



FOR MORE INFORMATION

MOAB – TOMORROW TOGETHER

The Moab – Tomorrow Together scenario-based Think-Tank workshop was conducted on 6 and 7 April 2022 and was attended by over 60 community members. The workshop facilitated the understanding of future drivers that may impact Moab, looking out as far as 2030, using scenario planning methodology. The scenario narratives and descriptions were developed by the participants, and the axis reflect the drivers and themes generated at the Think-Tank.

The community engagement sessions which are being held in June 2022 will explore these plausible futures.

To get involved, please go to <https://lab2.future-iq.com/moab-tomorrow-together/contact-us/and follow this project>.

For more information about Moab – Tomorrow Together, please contact:

Lisa Church

Communications and Engagement Manager

City of Moab

Phone: 435-259-5121

Email: lchurch@moabcity.org

CITY OF
MOAB
UTAH

ABOUT THE PROJECT: MOAB – TOMORROW TOGETHER

The City of Moab is running the 'Moab-Tomorrow Together' community-wide visioning and planning process throughout 2022. This project is looking out to 2030. Through in-depth community engagement the City of Moab aims to assist the community articulate the tangible and intangible elements that, if lost, would fundamentally change the character of Moab. The process will result in a Vision and Strategic Action Plan that will help the City direct its efforts and resources toward a defined vision for the future. The process will also guide decision makers to focused growth areas throughout the City, establish community priorities for guiding the current and future business environment and potentially inform the revision of the General Plan.

The Moab – Tomorrow Together visioning process aims to provide a response to the following questions:

- What should Moab become?
- What makes Moab unique and special and how can the city use these characteristics to prepare for the future?
- How will community stakeholder preferences fit into this vision?

Moab – Tomorrow Together is enabling community members to come together to plan for the future of Moab. This will lead to the clarification of priorities and actions that will define a clear roadmap to the future.



future*iq*
Create Future Intelligence®
www.future-iq.com

CITY OF
MOAB
UTAH

SCENARIOS OF THE FUTURE - 2030



SCENARIO A – CHOOSE YOUR OWN EXTREME

This scenario forecasts a future where strong local entities, including developers, exert their influence on local and regional decision making. While still locals, they do not represent the Moab community but rather their own interests in relation to future land use and tourism. The rest of the Moab community, whether they are long term 'Moabites' or newer additions to the community, focus on their own circumstances and prefer to take a 'hands off' approach in relation to the development of Moab. The reason that many people live in Moab, or move to Moab, is to pursue an individualistic and/or recreation lifestyle while retaining the safe and enjoyable sense of community that Moab has provided up until now. Moab continues to encourage a high level of visitation but in this scenario, this has developed to become somewhat of a parody of what Moab was famous for. This eventually leads to less interest from visitors, who until now have visited Moab for the exceptional outdoor recreation and 'unique and small-town feel'. Most visitors now only visit once and decide to find another 'undiscovered' place as Moab used to be. The 'small town feel' and 'sense of community' is rapidly dwindling for the residents of Moab and many plan to leave. The quality of life, that Moab was known for has been lost, as the health services are taken over by corporations and services are suffering from a workforce who can no longer work in Moab. This is due to lack of housing, rising rents and the appeal to businesses of a seasonal and transient workforce. Overall, Moab is losing its appeal to both visitors and residents.

- Built Environment and Economic Characteristics**

Moab maintains its focus on visitors with unchecked overnight rentals and hotel growth.
- Community and Social Values Characteristics**

Moab loses many older term residents and Moab is made up of a more transient community.
- Environmental and Landscape Characteristics**

Moab is focused on appealing to visitors and, subsequently, loses its appeal to visitors as it becomes more artificial.



