

Scenario Planning Details (2) from Utah

**MARC Scenario
Planning Workshop**

Ted Knowlton, WFRC
January 31, 2017

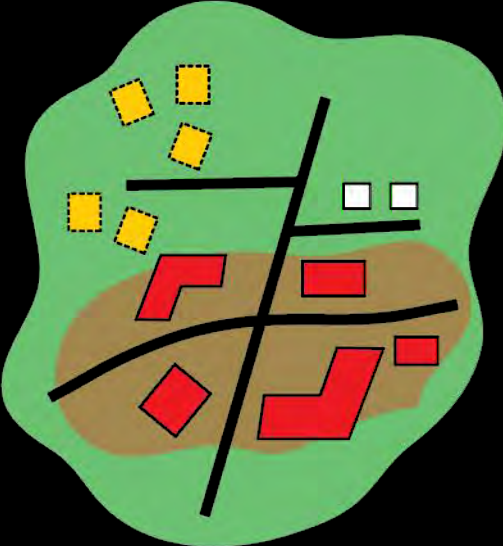


Outline

1. Understanding the impact of transportation on growth patterns
2. Communicating to underlying values
3. WFRC approach to external Driving Forces

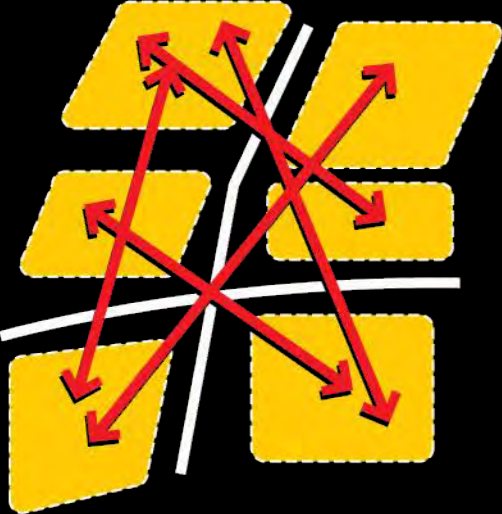
Conventional Transportation Planning and Modeling

Land Use



generates

Travel

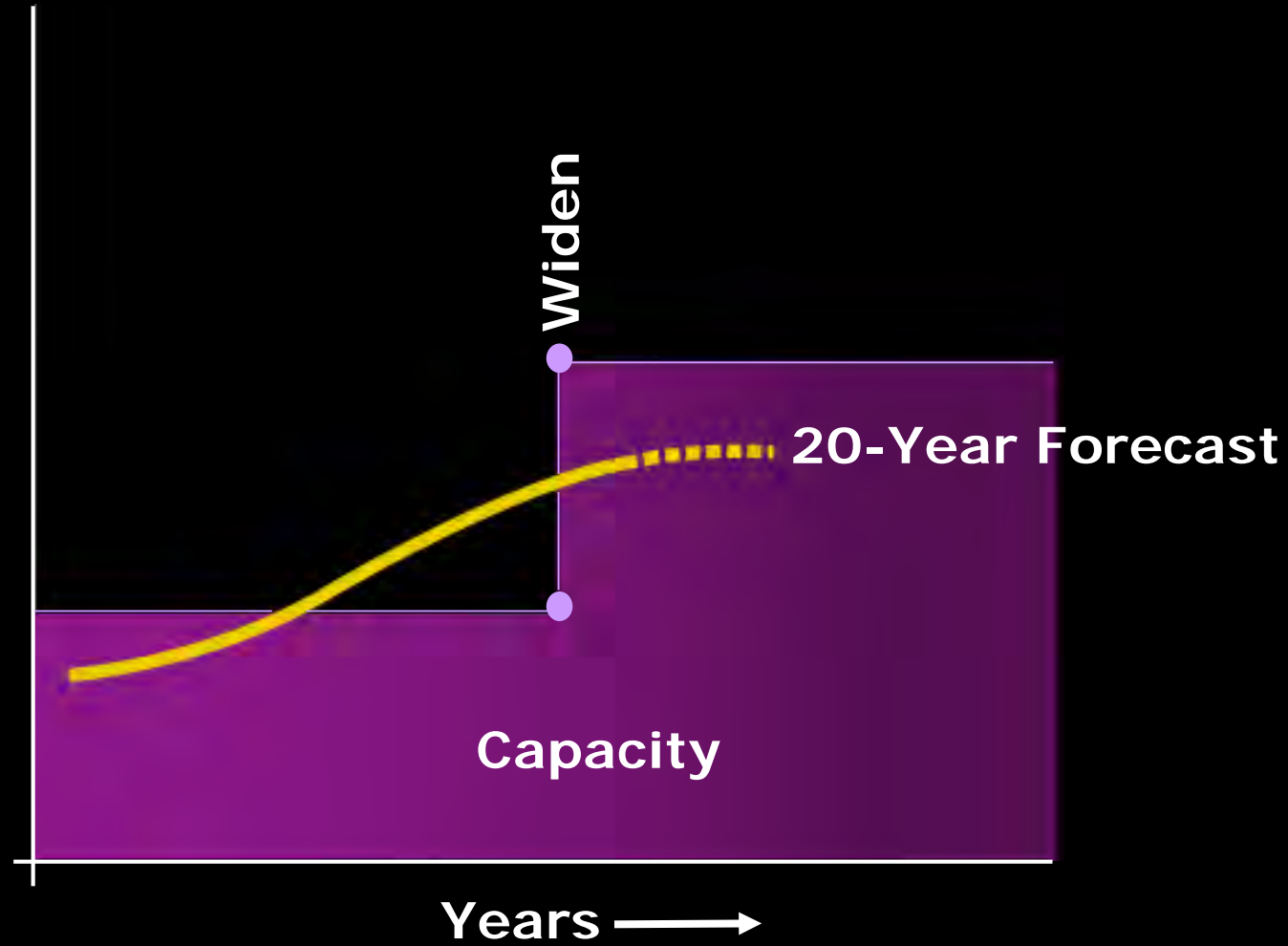


demands

Road Capacity



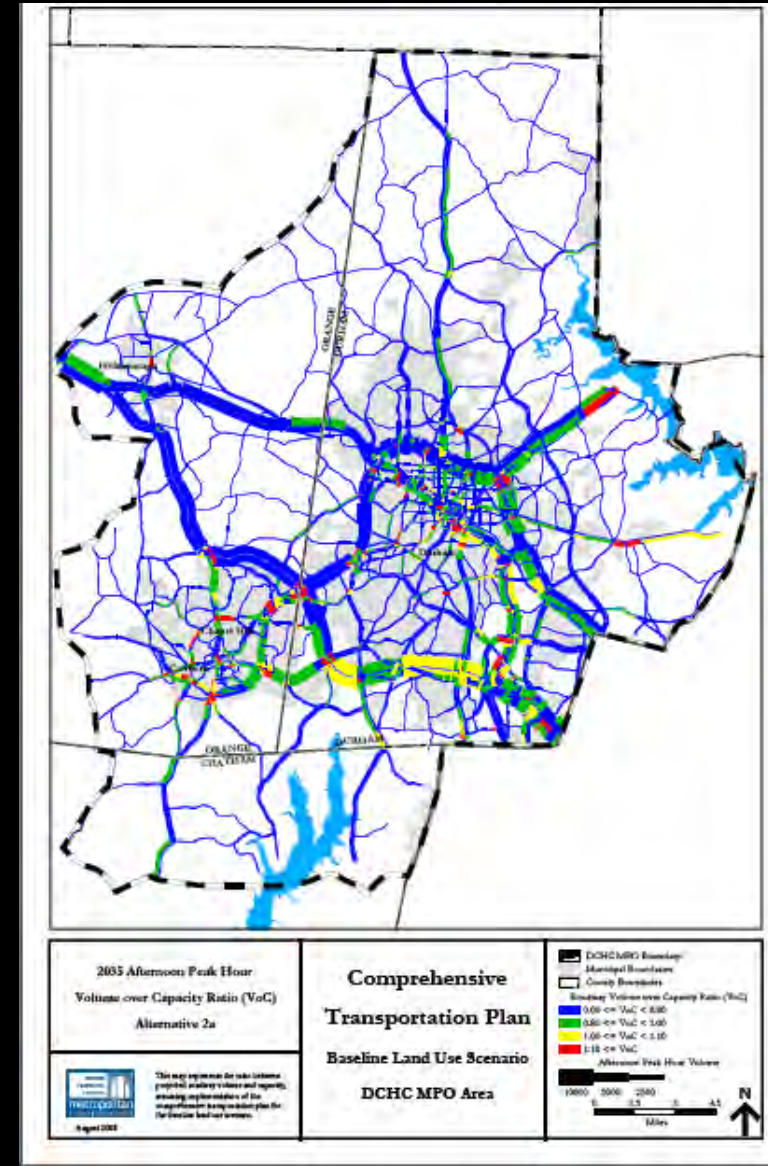
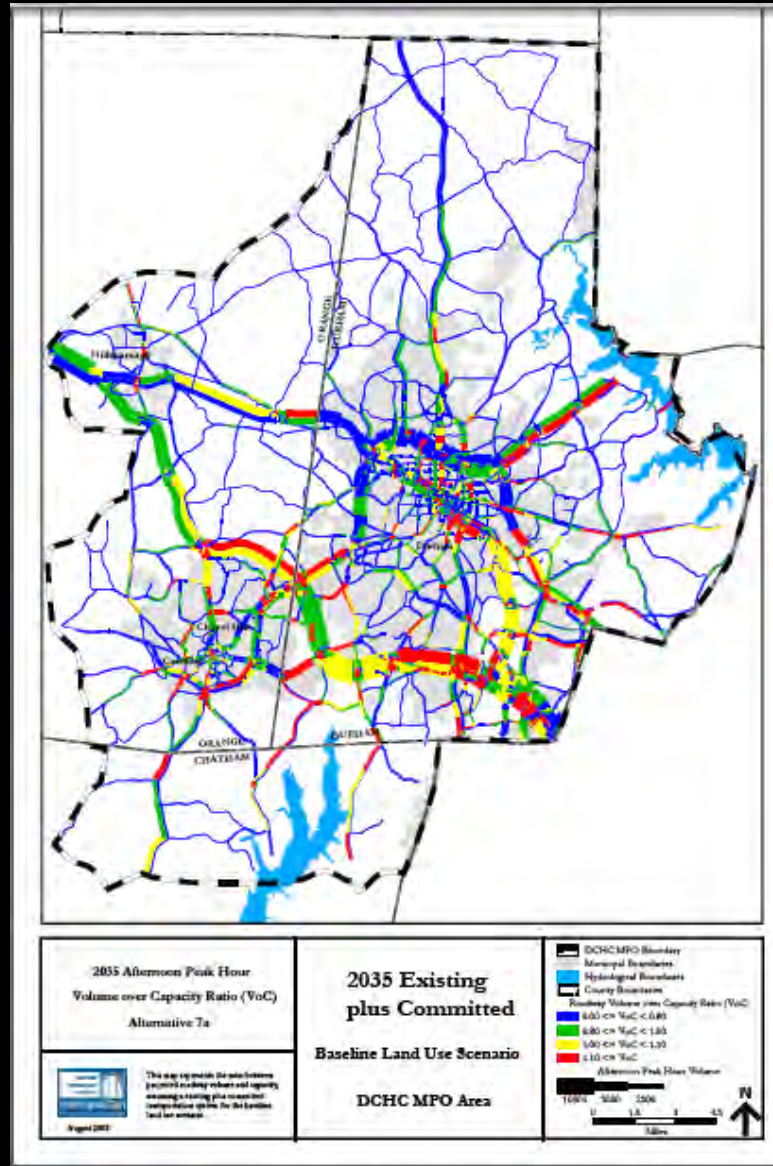
Conventional Traffic Planning



