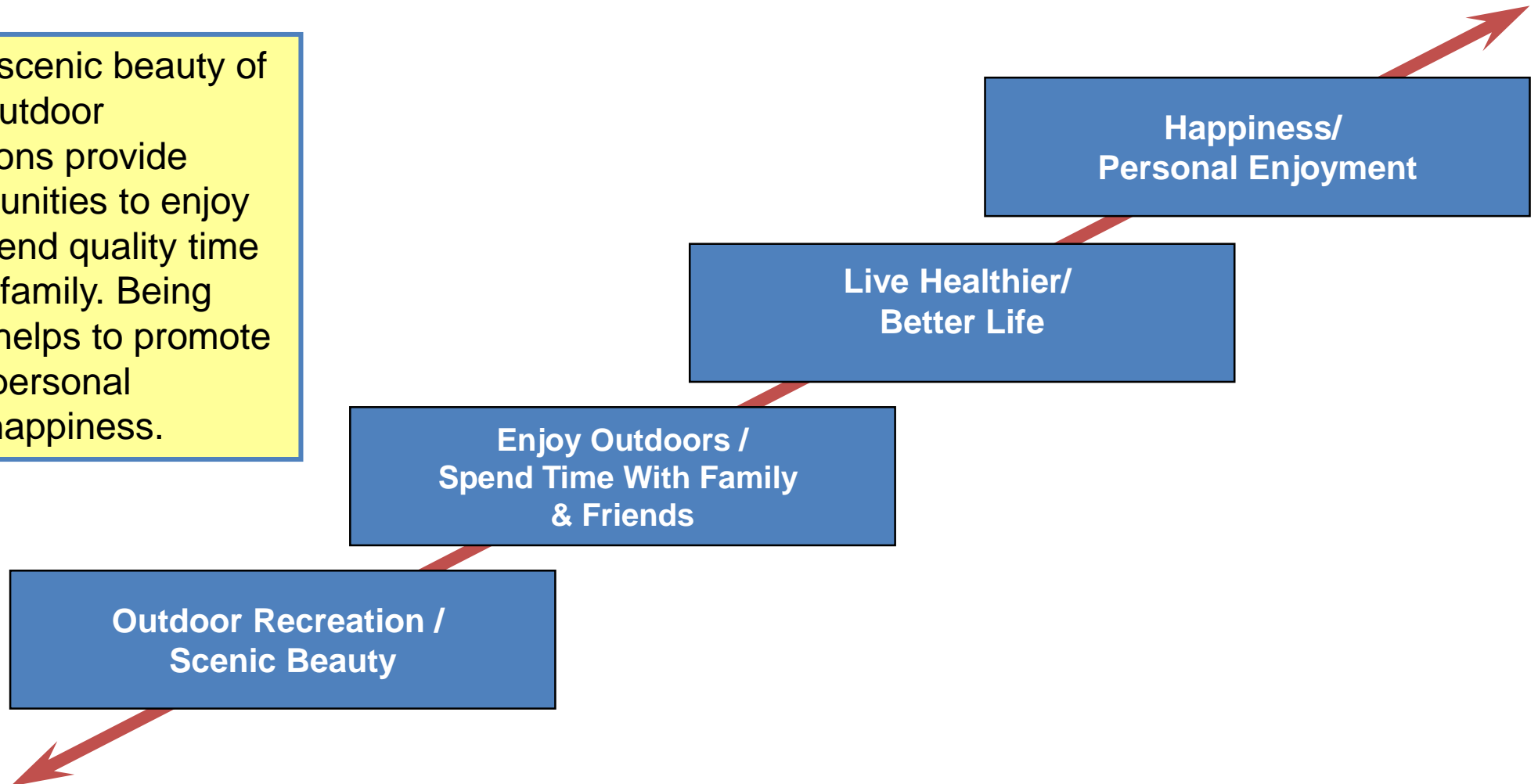


Please indicate how well you think Utah is performing on each of these priorities using the scale where 1 means “the state is not performing well at all” and 7 means “the state is performing extremely well.”
(Source: Heart + Mind Strategies 2013 Survey)

In a 2014 values study, Utahns ranked recreation low among other issues in terms of importance, but ranked the state’s performance on recreation higher than any other issue.

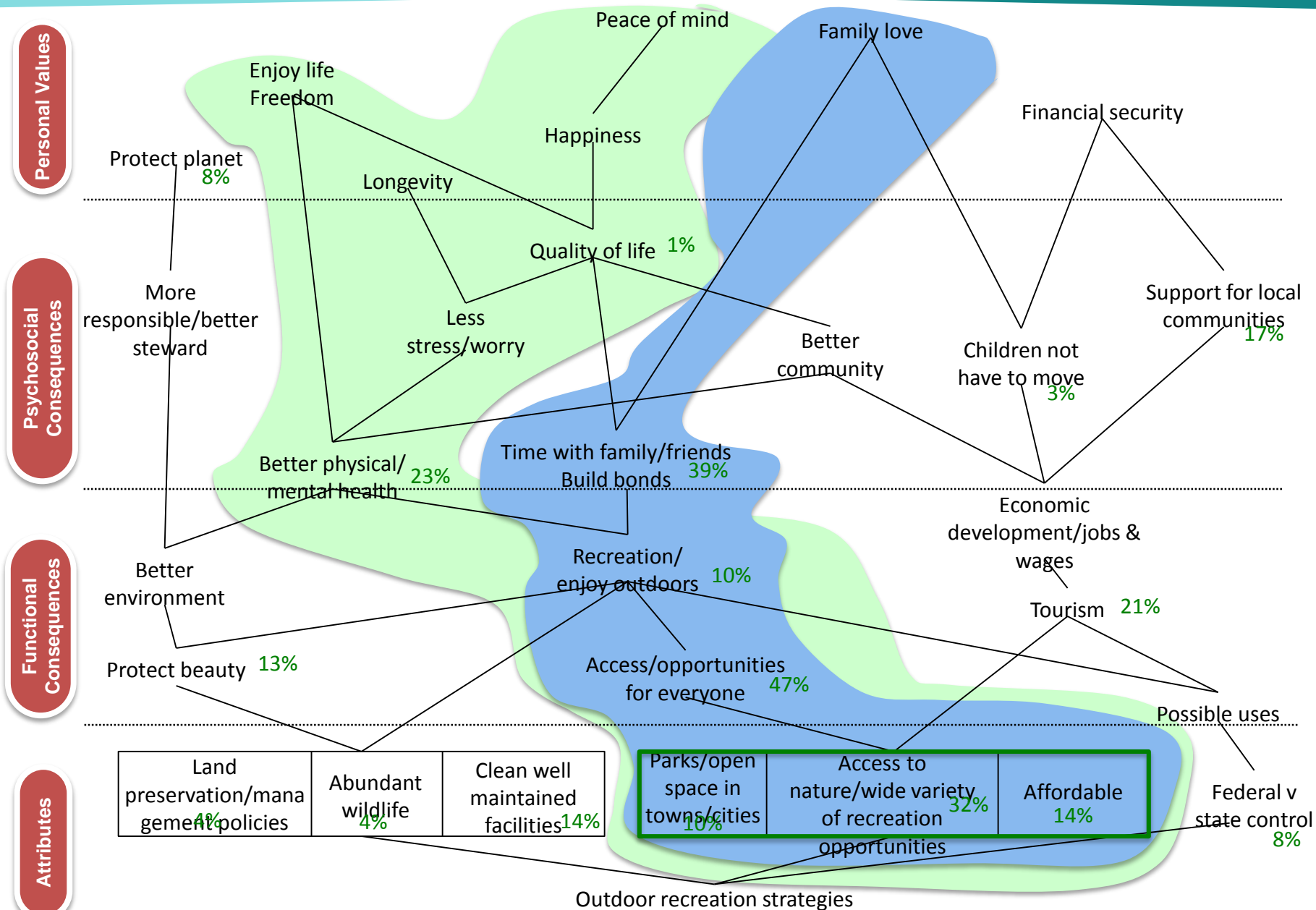
Scenic Beauty / Outdoor Recreation Value Ladder

For Utahns, the scenic beauty of the region and outdoor recreational options provide abundant opportunities to enjoy outdoors and spend quality time with friends and family. Being active outdoors helps to promote healthier living, personal enjoyment and happiness.



