



DRAFT Vision and Strategic Action Plan Presentation

10 October 2022

MOAB - TOMORROW TOGETHER

VISION & STRATEGIC ACTION PLAN

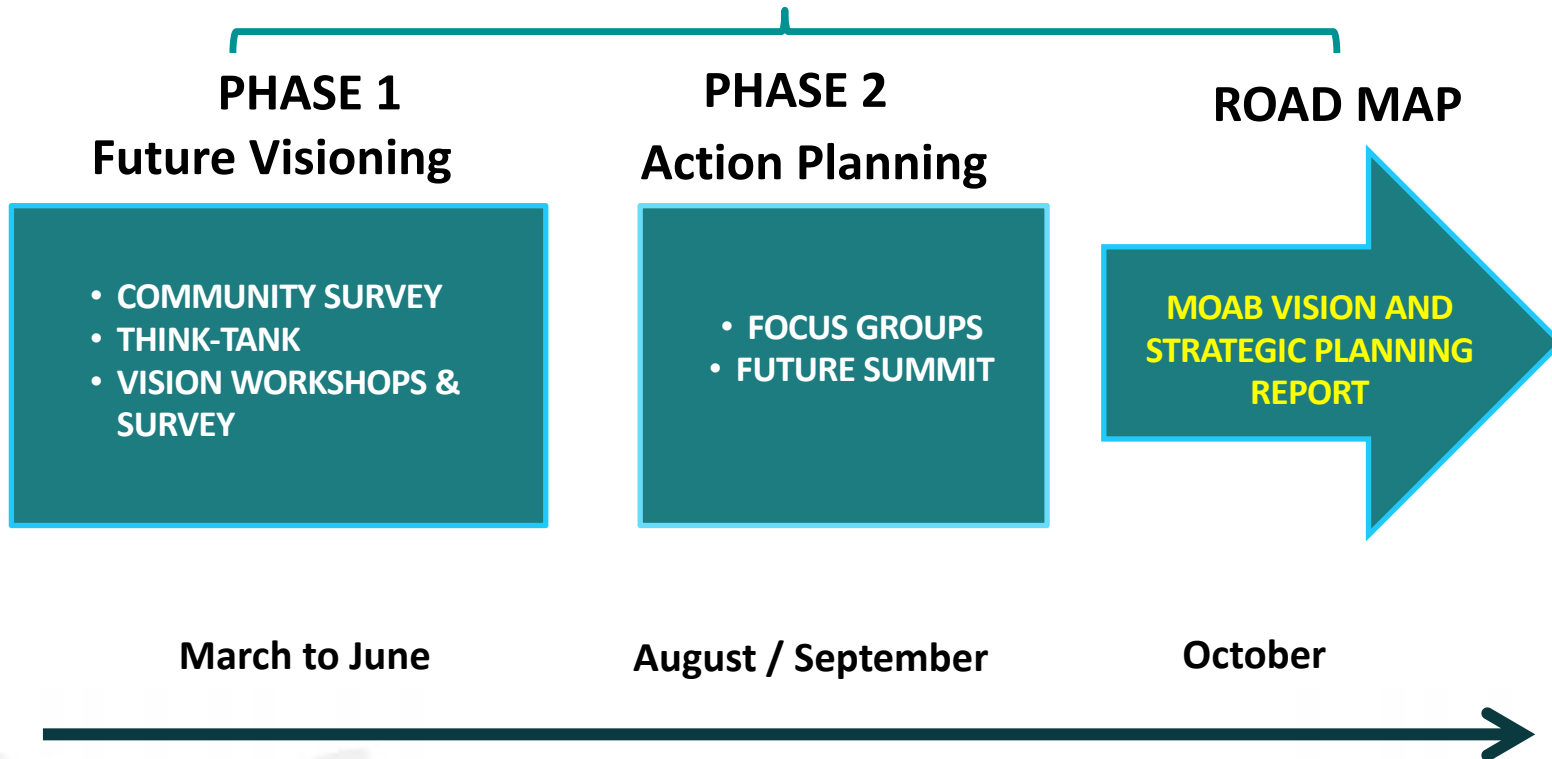
UTAH, USA

SEPTEMBER 2022



TIMELINE
March -
October 2022

Moab – Tomorrow Together



Extensive Community Survey

March 2022

Scenario-Based Think-Tank Workshop

April 6-7, 2022

Community Vision Workshops & Survey

June 6-9, 2022

Strategic Plan Focus Groups

Aug. 1-5, 2022

Future Summit

Sept. 19, 2022

**Data-Driven
Consensus-Based
Vision
October 2022**

Moab community members spent many valuable hours contributing to the Moab - Tomorrow Together visioning process. This momentum will be carried forward in future planning efforts by the City.



How many people engaged in the Moab – Together Tomorrow process?

Approximately 1,000 people



Moab – Tomorrow Together Community Survey #1



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Overview

Video: How to View Survey Results

Community Survey

Vision Survey

About the Survey

Profiling Charts

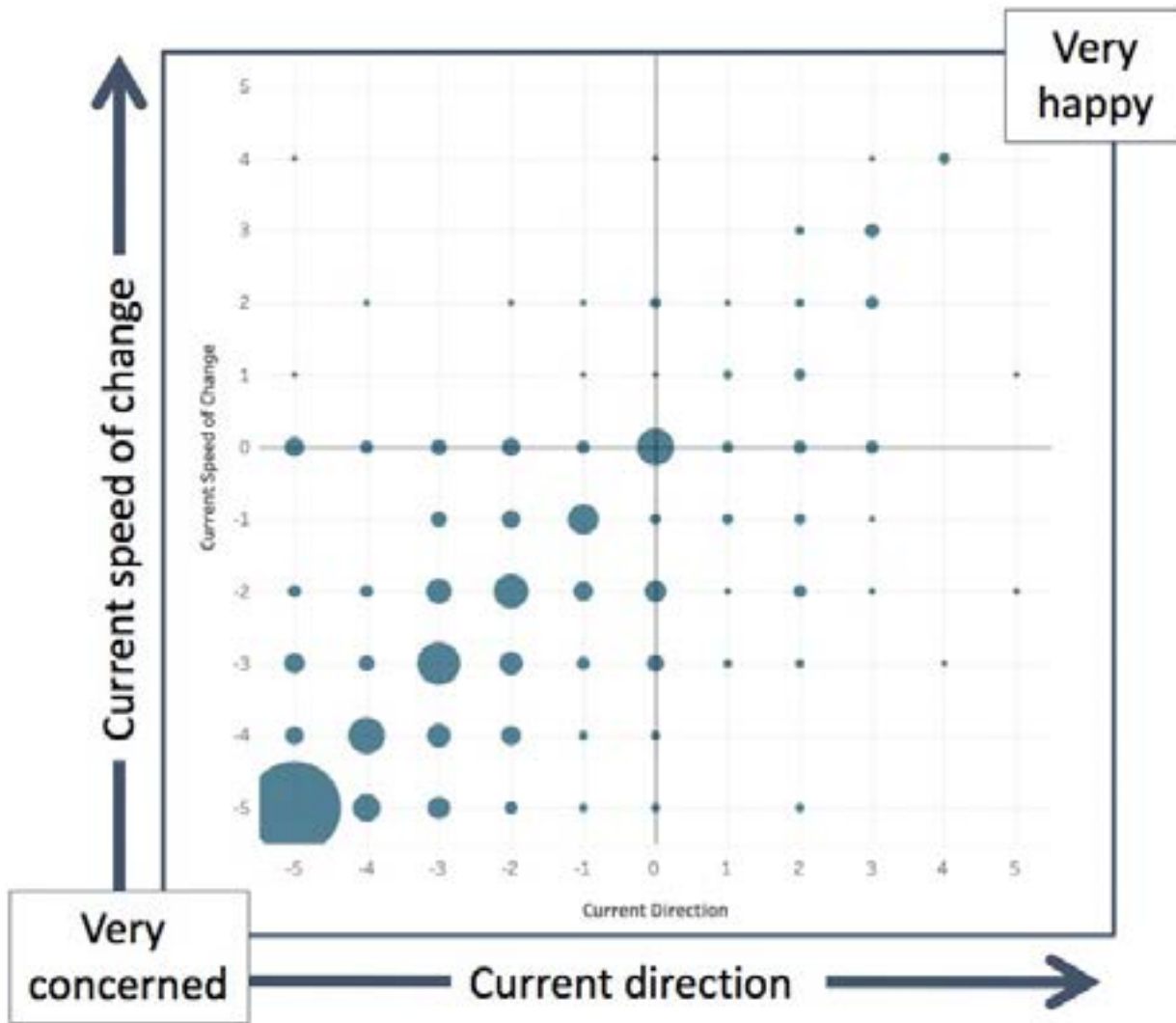
Living in Moab

Community Dynamic in Moab

Shared Vision and Values

Current Direction and Speed of Change

WELCOME TO THE
'MOAB – TOMORROW TOGETHER'

