



Plan The Point! Survey Results

The Point of the Mountain State Land Authority
Board Meeting, 6-8-21

Plan The Point!

- Stakeholder Advisory Committee Meetings
- Milestone Workshops IV and V
- 2 virtual open houses
- 8 positive news articles
- Boosted social media posts



Survey Overview

- Over 2,700 respondents for Plan The Point!
- Fielded both representative and public surveys
- Sent to extensive list of partner entities
- Combined approximately 10,000 Utahns participated



Survey Format

- Visual Preference Survey
- Forced ranking of top 3 preferences
- Rating on 1 to 5 likert scale
- Open-ended questions



Entertainment Preferences



Movie theater



Live performance venue



Museums and art galleries



Food/Market hall



E-sports venue



Activities for all ages



Entertainment Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Movie theater	6%	10%	12%	309
Live performance venue	23%	20%	19%	788
Museums and art galleries	12%	18%	17%	546
Food/Market hall	25%	24%	22%	882
E-sports venue	4%	7%	10%	227
Activities for all ages	30%	21%	20%	938



Retail Preferences



Smaller, local/Utah-based retail



Neighborhood grocery stores



Shopping center with national retailers



Outdoor dining/cafés



Retail Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Smaller, local/Utah-based retail	41%	29%	20%	1247
Neighborhood grocery stores	10%	18%	39%	646
Shopping center with national retailers	11%	15%	22%	513
Outdoor dining/cafés	38%	38%	20%	1284



Open Space Preferences



Natural



Recreation



Play



Civic



Open Space Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Natural: Naturally-landscaped open spaces	24%	19%	25%	821
Recreation: Linear open space corridors great for biking, walking, and running	40%	33%	19%	1253
Play: Traditional neighborhood parks with a combination of mowed lawns, plants, sports facilities and hard surfaces	17%	26%	28%	809
Civic: Parks and plazas intended for community gatherings and civic events	20%	22%	28%	807



Park Type Preferences



Lawns, trails, and picnic areas



Day use activities



Civic plazas



Sports fields



Park Type Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Lawns, trails, and picnic areas	46%	26%	17%	1273
Day use activities such as community gardens, bocce ball, or pick-up games	16%	36%	34%	946
Civic plazas that are highly engaging and dynamic	24%	23%	27%	897
Sports fields and organized recreation such as tennis, basketball, soccer, or fitness zones	14%	15%	22%	574



Park Size Preferences



Large community parks



Medium-sized parks



Neighborhood parks



Small parks



Park Size Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Large community parks (15 to 25 acres)	45%	12%	19%	1091
Medium-sized parks (5 to 10 acres)	29%	53%	14%	1270
Neighborhood parks (2 to 5 acres)	21%	26%	49%	1019
Small parks (1 acre or less)	5%	9%	18%	310



Park Feature Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Event spaces/amphitheater	22%	17%	15%	707
Fountains and play areas	29%	29%	19%	1021
Larger spaces for community activities	12%	15%	25%	557
Smaller spaces/gardens for privacy and quiet	25%	20%	19%	834
Small retail/concessions	11%	19%	22%	571



Trail Preferences



In an open space area



Dedicated pedestrian corridor



Multipurpose trail alongside a street



Trail Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
In an open space area	56%	27%	17%	1472
Dedicated pedestrian corridor	28%	43%	29%	1228
Multipurpose trail alongside a street	15%	30%	54%	990



Transit Preferences



Trolley



Autonomous shuttle



Neighborhood electric vehicle



Passenger van



Transit Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Trolley	48%	17%	23%	1246
Autonomous shuttle	28%	33%	25%	1090
Neighborhood electric vehicle	20%	35%	34%	1000
Passenger van	4%	14%	18%	354



Street Character Preferences



Green street with landscaping



Urban street with public space



Urban street with space for pedestrians



High-capacity roadway



Street Character Preferences

	Rank 1	Rank 2	Rank 3	Rank Score
Green street with landscaping and green infrastructure	53%	23%	19%	1375
Urban street with public space/outdoor dining	25%	41%	28%	1135
Urban street with space for pedestrians, bikes, and scooters	18%	31%	42%	965
High-capacity roadway that prioritizes vehicles	5%	5%	11%	215



