



**Think-Tank  
Day 2**



**Phases and  
TIMELINE**

# Moab – Tomorrow Together



## PHASE 1

### Future Visioning

- COMMUNITY SURVEY
- THINK-TANK
- VISION SURVEY
- ENGAGEMENT WORKSHOPS

February to June

## PHASE 2

### Action Planning

- FOCUS GROUPS
- FUTURE SUMMIT

August and September

## ROAD MAP

MOAB VISION AND  
STRATEGIC PLANNING  
REPORT

October



# Moab – Tomorrow Together



## HIGH LEVEL AGENDA:

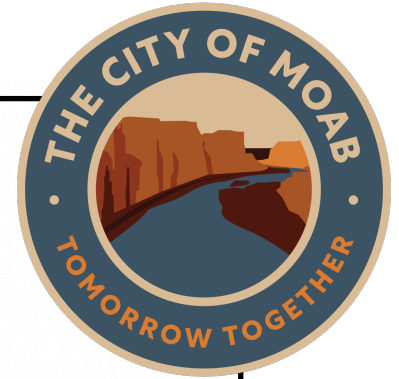
### Wednesday, April 6

4:30pm	Registration
5:00pm	Welcome and Introduction
5:10pm	Future Trends and Emergent Issues and Connection to Moab
6:15pm	Break
6:30pm	Identification of Key Drivers Shaping the Future
7:30pm	Ranking Key Drivers
8:00pm	Finish

### Thursday April 7

4:30pm	Registration
5:00pm	Recap of Day One
5:30pm	Scenario Narrative Development (breakout groups)
6:30pm	Break
6:45pm	Scenario Presentations
7:30pm	Plausibility Mapping
7:45pm	Next Steps
8:00pm	Finish





## Thursday April 7

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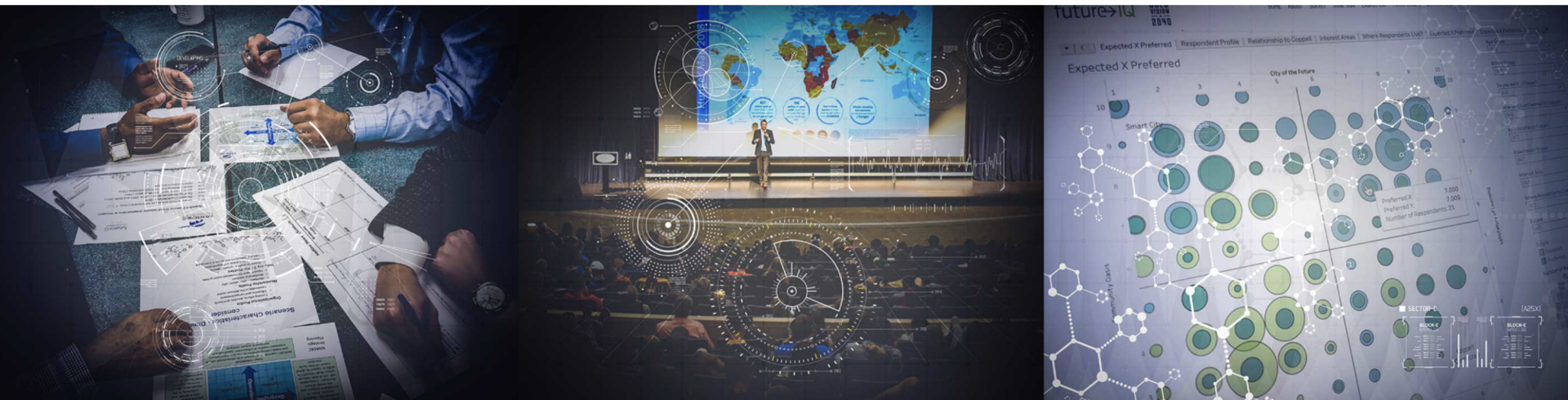
**Think-Tank  
Day 2**



# The key to effective future thinking...

- Explore and anticipate a range of plausible futures.
- Consider both trajectory (direction of change) and velocity (speed of change).
- Explore the combined impacts of multiple potential trends.

