



MOUNTAIN ACCORD

Economy System Group

Meeting #4

June 24, 2014





Meeting #4 Outcomes

1. Member Poll on Vision and Goals
2. Discussion and possible polling on Metrics

Meeting #4 Agenda



1. Real Estate 101
2. Scenario Planning: Remaining Steps
3. Summary of other System Groups
4. Vision Statement: Discussion and Polling
5. Goals: Discussion and Polling
6. Metrics: Map Exercise, Discussion, and Polling
7. Action Items and Closing

Real Estate 101



MOUNTAIN ACCORD

Remaining Steps



Vision, Goals and Metrics (June, July)

Idealized Systems (Aug, Sept, Oct)

Design Features

Report Cards

Combined Scenarios and Preferred Scenario (Nov, Dec, Jan)

Process Overview

VISION GOALS METRICS

*Future Vision
Desired Outcomes*

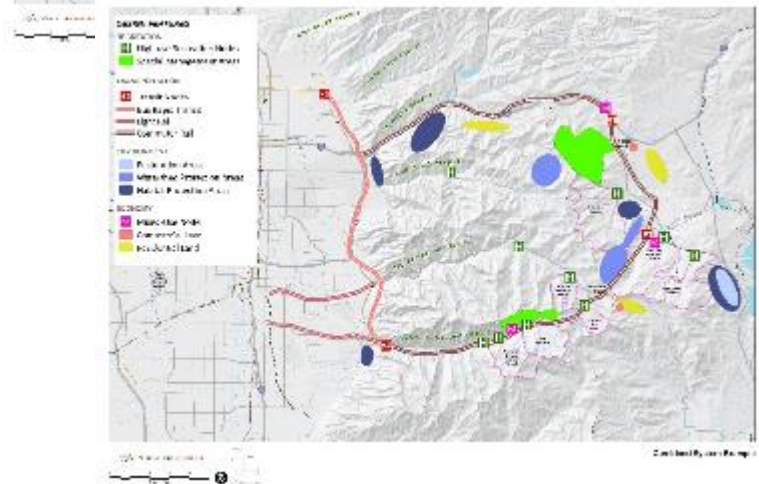
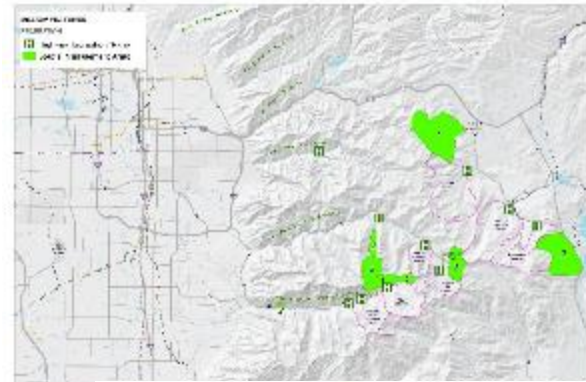
DESIGN IDEALIZED SYSTEM

*Design Features
Map-building charrettes
Apply metrics*

COMBINED & PREFERRED SCENARIO



*Combine systems
Apply Metrics
Refine, Review
Select*

Recreation			
<i>Goal: Provide recreation opportunities for an increasing number of users while maintaining backcountry experiences</i>			
Metric	Success Target	Existing Conditions	Idealized Scenario
Number of high-use recreation nodes	4-nodes	1-node	5-nodes
Acres of land under social management	1,000 acres	500 acres	1,100 acres