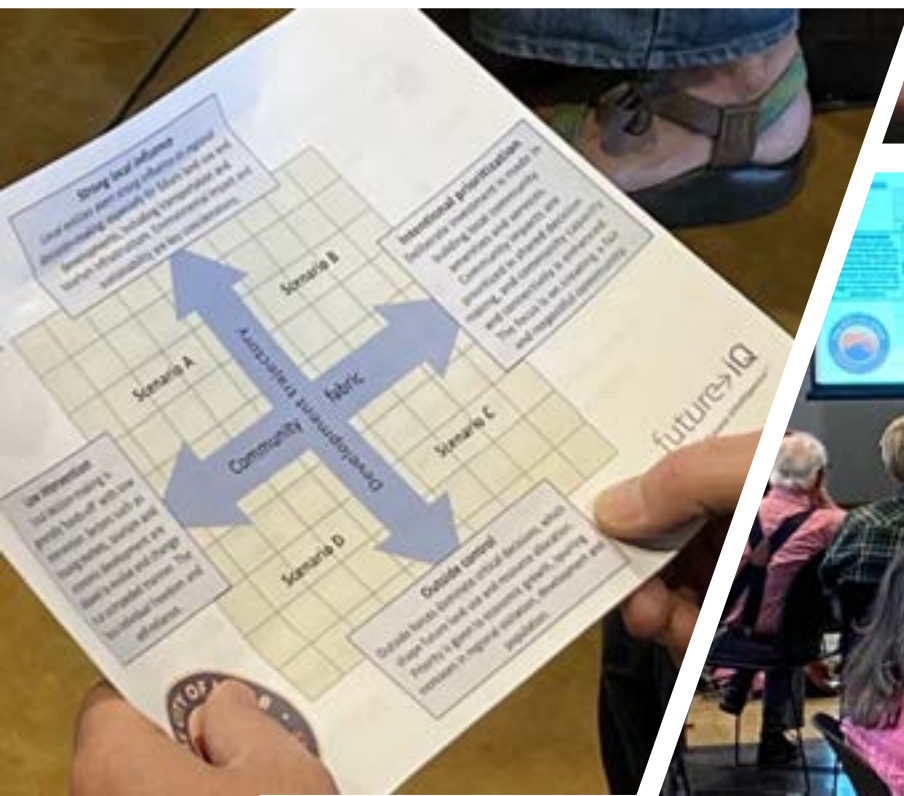
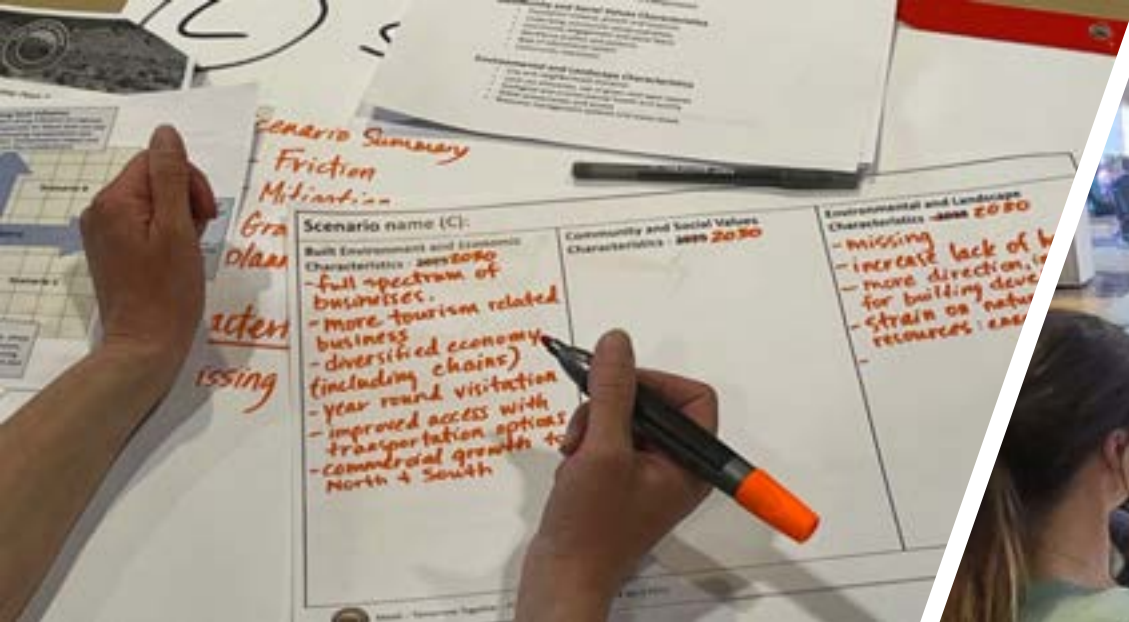