Outdoor Recreation: Pathways

YOUR UTAH. YOUR FUTURE.



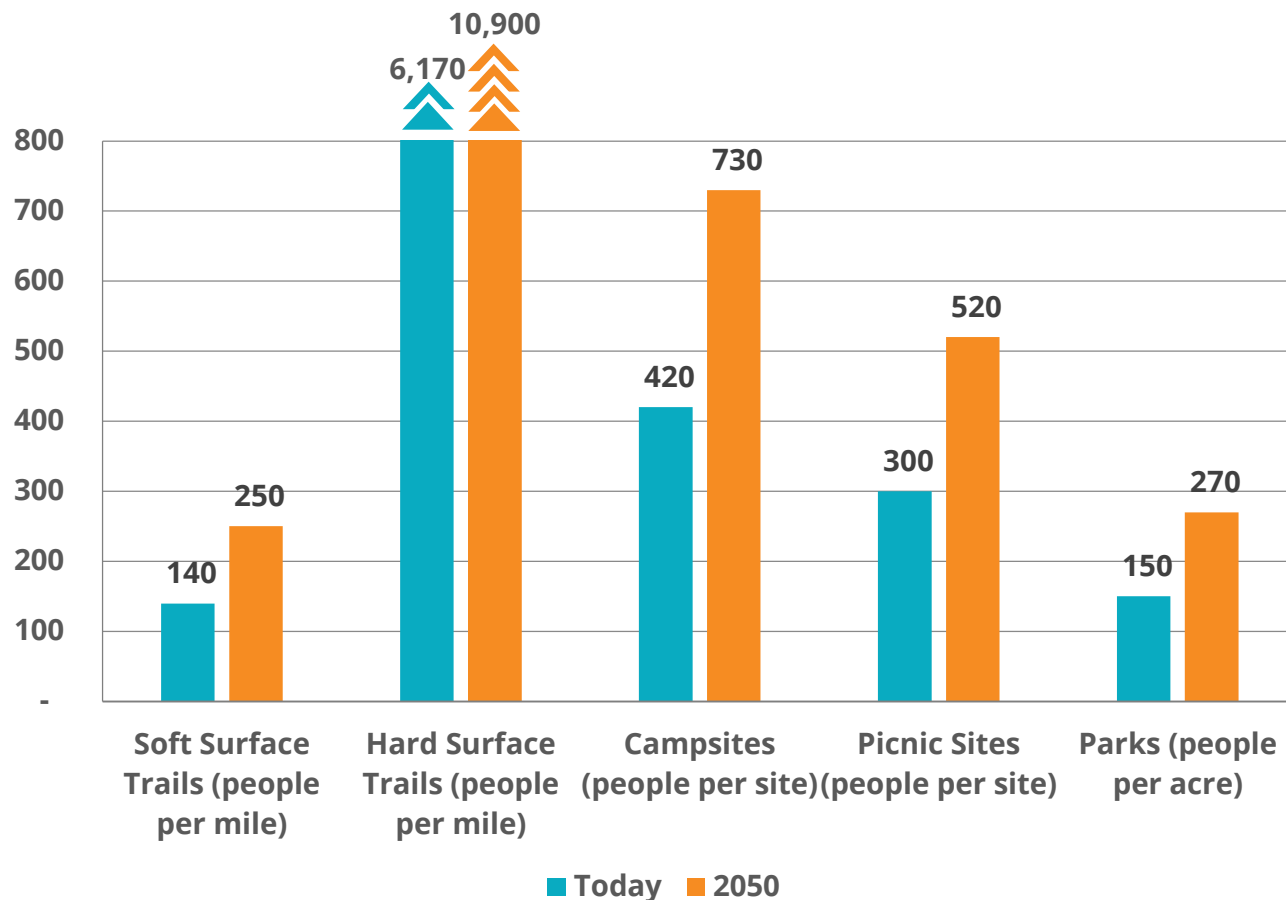
Utahns ultimately care about outdoor recreation because it leads to close, happy families and peace of mind. They also feel recreation allows them individually to enjoy mental and physical health, live longer, and have a greater sense of happiness and personal freedom.

In the ***Your Utah, Your Future*** survey, Utahns were given information about Utah's recreation today and four different scenarios for what our recreation could be like in 2050 depending on the choices we make.



UTAH'S RECREATION TODAY

Number of People per Recreational Facility



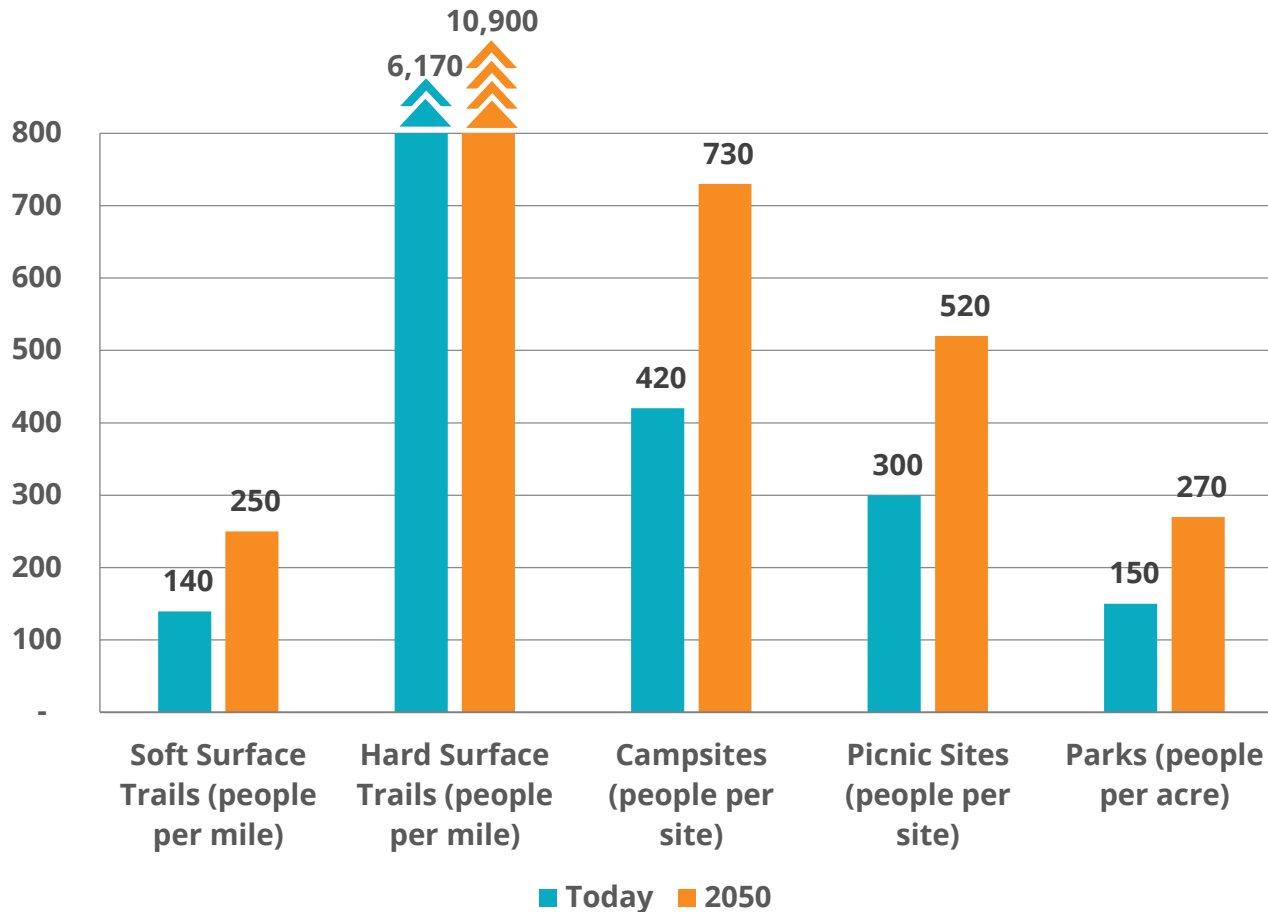
- We have great recreation opportunities in Utah
- By 2050 as our population grows, our recreation facilities will become overcrowded and overused if not expanded.
- **Utah has no state plan for how recreation facilities should accommodate future growth**