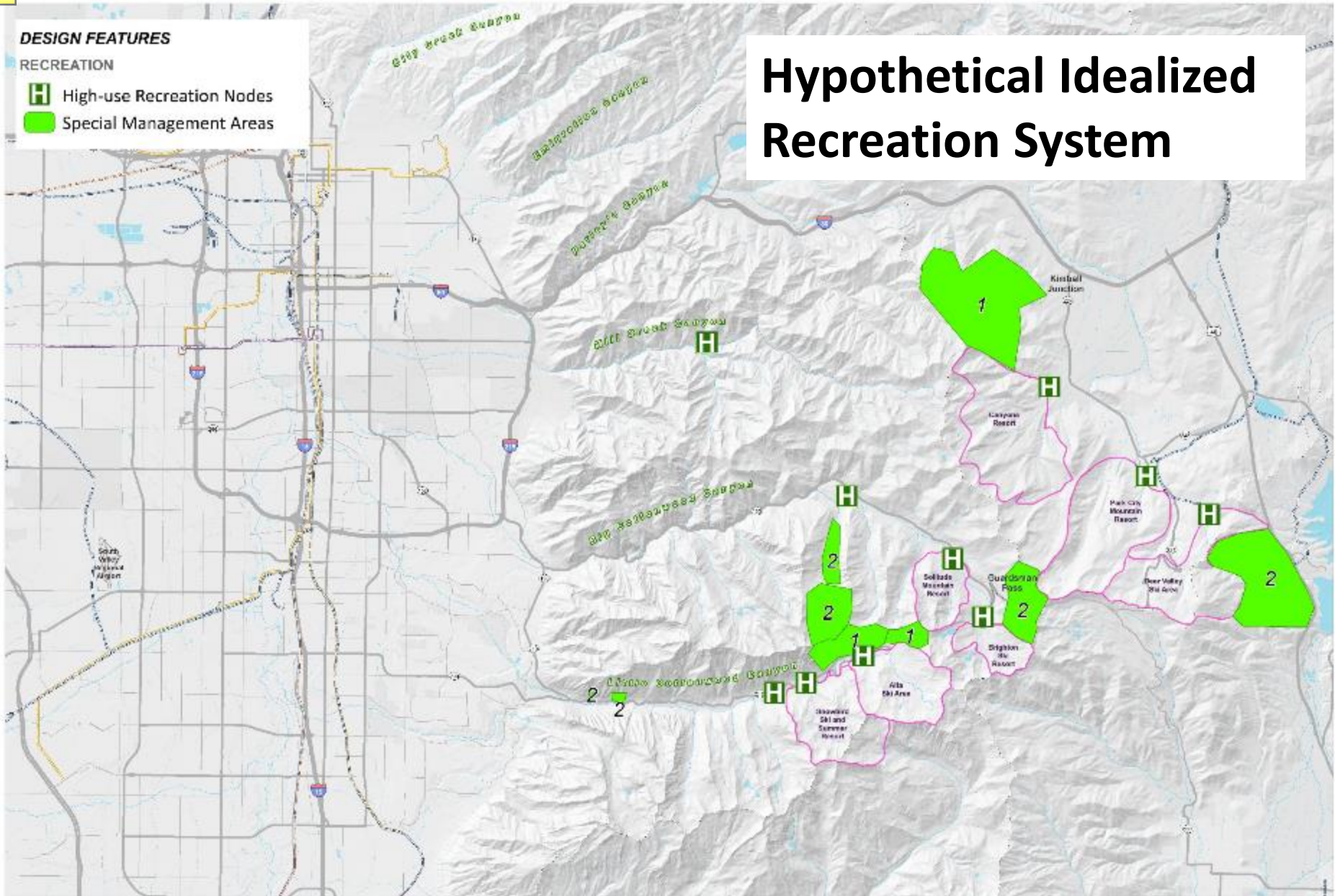


DESIGN FEATURES

RECREATION

-  High-use Recreation Nodes
-  Special Management Areas

Hypothetical Idealized Recreation System




Design Features - Economy

Menu of concepts/actions to build System

- Large scale
- Spatial actions and policy actions
- Building blocks for “Idealized System”

Economy Examples

- Mixed Use Node (spatial) **MU**
- Commercial Land (spatial) 
- Increase transient room tax (policy)

Example Report Card



MOUNTAIN ACCORD


Recreation

Goal: Provide recreation opportunities for an increasing number of users while maintaining backcountry experiences



Metric	Existing Conditions	Target	Idealized System A
<i>Number of high-use recreation nodes</i>	<i>1 node</i>	<i>4 nodes</i>	<i>4 nodes</i>
<i>Acres of land under special management</i>	<i>500 acres</i>	<i>1,000 acres</i>	<i>1,100 acres</i>