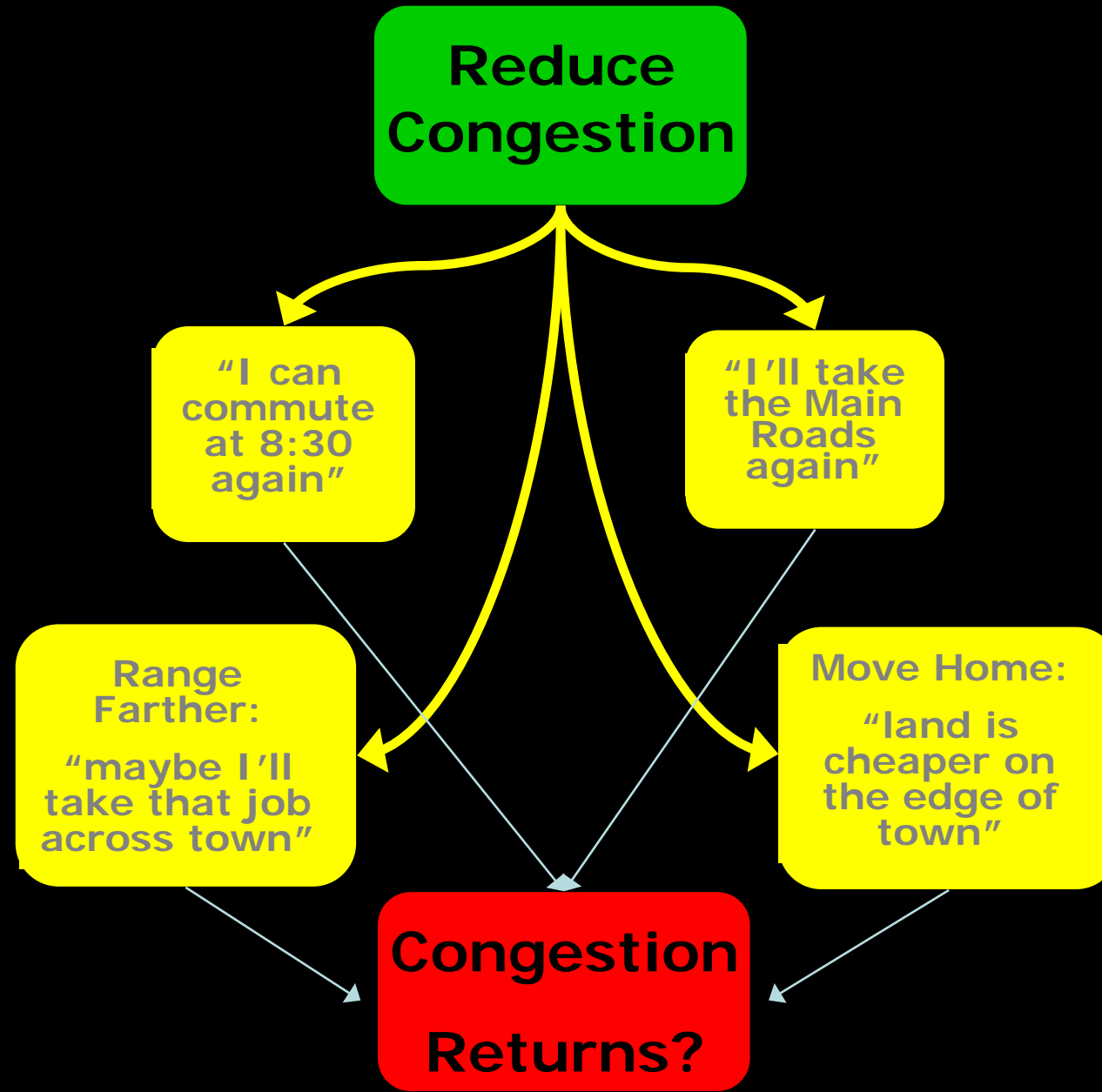


If we don't build

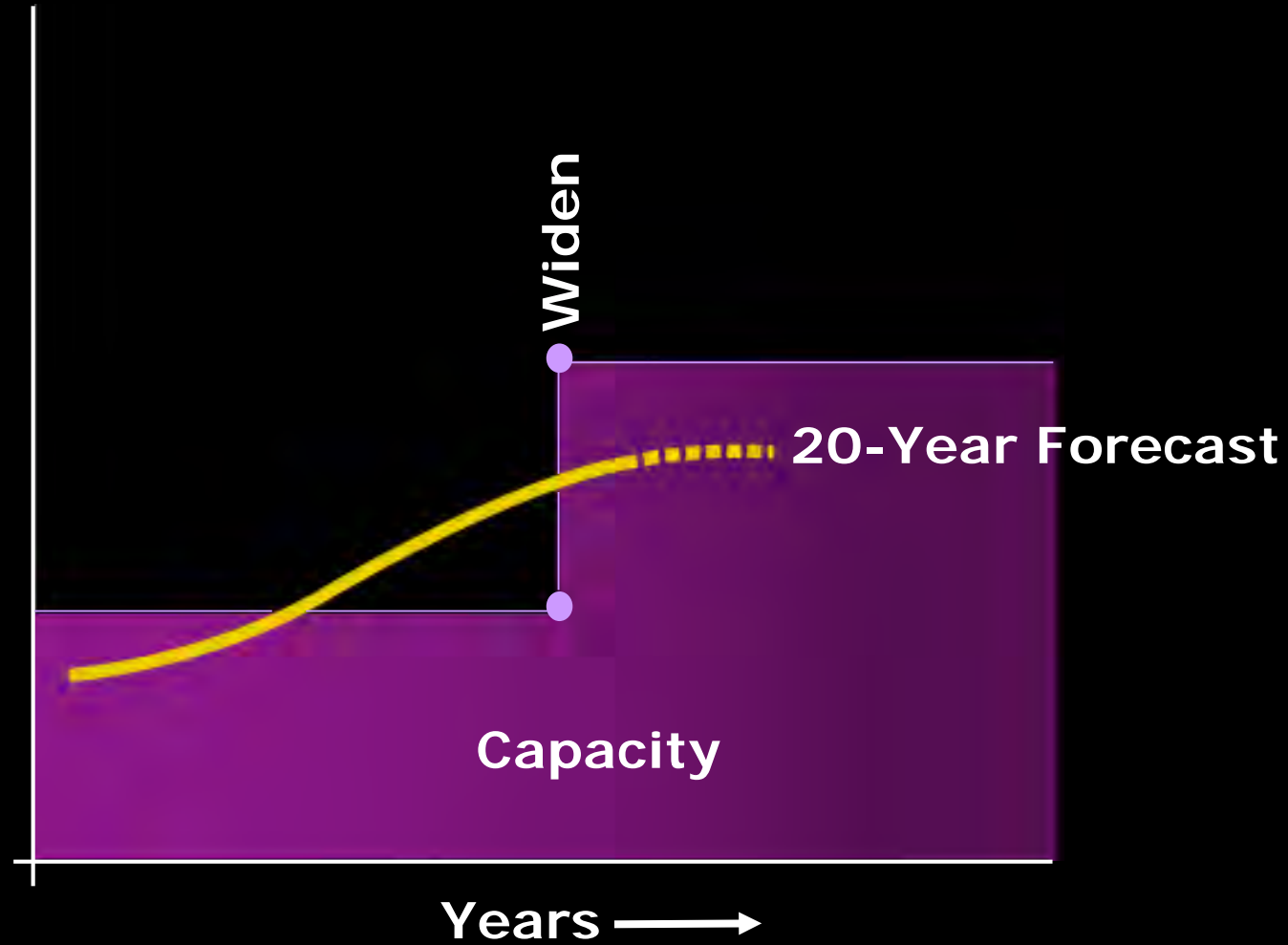
If we do build



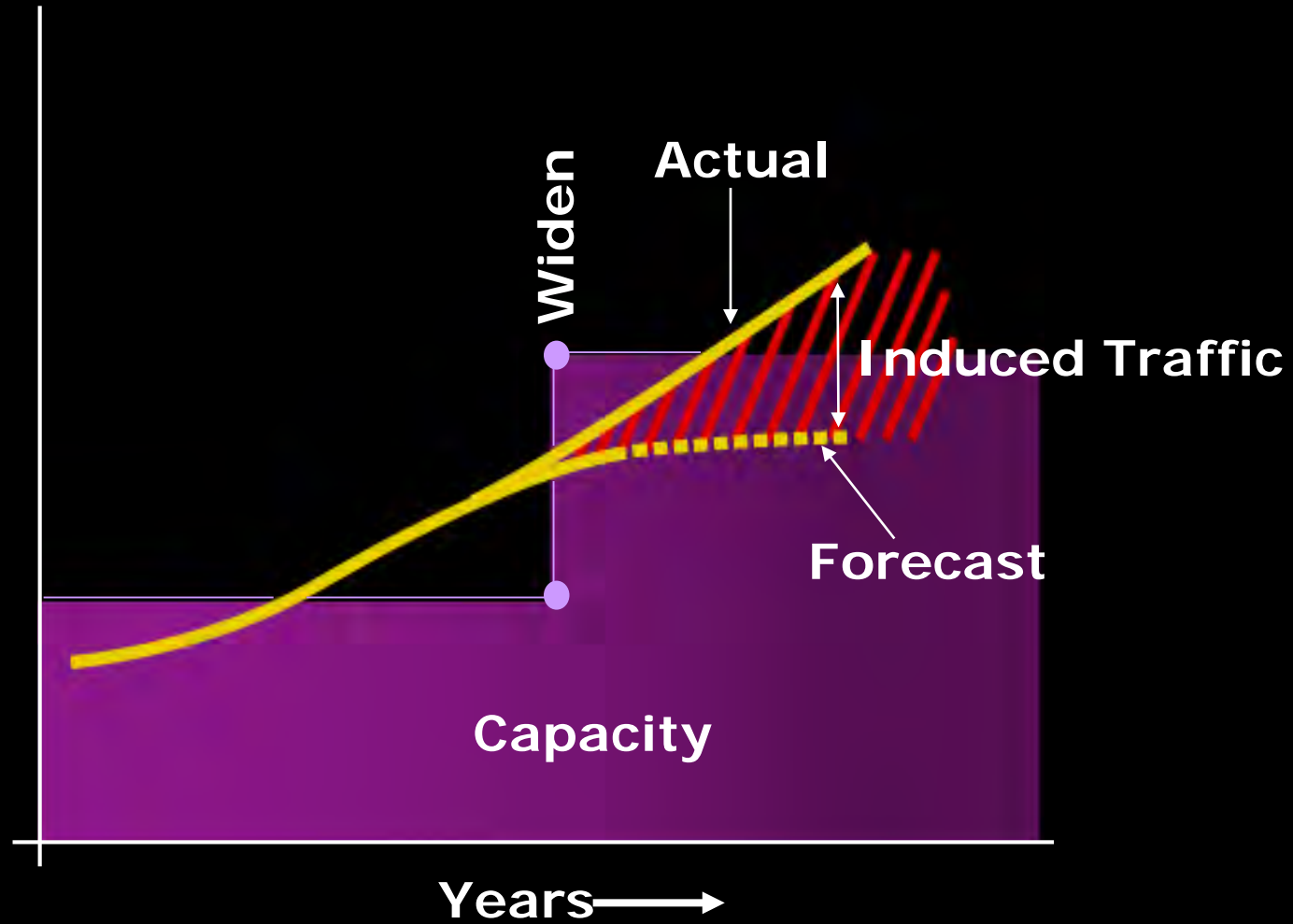
Traffic improvements can be difficult to sustain...



