

## Executive Director Message

By Alan Matheson, Jr.

The mountain breezes and lingering light of a Utah summer evening call us outside to tinker in the garden, have a barbecue with the neighbors, or ride bikes with the kids. On a few evenings in July and August, however, many heard a different call and attended a *Wasatch Choices 2040* Open House. People from all walks of life explored different scenarios for future transportation and land development. They carefully analyzed the effects of the scenarios on mobility, land use, water consumption, air quality and infrastructure costs, and shared their preferences for what this region will look like in the year 2040. Why would several of our neighbors sacrifice a precious evening to discuss transportation modes, employment centers, and suburban villages? Simple: they care deeply about this community and the people who will live here in decades to come. Committed public engagement enriches a community; interested, informed citizens are its heartbeat. The enthusiastic participation in the *Wasatch Choices 2040* process shows that Utah's pulse beats strong. ■

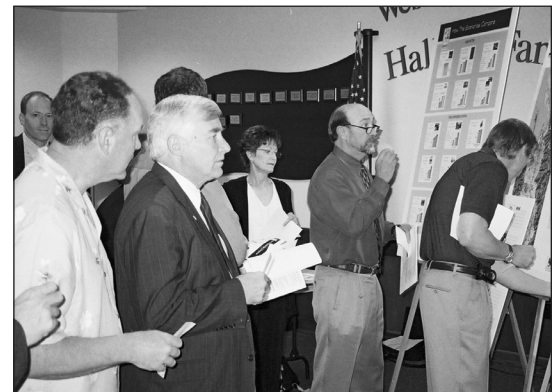
### 5 Open Houses Held This Summer **Wasatch Choices 2040 Update**

In February and March, 1000 citizens in Weber, Davis, Salt Lake and Utah Counties shared their opinions on future employment centers, roads, transit, and housing in the *Wasatch Choices 2040* public workshops. Their recommendations have resulted in scenarios of how the region could grow by the year 2040. This summer, we invited the public to five open houses to review these scenarios and to indicate those elements of each scenario that they support.

The first scenario is based on existing city plans and shows how the region will grow if we adopt a "business as usual" approach. Three additional scenarios are based on community input. Analysis of the scenarios led to several findings, including:

Some scenarios tend to encourage a greater balance of jobs and housing in each county. A balance of jobs occurs when there are enough jobs for employees in an area, but not substantially more or less. Improving the balance tends to result in shorter commute trips.

One scenario resulted in a 35% decrease in traffic congestion and a reduction in overall traveling distances – a result, at least in part, of coordinating mixed-use development with transportation.



*Weber County Commissioner Craig Dearden, Utah County Commissioner Larry Ellertson, Pacificorp's Alene Bentley, and the Utah Quality Growth Commission's Brad Barber review open house results.*

Scenarios indicate that coordinating development (employment centers, housing, etc.) with public transportation systems (light rail, commuter rail, bus rapid transit, etc.) reduces vacant land consumption.

The Federal Highway Administration, Mountainland Association of Governments, Utah Dept. of Transportation, Utah Transit Authority and Wasatch Front Regional Council have partnered with Envision Utah on this process. Staker Parson Companies sponsored the recent open houses. For more information on the findings of *Wasatch Choices 2040*, go to [www.envisionutah.org](http://www.envisionutah.org). ■

## Improving the Brownfield Redevelopment Process

Envision Utah's Brownfield Redevelopment Solutions project is well underway – with the goal of facilitating land reuse. A Steering Committee of public and private stakeholders meets frequently to improve the brownfield redevelopment process for cities, developers, lenders, regulators and others. In parallel, a database will be established citing examples of successful redevelopment stories in Utah and nationwide. This database will illustrate quality examples and serve as a reference for those who wish to review how other areas have successfully completed the process. The Steering Committee will create a resource to lead an individual who may be unfamiliar with the process step by step through a typical brownfield redevelopment. The toolbox will guide each user based on their individual situation and include a risk assessment based on the expected outcome of each process. ■

---

## Innovative Harvest Park Takes Top Honor 5th Annual Envision Utah Quality Growth Awards

Photo: CJ Tilk Photography



*Honored for their innovative partnerships, representatives of Mapleton City and Harvest Park Development are all smiles as they pose with Governor Huntsman.*

At the fifth annual Envision Utah Governor's Quality Growth Awards, held May 18th, eleven innovative efforts from around the state were honored for their efforts to respond to growth pressures and preserve Utah's high quality of life.