The magic is how it alters our perceptions of how certain decisions might play out over time.





## The challenge for today

- Explore the future -
- Ask the hard questions -
- Think creatively -

The outcome might create a new view of the future.





# What do you think?

## Key drivers - future impact score



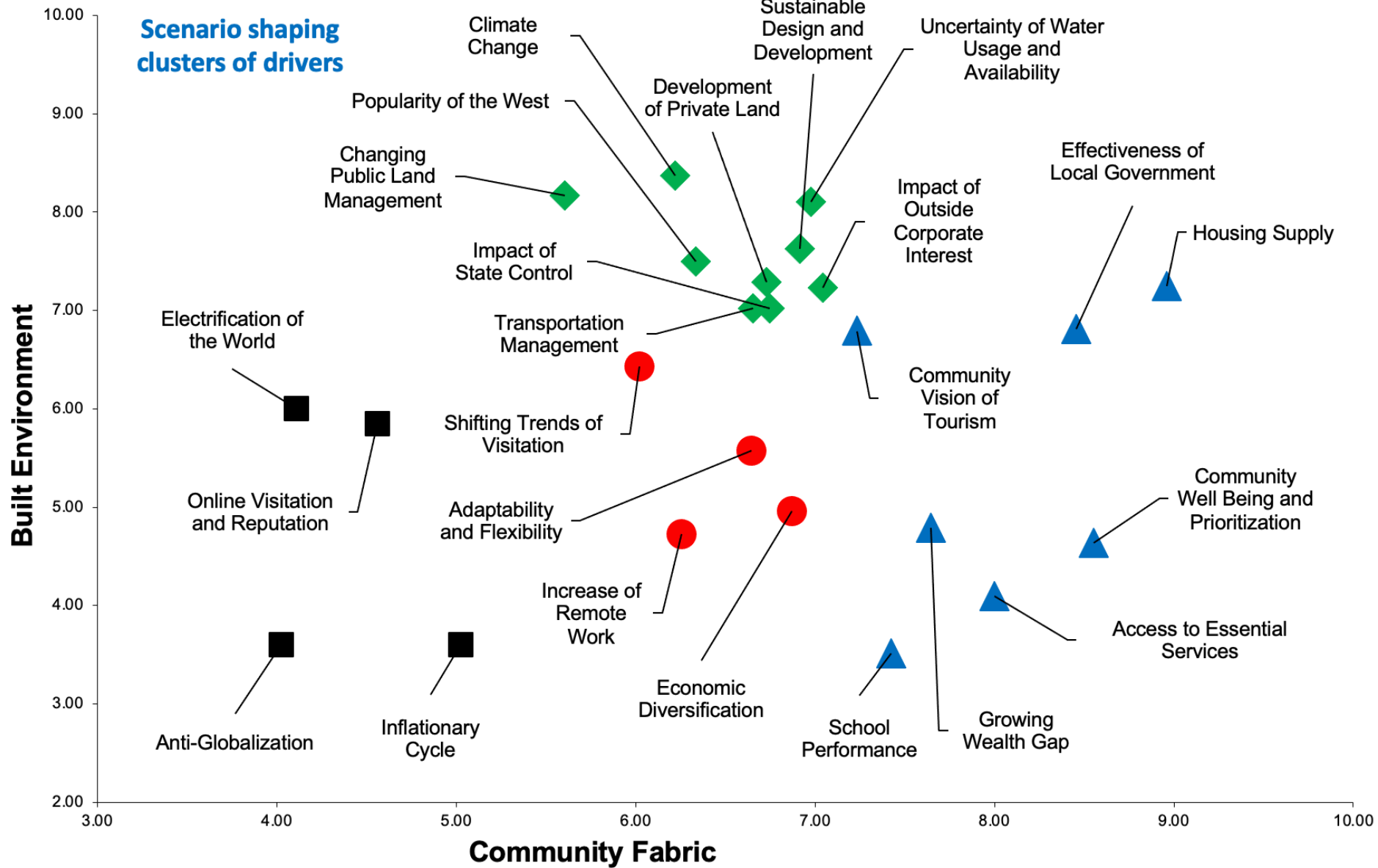
### Key Drivers – Future Impact Score

Rate each driver on a 1 – 10 scale of future impact (1 = small impact; 10 = very large impact)

DRIVER	Community Fabric	Physical Environment
1		
2		
3		
4		
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9		
10		
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12		
13		
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15		
16		
17		
18		
19		
20		

Moab – Tomorrow Together Think-Tank, 7 and 8 April, 2022