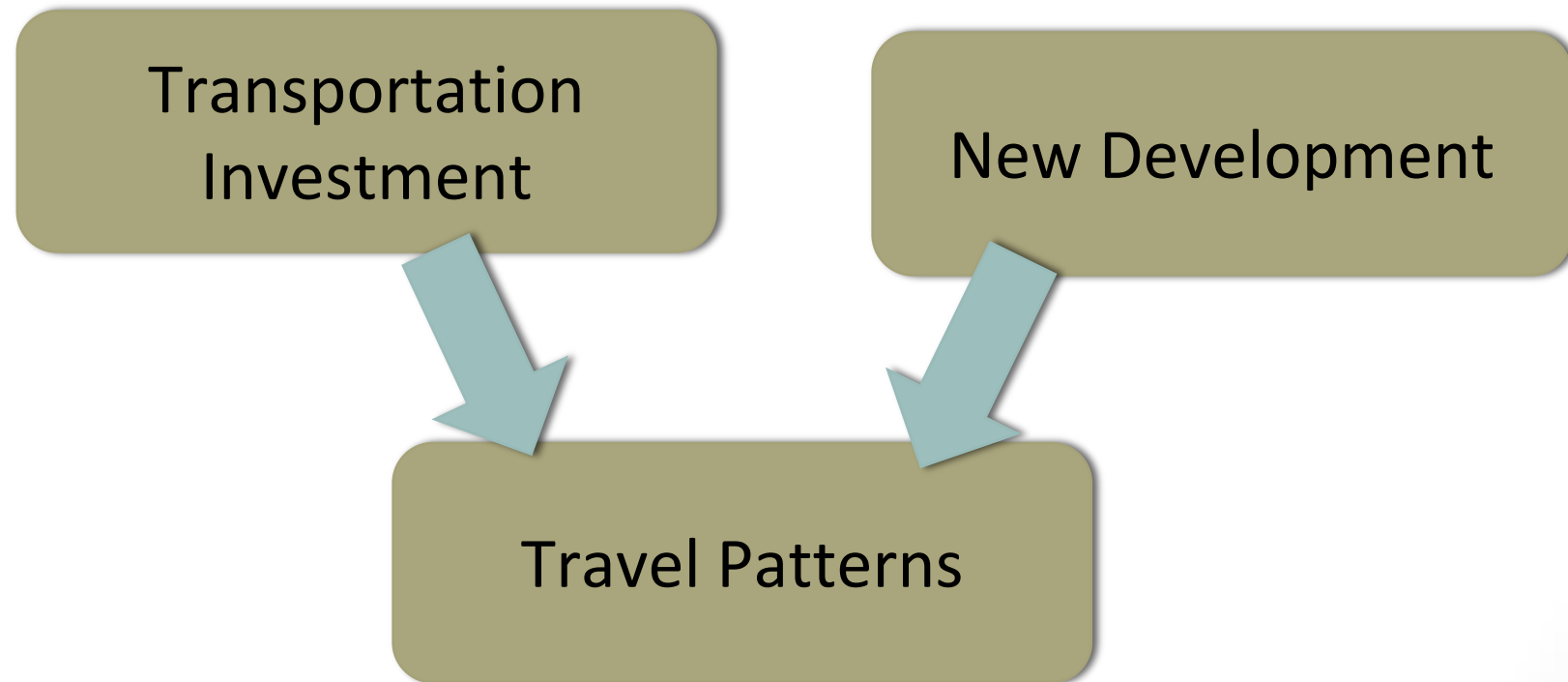
Conventional Traffic Planning



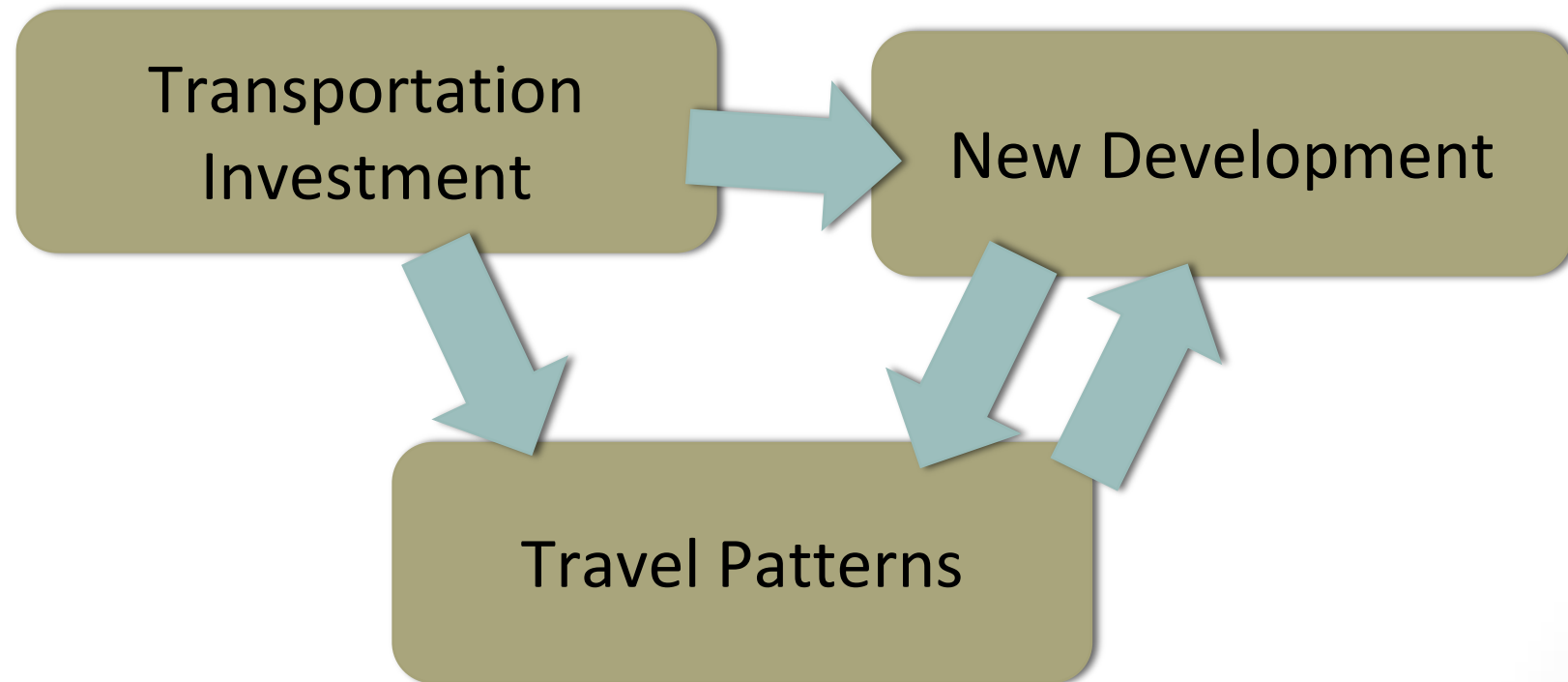
Traffic Planning: The Reality



Forecasting Travel Demand – In the Past

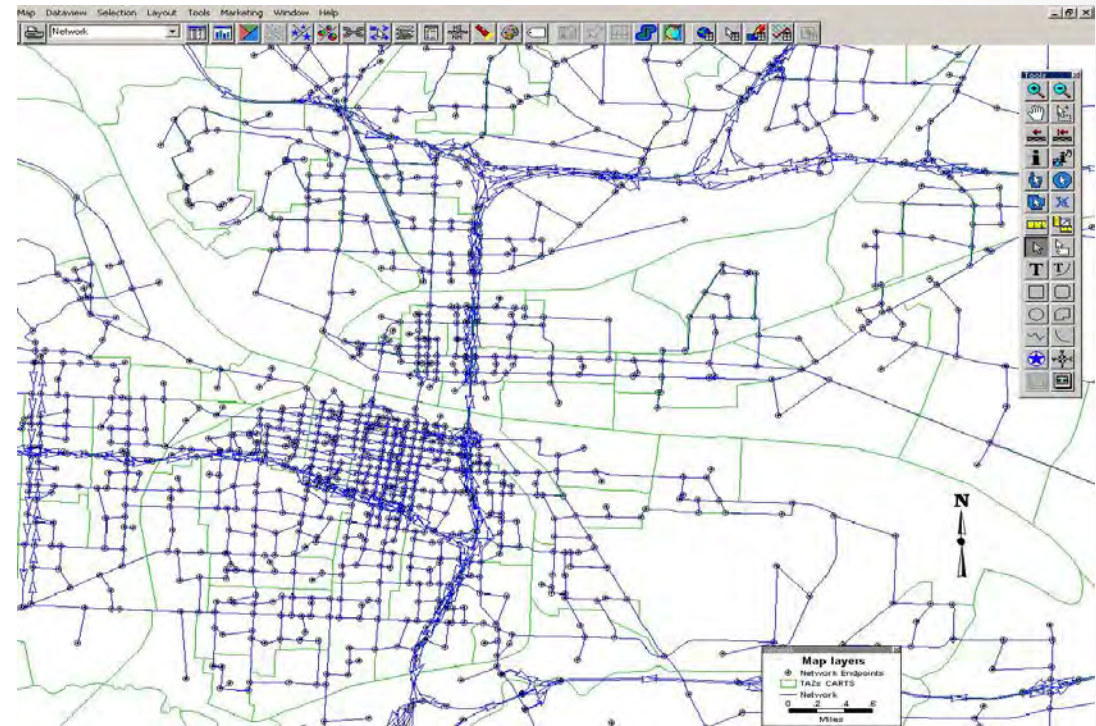


Forecasting Travel Demand – Real Estate Market Model



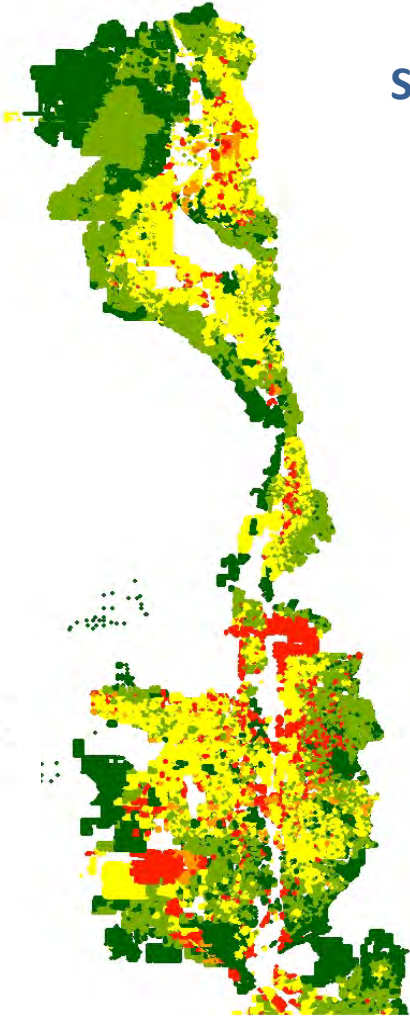
Forecasting Tools

- Travel Demand Model
- Real Estate Market Model

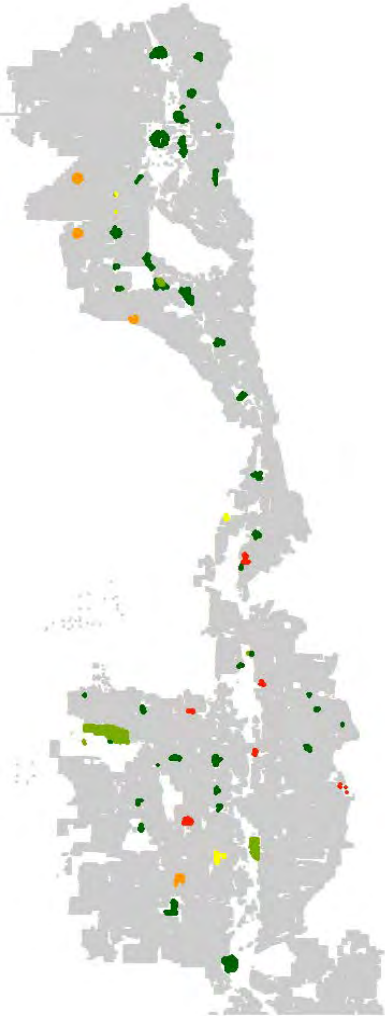


REMM Inputs: Zoning and Allowable Densities

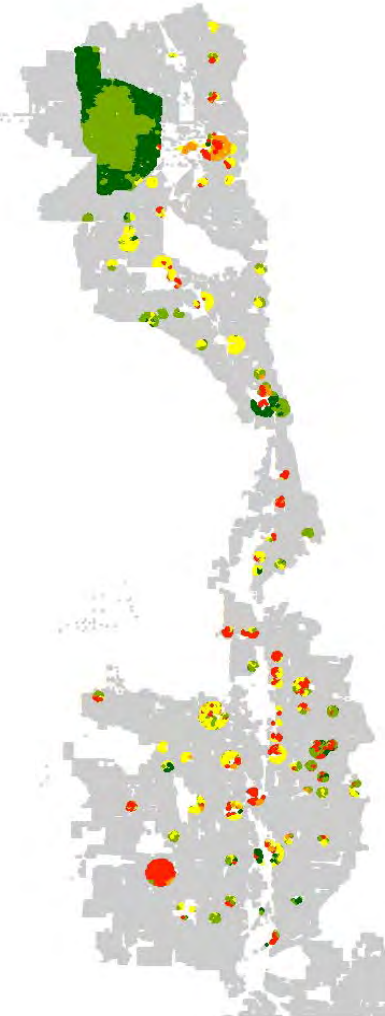
Baseline



Scenario 2



Scenario 3



Dwelling Units per Acre

- 0 - 2
- 3 - 4
- 5 - 8
- 9 - 16
- 17 - 75
- Equivalent to baseline densities

WFRC Adopted Regional Goals

October 2016



Livable and healthy communities



Access to economic and educational opportunities



Manageable and reliable traffic conditions



Quality transportation choices



Safe, user friendly streets



Clean air



Housing choices and affordable living expenses



Fiscally responsible communities and infrastructure



Sustainable environment, including water, agricultural, and other natural resources