DESIGN FEATURES




RECREATION

-  High-use Recreation Nodes
-  Special Management Areas




TRANSPORTATION

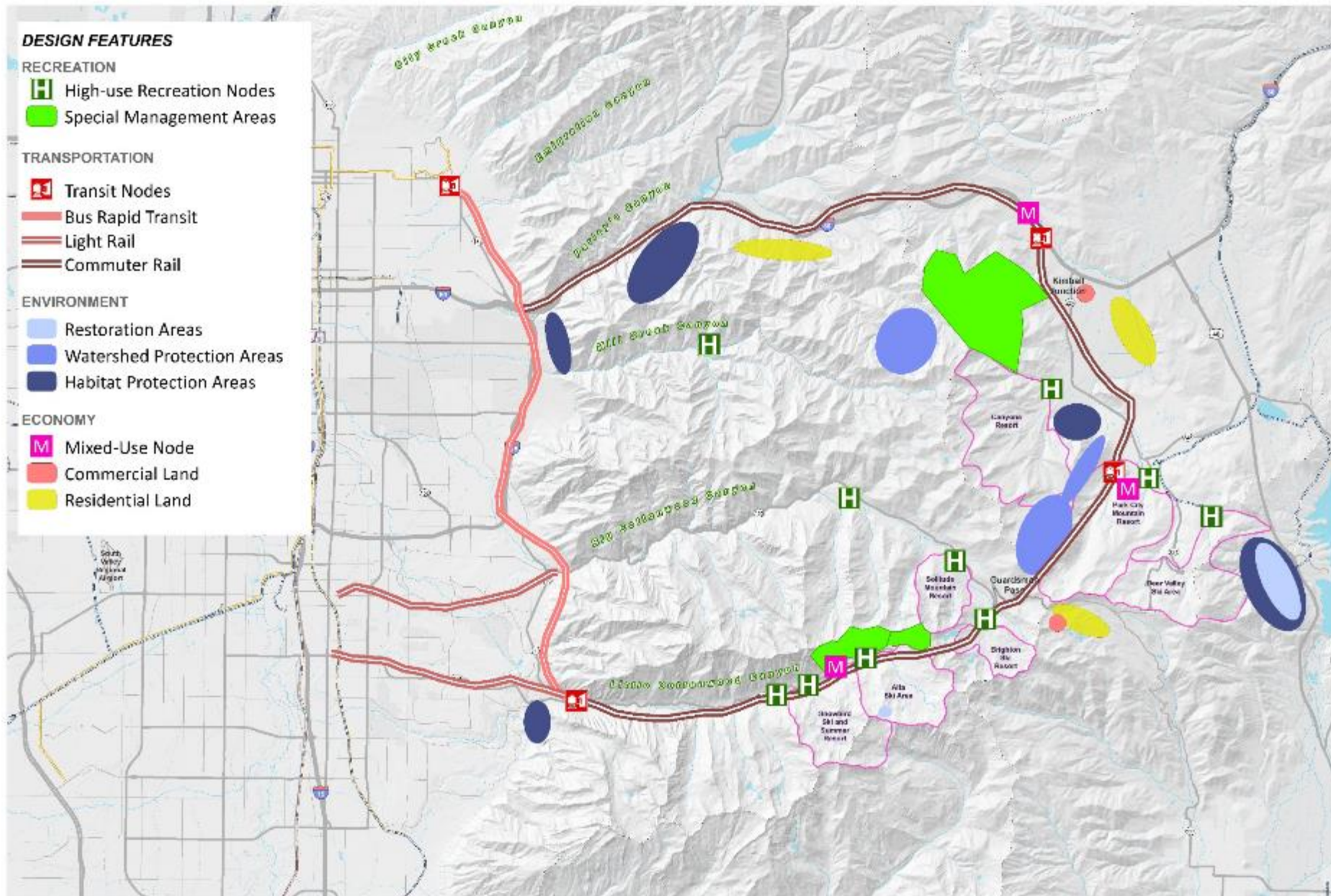
-  Transit Nodes
-  Bus Rapid Transit
-  Light Rail
-  Commuter Rail

ENVIRONMENT

-  Restoration Areas
-  Watershed Protection Areas
-  Habitat Protection Areas

ECONOMY

-  Mixed-Use Node
-  Commercial Land
-  Residential Land



Developing Combined and Preferred Scenarios

2-Day Workshop and charrette: range of 4 Combined Scenarios



**DEVELOP
COMBINED
SCENARIOS
(early Nov)**

- Tech Leads
- Co-chairs
- Coord Comm
- Mgt Team

*Review Combined Scenarios.
Make refinements.*



**REFINE
SCENARIOS
(Nov-Dec)**

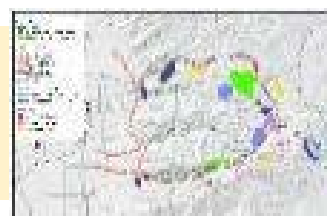
- Stakeholder Group
- Steering Committee
- Executive Board

