



# What's the Point?

## Utah's Generational Opportunity

Alan Matheson, The Point Executive Director  
Transportation Interim Committee Presentation, 9-16-20



What's The  
**POINT?**

[bit.ly/ThePointUtah](https://bit.ly/ThePointUtah)

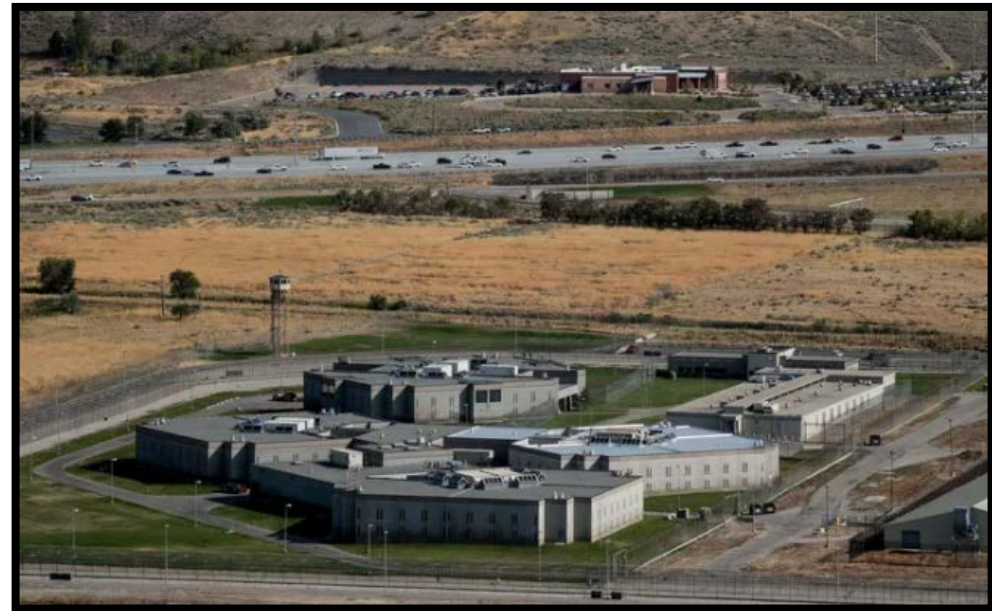
# THE OPPORTUNITY

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## Why Utah has a 'once in a generation' opportunity unique to any other place in the world

By Art Raymond | @DNTechHive | Sep 22, 2019, 10:00pm MDT



*Spenser Heaps, Deseret News*

# THE OBJECTIVES

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- Maximize **job creation** and facilitate a **highly trained workforce**
- Promote a high **quality of life** for residents in and surrounding the state land
- Strategic **residential and commercial growth** that matches workforce needs
- Preserve **natural lands** and enhance **recreational opportunities**
- Improve **air quality** and minimize **resource use**
- Plan for future **transportation infrastructure** and other investments to enhance mobility and protect the environment
- **Complement development** on surrounding properties
- Attract a **nationally recognized research center**