## Scenario shaping clusters of drivers





# Future-splitting clusters of drivers

## Development trajectory

- Changing Public Land Management
- Popularity of West
- Climate Change
- Development of Private Land
- Sustainable Design and Development
- Uncertainty of water usage and availability
- Impact of Outside Corporate interest
- Impacts of State Control
- Transportation Management

## Community fabric

- Community vision of tourism
- Effectiveness of local government
- Housing supply
- Community well-being and prioritization
- Access to essential services
- Growing wealth gap
- School performance



## Additional key drivers

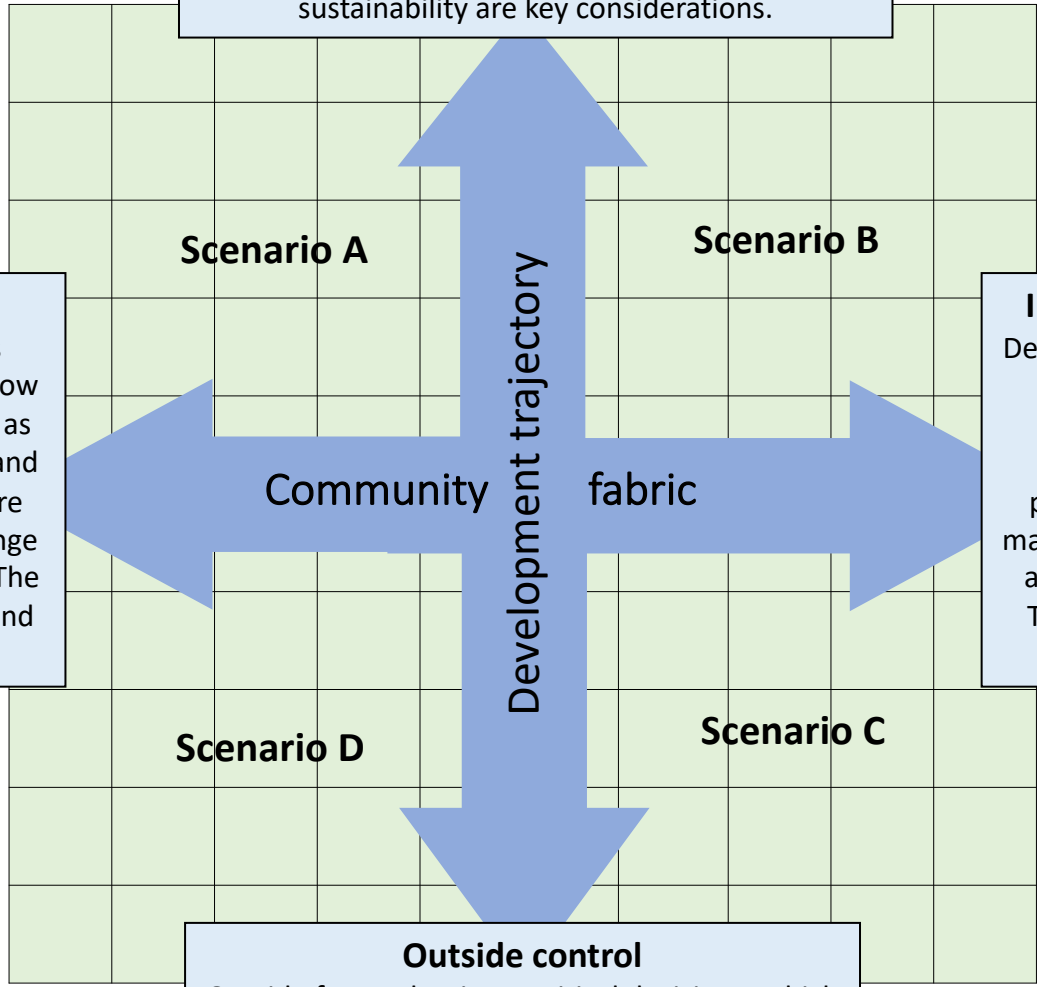
- Shifting trends of visitation
- Adaptability and flexibility
- Increase in remote work
- Economic diversification