"We're proud of you award winners," said Governor Jon Huntsman, honorary co-chair of Envision Utah. "If we want to be competitive economically, quality of life is a critically important factor."

**Harvest Park Development** received the

Grand Achievement Award. This partnership with Mapleton City has resulted in a 500-unit mixed-use community blueprint that preserves 100 acres of critical hillside land using the city's transfer-of-development-rights (TDR) program. Harvest Park offers a variety of housing options above commercial businesses. The developer, JB3 LLC, used Mapleton's TDR program to increase the number of homes by purchasing additional development rights from a willing seller.

Awards of Excellence were given to: **Midvale City's Bingham Junction Master Planned Development and Redevelopment Area; Park City's Rail Central Master Plan Development; and West Valley City's City Center Vision.**

Awards of Merit were given to **Park City's Sky 'Wind Power' Community Challenge; Utah State University's Utah Botanical Center; West Point City's Trails**

**System Master Plan; and Salt Lake City's Water Reclamation Co-Generation Project.**

The Utah Quality Growth Commission also distributed three awards dealing with land conservation: **Cache County Agricultural Advisory Board Land Evaluation and Site Assessment Handbook; Salt Lake City Watershed Land Acquisition Program; and Wilcox Ranch/Range Creek Canyon Preservation.**

Quality Growth Award winners demonstrate how communities are actively pursuing quality growth through developments, ordinances, conservation, and energy efficiency.

Dan Lofgren, Chair of the Utah Quality Growth Commission and a member of the Envision Utah Steering Committee, provided the keynote address, stating, "The Envision Utah process brings together good science, education and facts. These move us forward to a point on the horizon where we can all agree. There's an amazing convergence." ■

---

## Envision Utah Educational Forum Economic Barn Raising

On May 13th, over 100 people, including representatives of our United States Senators, one congressman, five state departments, six counties, and 24 local municipalities attended Envision Utah's "Economic Barn Raising" to learn about a more balanced economic development approach for local municipalities.

The forum also served as the unveiling of Envision Utah's Local Government Economic Development Toolbox. This Toolbox was created in conjunction with state and local experts, the American Planning Association, and the consulting firms of FutureWorks and ECONorthwest. It is intended to systemically address approaches to economic development. In particular, the Toolbox helps communities develop and implement strategies to bring new jobs and wealth into the community.

David E. Bennett, Executive Director, Metropolitan Mayors Caucus, which brings together 272 municipalities in the Chicago region to collaborate on issues of regional significance, gave the keynote address.

"The Toolbox itself is practical and useful," said one attendee. "Too many meetings like this (are) without any real tools that I can implement in my community. Thanks for breaking the mold."

Zions Bank sponsored the education forum, and the Division of Business and Economic Development partnered on the Toolbox's creation. It is now available for additional dissemination to cities around the state. **Call (801) 303-1460 to schedule training or go to [www.envisionutah.org](http://www.envisionutah.org) for more information on the Economic Development Toolbox.** ■

---

## Compact Housing Toolkit: Markets, Realities, Concerns and Solutions

To help communities provide attractive housing that meets the needs of their citizens at all stages of life, Envision Utah partnered with experts from the public and private sectors to create a Compact Housing Toolkit. Envision Utah staff are now sharing this resource with city councils, non-profits and other interested parties. **Call (801) 303-1458 to schedule a Compact Housing Toolkit training or go to [www.envisionutah.org](http://www.envisionutah.org) for more information.** American Express Center for Community Development, Chevron Texaco, Fannie Mae, Garbett Homes, Morgan Stanley Bank, and Wells Fargo sponsored this tool. ■

---

## Corporate Friends Breakfast

# Governor Huntsman Speaks on Administrative Priorities

Each year at its Corporate Friends Breakfast, the Coalition for Utah's Future invites Utah's corporate leaders to discuss current issues impacting Utah. The event includes an open forum for participants to analyze business trends and identify possible issues for the Coalition to address in coming years.