**The People**



# THE POINT OF THE MOUNTAIN STATE LAND AUTHORITY



**SPENCER COX**  
Board Co-chair  
Lt. Governor  
State of Utah



**V. LOWRY SNOW**  
Board Co-chair  
Representative  
State of Utah



**APRIL COOPER**  
President/CEO  
Alpine Companies



**LINCOLN FILLMORE**  
Senator  
State of Utah



**DAVE WOOLSTENHULME**  
Commissioner  
Utah Higher Education System



**VAL HALE**  
Executive Director  
Governor's Office of  
Economic Development



**STEVE HANDY**  
Representative  
State of Utah



**DAWN RAMSEY**  
Mayor  
South Jordan



**JIM RUSSELL**  
Director  
Division of Facilities  
Construction and  
Management



**JERRY STEVENSON**  
Senator  
State of Utah



**TROY WALKER**  
Mayor  
Draper City

# GUIDING PRINCIPLES

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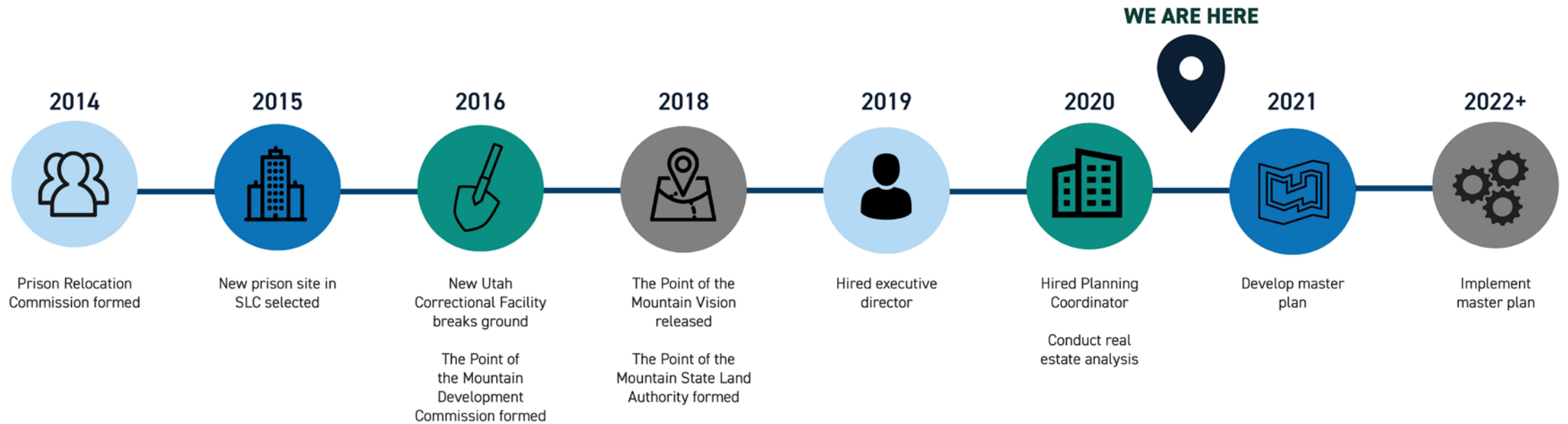
- Promote the Public Interest
- Set the Standard
- Think Regionally
- Take the Long View
- Be Open and Transparent
- Act with Integrity