**Trajectory
and velocity**





**Think-Tank
6-7 April 2022**

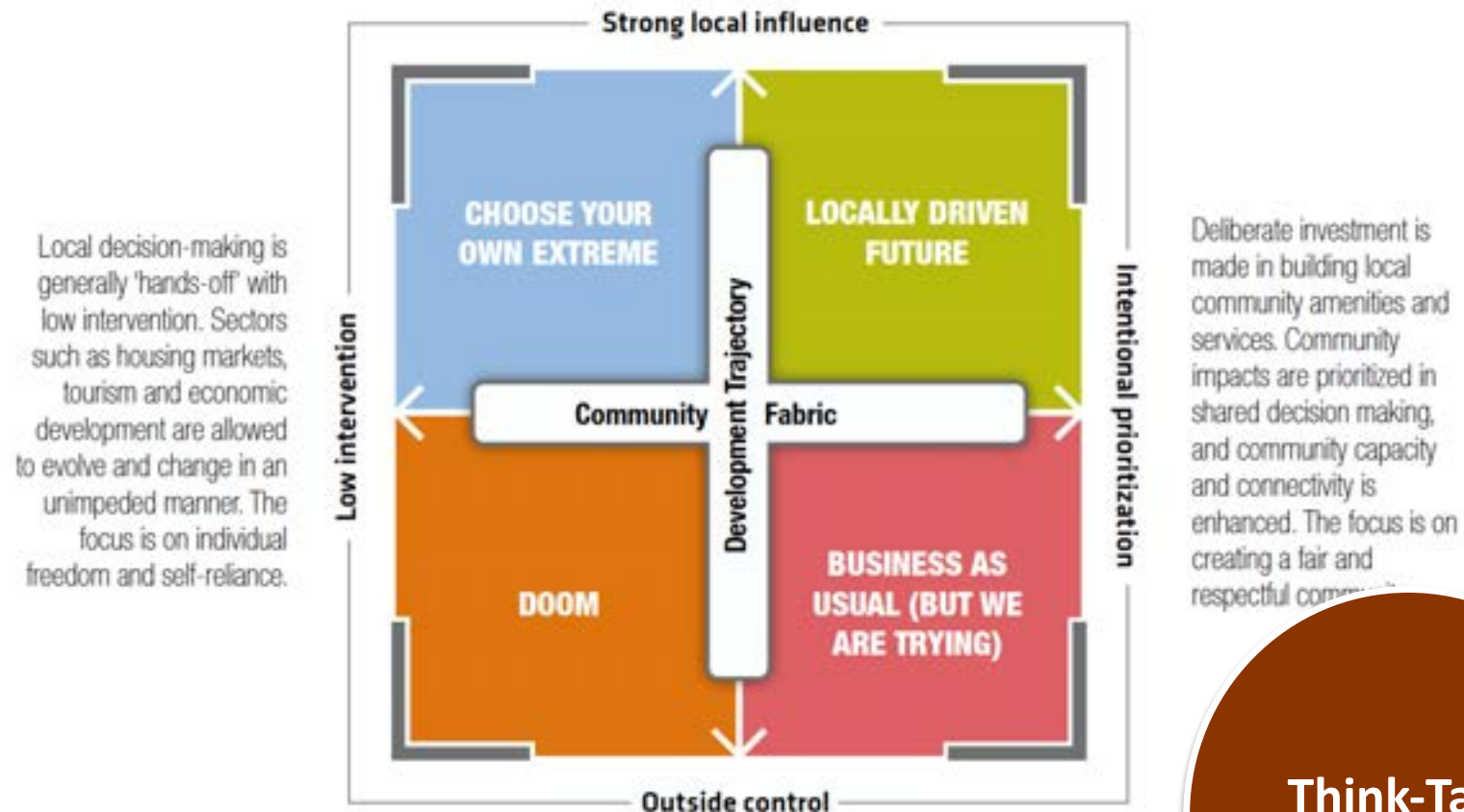


**66 Participants
took part over the
two evening Think-
Tank sessions**

A

B

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.



**Think-Tank
Scenario Matrix**

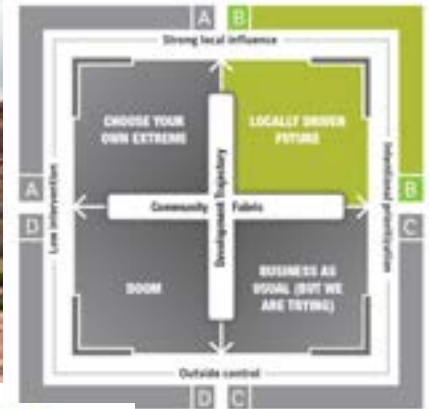
Outside forces dominate critical decisions, which shape future land use and resource allocation. Priority is given to economic growth, spurring increases in regional visitation, development and population.

D

C

Preferred Future - Locally Driven Future

Scenario B – Locally Driven Future



Built Environment and Economic Characteristics

Motorized recreation evolves to electric UTVs with are sensitively based near to the trails rather than town

2023 HEADLINE NEWS:

"City Council and Local Developer reach agreement to build affordable units"



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.

2025 HEADLINE NEWS:

"City and County Governments merge"



Environmental and Landscape Characteristics

The city embraces new technologies and solutions in r

2030 HEADLINE NEWS:

"Ribbon cutting on Moab Parkway Trail System – from Blue Hills to Brand Trails"

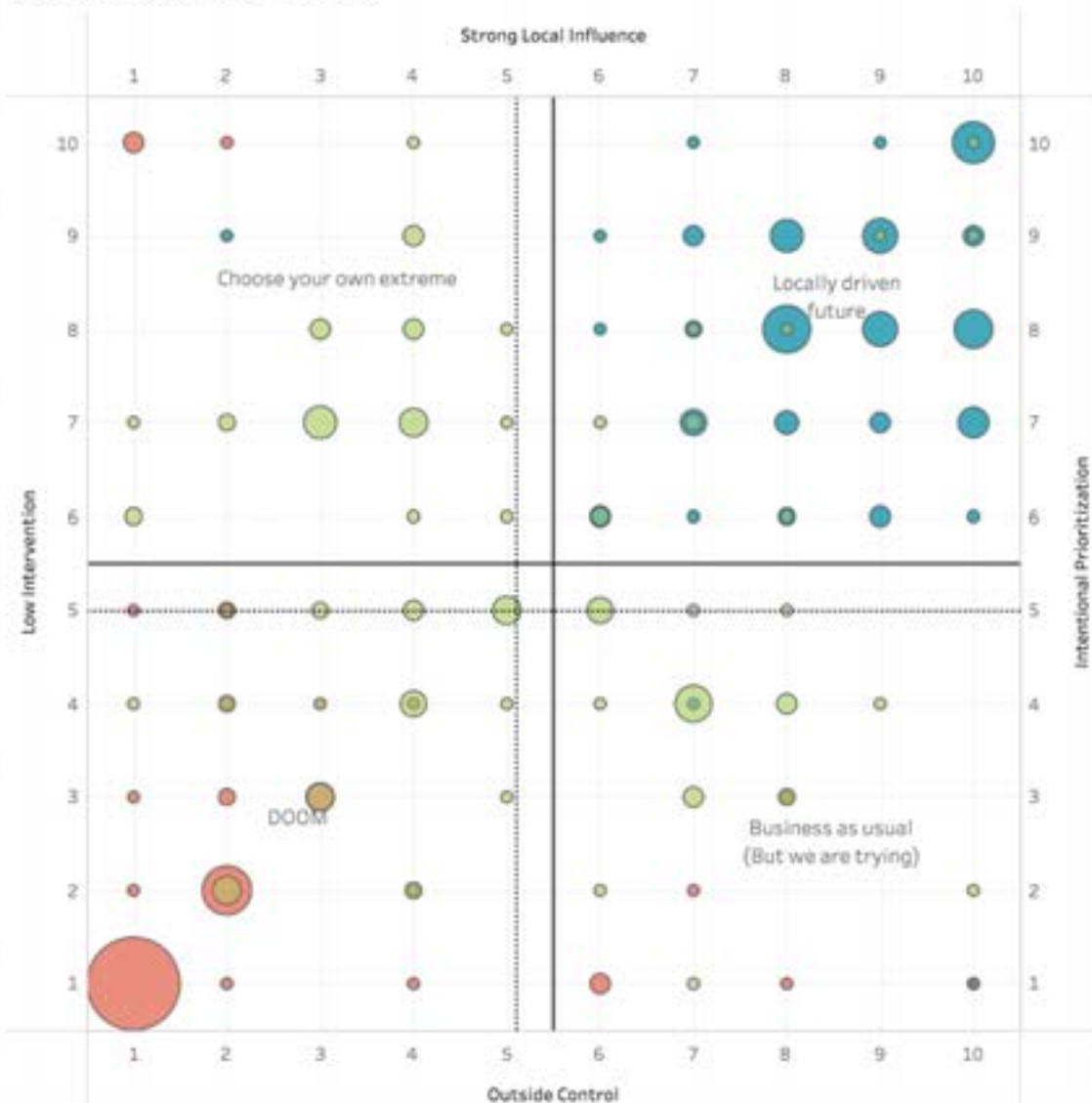


Preferred Future

Expected X Preferred X Least Desirable Future - All Data

X axis is Community Fabric

Y axis is Development Trajectory



How do we move from the Expected Future to the Preferred Future?