On March 10th, Governor Jon Huntsman, Jr, addressed this year's topic: "Building Utah's Economic Future: From Vision to Reality." Governor Huntsman has made economic development a priority of his administration and he focused on five areas in his remarks: tax reform, regulatory reform, identifying the state's competitive advantages, quality of life, and transportation.

Following the Governor, an invigorating discussion examined two questions: What are the obstacles to competing economically as a region? And how can we overcome these obstacles to make the Greater Wasatch Region a superior area to locate business?

"I think all of you should be very, very proud of what you've been able to do because the Envision Utah process now means something that is very important to the people of this state," said the Governor in his remarks.

The breakfast was sponsored by Intermountain Farmers Association, Vérité, Cowboy Partners, Home Depot and Little America Hotel. ■

## Envision Utah Planning Resources

Envision Utah's professional planning staff assist municipalities on a strategic basis in developing plans that improve their quality of life. Call (801) 303-1458 for more information on:

- Regional Planning Assistance to help a group of communities produce plans that coordinate growth;
- General Plan Updates to ensure codes are compatible with quality growth goals;
- Zoning Ordinance Review to implement successful land-use strategies in General Plans;
- Sensitive and Open Land Evaluation to identify critical lands and develop strategies to preserve and integrate those lands into the community; and
- Quality Growth Demonstration Projects designed to help communities with the tools, plans and resources to prepare for future development as they continue to grow.

## Sharing the Envision Utah Model

Since April, Envision Utah staff and volunteers have presented the Envision Utah model of public engagement and quality growth to dozens of entities. Of particular note, Envision Utah's Founding Chair, Robert Grow, participated in two live national broadcasts sponsored by the Center for Transportation and the Environment, North Carolina State University, United States E.P.A. and the United States Federal Highway Administration.

### Out of State

- Alliance for Regional Stewardship (Washington, D.C.)
- American Planning Association's 2005 National Planning Conference (CA)
- Boise Metro Chamber of Commerce Leadership Conference (ID)
- Institute of Urban and Regional Development (CA)
- U.C.L.A. Smart Growth Conference (CA)
- Urban Land Institute Policy Forum (Washington, D.C.)

### Within Utah

- American Association of Retired Persons
- Brigham Young University law class and planning class
- Cache County Chamber of Commerce
- Cache Lane Preservation Alliance
- Combined Clearfield City Council/Planning Commission Retreat
- Davis County Chamber of Commerce
- Davis Leadership Forum
- Family Connection Center
- Four Corners Metropolitan Planning Organization Conference
- Grey Berets
- Interagency River Management Workshop
- Interim Committee of the Utah State Legislature
- Mountainland Region Continuum of Care
- Murray Chamber of Commerce
- Murray City Economic Development Taskforce
- NAACP (Salt Lake Branch)
- North Logan City Planning Commission
- North Range Metropolitan Planning Organization
- Olympus High School AP Environmental Science Class
- Perry City
- Regional Mayors Council in Utah County
- Salt Lake Community Action Program
- Salt Lake Rotary Club
- Sugarhouse Community Council
- Sugarhouse Rotary Club
- Tokyo Hosei University representative
- University of Utah Law School Class and Planning Class
- Utah Association of Community Services
- Utah Lake Mayors Committee
- Utah Modeling Advisory Committee
- Utah Quality Growth Commission
- Utah Rural Summit
- Utah State Chamber of Commerce
- Utah State University Landscape Architecture Class
- Western Planners Conference
- Woodland Hills