# The Process



# TIMELINE

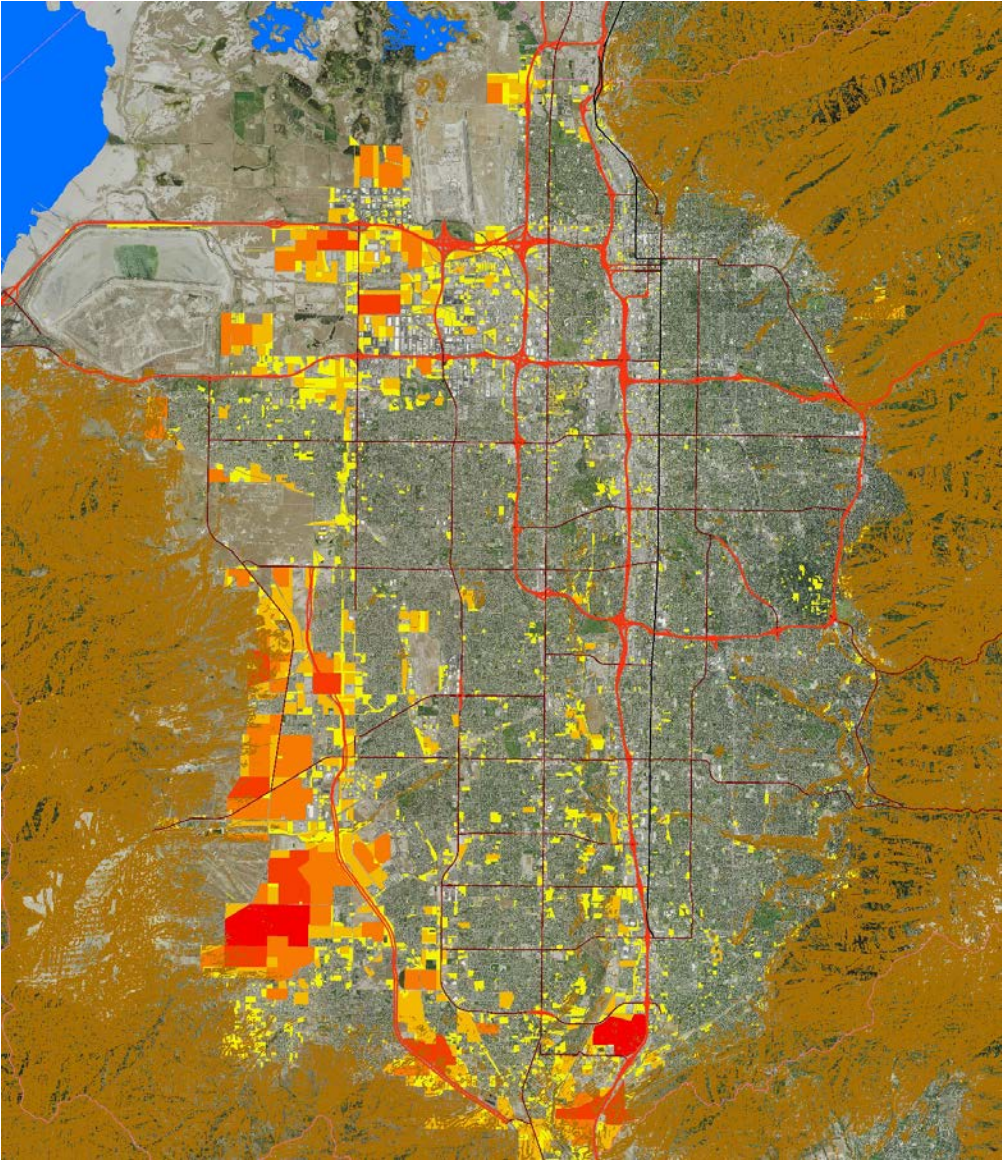