*30 day public review.
Jan public open houses.
2 Exec sessions.
Negotiation.*



**BROAD
REVIEW
AND INPUT
(Dec-Jan)**

- Public
- Other stakeholders
- Exec Board



**PREFERRED
SCENARIO
(Jan 26)**

- Exec Board adopts a Preferred Scenario

Vision: Economy System Group



“By 2060, the Central Wasatch Mountains achieve a balance of broadly shared economic growth, high-quality development that is attractive and sustainable, and transportation infrastructure that adds value and opportunity for visitors and residents. The Central Wasatch brand is clearly differentiated as premium, convenient, and unique in the world, with top-quality use and access options. Prioritized protection of natural and scenic resources ensures that quality of life and quality of experience are enhanced over the long term.”

Test Poll



What is your favorite color?

1. Blue
2. Green
3. Red
4. Yellow
5. White



System Group



MOUNTAIN ACCORD

Vision Poll

This Vision statement articulates the shared description of the desired long-term future state of the Economy system.

1. Concur
2. Concur with minor point of contention
3. Disagree with outcome but consent to move forward
4. Dissent
5. Waive or Abstain

Goals



Goal 1: Grow the year-round, destination-based travel, tourism, and recreation economy.

Goal 2: Maximize the tax revenue available to reinvest in improving and protecting Central Wasatch assets.

Goal 3: Continuously improve the quality of experience to ensure economic growth is sustainable.

Goal 4: Improve quality of life for residents.



System Group



MOUNTAIN ACCORD

Goals Poll

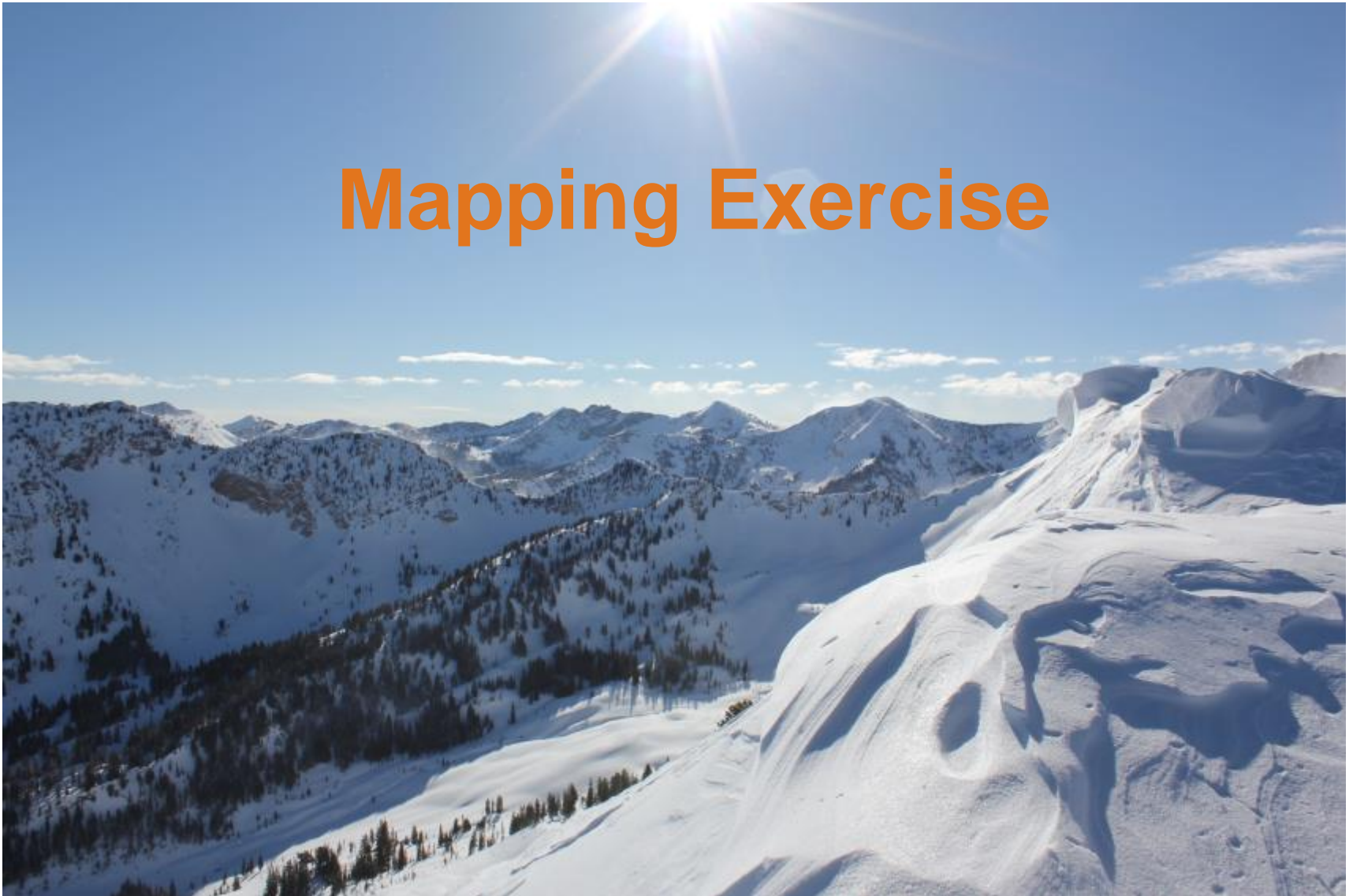
These Goals state the specific desired outcomes of the Economy System and if achieved represent the best ways to idealize the Central Wasatch and advance the System Group Vision.