# MOAB Plausible Scenario Matrix 2030

**Strong local influence**  
Local entities exert strong influence on regional decision-making, especially for future land use and developments, including transportation and tourism infrastructure. Environmental impact and sustainability are key considerations.

**Low intervention**  
Local decision-making is generally 'hands-off' with low intervention. Sectors such as housing markets, tourism and economic development are allowed to evolve and change in an unimpeded manner. The focus individual freedom and self-reliance.

**Intentional prioritization**  
Deliberate investment is made in building local community amenities and services. Community impacts are prioritized in shared decision making, and community capacity and connectivity is enhanced. The focus is on creating a fair and respectful community.



**Outside control**  
Outside forces dominate critical decisions, which shape future land use and resource allocation. Priority is given to economic growth, spurring increases in regional visitation, development and population.







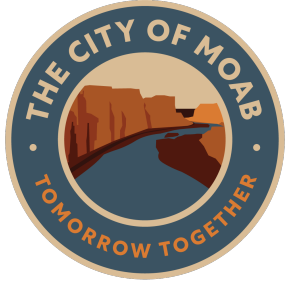
# **Scenario Development**

## **Breakout Group Handout Packs**

**Moab – Together Tomorrow - Plausible Scenarios**

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## Roles

- Appointed Facilitator
- Timekeeper
- Recorders
- Presenter(s)





## **Suggested Scenario Group timeline (elapsed time - minutes)**

0:00 min	Group to meet and scope out scenario (10m)
0:10 min	Develop Characteristics & Narratives (35m)
0:45 min	Develop Headlines News – 2025, 2030, 2040 (10m)
0:55 min	Short scenario name and description (5m)
0:60 min	Return; ready to present



# Scenario Characteristics - Dimensions to Consider

## **Built Environment and Economic Characteristics**

- Businesses types and location
- Visitation patterns and numbers
- Commercial development and density
- Housing types, sizes, prices and affordability
- Community amenities – types and locations
- Cost of living and services
- Connectivity, accessibility and transportation

## **Community and Social Values Characteristics**

- Population makeup, growth and locations
- Underlying community values and ethos
- Community engagement and social fabric
- Workforce profiles and patterns
- Role of educational system
- Community reputation

## **Environmental and Landscape Characteristics**

- City and neighborhood character
- Land use allocation, use of green and open spaces
- Ecological and environmental health and quality
- Water preservation and access
- Resource management systems and waste levels

## Scenario name (A):

**Built Environment and Economic  
Characteristics - 2040**

**Community and Social Values  
Characteristics - 2040**

**Environmental and Landscape  
Characteristics - 2040**





# Headline News (Scenario A)

Built Environment and Economic Characteristics	Community and Social Values Characteristics	Environmental and Landscape Characteristics
2023	2023	2023
2025	2025	2025
2030	2030	2030