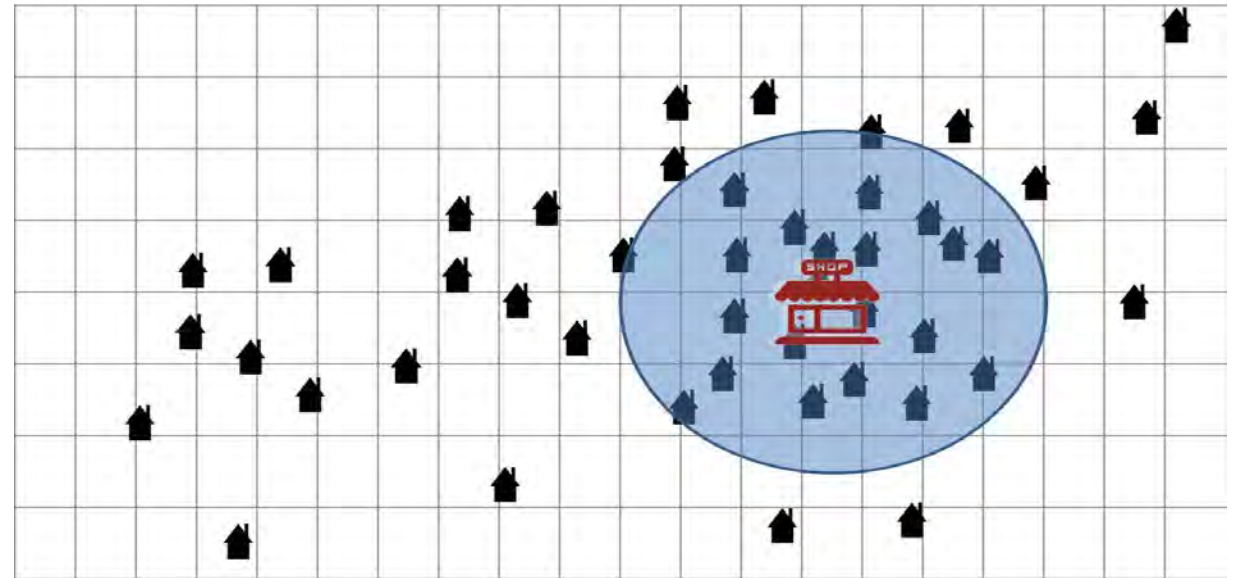
Ample parks, open spaces, and recreational opportunities

Access to Opportunity:

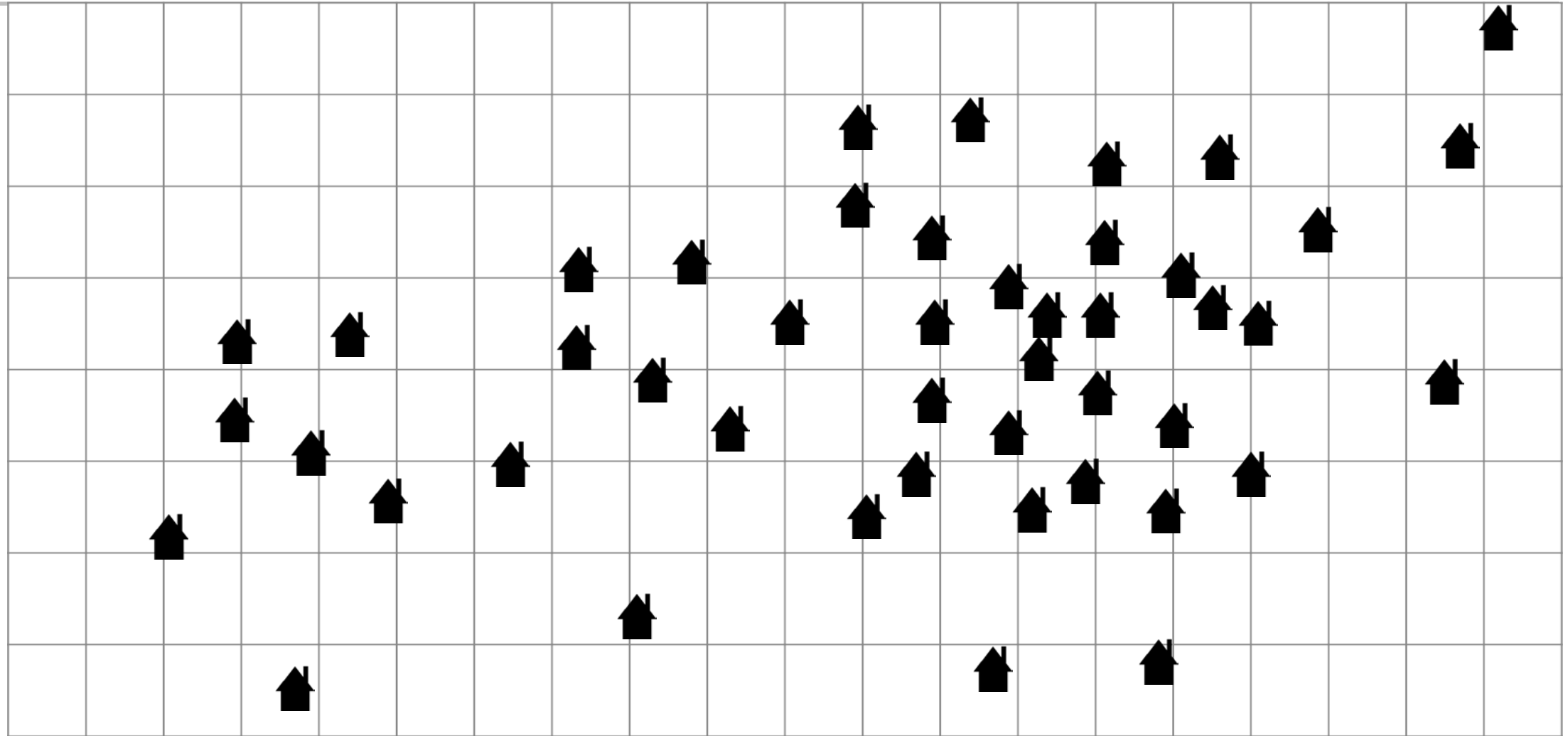
How many valued destinations can be reached in a reasonable period of time

“How many job opportunities are within 30 minutes?”

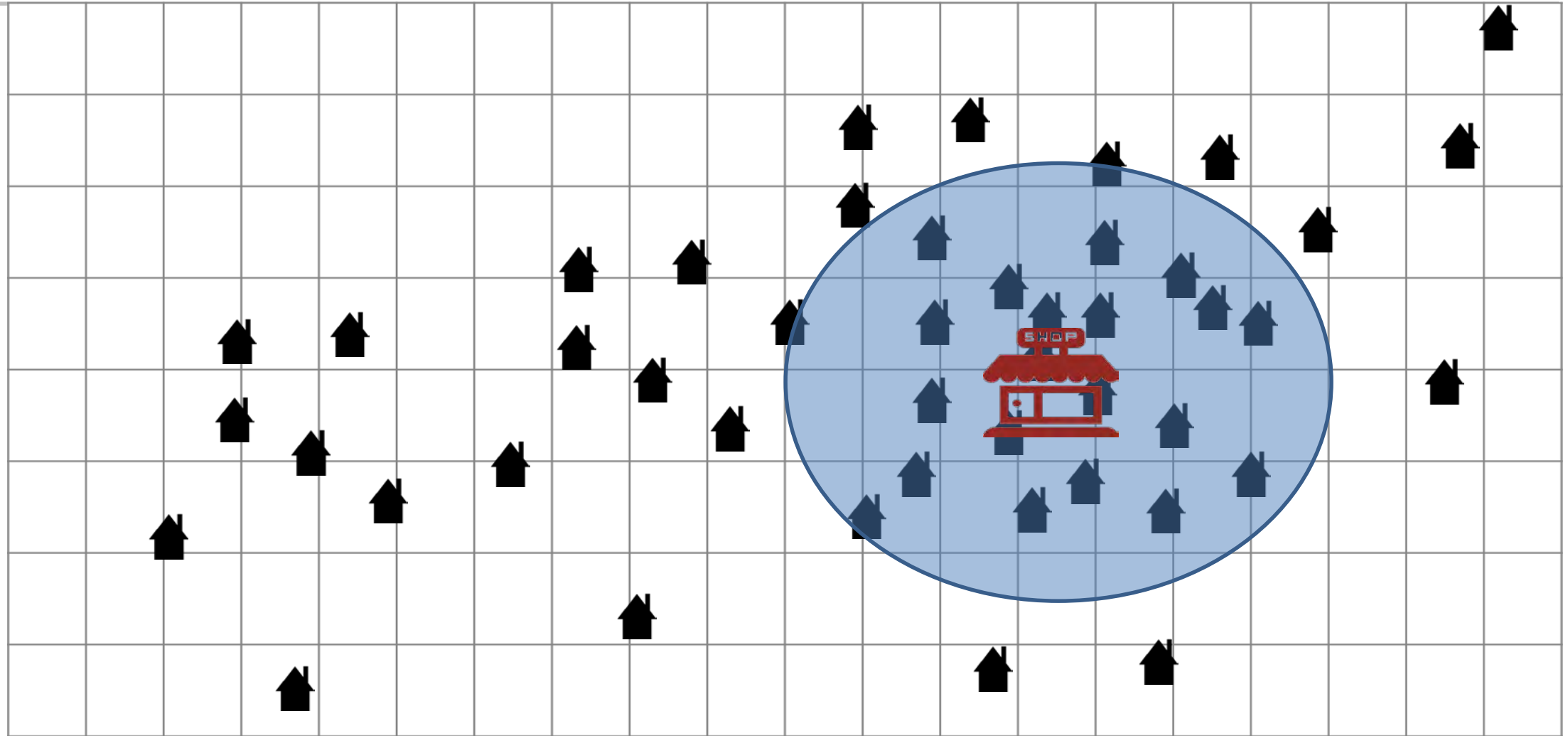
“how many skilled laborers are within 30 minutes?”