Parking Preferences



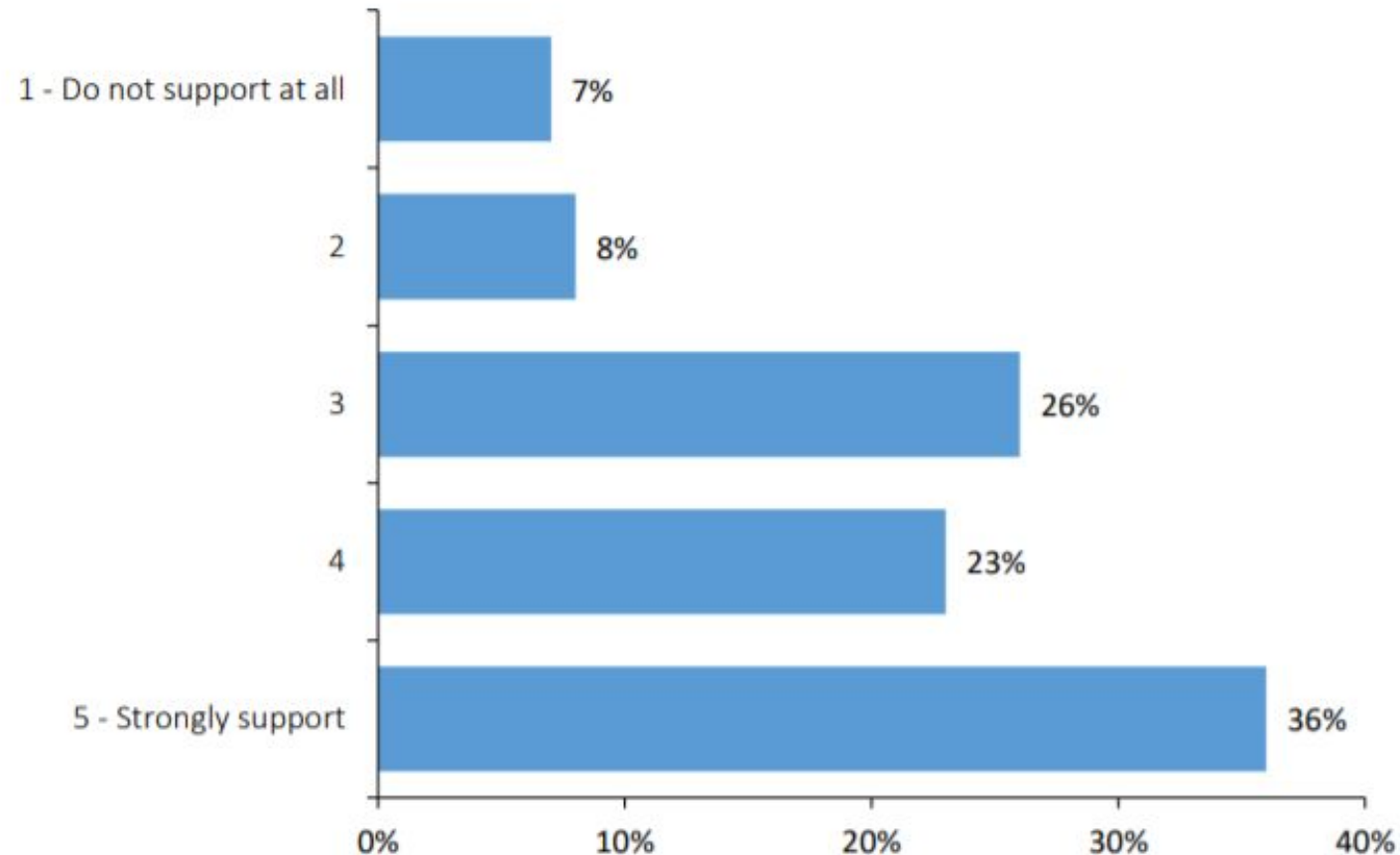
The Point will include transit, bike and walking options to get around the site easily without a car.