# Potential Pitfalls.....

- Not staying in your swim lane (your scenario)
- Trying to 'fix' the scenario
- Emotional reaction; not objective forecasting
- Remember - we are exploring possible futures; not deciding on preference
- People dominating the discussion (not listening)

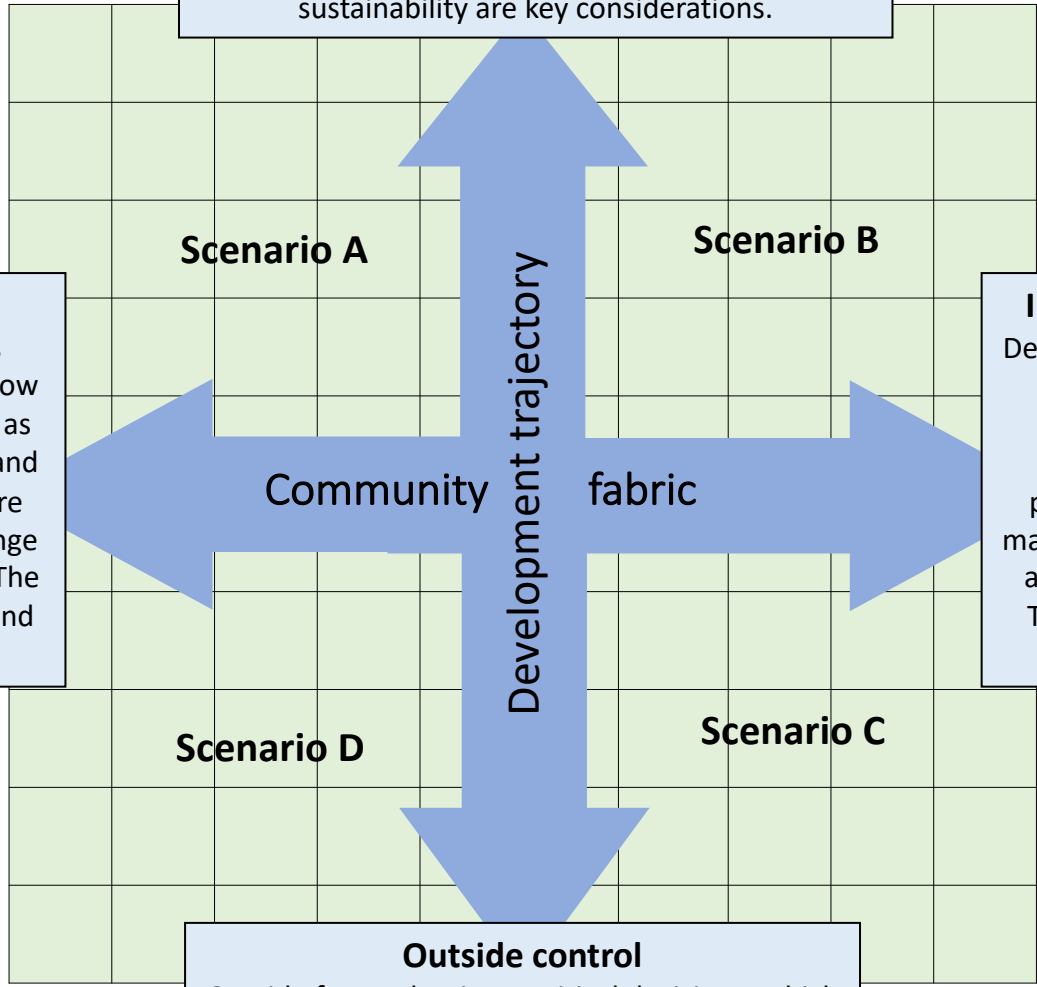