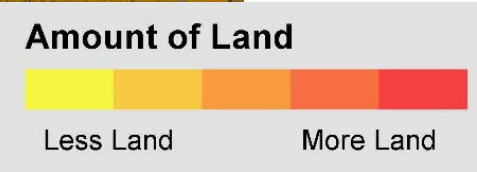
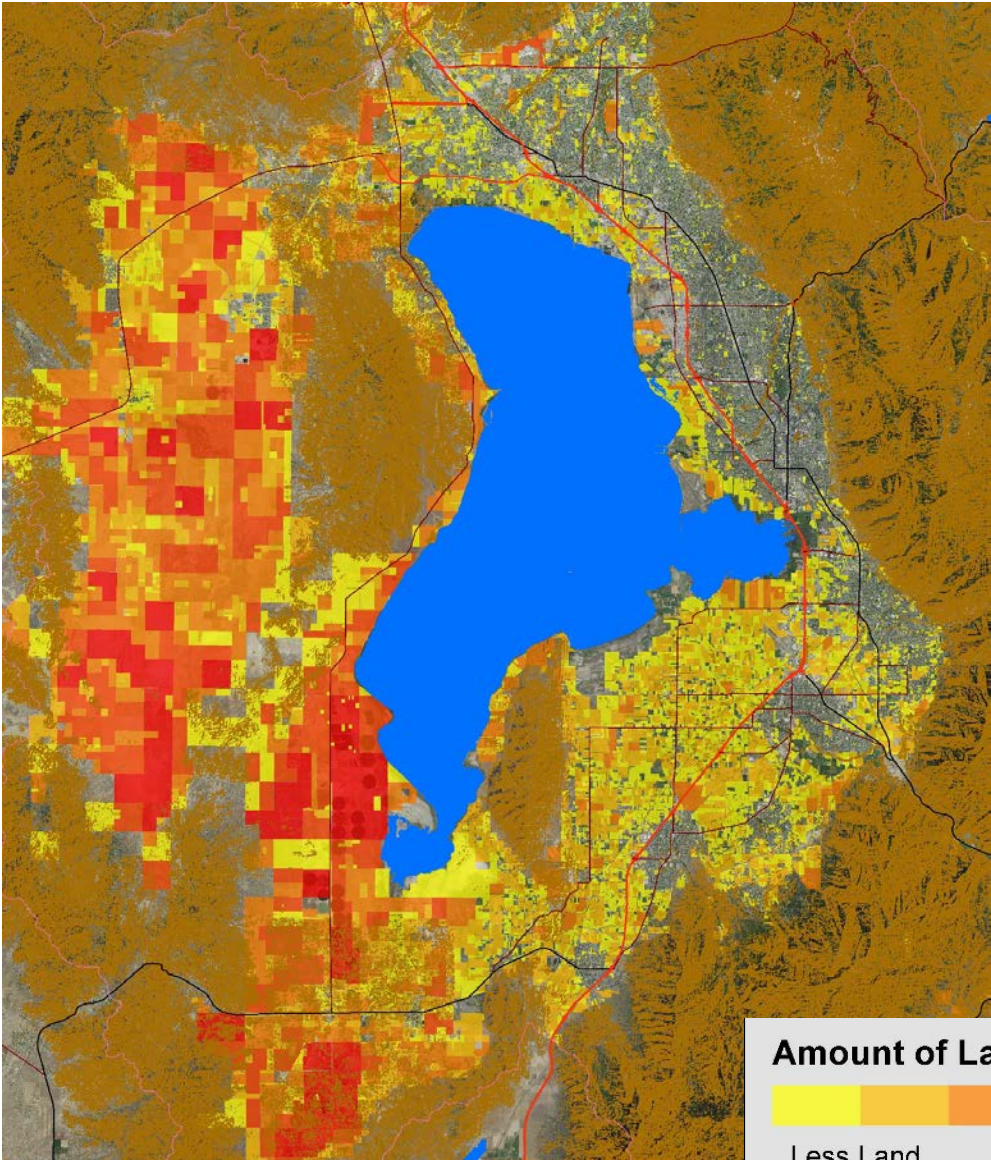
# Growth Challenges