Respondents were asked to rate their preference for consolidated parking hubs located throughout the site.



Parking Preferences

Please rate your level of support to have several larger parking hubs located throughout the site.



Pedestrian Priority Zones



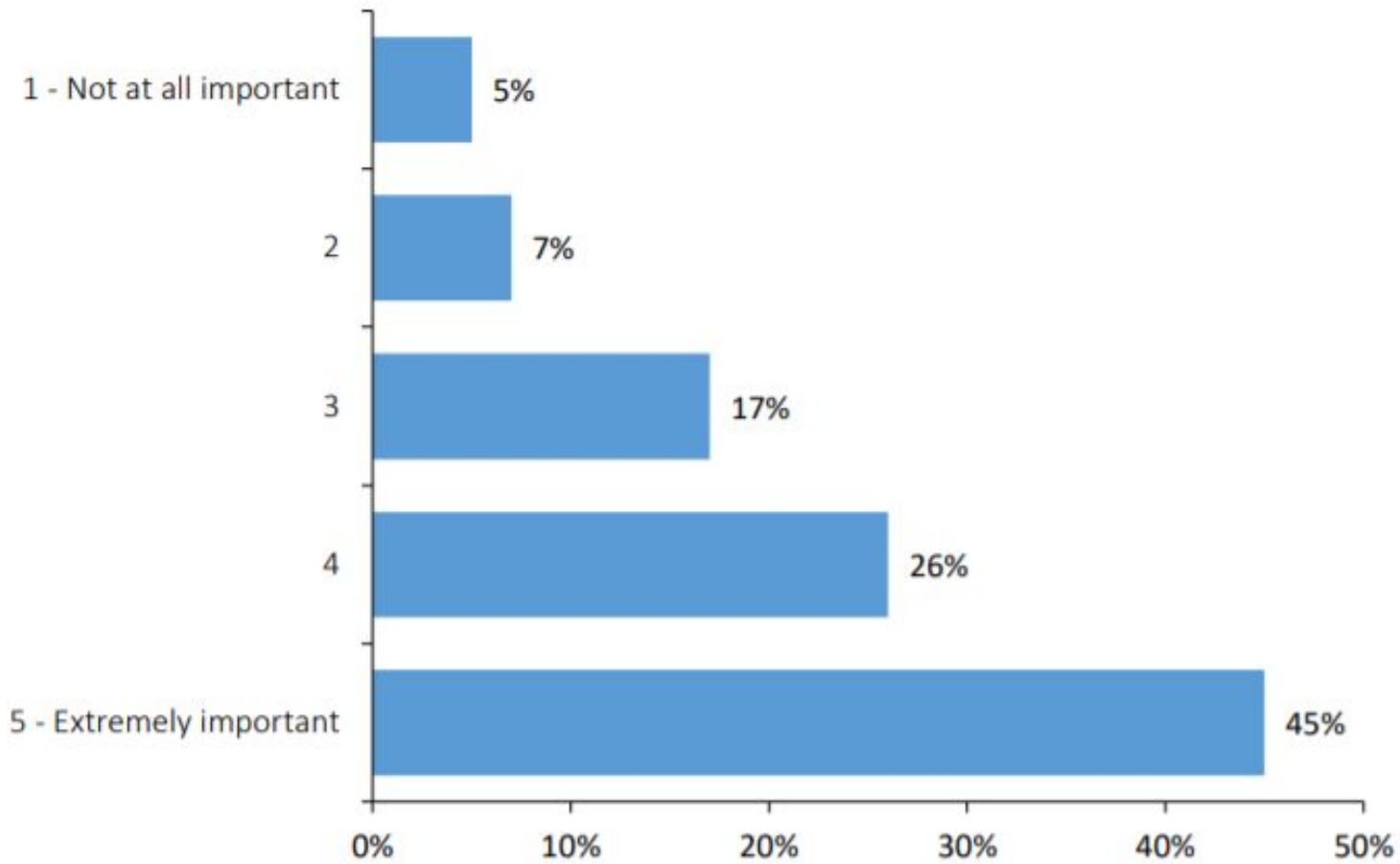
“Pedestrian priority” areas with limited or no access for cars (with exceptions for emergency and delivery vehicles) are planned at various locations across the site.