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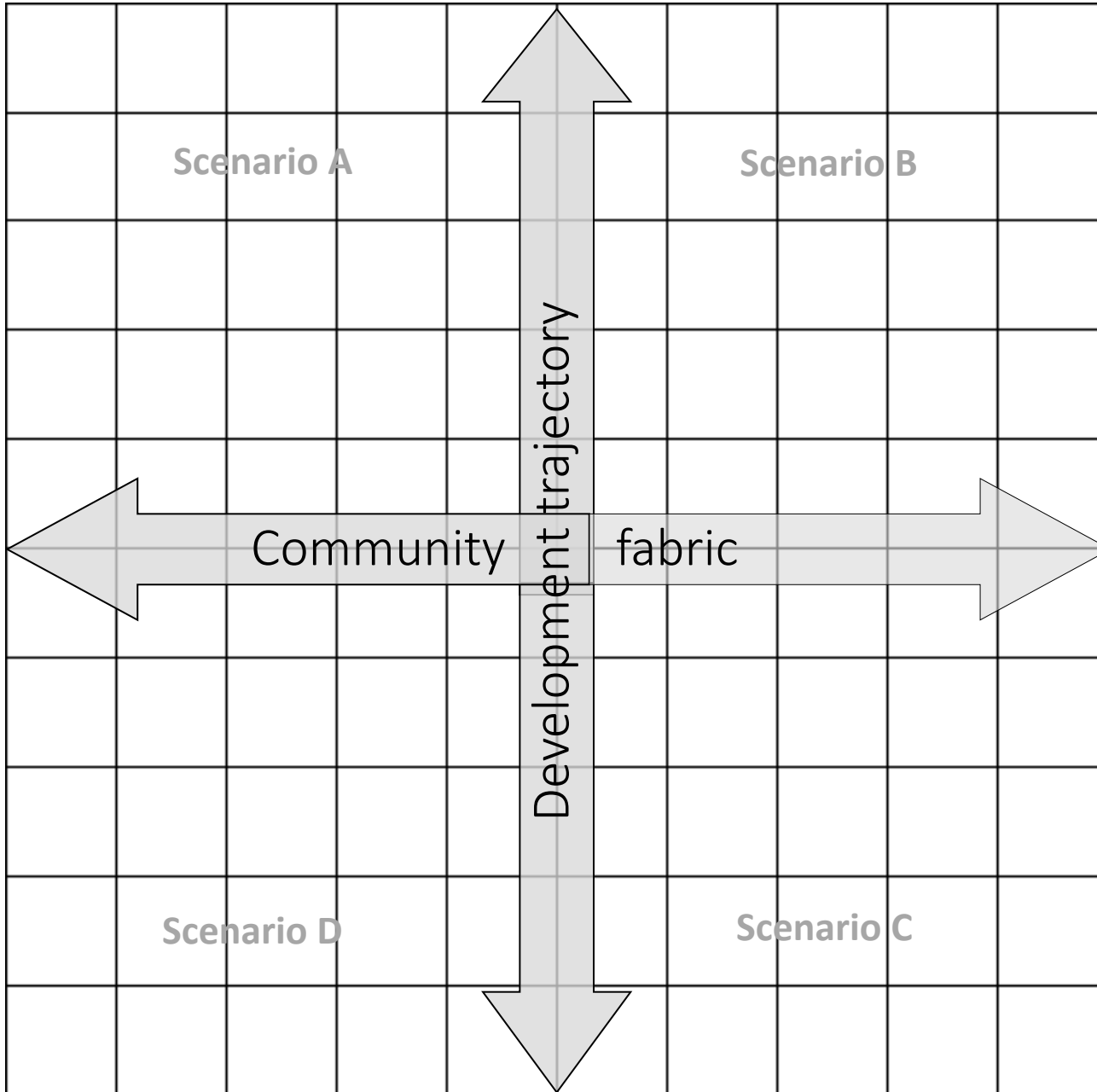
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Strong local influence

Y AXIS

Low intervention



Outside control

X AXIS



MOAB – 2030  
Futures

- EXPECTED FUTURE (E)
- PREFERRED FUTURE (P)
- LEAST DESIRABLE FUTURE (L)