Community Visioning Workshops



**9 Community
Visioning
Workshops across
sectors
6-9 June 2022**

Moab – Tomorrow Together Community Survey #2



future*→*iQ[®]
Research Laboratory



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[Open-Ended Questions](#)

[Future Heatmaps](#)

WELCOME TO THE
'MOAB – TOMORROW TOGETHER' PROJECT

**A second
Community
Survey**



Moab – Tomorrow Together Strategic Pillars

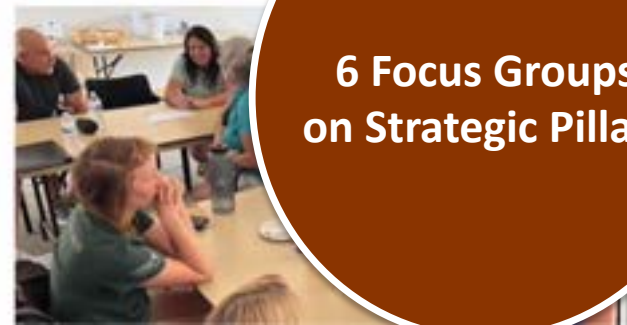






Focus Groups

1-5 August 2022



**6 Focus Groups
on Strategic Pillars**

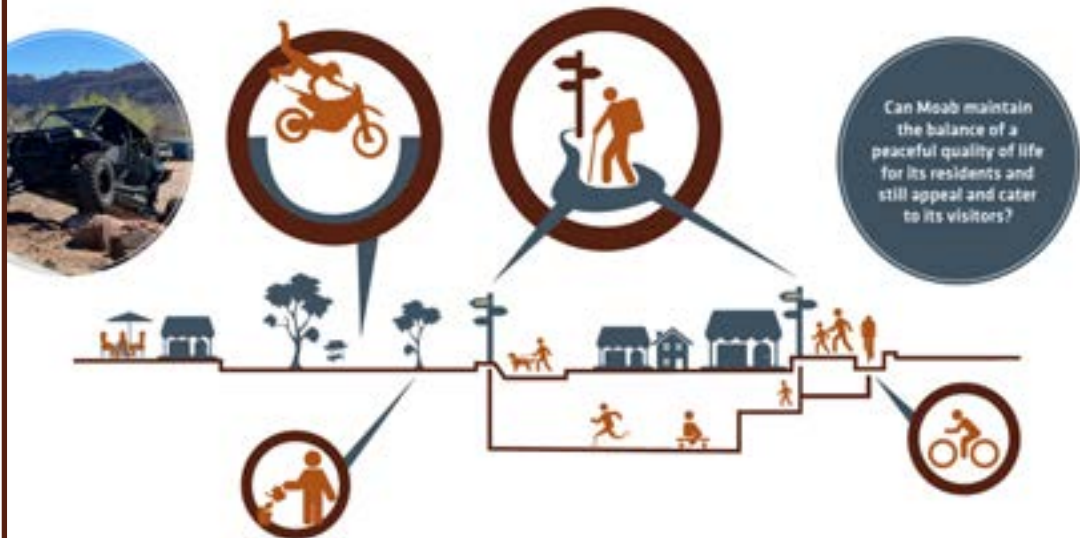
Three-page analysis of each pillar

4.1 | PILLAR 1: TOURISM TRAJECTORY & ECONOMIC DIVERSIFICATION

Balancing quality of life with the tourism economy and opportunities to economically diversify.

4.1.1 | IMPORTANCE OF THE TRAJECTORY OF TOURISM AND ASSOCIATED ECONOMIC DIVERSIFICATION

Moab has become a renowned tourism destination due to its exceptional outdoor recreational offerings and unique scenery. However, throughout the visioning process, many residents have stated that the balance has reached a tipping point in relation to the city seeming to cater to visitors, rather than residents. While appreciating the need for tourism as a key economic driver for Moab, the community has expressed a need for economic diversification away from a sole reliance on tourism. The community has also expressed a desire to manage the aspects of tourism which negatively impact their lives as residents of Moab. Over-tourism has reached Moab, and this is reflected in the huge numbers of visitors who are 'loving Moab to death' and the accompanying noise pollution by the motorized recreation industry and the escalating number of hotels. The challenge is in finding the right balance between a vibrant tourism industry that delivers economic benefit, while ensuring Moab remains a functioning and connected community. Focusing on a sustainable tourism approach will help find new solutions for Moab.



Value to
Residents

- Recreational tourists will continue to visit Moab. However, promotion of sustainable tourism as a practice and ideology in Moab will help mitigate the potentially negative impacts of over-tourism.
- The retention of the unique desert town and small-town feel will enhance the experience for both residents and visitors. This could be achieved by eliminating noise from recreational motorized vehicles and a more sympathetic sustainable tourism approach.

4.1.2 | KEY ACTION AREAS

The following three key action areas consolidate ideas and priorities identified by the community during the Moab - Tomorrow Together visioning process in relation to Tourism Trajectory and Economic Diversification.

Embrace a Sustainable Tourism Approach

While it is widely recognized that tourism is a key economic driver for Moab, the theme of sustainable tourism has recurred throughout the visioning process and is seen as critical for the future of Moab. For Moab to adopt an intentional sustainable approach, this will mean reducing some of the negative impacts caused by tourism and move from a destination marketing approach to destination impact management. The move to destination management will include sustainability of the environment, mitigation of climate impact, protecting Moab's natural resources and conserving the culture and community of Moab. It will also contribute to creating more authentic tourist experiences which includes a more sensitive appreciation of what Moab has to offer. However, this sustainable approach must also be economically sustainable for the future of Moab. There is also a need for leadership at city, county and state level to look at other desert towns such as Sedona, Arizona, for their sustainable tourism ideas (https://visit-sedona.s3.amazonaws.com/CMS/9719/read-stp_4-17-19_for-update.pdf). Other towns to refer to are Boulder (Nevada), Joshua Tree (California), Silver City (New Mexico) and Cottonwood (Arizona).



Encourage an Industry Cluster Leveraging the Recreation Industry

During the Community Surveys and Focus Group sessions, there was a clear desire to see more entrepreneurship and small local businesses contributing to a recreational industry cluster within Moab. This recreational industry cluster would help Moab economically diversify away from a sole reliance on tourism, while creating local jobs and businesses from Moab's recreational offerings. This local recreational industry cluster could co-exist and work with outdoor recreation offerings and would appeal to Moab's tourists due to strong brand awareness. The creation of this cluster would also require the city and county to incentivize small industries to locate to and develop in Moab. Collaboration with University of Utah could provide an industry incubator to assist in the creation of this local industry cluster.

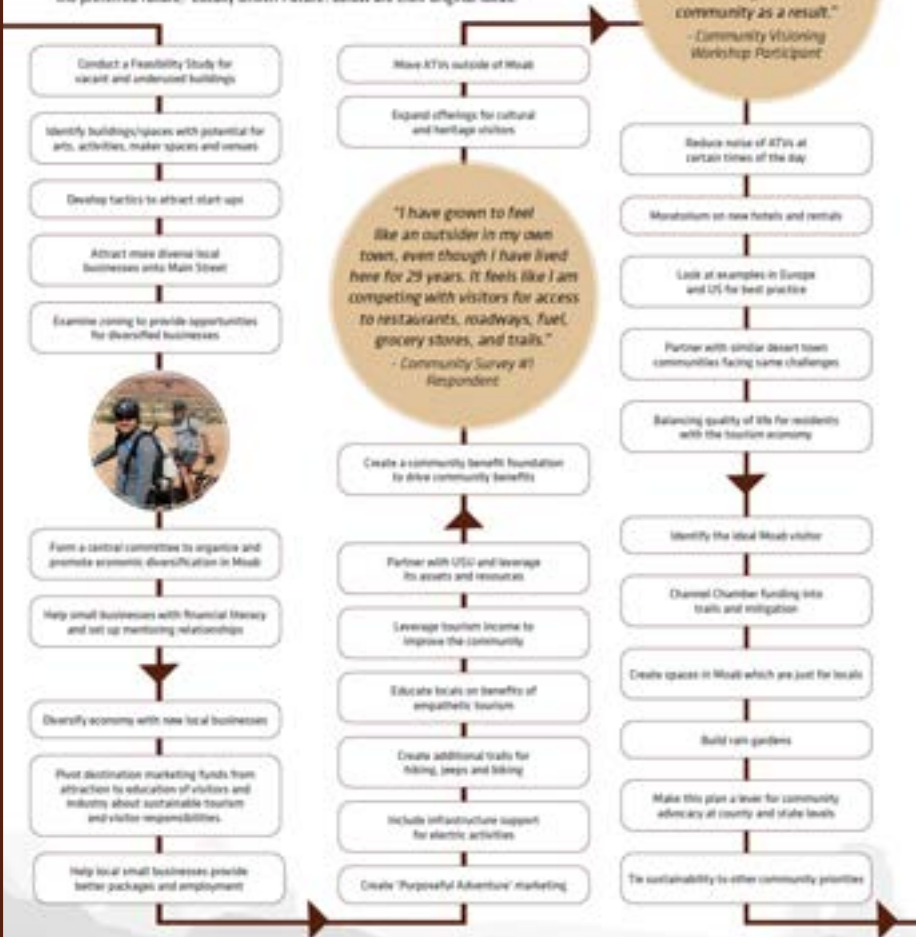
Promote Electrification of Recreation Vehicles

The noise from motorized recreation vehicles (ATVs) in Moab has been a predominant theme in relation to the negative impact of tourism, especially in relation to the noise of these vehicles driving throughout Moab and down Main Street. In community survey #1, the noise from motorized recreation vehicles was the third highest reason why people did not like living in Moab. The noise from these vehicles was also one of the highest responses to the community survey #1 question relating to what are the biggest concerns about the future of Moab. The electrification of motorized recreation vehicles in Moab would lessen the impact of these vehicles on the day to day experience of community members and visitors. While motorized recreation vehicles would still be a key part of the recreational offerings of Moab, the noise factor would be reduced. Indeed the creation of electric motorized recreation vehicles could become a key industry for Moab and part of the industry cluster leveraging the recreation industry. This could lead to the conversion of all electric recreation vehicles.