Respondents were asked how important are these no-auto zones would be to them.



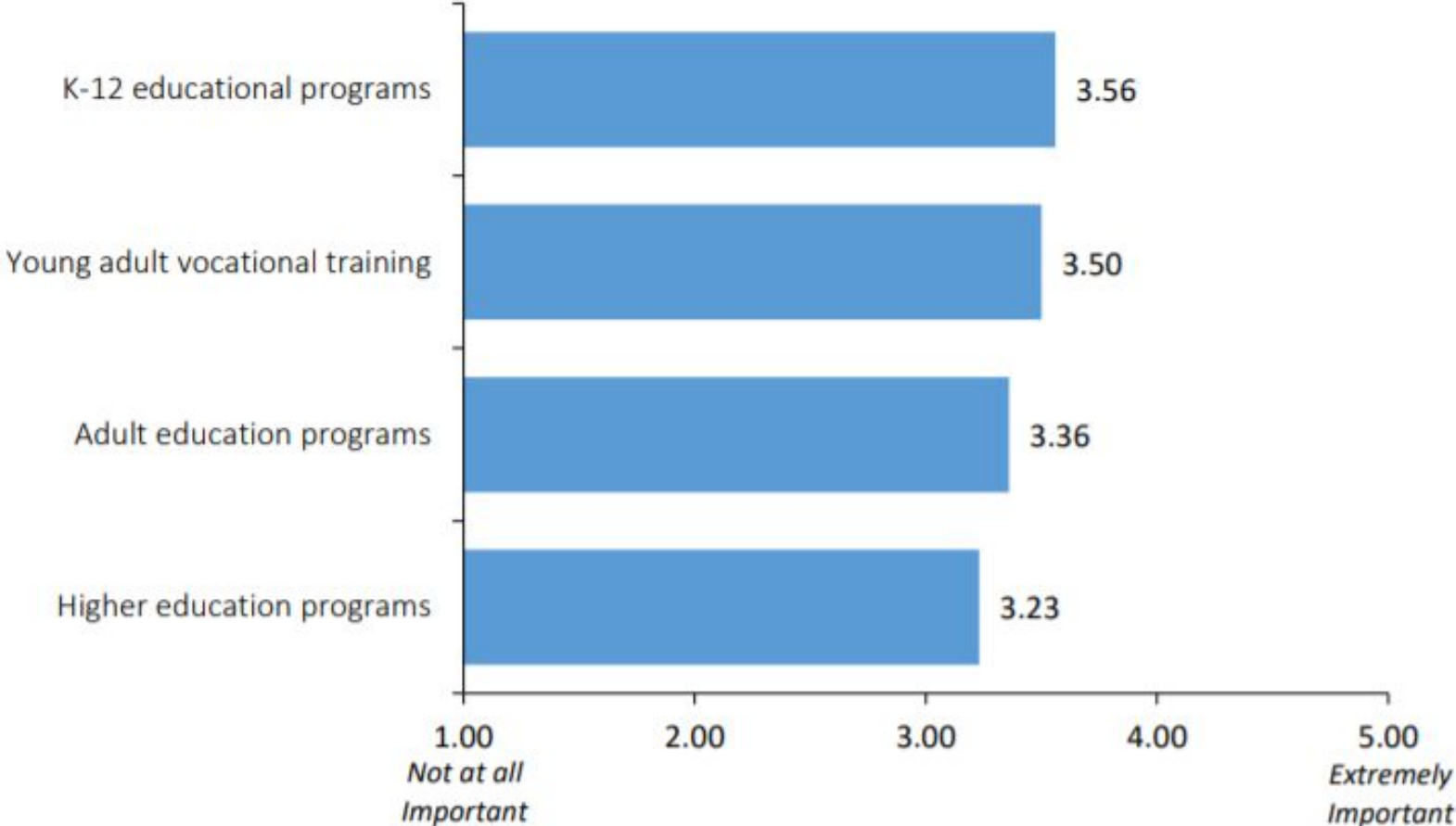
Pedestrian Priority Zone Preferences

How important are these no-auto zones?