The Future of Recreation

- How do we accommodate the growing worldwide demand for recreation and tourism in Utah?
- Will we plan for more local parks, campsites, picnic areas, trails, etc.?
- Will we make sure tourism continues to grow and provide revenue to rural areas?
- How do we balance out-of-state tourism and local recreational use?
- Will our recreational resources continue to attract a dynamic workforce?

Allosaurus Scenario

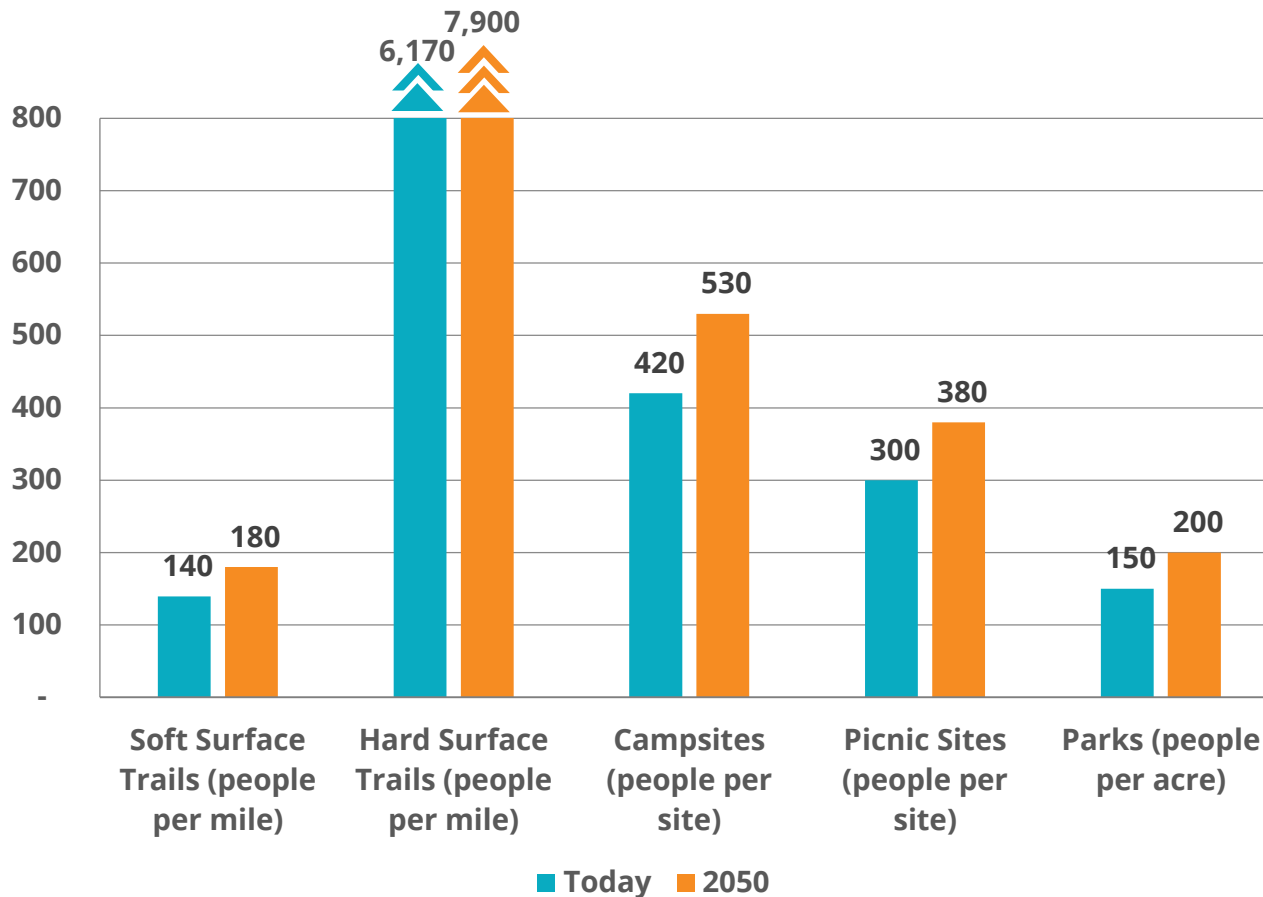
Number of People per Recreational Facility



- Recreation investments are not made as Utah's population grows.
- The number of people per recreation resource or facility increases dramatically
- **Total cost: \$244 million**

BONNEVILLE TROUT SCENARIO

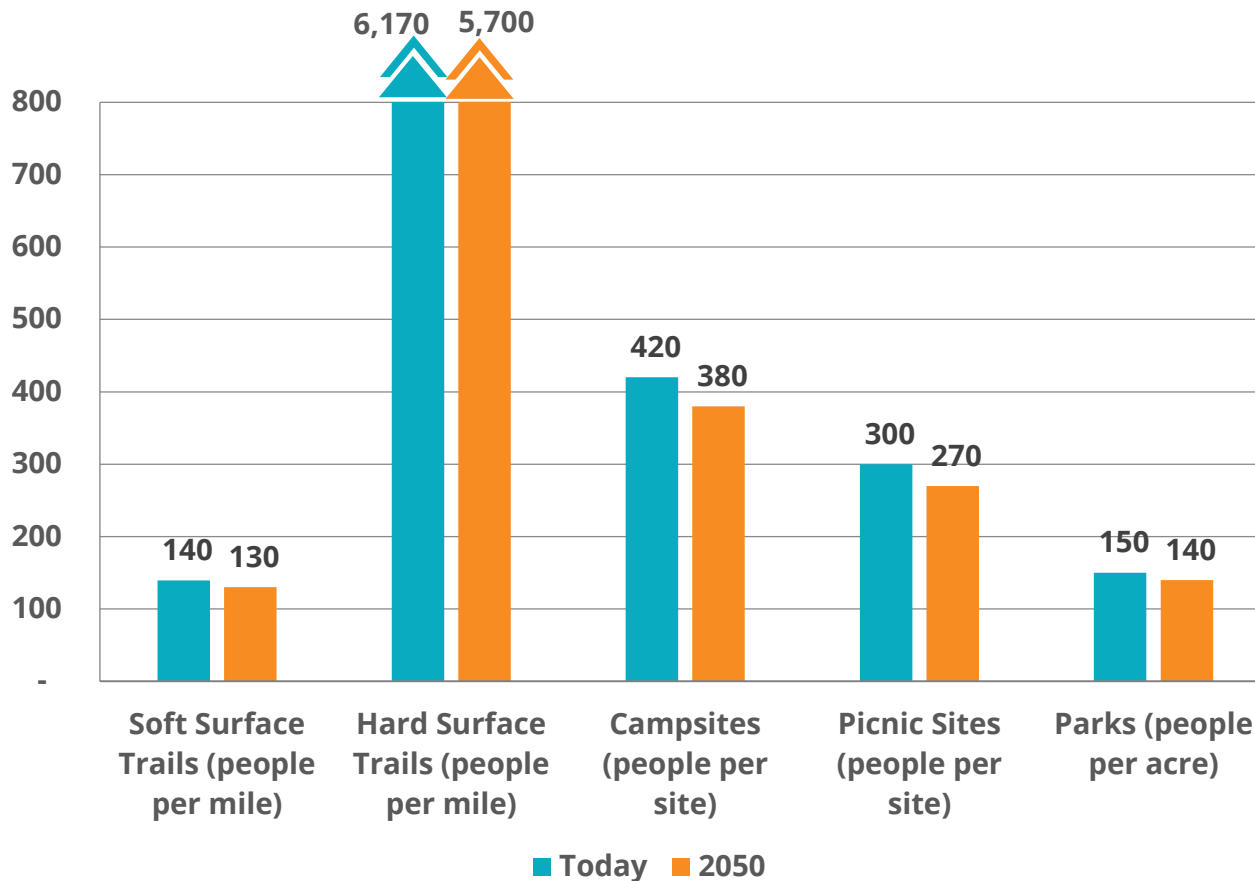
Number of People per Recreational Facility