## Coalition for Utah's Future Board of Trustees

# BOARD

### Executive Committee Officers

#### Board Chair

Pamela Atkinson  
*Vice President (retired)*  
Intermountain Health Care  
Mission Services

#### Board Vice-Chair

Bruce L. Christensen  
*President*  
KSL Television

#### Board Secretary

Clayton Parr, *Attorney*  
Parr Waddoups Brown Gee &  
Loveless

#### Board Treasurer

Robert Huefner, *Professor*  
University of Utah

Greg Bell, *State Senator*  
State of Utah

Ed Ekstrom, *Managing Director*  
vSpring Capital

Robert H. Garff, *CEO*  
Garff Enterprises, Inc.

Gladys Gonzalez, *CEO*  
Hispanic Marketing and  
Consulting

Robert J. Grow, *Senior Counsel*  
O'Melveny & Myers, LLP

Elder Alexander Morrison  
*Emeritus General Authority*  
LDS Church

Janet Scharman  
*Vice President of Student Life*  
Brigham Young University

### Board Members

Michael Bassis, *President*  
Westminster College

Tom Berggren, *Attorney*  
Jones Waldo Holbrook &  
McDonough

Judge Judith Billings  
Utah Court of Appeals

Rodney H. Brady, *Pres. and CEO*  
Deseret Management Corporation

Lonnie Bullard, *Pres. and CEO*  
Jacobsen Construction

James R. Clark (*retired*)  
American Stores Company

Aileen Clyde (*retired*)  
State Board of Regents

Judy Copier, *Research Director*  
KUTV Channel 2

Wes Curtis, *Planning Director*  
Governor's Office of Planning &  
Budget

John D'Arcy, *Exec. Vice President*  
Zions Bank

Jim Dreyfous, *Managing Partner*  
UV Partners

Spencer F. Eccles (*retired*)  
Wells Fargo Regional Banking

Don Gale, *President*  
Words, Words, Words, Inc.

Sam Guevara, *Chief of Staff*  
Salt Lake City Corp.

Jeffrey Hatch, *Financial Planner*  
Lincoln Financial Group

Kathy Hillis, *Director*  
Women's Financial Services  
Wells Fargo

Stephen Holbrook (*retired*)  
Envision Utah

David Livermore, *State Director*  
The Nature Conservancy

Dan Lofgren, *President*  
Cowboy Partners, LC

Kelly Matthews, *Economist*  
Wells Fargo Bank

Peter McMahan, *President*  
Kennecott Land Company

John Milliken, *President*  
Milcom, Inc.

