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**

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.

**Utah Quality of Life Values Study**

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.

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

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, Directo*
- 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 Drexler, 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 Sader, 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 Varella, 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 McIff, 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
- Layne Jones, Mountain Accord
- Hans Erbar, 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
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.

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.

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.

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.
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
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 with 17,500 public response for many years.
Survey Methodology
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.
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.
After making selections for each of the 11 topics, participants could study a summary comparison chart and vote on their preferred overall scenario.
In the second part of the survey, Utahns participated in more traditional survey exercises.

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.
Detailed Survey Methodology

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

### Process

<table>
<thead>
<tr>
<th><strong>SCENARIO SELECTIONS</strong></th>
<th><strong>TRADE-OFF SURVEY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue Prioritization</strong></td>
<td><strong>Importance of Outcomes</strong></td>
</tr>
<tr>
<td><strong>Scenario Vote</strong></td>
<td><strong>Trade-off Willingness</strong></td>
</tr>
</tbody>
</table>

**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

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

All Participants participated in Part One

Outreach Participants had the option to participate in Part Two

All Random Sample Participants participated in Part Two
Outreach and Random Sample participant responses were very much aligned across issues and preferences.

<table>
<thead>
<tr>
<th>Variance Across Most Responses</th>
<th>Issue “Favoriting”</th>
<th>+/- 3%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scenario Vote</td>
<td>+/- 4%</td>
</tr>
<tr>
<td></td>
<td>Issue Prioritization</td>
<td>+/- 1.2%</td>
</tr>
<tr>
<td></td>
<td>Importance of Outcomes</td>
<td>+/- 2%</td>
</tr>
<tr>
<td></td>
<td>Trade-off Willingness</td>
<td>+/- 7%</td>
</tr>
</tbody>
</table>

“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?

<table>
<thead>
<tr>
<th>Importance of Issues</th>
<th>State Performance on Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>6.4</td>
</tr>
<tr>
<td>Education</td>
<td>6.2</td>
</tr>
<tr>
<td>Air quality</td>
<td>6.2</td>
</tr>
<tr>
<td>Healthcare</td>
<td>6.1</td>
</tr>
<tr>
<td>Housing and cost of living</td>
<td>6.0</td>
</tr>
<tr>
<td>Economic development and jobs</td>
<td>6.0</td>
</tr>
<tr>
<td>Healthy living</td>
<td>5.9</td>
</tr>
<tr>
<td>Energy</td>
<td>5.9</td>
</tr>
<tr>
<td>Preparation for disasters</td>
<td>5.8</td>
</tr>
<tr>
<td>Transportation</td>
<td>5.7</td>
</tr>
<tr>
<td>Natural lands</td>
<td>5.7</td>
</tr>
<tr>
<td>How our towns and cities grow</td>
<td>5.7</td>
</tr>
<tr>
<td>Outdoor recreation</td>
<td>5.7</td>
</tr>
<tr>
<td>Agriculture</td>
<td>5.5</td>
</tr>
<tr>
<td>Arts and culture</td>
<td>5.0</td>
</tr>
</tbody>
</table>

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.
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.
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

- 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

- 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

- 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

- 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**
YOUR UTAH. YOUR FUTURE.

QUAKING ASPEN SCENARIO

• 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
Recreation Survey Results
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.
Keeping in mind that between now and the year 2050, Utah will almost double in population, please consider how important each of the following issues is to you. Considering only these four issues, which is the Most Important and which is the Least Important as you think about Utah’s future?

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

Issue-specific Scenarios
% “Favorite” Selections, n=19,021

- **Quaking Aspen**
  More trails, campgrounds, etc.; tourism promoted; little crowding
  - Favorite: 42%

- **Seagull and Sego Lily**
  More trails, campgrounds, etc.; tourism NOT promoted; little crowding
  - Favorite: 37%

- **Bonneville Trout**
  Some new trails, campgrounds, etc.; some crowded facilities
  - Favorite: 16%

- **Allosaurus**
  Few new trails, campgrounds, etc.; crowded facilities
  - Favorite: 6%

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.
## Importance of Outcomes

### Average % Allocated, n=4,824

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Average % Allocated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximizing economic benefits to Utah through tourism</td>
<td>20%</td>
</tr>
<tr>
<td>Providing good access to nearby outdoor recreation facilities (trails, parks, etc.)</td>
<td>18%</td>
</tr>
<tr>
<td>Providing good access to weekend/destination recreation (campgrounds, hiking/OHV trails, state and national parks/monuments/recreation areas, etc.)</td>
<td>18%</td>
</tr>
<tr>
<td>Minimizing how much crowding there is in our outdoor recreation facilities (parks, campgrounds, picnic areas, parking lots, trails, etc.)</td>
<td>15%</td>
</tr>
<tr>
<td>Growing the outdoor recreation industry in Utah (equipment manufacturing, etc.)</td>
<td>11%</td>
</tr>
<tr>
<td>Minimizing conflicts between user groups</td>
<td>10%</td>
</tr>
<tr>
<td>Limiting how much we spend on outdoor recreation facilities (parks, campgrounds, picnic areas, parking lots, trails, etc.)</td>
<td>8%</td>
</tr>
</tbody>
</table>

### 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.
Willingness to Make Tradeoffs
% Level of Willingness, n=4,824

- Homes may cost somewhat more because the park impact fees charged to developers need to increase:
  - 15% Not At All Willing
  - 18% Somewhat Willing
  - 31% Very Willing
  - 19% Very Willing

- Recreation facilities would need to be expanded in some areas, potentially at the expense of maintaining a wilderness feel:
  - 15% Not At All Willing
  - 25% Somewhat Willing
  - 37% Very Willing
  - 14% Very Willing

- Some investment needs to be pulled from education, transportation, and other issues:
  - 47% Not At All Willing
  - 27% Somewhat Willing
  - 18% Very Willing
  - 4% Very Willing

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

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.
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.
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.
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.
Supporting Results

Importance of Outcomes—Water

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Average % Allocated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring there is plenty of water for farms and food production</td>
<td>30%</td>
</tr>
<tr>
<td>Ensuring there’s plenty of water in our streams and lakes for wildlife</td>
<td>24%</td>
</tr>
<tr>
<td>Ensuring there’s plenty of water in our streams and lakes for recreation</td>
<td>13%</td>
</tr>
<tr>
<td>Limiting how much we need to spend maintaining our yards</td>
<td>12%</td>
</tr>
<tr>
<td>Minimizing how much we need to spend on water infrastructure (pipes, reservoirs, etc.)</td>
<td>10%</td>
</tr>
<tr>
<td>Ensuring we have sufficient grass and other greenery in our yards, parks, and other landscaping</td>
<td>8%</td>
</tr>
<tr>
<td>Ensuring we have large yards</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

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
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.