4.1.3 | IDEAS FROM THE COMMUNITY

The following bullet points are ideas and actions that emerged during the community engagement process. Focus group participants and survey respondents were asked for specific ideas on actions the community could take to achieve the preferred future, 'Locally Driven Future'. Below are their original ideas.



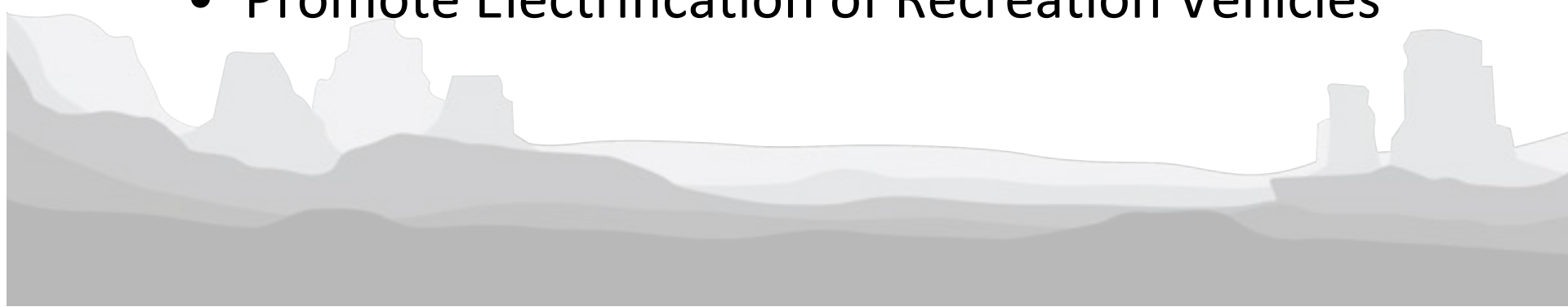


Tourism Trajectory and Economic Diversification

Balancing quality of life with the tourism economy and opportunities to economically diversify.

Key strategic actions

- Embrace a Sustainable Tourism Approach
- Encourage an Industry Cluster Leveraging the Recreation Industry
- Promote Electrification of Recreation Vehicles



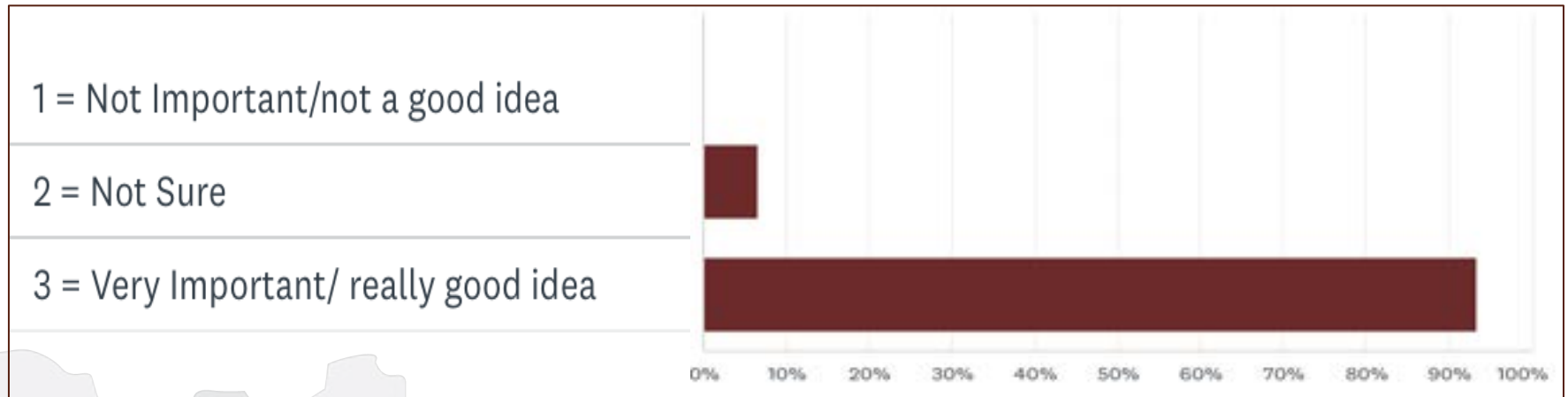


Tourism Trajectory and Economic Diversification



Q1 Tourism Trajectory and Economic Diversification - How important do you think it is to pivot to a sustainable tourism approach?

Answered: 30 Skipped: 0





Affordability and Equity

Cultivating and engaging an inclusive and diverse community, while working to address disparities

Key strategic actions

- Focus on a Social Equity Approach
- Invest in Youth and Senior Enrichment
- Expand Diversity and Inclusivity Efforts





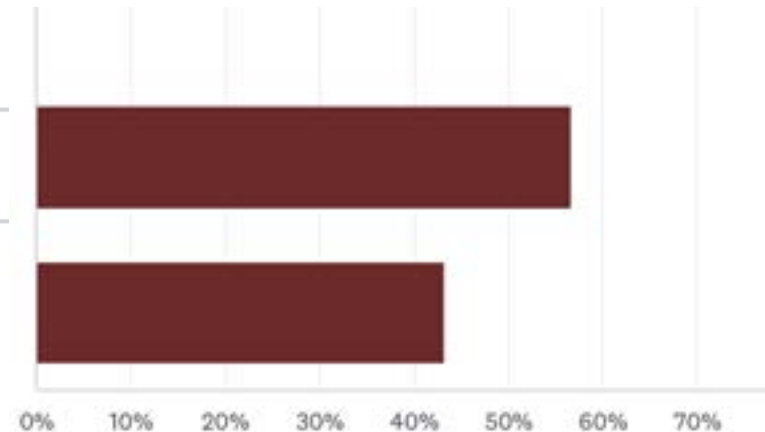
Affordability and Equity

Q2. Affordability and Equity - How much potential do you think there is to create an affordable and equitable community in Moab?

1 = Little to no potential

2 = Some potential, but will need work

3 = Lots of potential





Leadership and Decision Making

Transparent and inclusive local leadership and decision making, to benefit Moab within a State context.

Key strategic actions

- Encourage closer collaboration between City and County
- Boost Local Participation in Decision Making
- Intentionally Enhance Influence and Leverage at State Level





Leadership and Decision Making

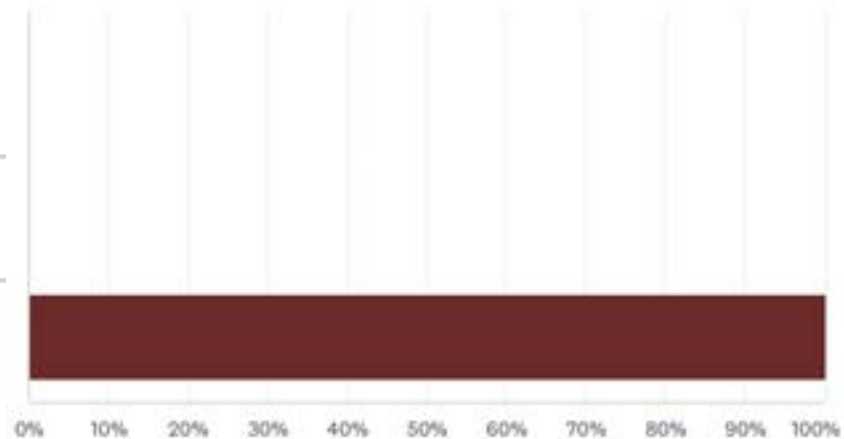
Q3. Leadership and Decision Making - How important is it for Moab to collaborate with Grand County to seek regional solutions?