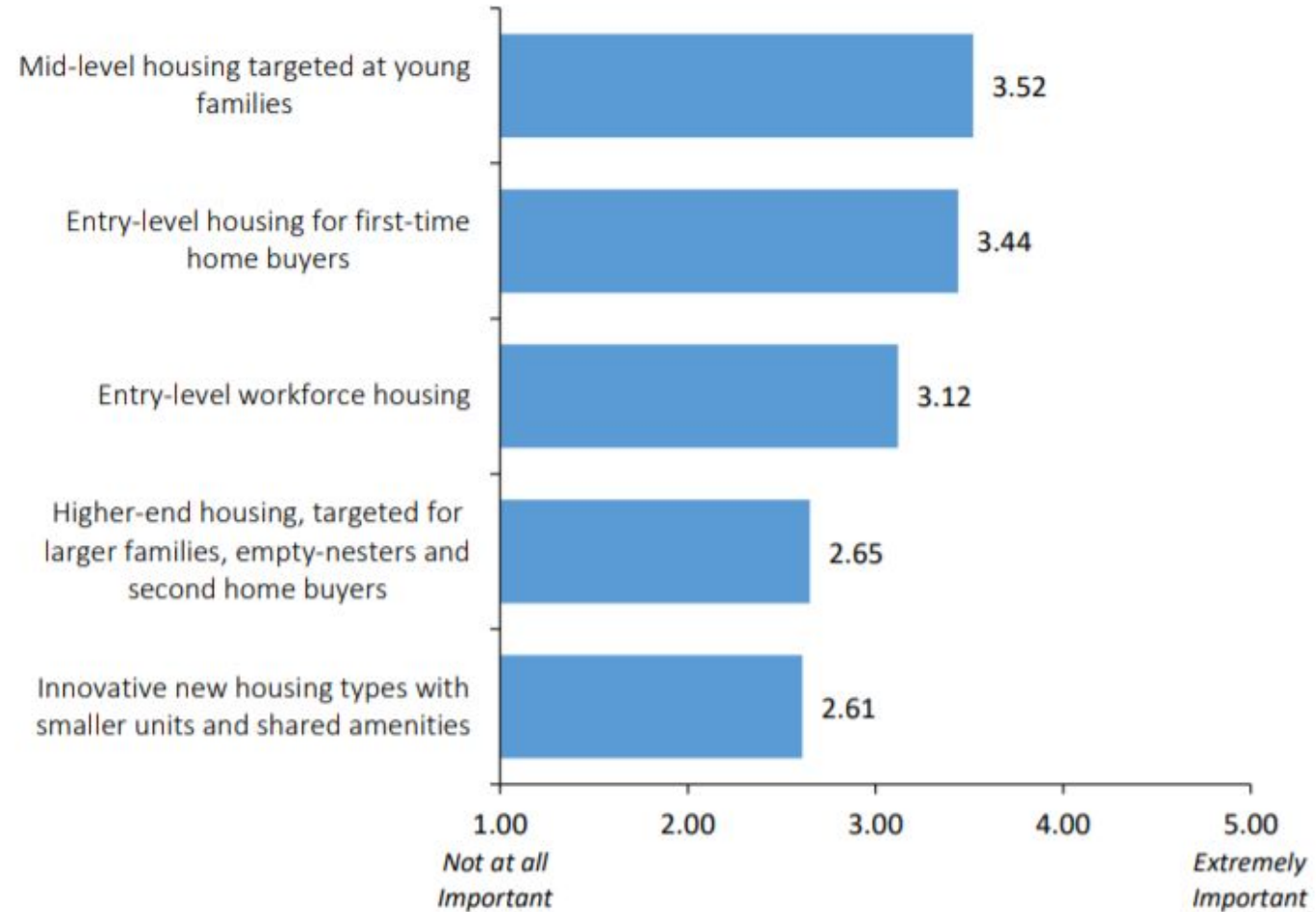
Education Programs Preferences

Please rate the types of training and education programs you would like to see at The Point.



Housing Type Preferences

Please rate the types of housing you would like to see at The Point.





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