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## The Point Takes Next Steps to Initiate Master Planning Process

*Thousands of Utahns help to "Make The Point" as Board narrows selection of planning teams*

**DRAPER (Oct. 29, 2020)** – The Point of the Mountain State Land Authority has released the results of their statewide public survey. Utahns have been encouraged to help “Make The Point” by providing input through the survey. Building on significant public engagement conducted during [The Point of the Mountain \(POM\) Visioning process](#), the survey asked respondents to rate the main elements identified in the POM Regional Vision. Utahns overwhelmingly responded, with approximately 2,838 people adding their voice to the thousands who previously participated in the process.

Key findings from the survey show Utahns want parks, open space, and trails on the site, with an approach to sustainable development that will improve air quality and enhance quality of life. “We are encouraged to see that the input we received from the thousands of Utahns who participated in this survey is consistent with our vision,” said The Point Executive Director Alan Matheson. “We want to create a vibrant place with parks, regional trail connections and recreational opportunities that support robust economic development and job creation for generations of Utahns.”

In addition to the release of the survey, the Authority also released a report summarizing the work of The Point’s five working groups: 1) Stakeholder 2) Education, Research & Innovation 3) Environment & Air Quality 4) Infrastructure & Land Use and 5) Economic Development, Recruitment & Investment. Each working group is composed of members carefully selected for their experience, expertise and commitment to Utah’s future. “Our working group members are tremendous assets that have provided invaluable subject-matter expertise throughout this process,” said Authority Co-Chair and State Representative Lowry Snow. “Collectively, they represent some of Utah’s best and brightest and we are very lucky to have them.”

Co-chaired by Authority members, the working groups have held monthly public meetings since July 2020 to develop Key Vision Elements. The Key Vision Elements identify priority ideas that working group members believe should guide future development at The Point. The Key Vision Elements include:

- **Create an iconic, vibrant, mixed-use community**, with a focus on quality of life and healthy Living and a strategic balance of jobs and housing to limit off-site trip generation. Include active, welcoming places for people to gather day and night for recreation, dining, culture and entertainment.

- **Serve the site with a high-quality, future-focused, multi-modal transportation system**, with an emphasis on convenience, safety, access, regional traffic reduction, limited parking, emissions reduction and active transportation.
- **Promote enduring statewide economic development through job creation, workforce development and revenue generation.** Create a community that will attract and nurture top talent and outstanding anchor companies, as well as smaller local businesses.
- **Advance innovation** by creating a place that promotes a culture of creativity and ingenuity, attracts outstanding talent and investment, promotes solution-oriented research, fosters the growth of promising early-stage companies, eliminates regulatory barriers and facilitates interdisciplinary industry and academic partnerships to generate and commercialize new ideas.
- **Create a model of sustainable development** that relative to traditional development significantly reduces air emissions, water pollution, water and energy use and takes advantage of on- and off-site renewable energy resources (including an on-site geothermal resource). Explore a net-zero-ready development.
- **Coordinate closely with others** to ensure the development fits well with regional plans and infrastructure, advancing the interests of the broader community. Promote regional trail, transportation and green infrastructure connections through the area and facilitate thoughtful regional growth.

Both the [survey results](#) and the [working group report](#) will be used to inform the creation of The Point Master Plan and are available on The Point website at [www.thepointutah.org](http://www.thepointutah.org).

In addition to releasing the survey results and the working group report, The Point of the Mountain State Land Authority issued a Request for Proposals (RFP) yesterday afternoon to three world-renown planning firms who have been chosen as finalists through a competitive selection process. Last month, the Authority initiated a process to select a planning team and twelve firms submitted proposals. Following an initial interview process, the Authority narrowed the field to the three finalists. In the coming weeks, the finalists will undergo extensive vetting as they move through the next steps in the selection process. It is anticipated that one of these firms will be chosen by the end of the year, with the master planning process kicking into high gear in early 2021.

“We are encouraged by the significant level of interest we have received from some of the best planning firms in the world,” said Matheson. “It reaffirms our belief that Utahns have a generational opportunity to create a world-class, future-focused and distinctly Utah community at The Point.”

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**About [The Point](#)**

Utahns have a once-in-a-lifetime opportunity to develop the 700 acres of state-owned property called “The Point” in a way that is economically robust and environmentally sustainable. Widely recognized as one of the most important economic development opportunities in Utah history, The Point is well-served by vital infrastructure and centrally located at the heart of Utah’s fast-growing technology industry. The site offers unprecedented potential to create an innovation hub that catalyzes technological advancement, fosters mixed-use urban areas, and preserves parks and open space. The Point’s natural assets provide an opportunity for the site to develop in an environmentally friendly way that enhances Utahns’ quality of life.

**About [The Point of the Mountain State Land Authority](#)**

The Point of the Mountain State Land Authority was established by the Utah State Legislature on May 8, 2018. It is an 11-member board composed of state legislators and agency executives, local elected officials and business leaders with a mandate to plan, manage and implement development at The Point.

**Get to The Point**

For more information, including live-streaming, recordings and materials of all board and working group meetings is publicly available on The Point website at [www.thepointutah.org](http://www.thepointutah.org). Follow The Point on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).