- We invest in recreation infrastructure at half the rate to keep up with growth.
- The number of people per recreation facility or resource increases slightly.
- **Total Cost: \$2.2 billion**

SEAGULL & SEGO LILY SCENARIOS

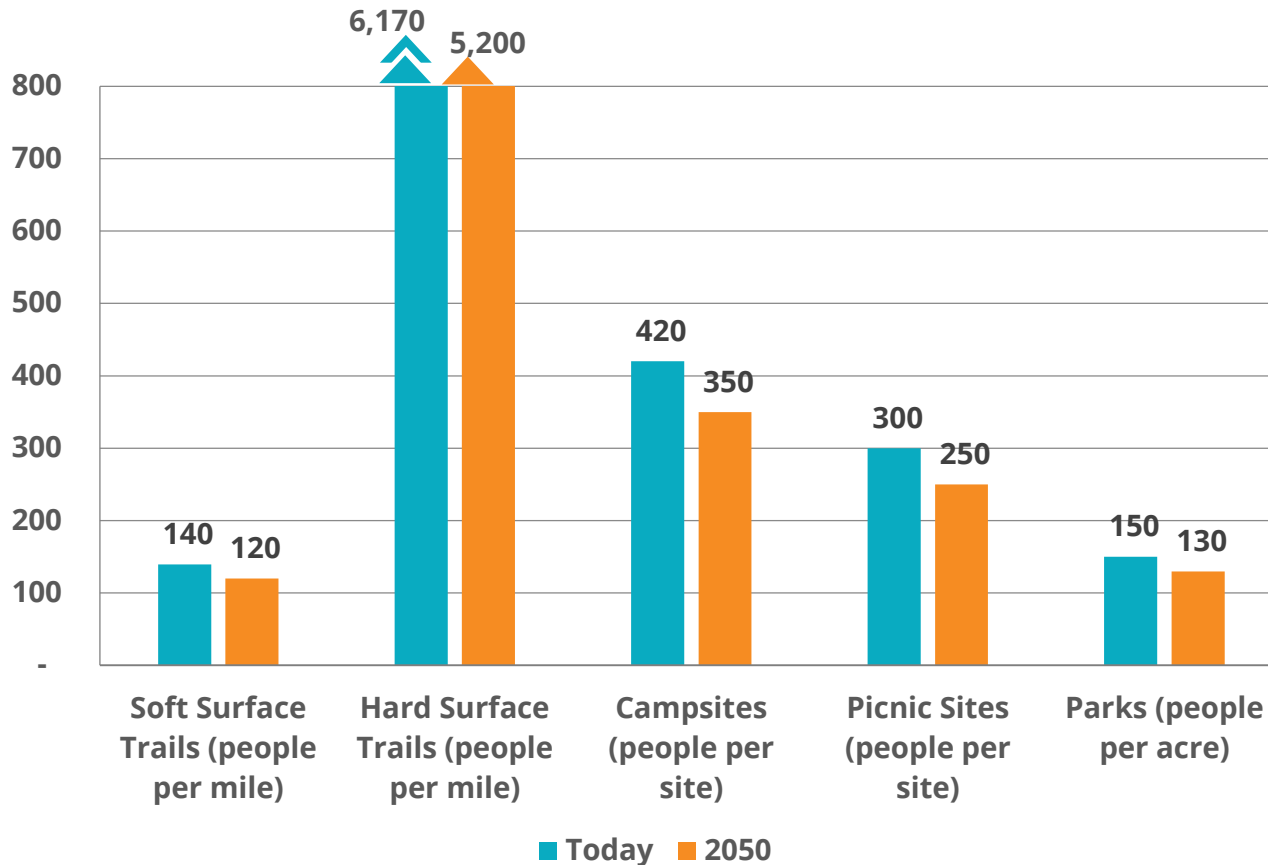
Number of People per Recreational Facility



- We invest in recreation infrastructure to meet the growing demand from Utahns.
- Tourism is not promoted out of state.
- The number of people per recreation facility or resource decreases slightly
- **Total cost: \$4.8 billion**

QUAKING ASPEN SCENARIO

Number of People per Recreational Facility



- Investments made in recreation statewide for Utahns and to support **tourism**.
- Tourism is promoted out of state.
- The number of people per recreation facility or resource decreases
- **Total cost: \$5 billion**



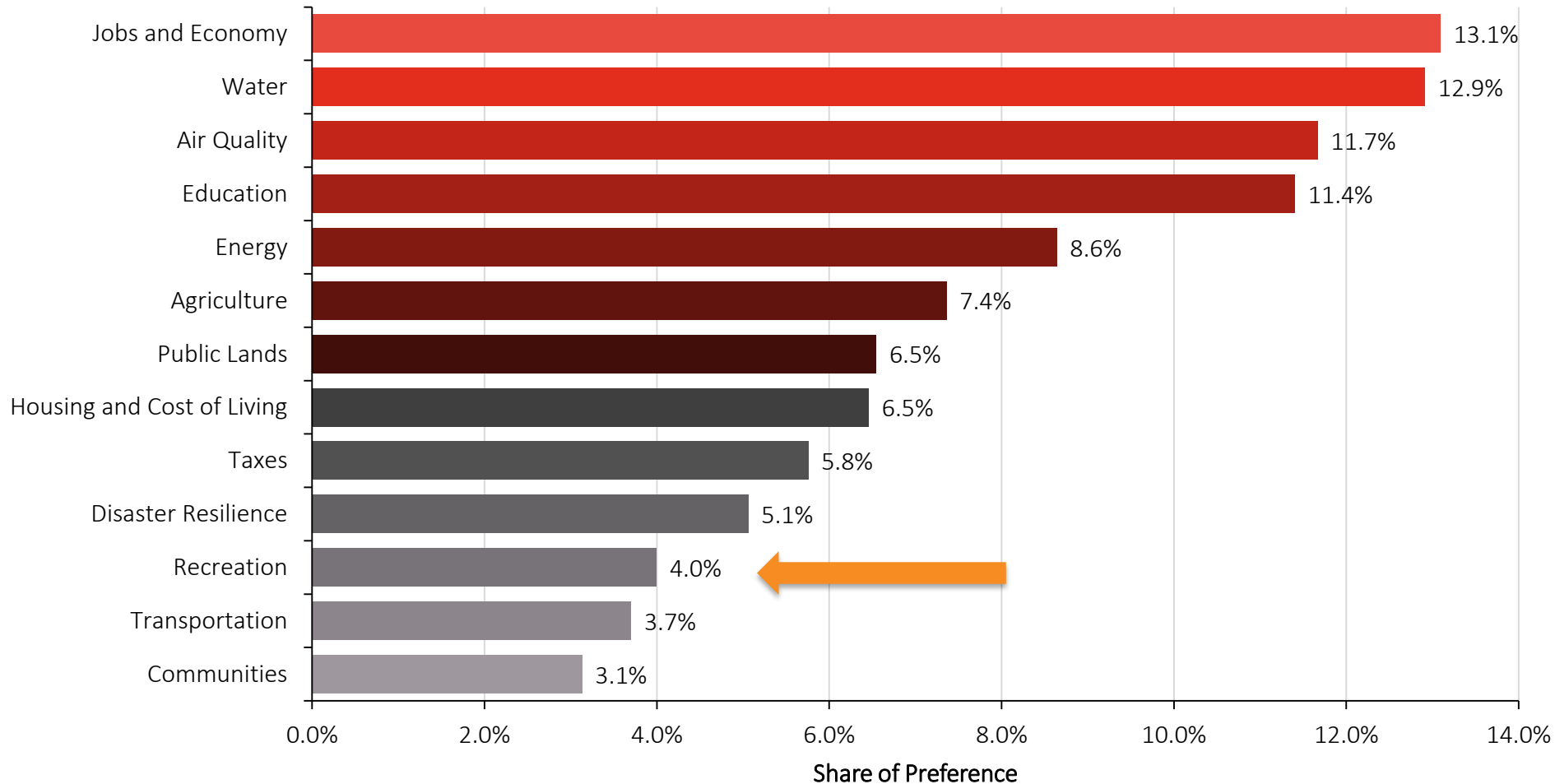
**Envision
Utah** How we grow matters.