Intentional prioritization

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Strong local influence

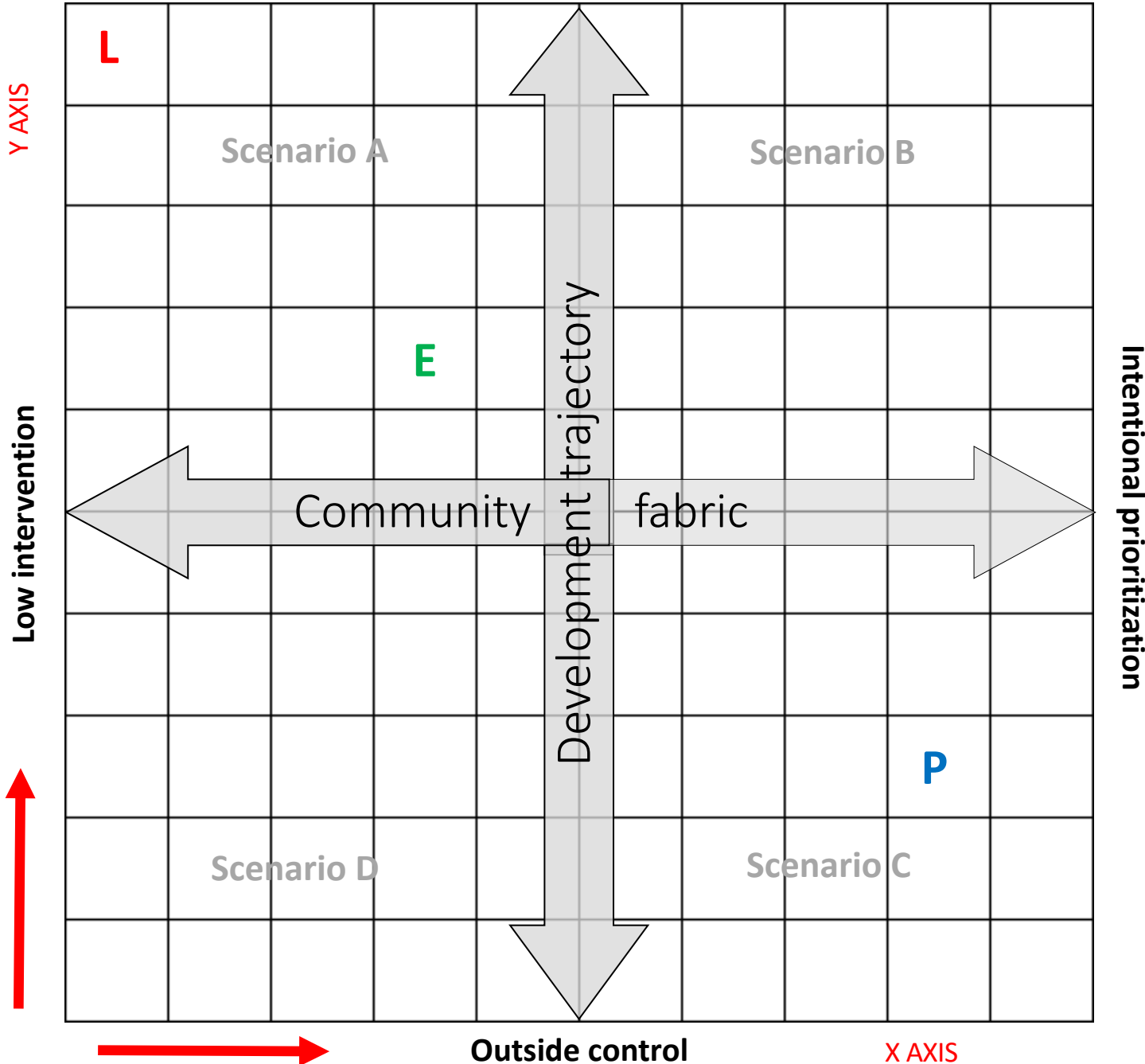


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**Moab 2030 - Vision for the future – preferred future**