# Salt Lake County



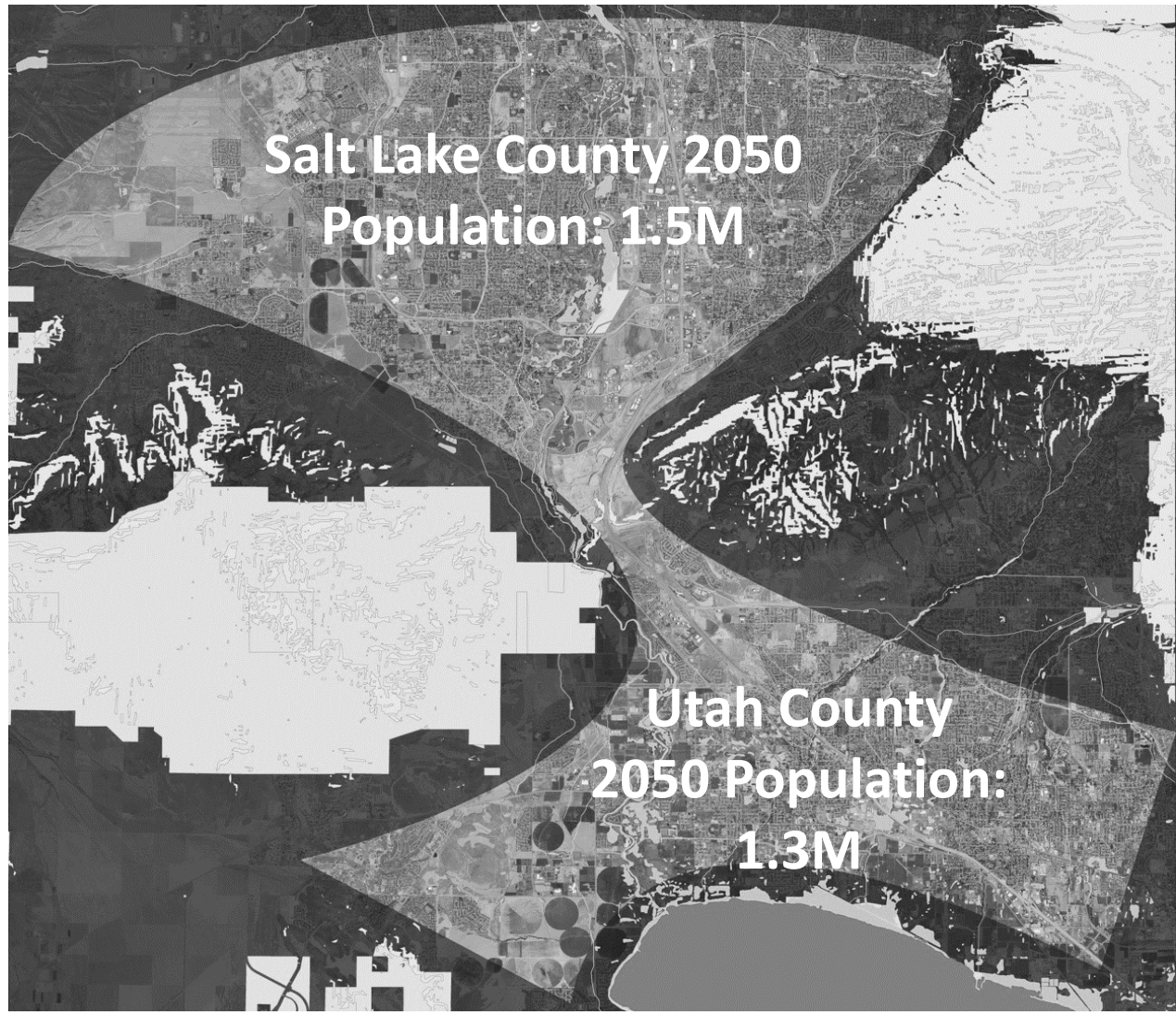
# Utah County





# TRANSPORTATION BOTTLENECK