Recreation Survey Results



Level of Concern for the Future—Outreach Sample Results

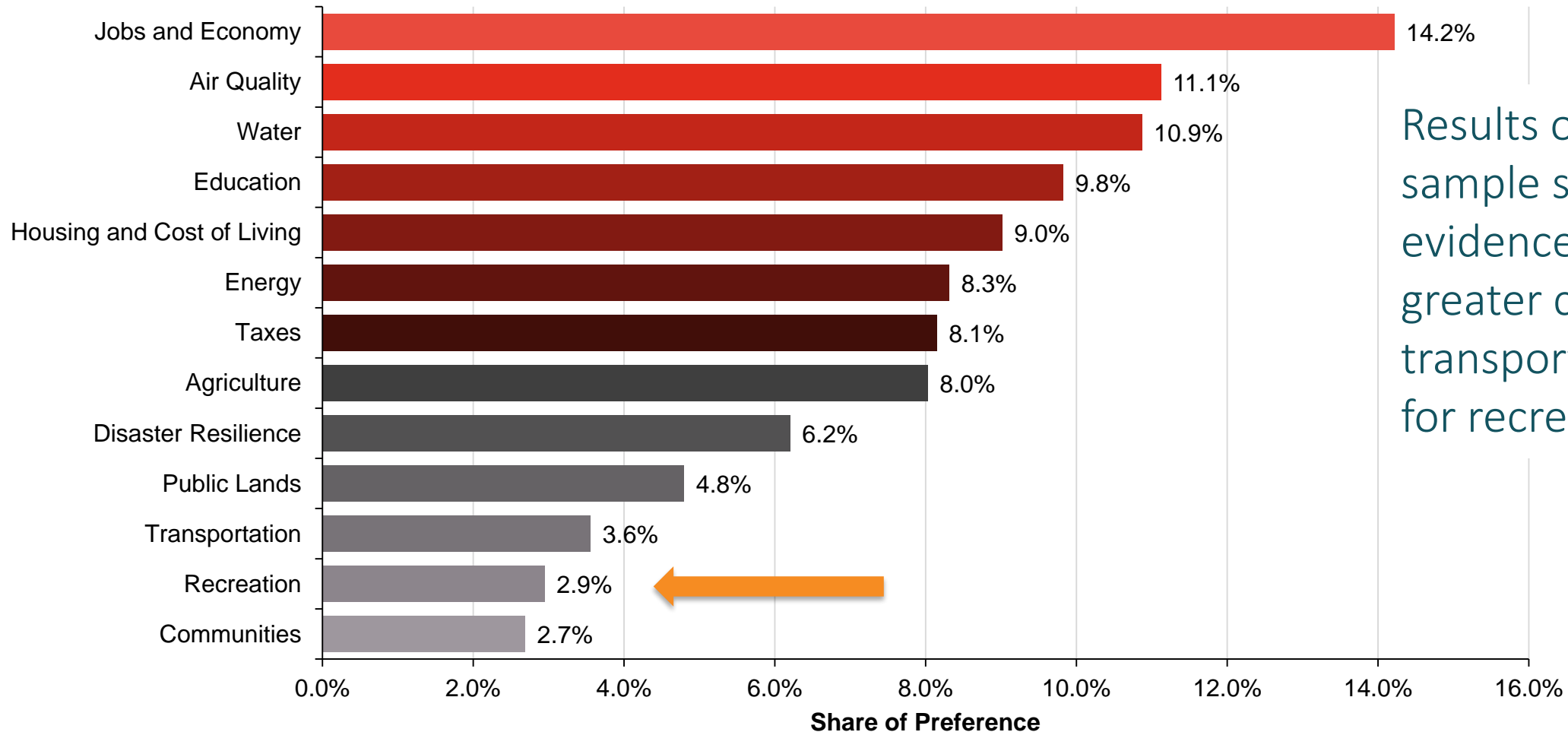
Share of Preference, n=13,459



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.