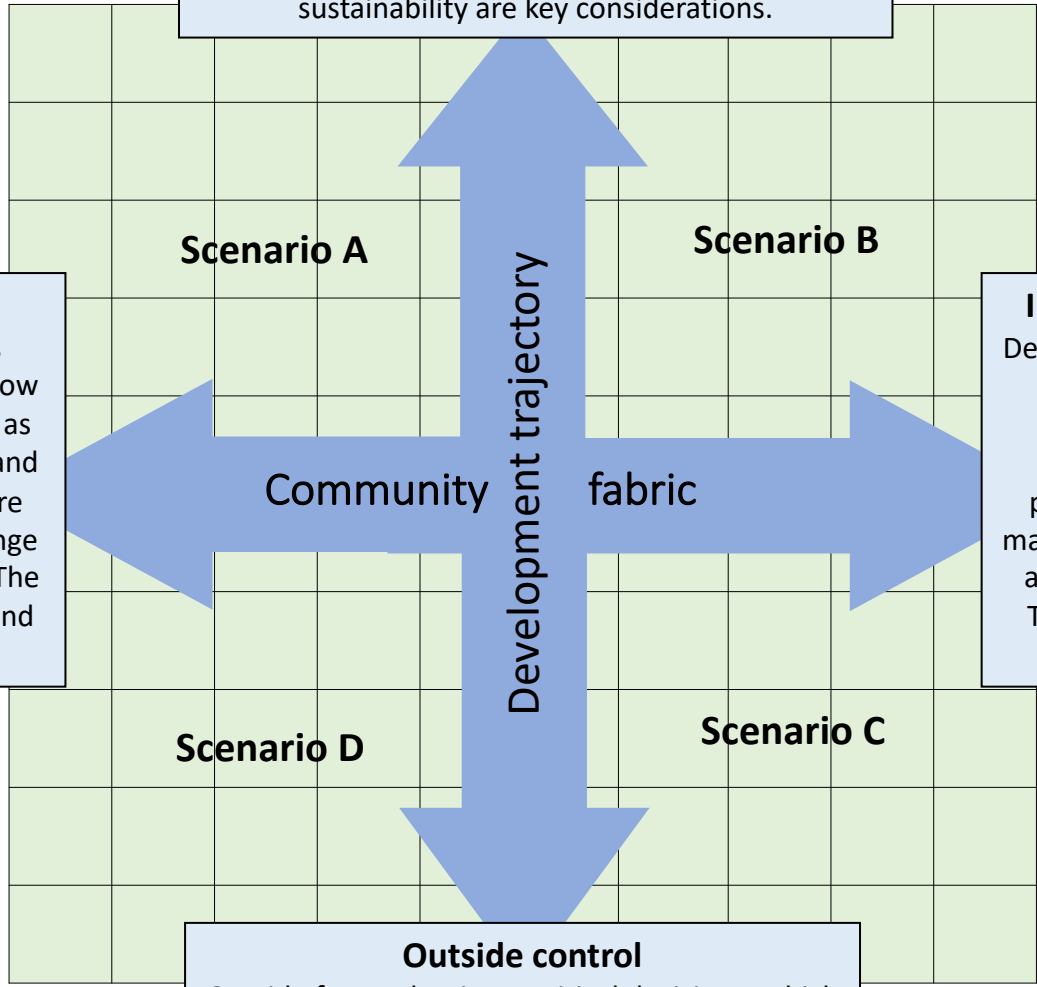
	What would we see on the ground? What is happening in Moab in 2030?
1	
2	
3	
4	
5	

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- Community Survey
- Think Tank
- **Think-tank report (April)**
- **Engagement Workshops (June)**

February to June

## PHASE 2

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- Future Summit

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