SCENARIO D – DOOM

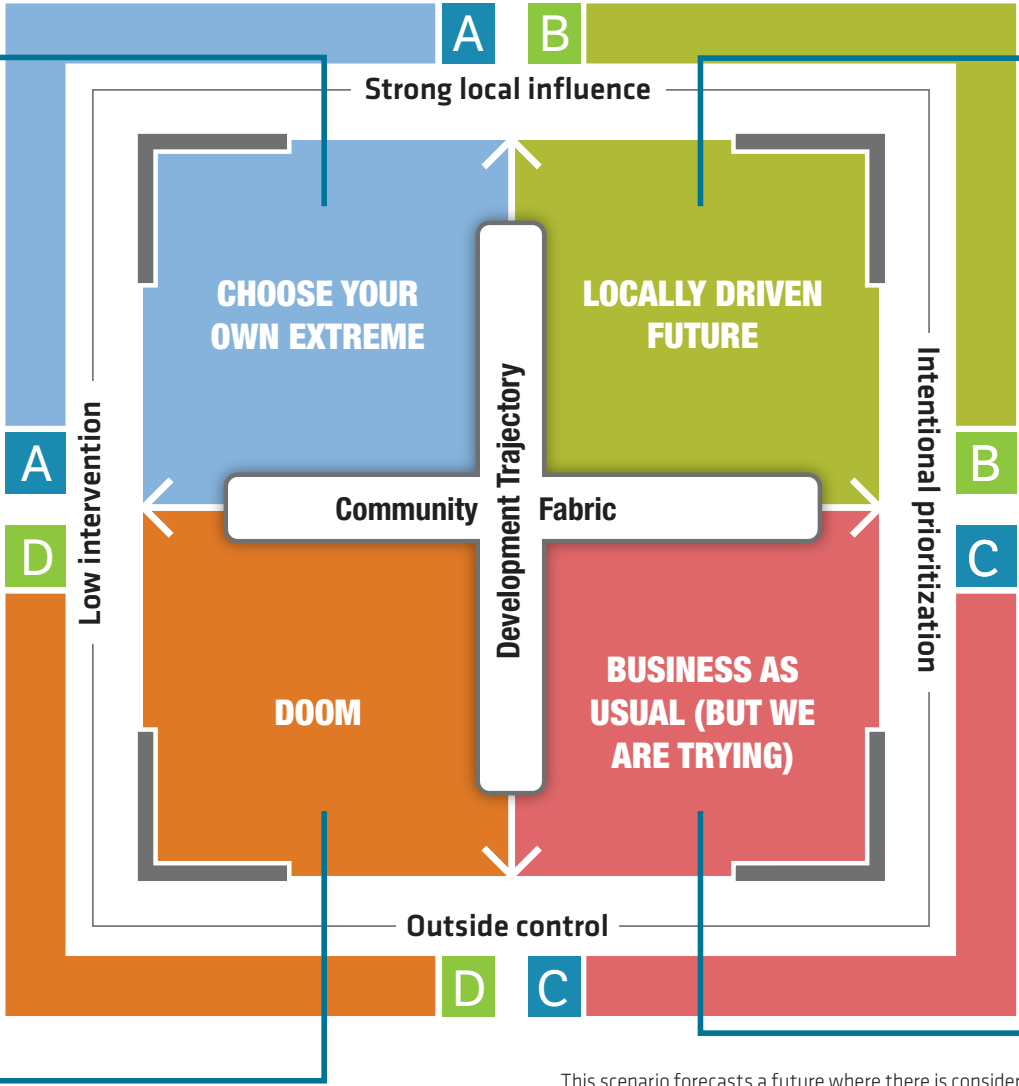
This scenario forecasts a future where there is outside control, via the State, but the community of Moab have little intervention in their future. Most of the people who moved to Moab decided to move there for a reason. However, the reason for moving to Moab seems to have become unclear in recent years as Moab has lost it's appeal. Over the years, Moab has become unrecognizable and now in 2030 ... it is not the place that they originally wanted to move to or remain to live within. The bohemian feel of the Main Street has been lost to Chains and the long term residents either stay at home or if able, they move away. The community feel of Moab has disappeared. The Moab that people want to move to or visit has been lost. It has become a haven for second home owners and has become gentrified. The visitors, who used to come to Moab, are now seeking a new Moab, somewhere else in the US. They too feel that the spirit of Moab has been lost, although the outstanding beauty of the landscape still captivates everyone.

- Built Environment and Economic Characteristics**

The long-term residents of Moab decide to leave, with the increase of second homeowners and visitors. They now no longer recognize Moab as their home and question why they originally moved to Moab.
- Community and Social Values Characteristics**

With a lack of community, Moab has become more transitory with decreased engagement and a lack of sense of community.
- Environmental and Landscape Characteristics**

There is an increased pressure on water and on rectifying the Moab infrastructure.



SCENARIO B – LOCALLY DRIVEN FUTURE

This scenario forecasts a future where there is a strong local influence on decision making, and the Moab community is prioritized over visitors, to a degree. This leads to a move to a 'sustainable tourism' approach which is appealing to both visitors and residents. With the move to electric motorized recreation, as one example in relation to the new Sustainable Tourism approach, the local community welcomes visitors. While there are still many hotels in Moab, there is moratorium on any new hotels/rentals being built. There is an emphasis on local businesses in Moab, and especially on Main Street, which will appeal to both locals and visitors. Through work with sensitive local developers, appropriate housing options will have been developed which include apartments and 'tiny homes'. These appeal to both young professionals and the workforce, who no longer need to travel into Moab to work. Equally, young people from Moab can now stay in Moab .. with more job opportunities and places to live and bring up their families. Schools will have improved due to the demand from new families moving to the area and the retention of young families. The natural landscape remains the same, but community spaces are enhanced with walkability and shade. Overall, this is a win for both residents, who love Moab, but also visitors who want to visit Moab for its unique qualities.

- Built Environment and Economic Characteristics**

Motorized recreation evolves to electric UTVs with are sensitively based near to the trails rather than town.
- Community and Social Values Characteristics**

Moab's schools flourish with potential new residents and the retention of existing families. Moab can become home to successive generations.
- Environmental and Landscape Characteristics**

The city embraces new technologies and solutions in relation to Xeriscaping.



SCENARIO C – BUSINESS AS USUAL (BUT WE ARE TRYING)

This scenario forecasts a future where there is consideration for the local community and so the Moab community feel that they have the ability to build local community amenities and services. The Moab community feels that there is a strong link between community decision making and local government. Life looks fair as now the community members have a say in the future trajectory of Moab. However, outside State forces still continue to dominate critical decision making for the future of Moab. This is frustrating for the Moab community. Economic growth and visitation/tourism is prioritized against local businesses opening up on Main Street. Chains are encouraged to open up on Main Street, which is very challenging to the local businesses, which struggle to compete. The visitors, who are encouraged to visit Moab, are happy with the retail diversity offered by the Chains. There are more job opportunities as a result, however the housing issue has not been addressed for the workforce. The people who work in Moab are still faced with having to travel into work each day and are unable to live in Moab due to the lack of housing and soaring rental rates.

This scenario lacks any emphasis on the environmental protection of Moab. Interestingly, people visit Moab for its natural beauty. There is no protection or investment in keeping Moab safe from potential environmental hazards and the water issue is not addressed.

- Built Environment and Economic Characteristics**

Moab now enjoys a full spectrum of predominantly tourism related businesses but also encourages local businesses.
- Community and Social Values Characteristics**

Moab has experienced an expanded employment market with opportunities in education, retail and healthcare.
- Environmental and Landscape Characteristics**

An environmental focus is lacking as there is conflict between local environmental initiatives and outside State control.