Level of Concern for the Future—Random Sample Results

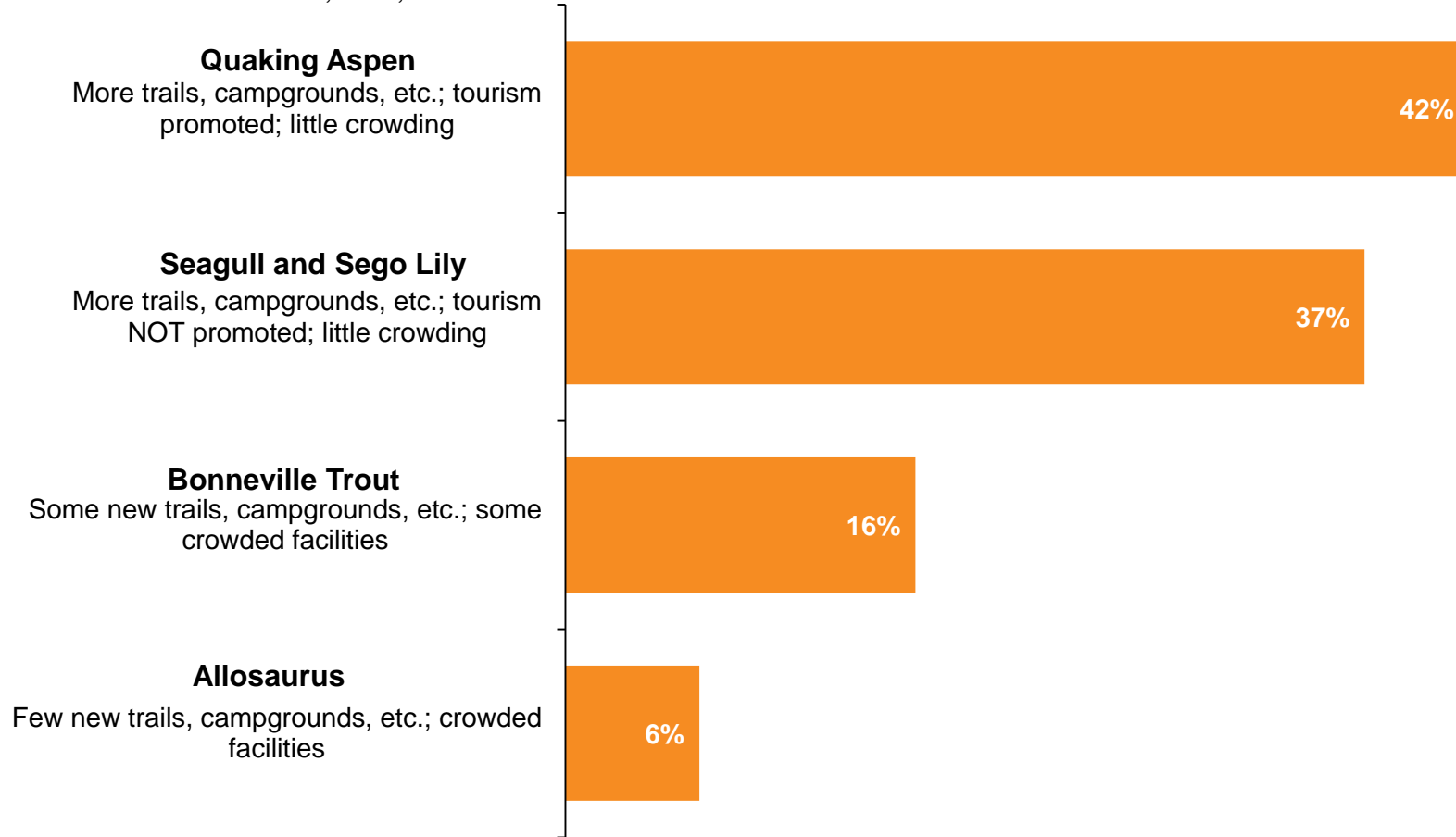
Share of Preference, n=1,264



Results of the random sample survey evidenced slightly greater concern for transportation than for recreation.

Issue-specific Scenarios

% "Favorite" Selections, n=19,021



Source: Website – Select your favorite recreation outcome(s) from the 4 presented below for Utah in 2050. Consider the number of new facilities and their cost.

OUTREACH
n = 52,845

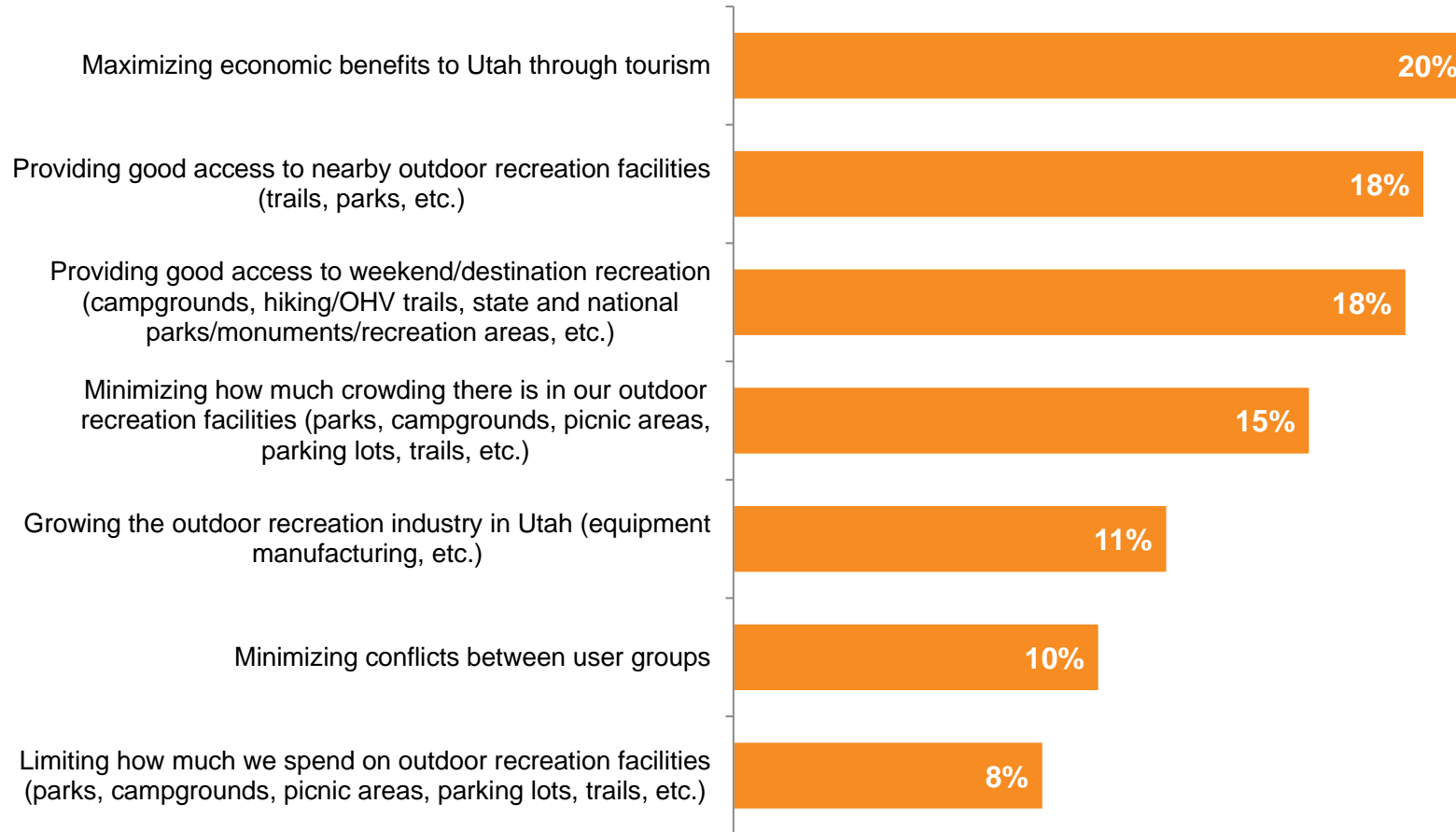
What Utahns Want:

79% of Utahns selected a recreation scenario in which Utah's recreation facilities were expanded to prevent crowding.

However, Utahns are split on whether or not to promote tourism—42% support recreation for tourism, 37% support recreation only for Utahns.

Importance of Outcomes

Average % Allocated, n=4,824



Why Utahns Want to Improve Recreation:

Utahns want to have easy access to a variety of recreation opportunities and to prevent crowding.