Ann Millner, *President*  
Weber State University

Robert D. Newman, *Dean*  
University of Utah

June Pace, *Owner*  
Painted Pony Restaurant

Steve Palmer, *Pres. and CEO*  
Intermountain Farmers  
Association

Scott Parker (*retired*)  
Intermountain Health Care

David E. Poulsen, *Pres. and CEO*  
American Express  
Centurion Bank

J. Bonner Ritchie, *Acting Dean*  
Utah Valley State College

Lucille Stoddard (*retired*)  
Utah Valley State College

Rachel Sweet-Martin,  
*Manufacturing System Mgr.*  
Sweet Candy Company

Steve Thompson, *Vice President*  
TAKI Casuals

Olene Walker, *Former Governor*  
State of Utah

Alonzo W. Watson, Jr., *Secretary*  
George & Dolores Dore Eccles  
Foundation

Michael Young, *President*  
University of Utah

## Staff for the Coalition for Utah's Future and Envision Utah

# STAFF

Alan Matheson, Jr.  
*Executive Director*  
(801) 303-1452

Mary Davies  
*Administrative Assistant*  
(801) 303-1459

Kevin Fayles  
*Community Relations Mgr.*  
(801) 303-1462

Anita Plascencia  
*Business & Office Manager*  
(801) 303-1451

Kristine Widner  
*Development Director*  
(801) 303-1454

Shaunna Burbidge  
*Project Planner*  
(801) 303-1456

Gabriel Epperson  
*Associate Planner*  
(801) 303-1460

Ted Knowlton  
*Assistant Executive Director*  
(801) 303-1458

Tim Watkins  
*Senior Planner*  
(801) 303-1457

### Rail-Volution National Conference—Envision Utah Highlighted

Envision Utah's successful public-private partnership helped to make Salt Lake City an attractive venue for the national conference of Rail-Volution on September 8th – 10th. This year's conference focused on the critical importance of partnerships across multiple fronts in shaping livable communities. Envision Utah made four presentations, including the opening plenary. ■

## The Coalition Thanks Its Contributors

*Thank You*

The Coalition for Utah's Future/Envision Utah is grateful for all contributions made by individuals, corporations and foundations. The Coalition thanks the following for their generous support:

### Major

George S. and Dolores Doré Eccles Foundation  
Environmental Protection Agency  
Federal Highway Administration  
Mountainland Association of Governments  
Utah Department of Transportation  
Utah Division of Business & Economic Development  
Utah Reclamation, Mitigation & Conservation Commission  
Wasatch Front Regional Council

### Significant

Alliance for Regional Stewardship  
American Express Center for Community Development  
Church of Jesus Christ of Latter-day Saints Foundation  
Kennecott Land Company  
Marriner S. Eccles Foundation  
Merit Medical  
Olene Walker Housing Trust Fund  
Sandy City/South Towne Expo  
Staker Parson Companies  
Utah Transit Authority  
Zions Bank

### Sustaining

AAA of Utah  
Chevron Credit Bank  
Cottonwood Partners  
John D'Arcy  
Fannie Mae  
Fidelity Investments  
Robert Garff  
Garff Enterprises  
Intermountain Farmers Association  
Intermountain Health Care  
Jacobsen Construction  
Jordan Valley Water Conservancy District  
Morgan Stanley Bank  
O.C. Tanner Company  
Okland Construction  
Simmons Family Foundation  
Sorenson Development  
Wells Fargo Bank

### Supporting

Pamela Atkinson

Bank of American Fork  
Brad Barber  
Michael Bassi  
Greg Bell  
The Benjamin Foundation  
Tom Berggren  
Judith Billings  
Rodney Brady  
Lonnie Bullard  
Bruce Christensen  
James Clark  
Aileen Clyde  
Cooper Roberts Simonsen Architects  
Cowboy Partners  
Wes Curtis  
Spencer F. Eccles  
Ed Ekstrom  
Fred A. Moreton & Company  
Don Gale  
Geneva Rock Products  
Gladys Gonzalez  
Robert Grow  
Sam Guevara  
Jeffrey Hatch  
Kathleen Hillis  
Stephen Holbrook  
Robert Huefner  
Huntsman Corporation  
Jones Waldo Holbrook & McDonough  
Jones & Stokes  
Kibbe Pratt  
Layton Company  
David Livermore  
Alan A. Matheson, Jr.  
Peter McMahon  
Kelly Matthews  
Mark & Kathie Miller Foundation  
John Milliken  
Ann Millner  
Alexander Morrison  
National Energy Foundation  
Nature Conservancy  
Robert Newman  
June Pace  
Pacifcorp/Utah Power  
Steven L. Palmer  
Scott Parker  
Clayton Parr  
Parr Waddoups Brown Gee & Loveless  
Parsons Brinckerhoff  
Pitney Bowes Bank  
David Poulsen  
Ray Quinney & Nebeker  
Regence Blue Cross Blue Shield

Rice Industries  
J. Bonner Ritchie  
Janet Scharman  
Lucille Stoddard  
Rachel Sweet-Martin  
Sweet Candy Company  
Stephen Thompson  
University of Utah  
Utah AFL-CIO  
Utah Community Credit Union  
vSpring Capital  
Alonzo Watson, Jr.  
Kristine E. Widner  
Wikstrom Economic & Planning Consultation