1 = Not important

2 = Somewhat important

3 = Very important





Environmental Stewardship

*Preparing to lead as a desert town
example on environmental solutions*

Key strategic actions

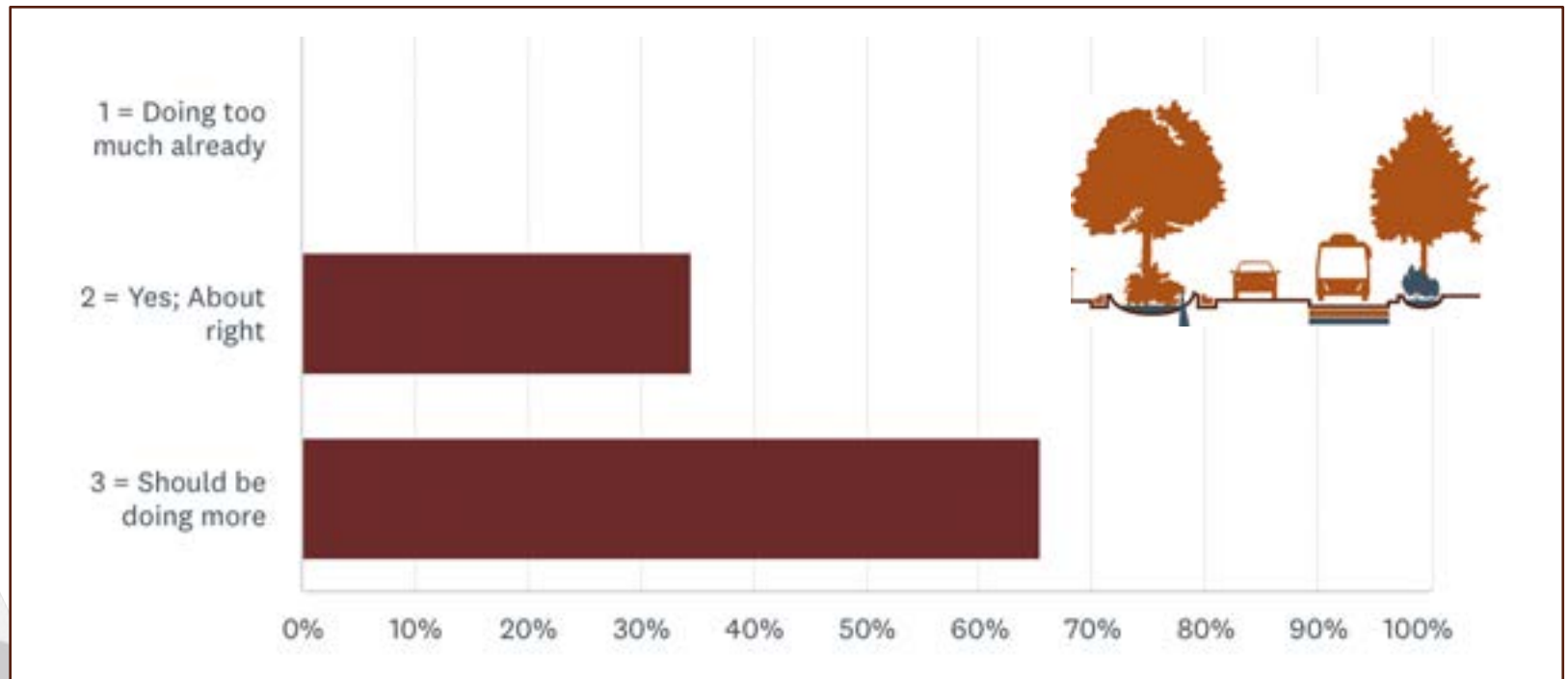
- Incentivize Xeriscaping and Resource Conservation
- Pursue Sustainable Resource Management Plan
- Invest in more Climate Resilient Urban Landscapes





Environmental Stewardship

Q4. Environmental Stewardship - Do you think Moab is currently being ambitious enough in environmental leadership and solutions?





Workforce and Housing

*Ensuring that Moab residents have
equitable work conditions and
affordable housing options*

Key strategic actions

- Facilitate more Affordable Housing Options
- Incentivize Long Term Rental Market
- Attract and Retain Diverse Workforce





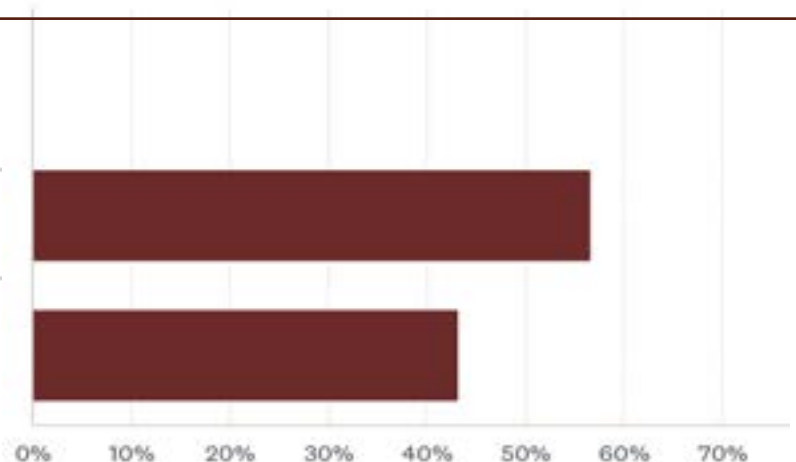
Workforce and Housing

Q5. Workforce and Housing - How achievable is it to provide affordable housing options for the workforce in Moab over the next 5 years?

1 = Not at all achievable/Can't be done

2 = Perhaps it could be achievable/Will wait and see

3 = Very achievable/It will be done





Community Fabric and Wellbeing

*Maintaining the small town feel and
cohesive sense of community which
Moab prides itself on*

Key strategic actions

- Measure Community Metrics such as Happiness, Wellbeing and Sense of Belonging
- Develop Dedicated Community Infrastructure for Locals
- Invest in Creating Strong Inclusive Social Fabric





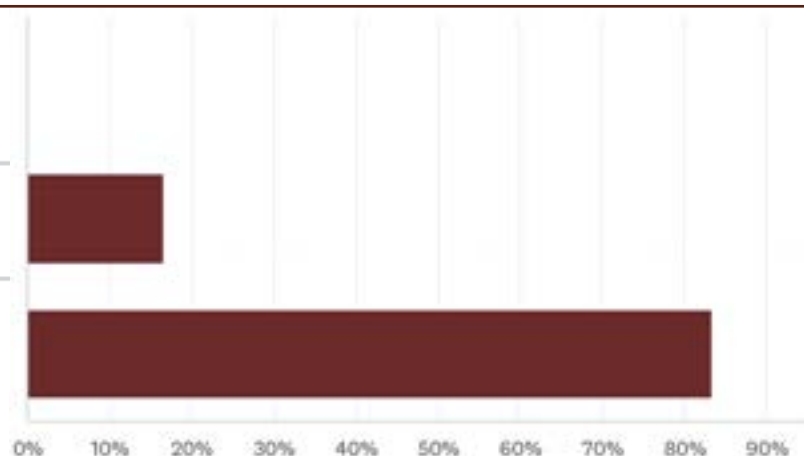
Community Fabric and Wellbeing

Q6. Community Fabric and Wellbeing - How critical is it to focus on the community and develop a dedicated community infrastructure for locals?