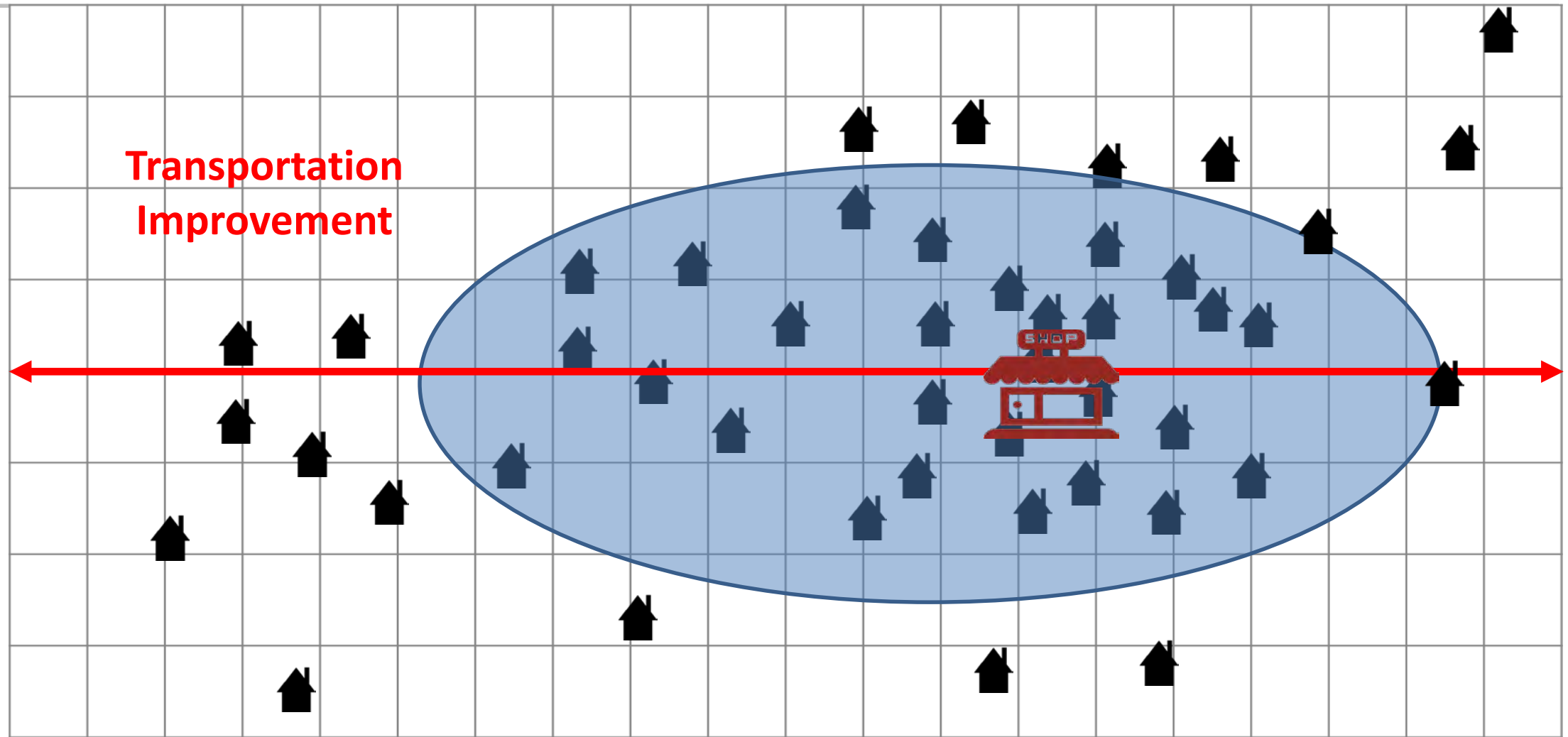
Potential Workforce



Labor access within 30 minutes

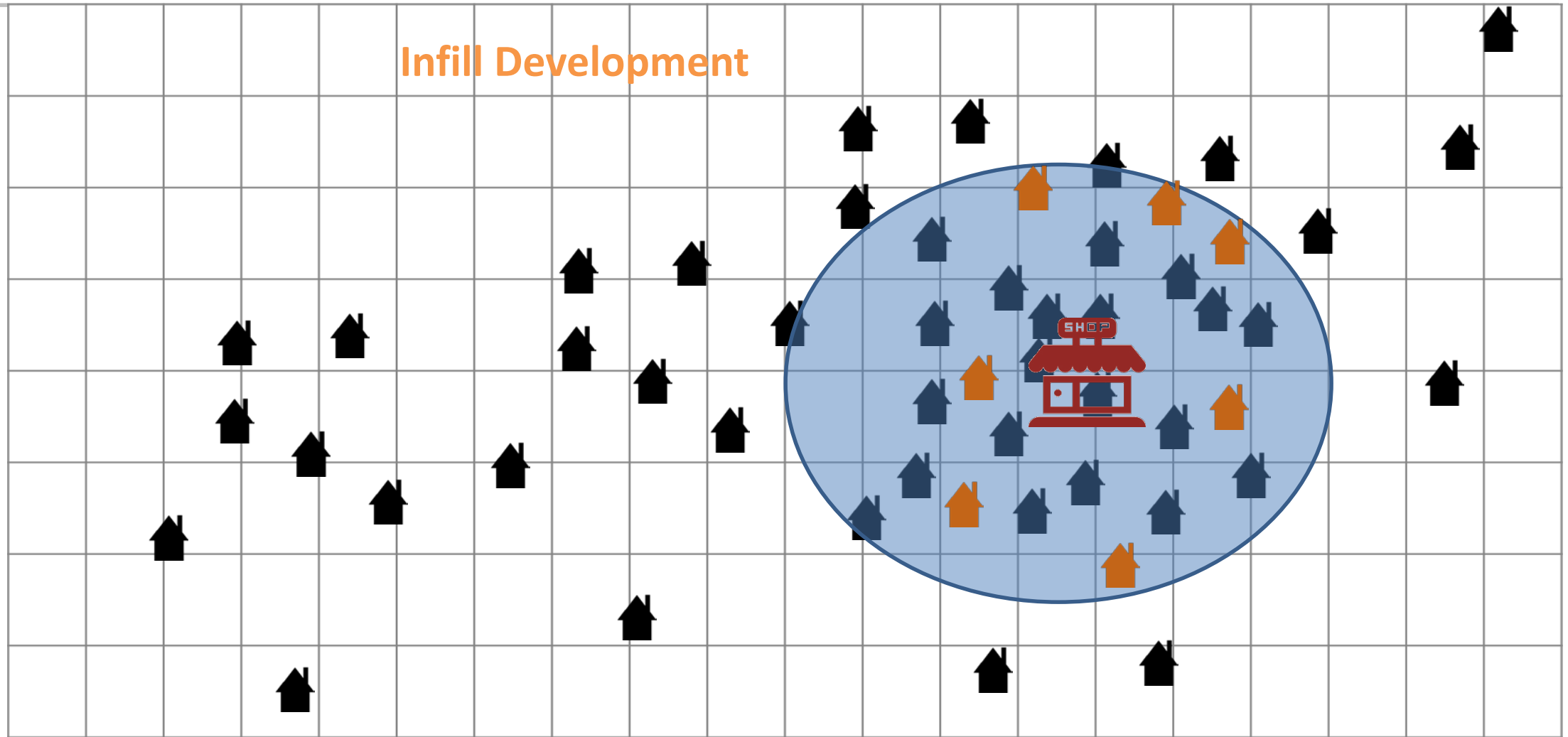


Labor access within 30 minutes



Labor access within 30 minutes

Infill Development

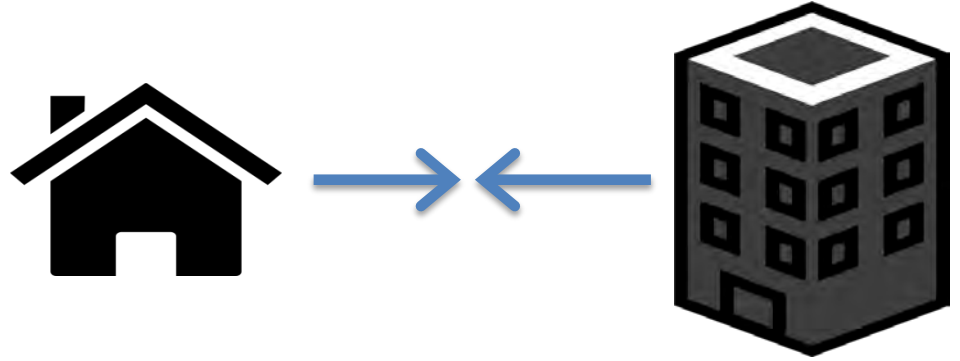


Methods to increase Access to Opportunity

Better speed



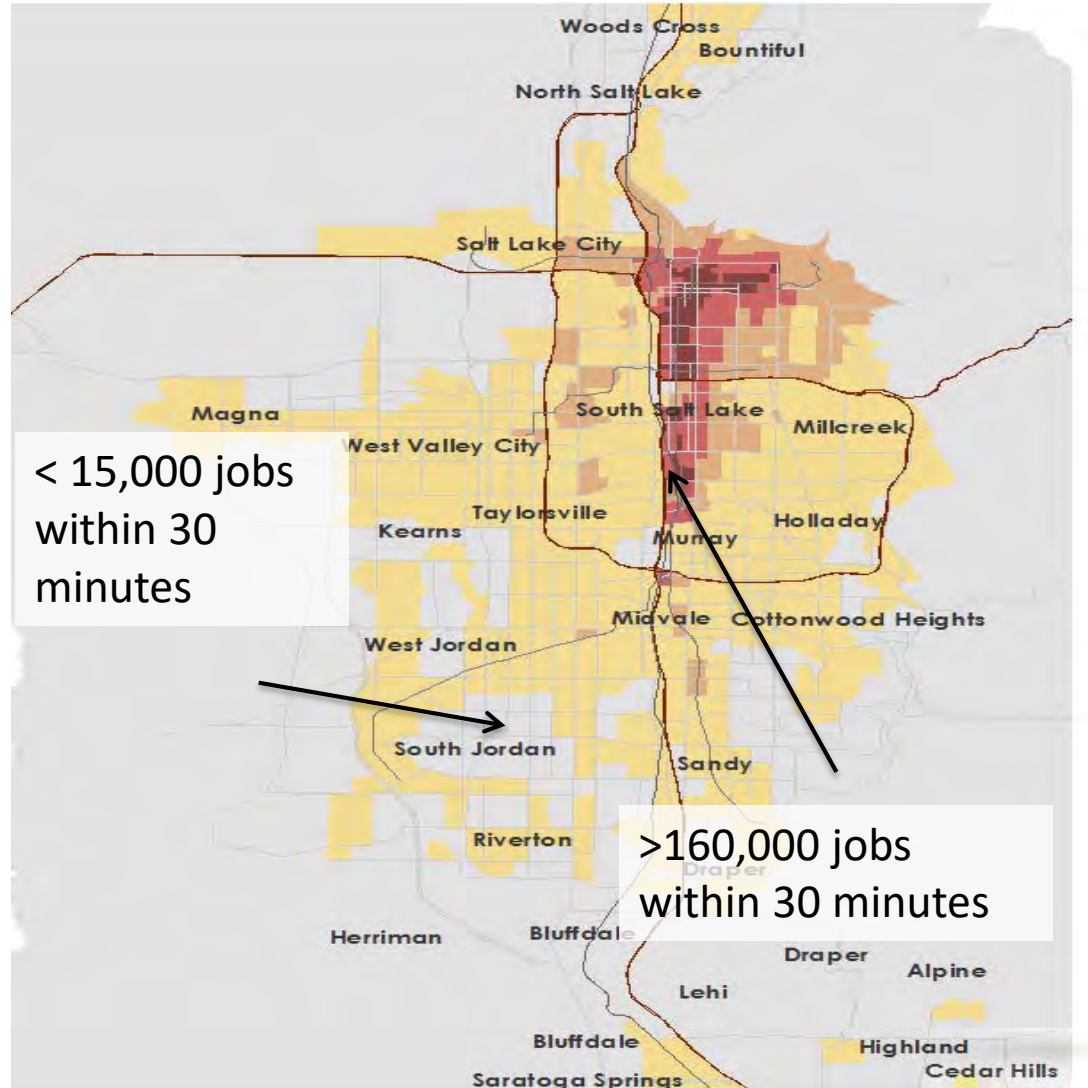
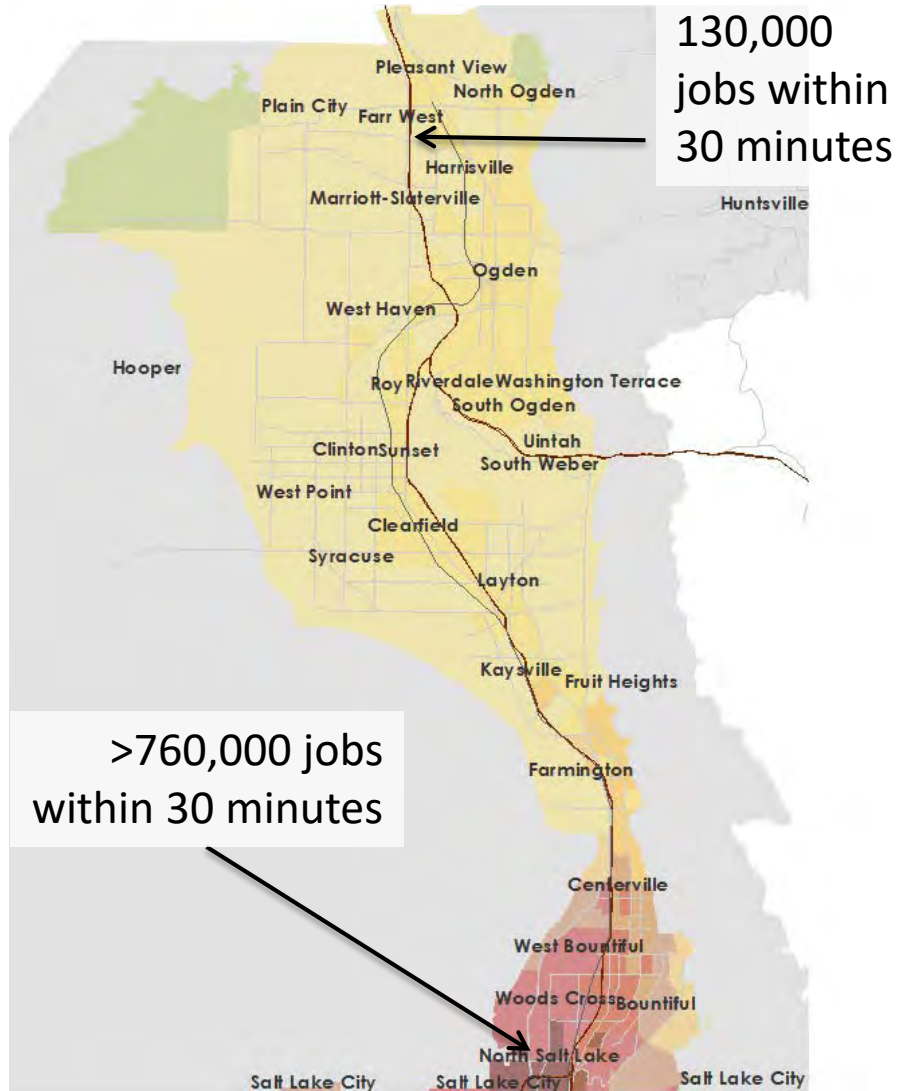
Reduce necessary travel distance



Bring growth near transportation



Analyzing Access



Outline

1. Understanding the impact of transportation on growth patterns
- 2. Communicating to underlying values**
3. WFRC approach to external Driving Forces



Envision Utah

How we grow matters.



Neutral



Values



Stake-
holders



Scenar
ios



Public
Input



Vision

Lasting Change Starts with Values

- Values are the foundation of personal decision making
- Stable and enduring
- Widely shared



A Values laddering Process

LOGIC	QUESTIONS	ANSWERS
VALUE ↑	Why is it important for you to be more at ease?	“Security and love as a parent” (Family Love)
PERSONAL CONSEQUENCE ↑	What is the benefit to you when you can raise your son in a safe environment?	“Less worry - more at ease” (Less Worry)
FUNCTIONAL CONSEQUENCE ↑	Why is that important to you?	“Raise son in a safe environment” (Feel Safe)
ATTRIBUTE ↑	Why are the “friendlier people” important to you?	“Better place to raise family” (Good place for family children)
	Why did you rate the quality of life in Utah so high?	“People here just seem to be friendlier” (The People)