### In-Kind Major

American Planning Association  
Bonneville International Broadcast House  
Citadel Communications Corporation  
Clear Channel Broadcasting  
Simmons Media Group  
KJZZ Channel 14  
KSL Television and Radio/NBC  
KSTU Channel 13/FOX  
KTVX Channel 4/ABC  
KUTV Channel 2/CBS  
Vérité  
State of Utah

### In-Kind Supporting

Home Depot  
Huntsman Corporation  
Brian Kearney, Inc., Advertising  
Sinclair Oil/Little America  
Smith's Food & Drug Stores  
Stoel Rives  
Susan Tuckett Media

### Become a Friend of the Coalition Today!

Please become a Friend of the Coalition by making a tax-deductible donation today. Friends are recognized in our semiannual newsletter and at our annual events: the Corporate/Foundation Friends Breakfast, the Governor's Quality Growth Awards, and the Common Good Awards luncheon. The George S. and Dolores Doré Eccles Foundation is giving a generous two-to-one matching contribution to the Coalition, making your gift extremely important!

Contact Kristine Widner, Director of Development, at (801) 303-1454 or e-mail your pledge to [kwidner@cuf-envision.org](mailto:kwidner@cuf-envision.org). ■

## Innovative TDR Gaining Support Ogden Valley Recreational Plan

Interest in transfer of development rights (TDR) as a private market-based approach to preserve critical lands is strong among stakeholders in the Ogden Valley. Over the last several months, Envision Utah facilitated workshops that culminated in a Draft Recreation Element of the Ogden Valley General Plan. This summer, the East Weber Planning Commission held public hearings on the plan and received many favorable comments from the public in support of TDR. ■

Wasatch Choices 2040 Survey

## Have We Heard From You Yet?

We want to know what you think about our region's future. Visit [www.envisionutah.org](http://www.envisionutah.org) today to complete the *Wasatch Choices 2040* survey. It's free and will help your elected officials plan and build the community you want. ■

# MISSION

*The Coalition for Utah's Future seeks to create a Utah rich in opportunity, diversity and quality of life for all our citizens. We encourage widespread participation, information sharing, planning, consensus building and leadership. As a network of involved citizens representing broad interests, we seek to address critical long-term issues to enhance economic opportunity, educational excellence, and a superior cultural and physical environment.*

*Through a wide variety of communications, media partnerships, educational forums and collaborative endeavors, we seek to examine and publicize important choices facing Utahns, and to promote courageous community leadership to achieve specific objectives in pursuit of these goals.*

## Save the Date!

October 28, 2005

### 10th Annual Common Good Awards

The 10th annual Common Good Awards will be held on Friday, October 28th, from 11:45 a.m. to 1:30 p.m. at the Little America Hotel in Salt Lake City. Cecil O. Samuelson, President of Brigham Young University, will be the keynote speaker. Dr. Samuelson has served as professor of medicine, dean of the School of Medicine, and vice president of health science at the University of Utah. He is also a general authority of the Church of Jesus Christ of Latter-day Saints. The Coalition will be recognizing Stampin' Up! and Volunteers of America – Utah. For reservations, contact Kevin Fayles at (801) 303-1462 or [kfayles@cuf-envision.org](mailto:kfayles@cuf-envision.org).

Tickets are \$50 and tables of 10 are available for \$500. A portion of the ticket price is tax deductible (\$32 and \$320 respectively).

**COALITION**  
for  
UTAH'S FUTURE

PROJECT 2000

254 South 600 East, Suite 201  
Salt Lake City, UT 84102

Phone (801) 303-1450  
Fax (801) 983-0040  
[www.envisionutah.org](http://www.envisionutah.org)

Non Profit Org.  
U.S. Postage  
**PAID**  
Salt Lake City, UT  
Permit No. 05192