1. Concur
2. Concur with minor point of contention
3. Disagree with outcome but consent to move forward
4. Dissent
5. Waive or Abstain



MOUNTAIN ACCORD

Mapping Exercise



Metrics



Goal 1: Grow the year-round, destination-based travel, tourism, and recreation economy.

Metrics:

- Total annual skier spending (current dollars)
- Annual summer vs. winter beds sold

Goal 2: Maximize the tax revenue available to reinvest in improving and protecting Central Wasatch assets.

Metrics:

- Annual tourism-related tax revenue (current dollars)
- Annual public investment used to enhance the natural and built environments of the Central Wasatch

Metrics



MOUNTAIN ACCORD

Goal 3: Continuously improve the quality of experience to ensure economic growth is sustainable.

Metrics:

- Total non-destination visits accommodated; perceived quality of visitor experience (Scale 1-5)
- Individual scaling and composite measurement of visual quality, natural integrity, variety of experiences, user conflict, and convenience of access
- Number of local population and airport visitors that can reach key destinations in project area without an automobile in less than an hour

Goal 4: Improve quality of life for residents.

Metrics:

- Total assessed value (current dollars) of properties within $\frac{1}{4}$ mile of key Mountain Accord investments
- Ability of Central Wasatch to help attract new jobs, support organic growth in existing businesses, and catalyze personal income growth overall (Scale 1-5)



Metrics Poll



MOUNTAIN ACCORD

Goal 3: Continuously improve the quality of experience to ensure economic growth is sustainable.

Metrics:

- Total non-destination visits accommodated; perceived quality of visitor experience (Scale 1-5)
- Individual scaling and composite measurement of visual quality, natural integrity, variety of experiences, user conflict, and convenience of access
- Number of local population and airport visitors that can reach key destinations in project area without an automobile in less than an hour

1. Concur
2. Concur with minor point of contention
3. Disagree with outcome but consent to move forward
4. Dissent
5. Waive or Abstain



Metrics Poll



Goal 4: Improve quality of life for residents.

Metrics:

- Total assessed value (current dollars) of properties within $\frac{1}{4}$ mile of key Mountain Accord investments

- Ability of Central Wasatch to help attract new jobs, support organic growth in existing businesses, and catalyze personal income growth overall (Scale 1-5)

1. Concur
2. Concur with minor point of contention
3. Disagree with outcome but consent to move forward
4. Dissent
5. Waive or Abstain

Next Meeting (#5)



July 23, 1:30-3:30 pm, location TBD

Outcomes for Meeting #5:

- Design features for Idealized Systems