1 = Not critical

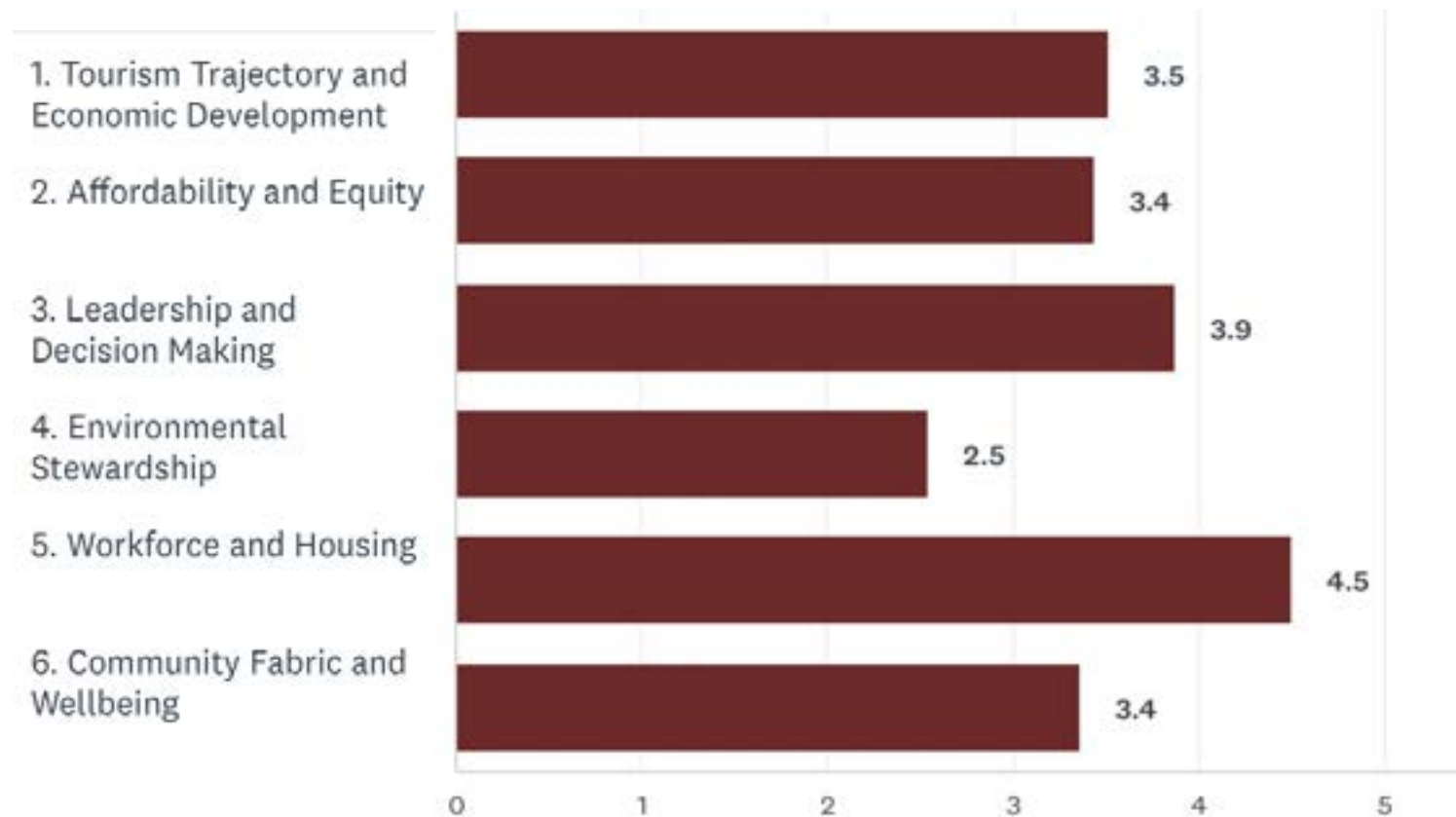
2 = Useful, but not essential

3 = Critically important and essential

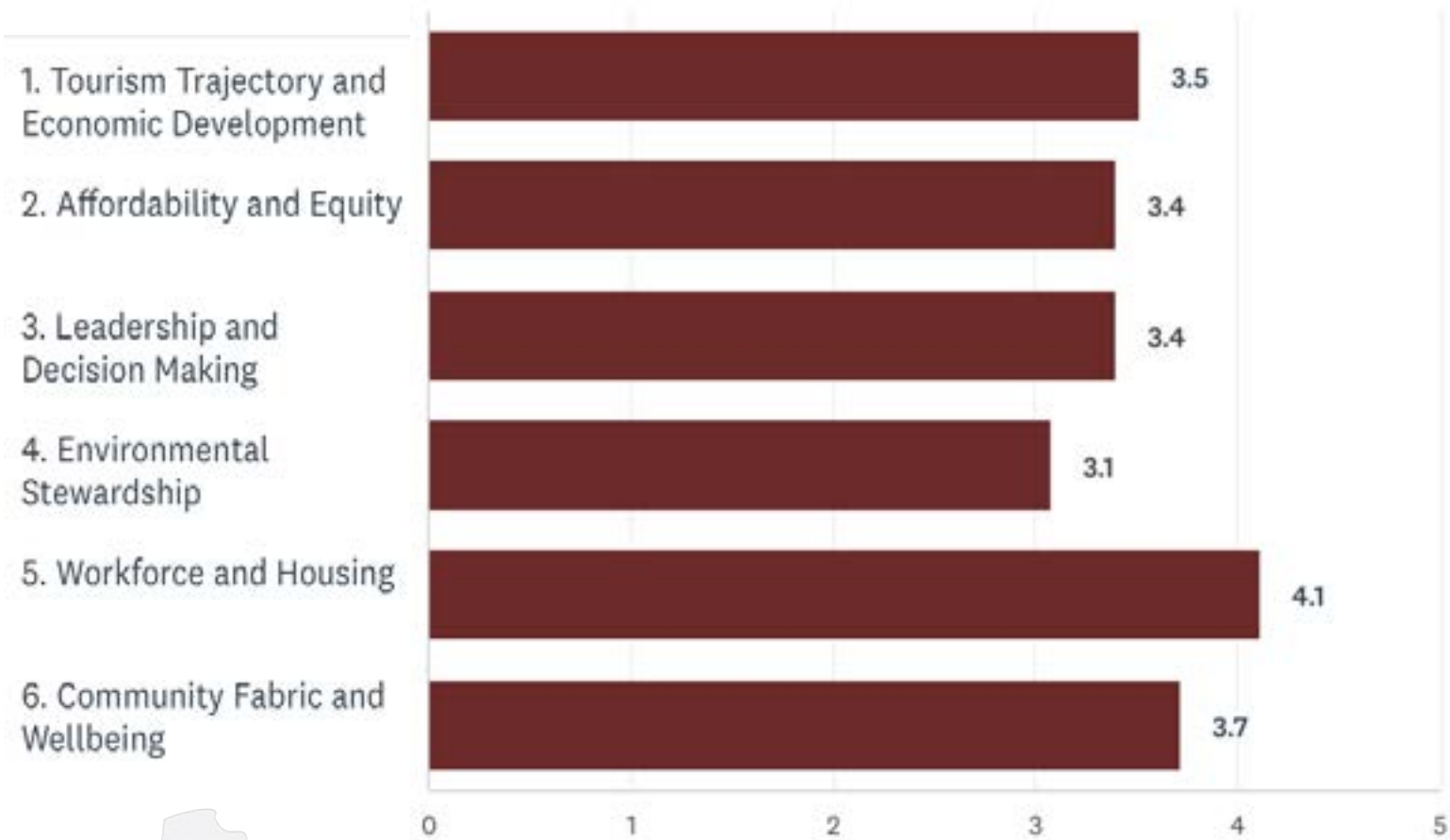




Rank the Strategic Pillars in order of importance over the next 1-2 years?



Rank the Strategic Pillars in order of importance over the next 5-10 years?