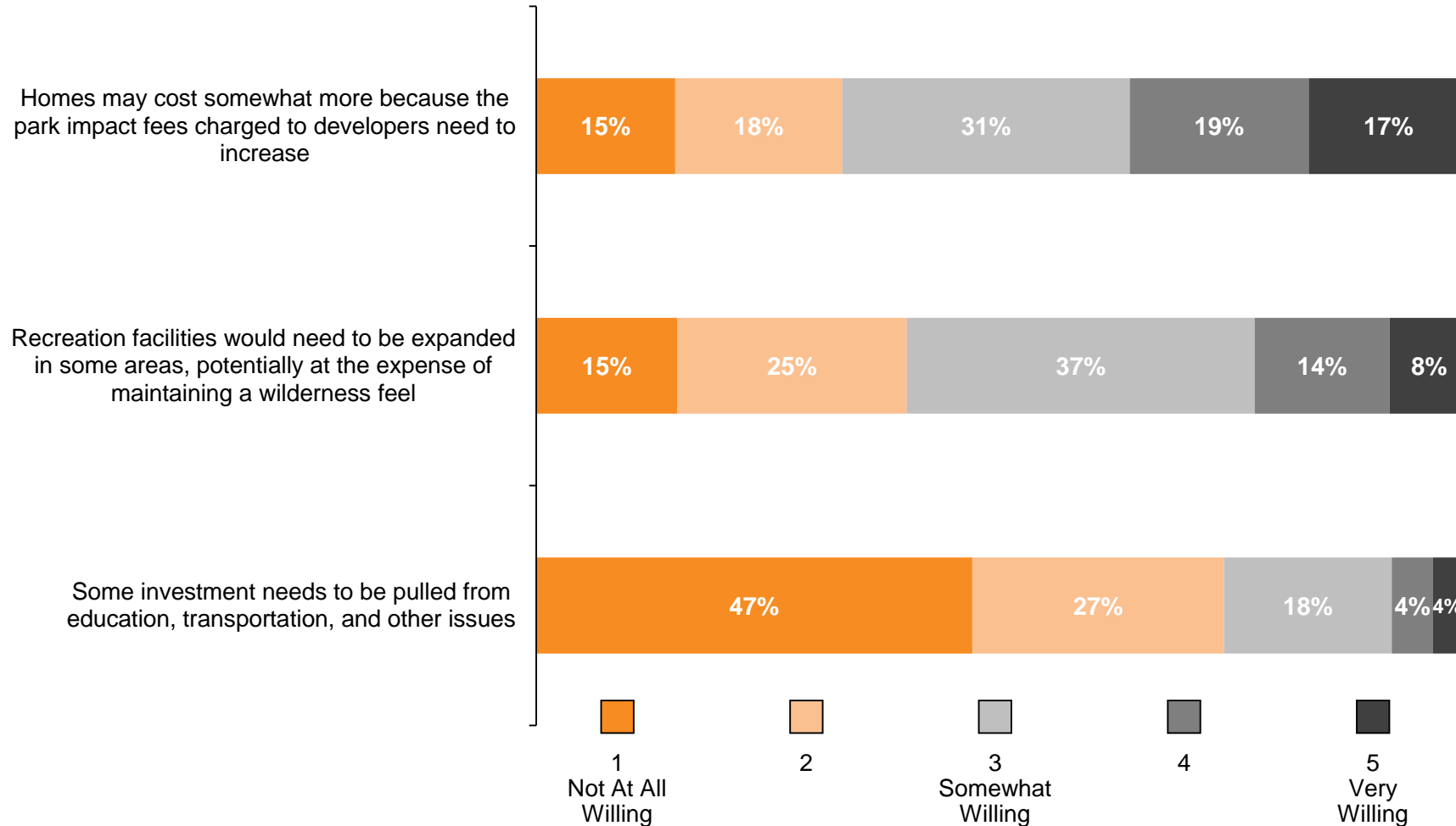
Despite the different views on tourism, maximizing economic benefits through tourism was the most supported outcome.

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.

OUTREACH
n = 52,845

Willingness to Make Tradeoffs

% Level of Willingness, n=4,824



What Utahns are willing to do:

Utahns are somewhat willing to pay more for homes and expand recreation facilities. Utahns are unwilling to take money from other issues to pay for recreation.

Source: Survey – Please indicate your willingness to make each trade-off in order to improve Utah's outdoor recreation. Outcomes:

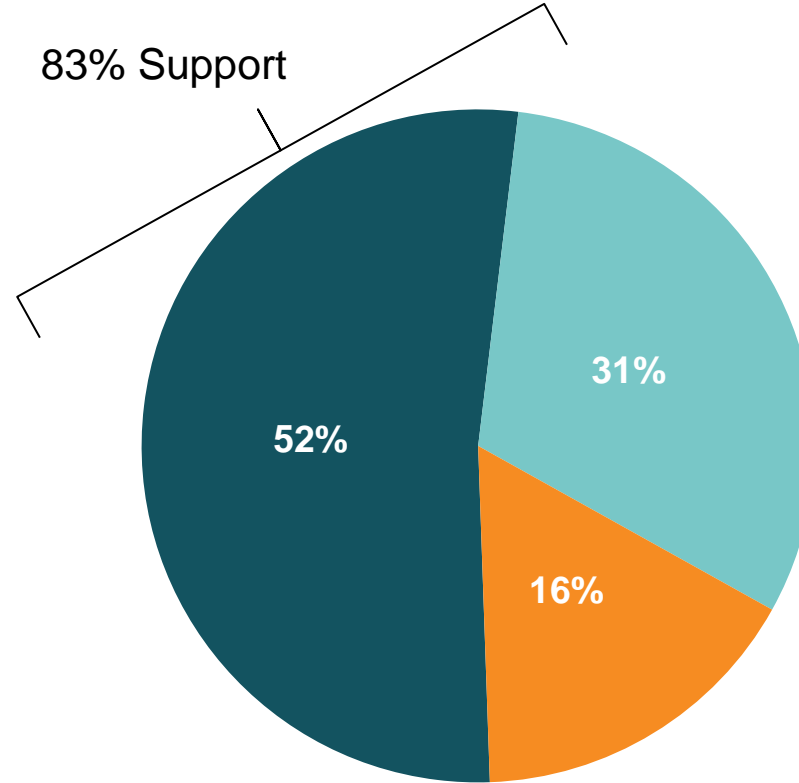
- Well-connected and less crowded recreation areas
- International tourist destination

OUTREACH
n = 52,845

Support for New State/National Park

% Total Respondents, n=3,974

83% of Utahns would support designating another state or national park. Of those, 31% support a new park only if it doesn't mean adding significant new land use restrictions.

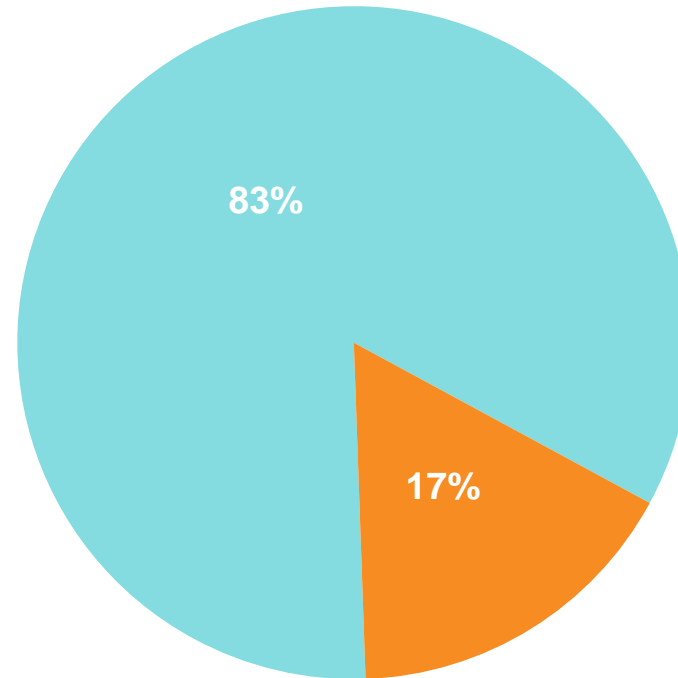


- Yes – I would support designating another state or national park in Utah
- Yes, but only if it doesn't mean adding significant new land use restrictions for that area
- No – I would not support designating another state or national park in Utah

Support for New Recreation Areas

% Total Respondents, n=3,947

83% of Utahns would support opening more recreation facilities in mountain ranges just west of the Wasatch Front if the primary benefits were to alleviate crowding in Wasatch Mountain recreation facilities.