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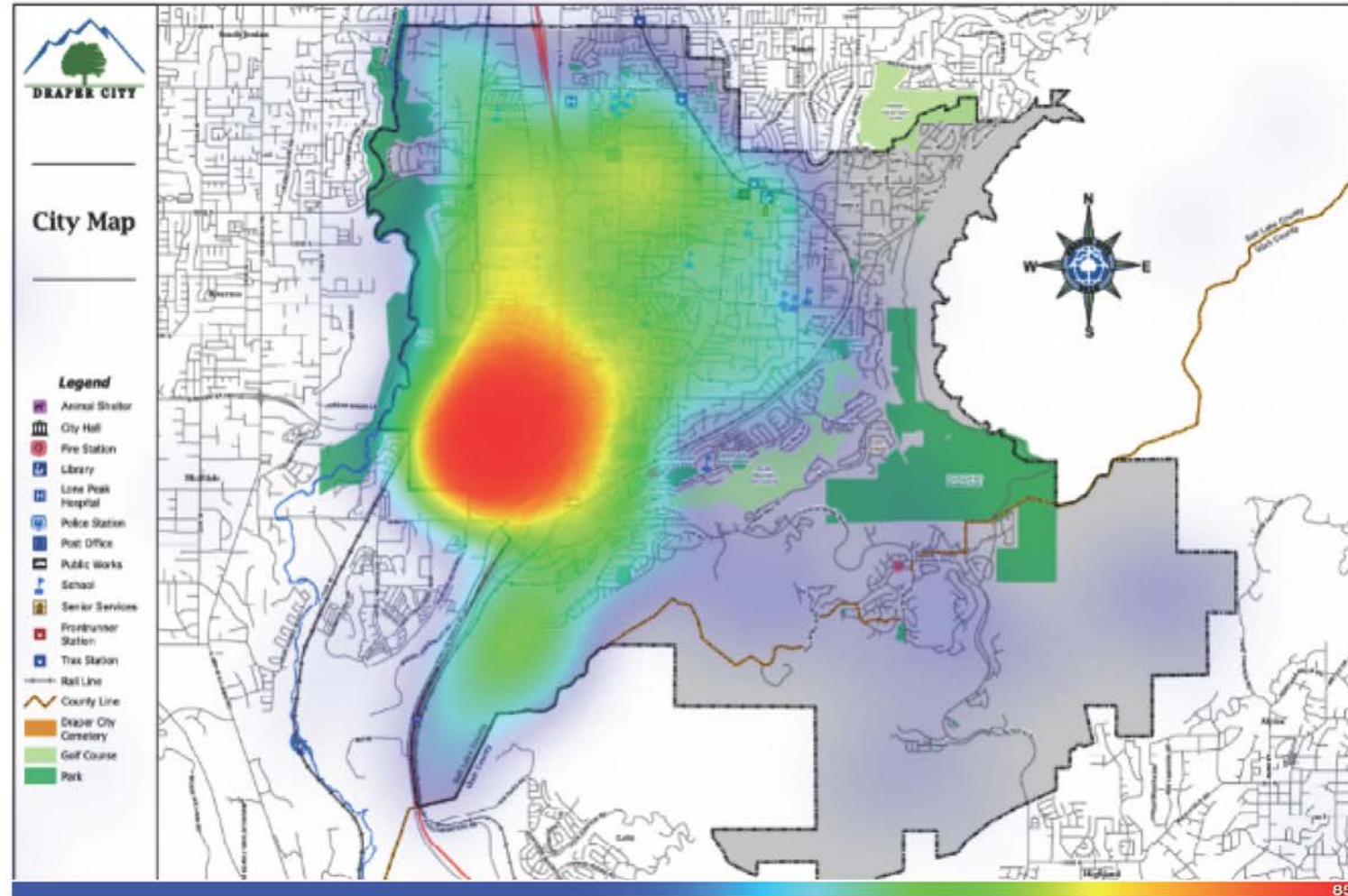
Source: Kem C. Gardner Policy Institute