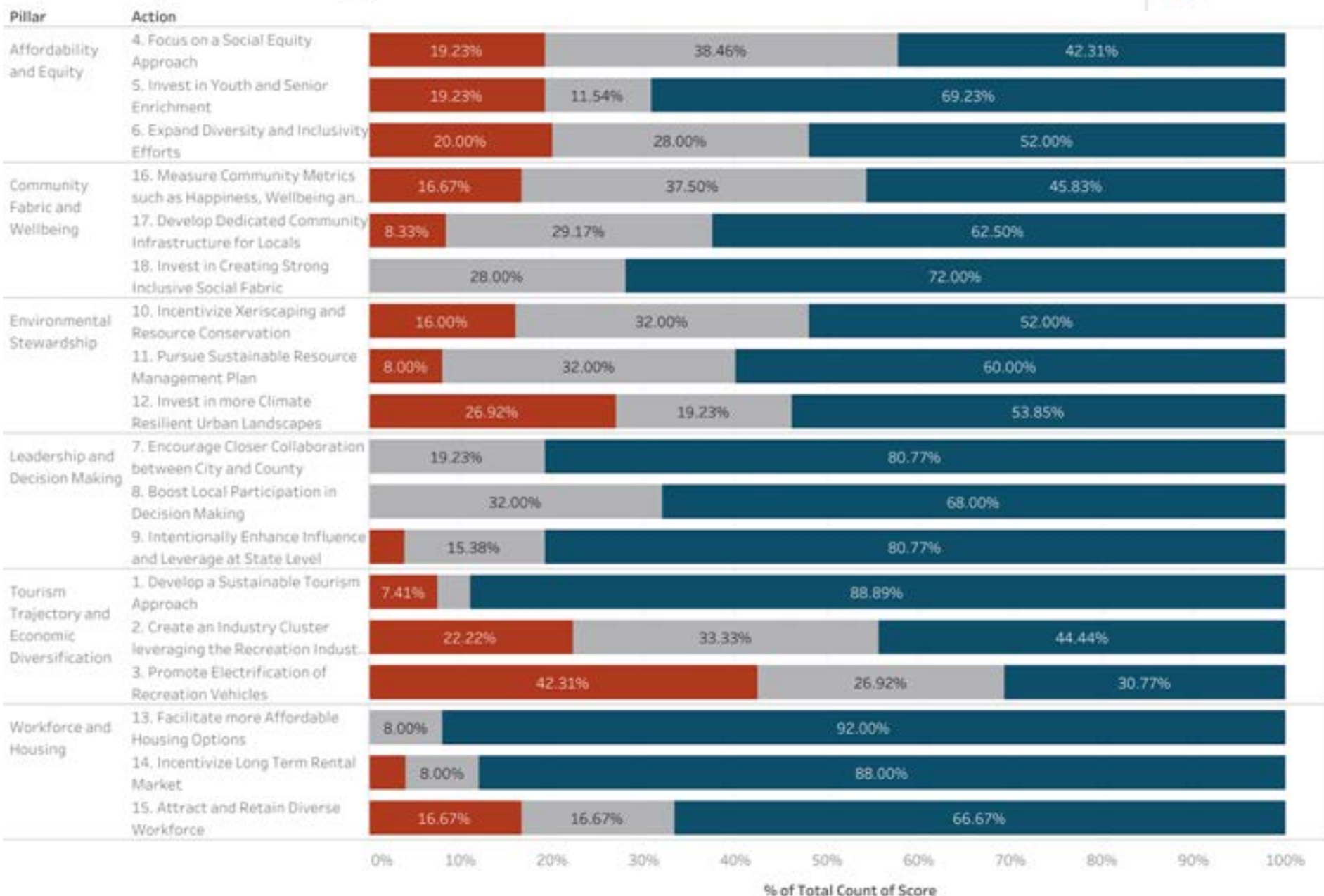
Score

High

Neutral

Low

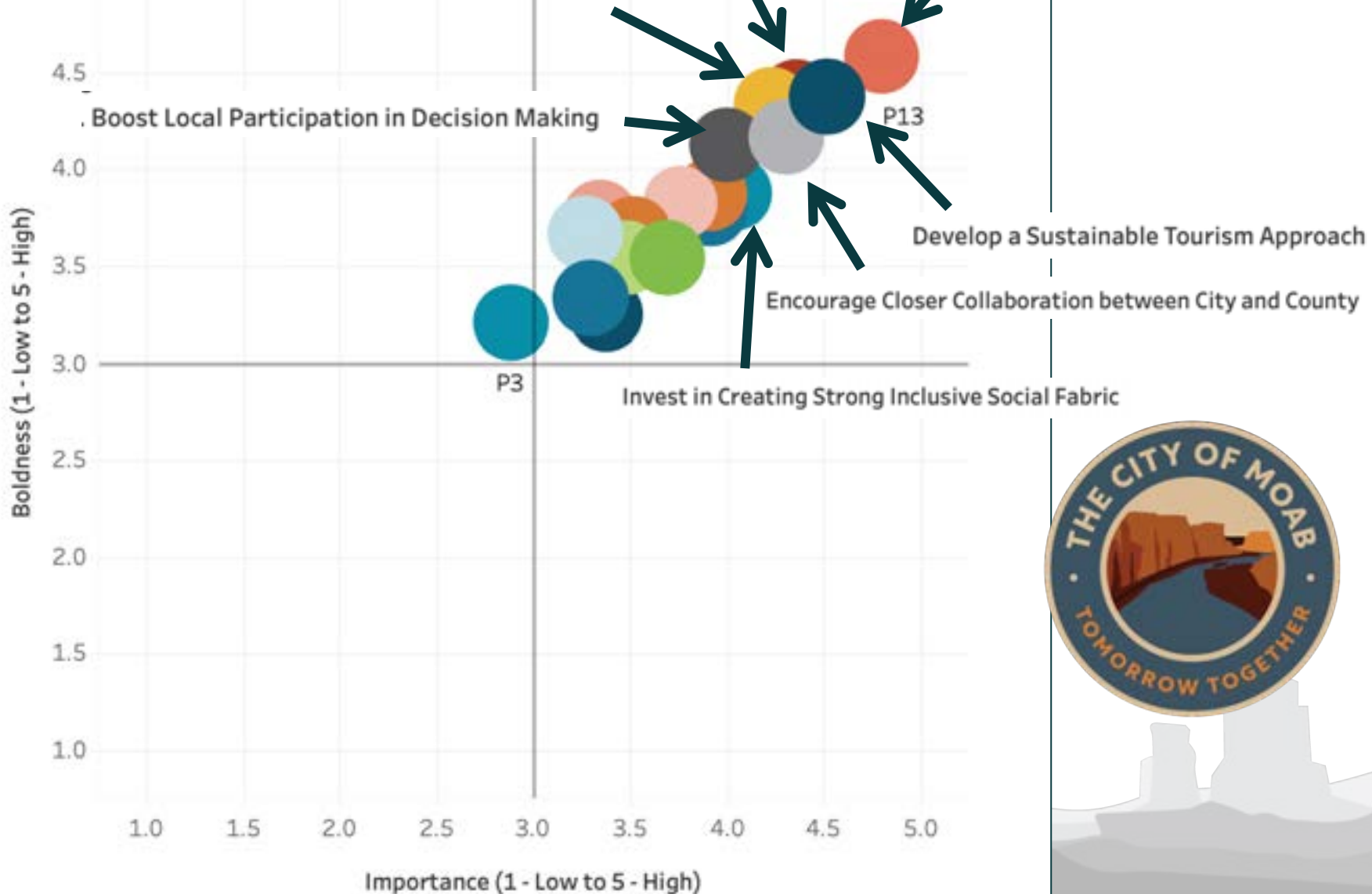
Importance - (1 - Low to 5 - High)



Incentivize Long Term Rental Market

Facilitate more Affordable Housing Options

Intentionally Enhance Influence and Leverage at State Level





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MOAB - TOMORROW TOGETHER

VISION & STRATEGIC ACTION PLAN

UTAH, USA

SEPTEMBER 2022



Future iQ welcomes Moab Council to give feedback/edits and amendments to the Draft Report by Friday 21 October.

Thank you for your participation in the Moab – Tomorrow Together process.