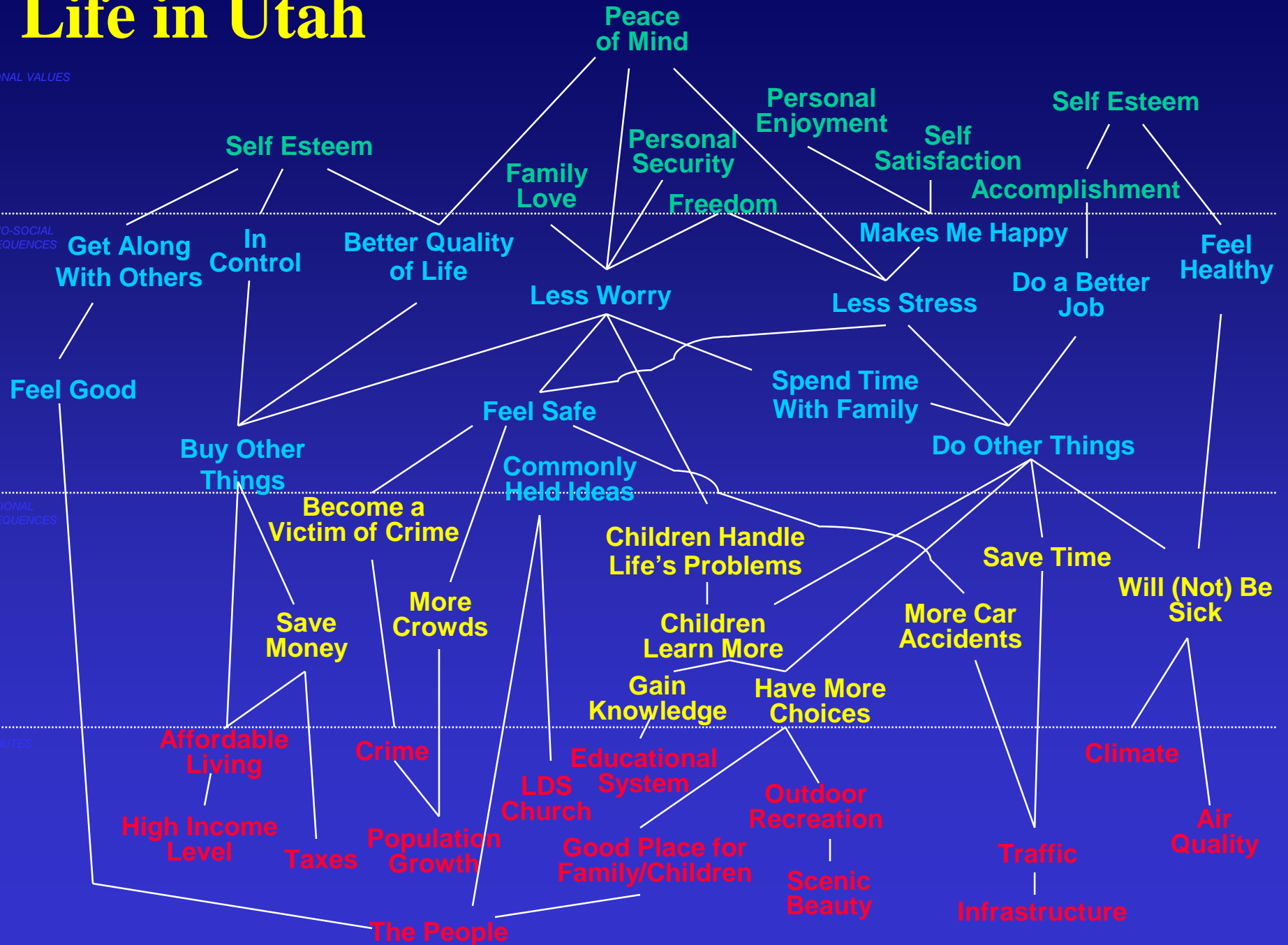
Life in Utah

PERSONAL VALUES

PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES



UTAHNS' VALUES

SAFE AND SECURE ENVIRONMENT



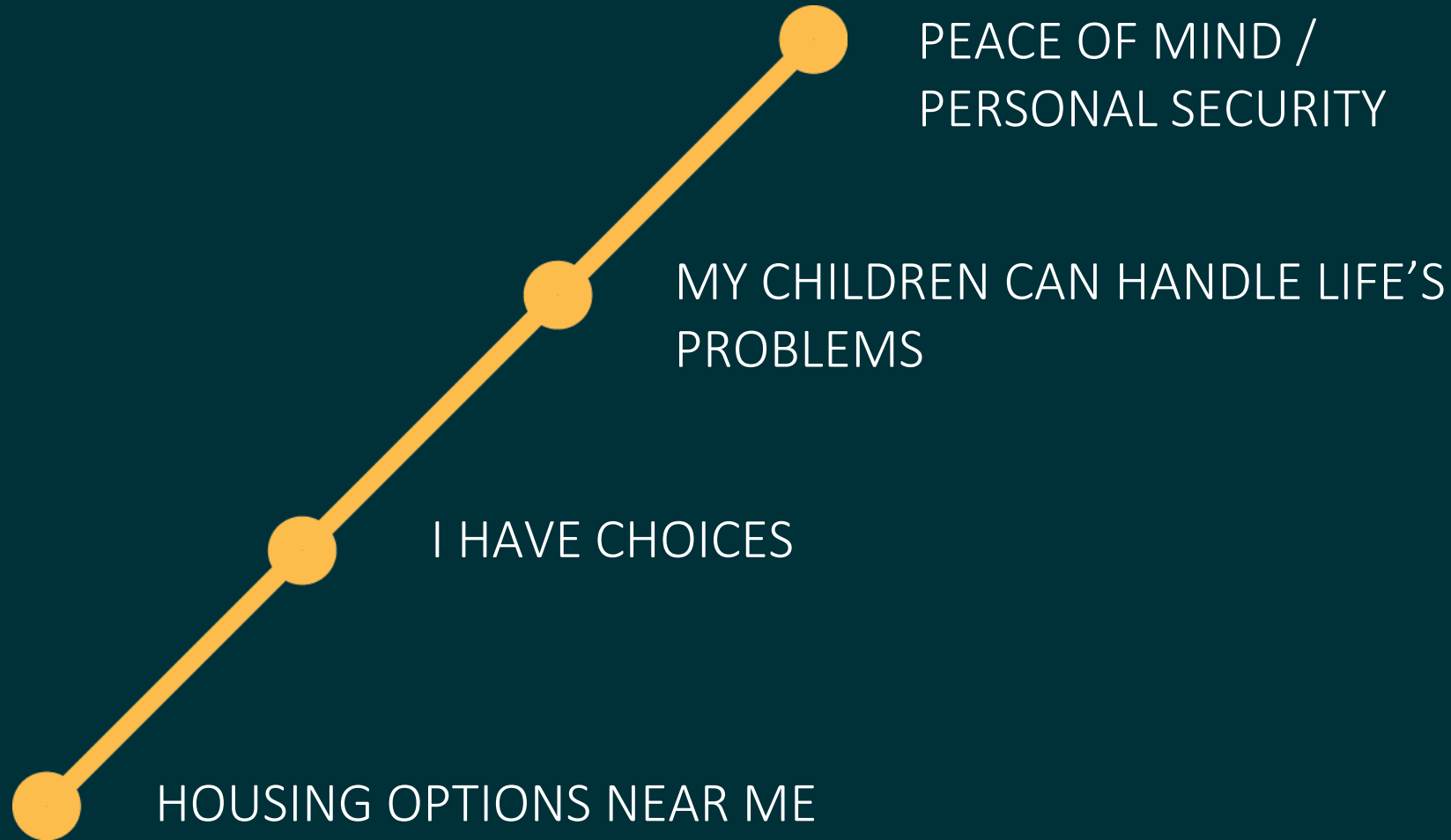
UTAHNS' VALUES

SAFE AND SECURE ENVIRONMENT



UTAHNS' VALUES

SAFE AND SECURE ENVIRONMENT



The Words of Housing Affordability

- **“DENSE” = “Stupid” or “Crowded”**
- **“CHOICE” = I have control, my children have more control**

The Words of Transit

- **“MASS” Transit = Crowded**
- **“PUBLIC” Transportation = I get my work done**

UTAHNS' VALUES

SCENIC BEAUTY AND OUTDOOR RECREATION





“Habitat” versus “Open Space” versus “Places to Recreate”



The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

- Home
- About Us
- Where We Work
- Our Initiatives
- News Room
- Blog
- My Nature Page

Search nature.org



Nature Conservancy Magazine: Summer 2009

[Nature Conservancy Magazine](#)

[Salmon Country](#)

[Pebble Mine](#)

[Natural Selection Member Photo](#)





Communicate with Values

Persuade with Reason

Motivate with Emotion

**Your message must be personally relevant or
people won't get involved, change or act
differently.**

Outline

1. Understanding the impact of transportation on growth patterns
2. Communicating to underlying values
- 3. WFRC approach to external Driving Forces**

RESILIENCY TEST APPROACHES DRAFT



	DISRUPTIVE TECHNOLOGY				RESILIENCY				TRANSIT		
	Automated Vehicles	Connected Freight	Internet Shopping	Telecommuting	Control-Total Test	Earthquake	Gas Price Increase	Large-Scale Recession	High-Tech Transit System	Fully Automated Bus Fleet	On-Demand Ridesourcing
MODEL DIALS											
Auto Ownership	X					X					X
CMP				X							
Failure Of Network (Bridges, Fault Line, Train Disruption, Liquefaction)						X					
Freight (Heavy Vehicle) Factors		X									
Increased Transit Service										X	
Land Use/SE			X		X						
Mode Split	X										
Mode-Specific Constants			X						X		
Trip Generation	X		X	X				X			
Trip Length	X										
Vehicle Operating Cost						X	X				
TEST											
Transit Innovations									X	X	X
Economic Recession					X		X	X			
Economic Boom					X						
Technological Changes	X	X	X	X					X	X	X
Natural Disaster						X					

Scenario Planning Details (2) from Utah

**MARC Scenario
Planning Workshop**

Ted Knowlton, WFRC
January 31, 2017