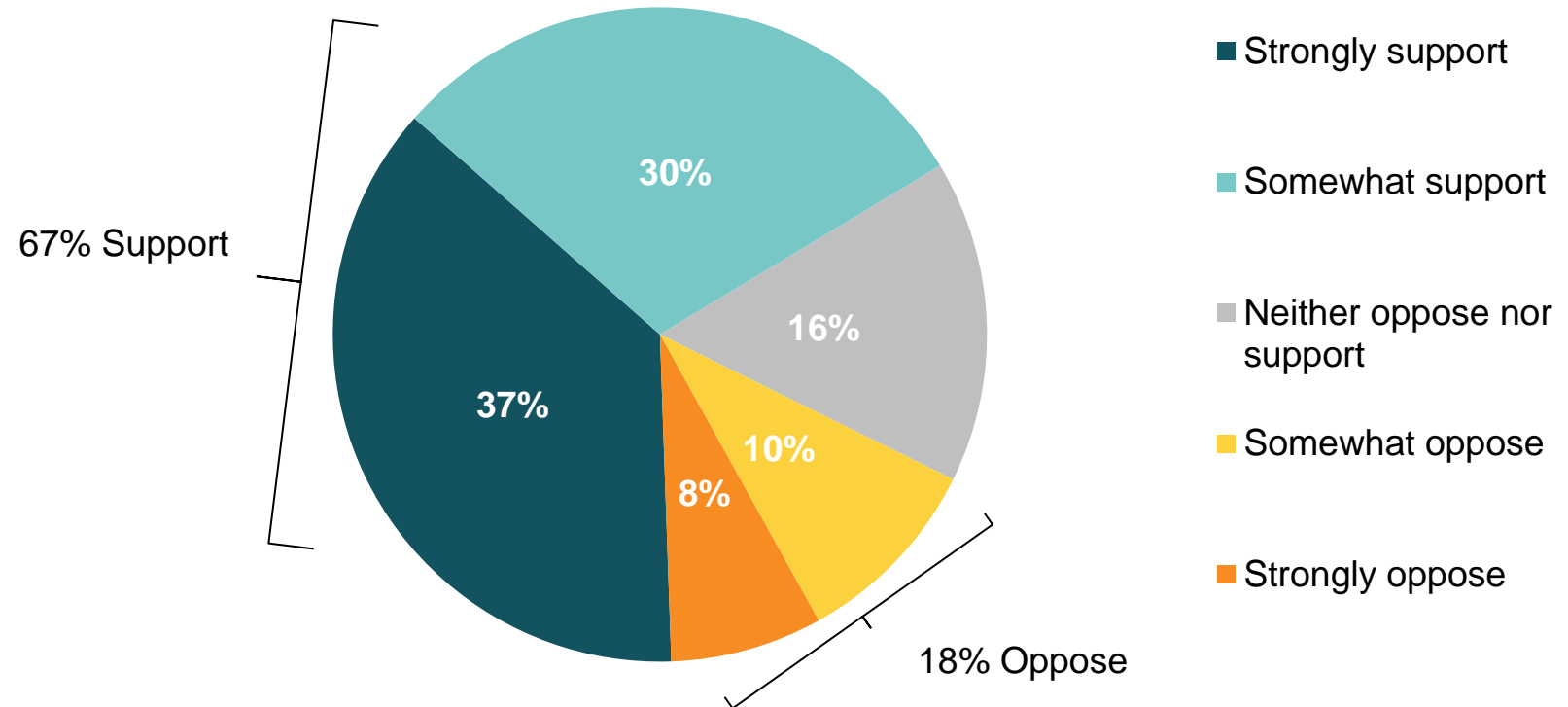


- Yes – I would support opening more recreation facilities in the west of the Wasatch Front
- No – I would not support opening more recreation facilities in the west of the Wasatch Front

Support for Community Park and Trail System

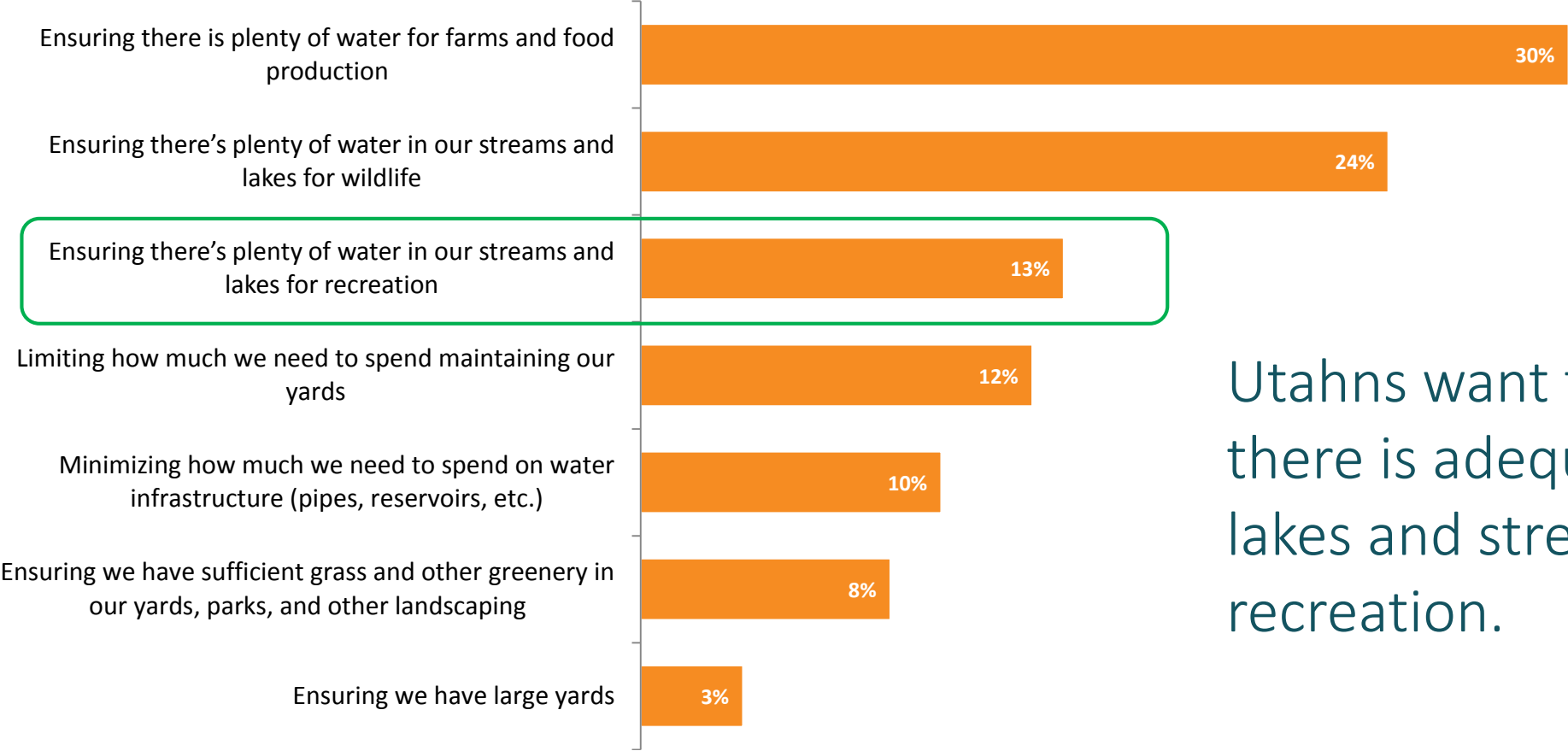
% Total Respondents, n=3,979

67% of Utahns would support allocating more funding to establish an interconnected park and trail system in their communities, even if it meant a small tax increase.



Importance of Outcomes—Water

Average % Allocated



Utahns want to ensure that there is adequate water in lakes and streams for recreation.

The Survey is still available!

Visit **envisionutah.net** to view the choices for recreation and each of the 11 topics in the *Your Utah, Your Future* survey.