# Transportation Benefits

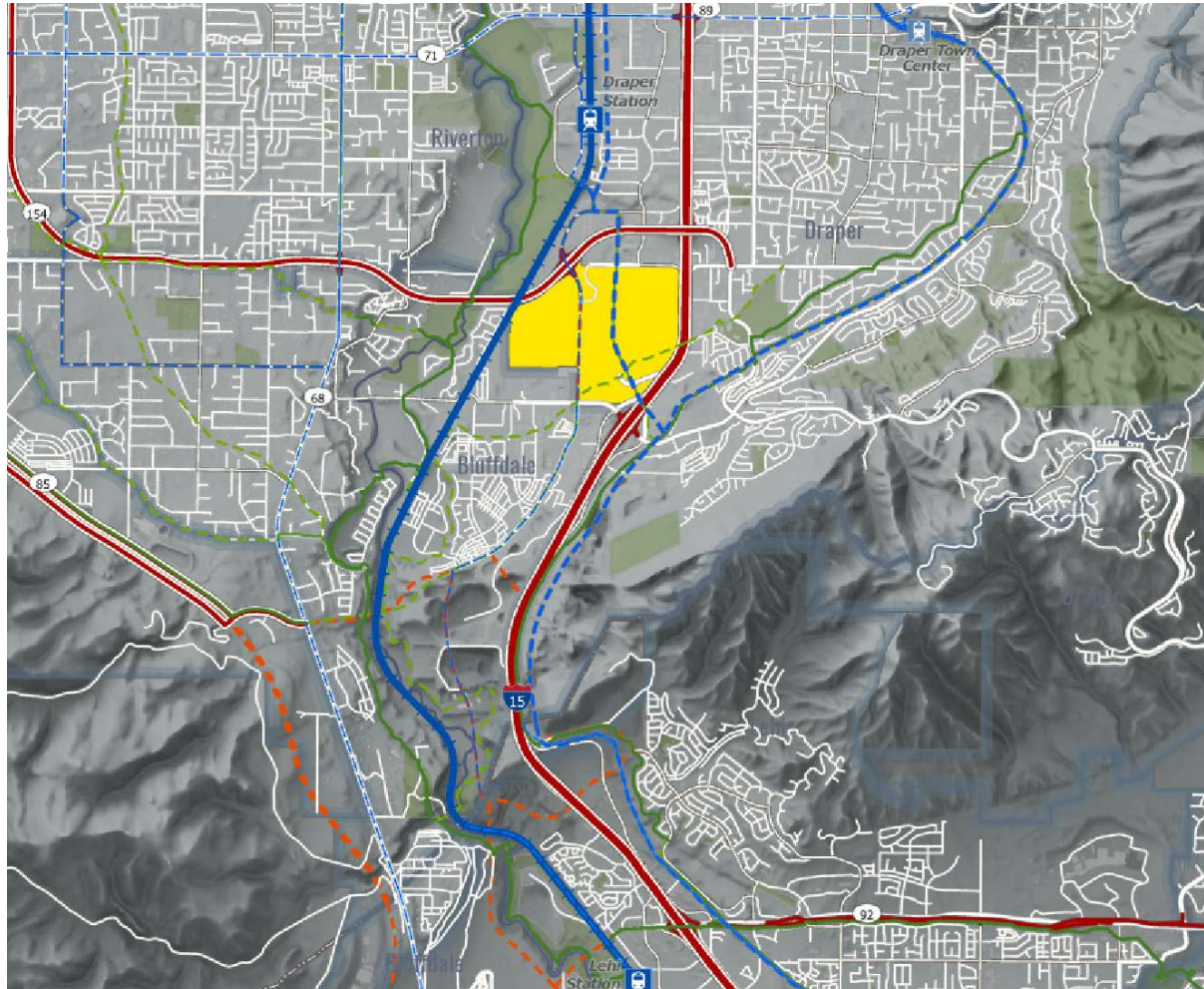
# DRAPER RESIDENTS SUPPORT FUTURE DEVELOPMENT AT THE POINT

*If additional development were to take place in a particular part of Draper City, where would you like to see it?*



Source: Draper City 2019 General Resident Survey

# TRANSPORTATION PROJECTS



- Existing freeway/  
limited access highway
- Planned major road additions
- Existing Frontrunner & Trax
- Future high-capacity transit
- Existing regional pathways
- Planned regional pathways
- Prison Site

Source: Wasatch Front Regional Council

# IMPROVED MOBILITY

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400,000 more jobs accessible  
within a 45-minute drive

233,000 more jobs accessible  
within a 45-minute transit trip  
from The Point

20 fewer  
minutes  
OF CONGESTION



during peak hour when  
driving from Draper to Provo



2.6 million fewer miles driven  
per day throughout the Wasatch  
Front (even with the increase in  
jobs & population)





# INCREASED REVENUES

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**\$10,000**

increase in average Wasatch Front household income

**\$1.4** BILLION

increase generated in municipal revenue from the Point of the Mountain study area

**\$7.7** BILLION

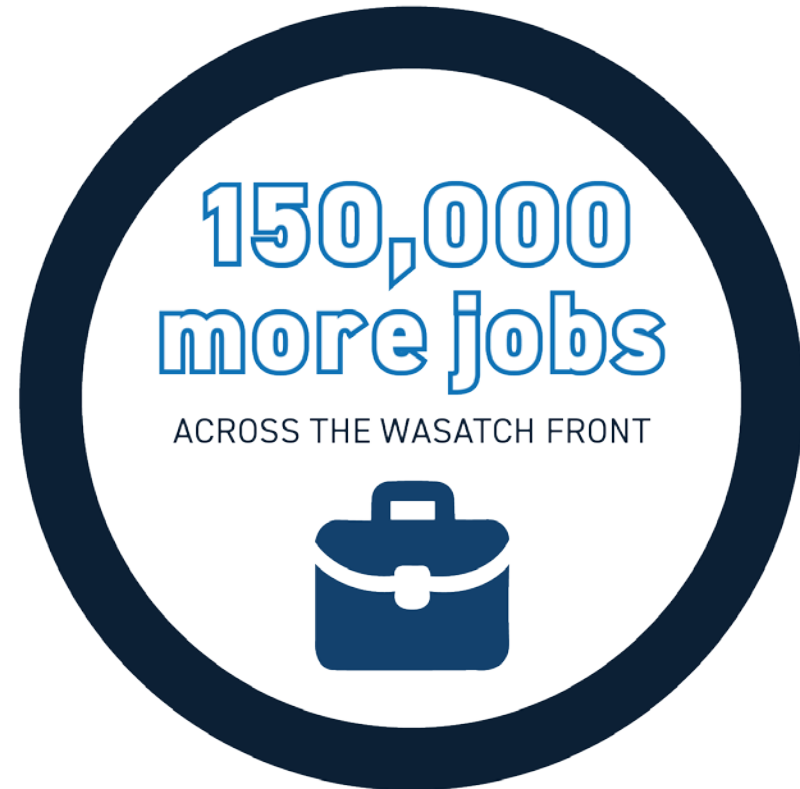
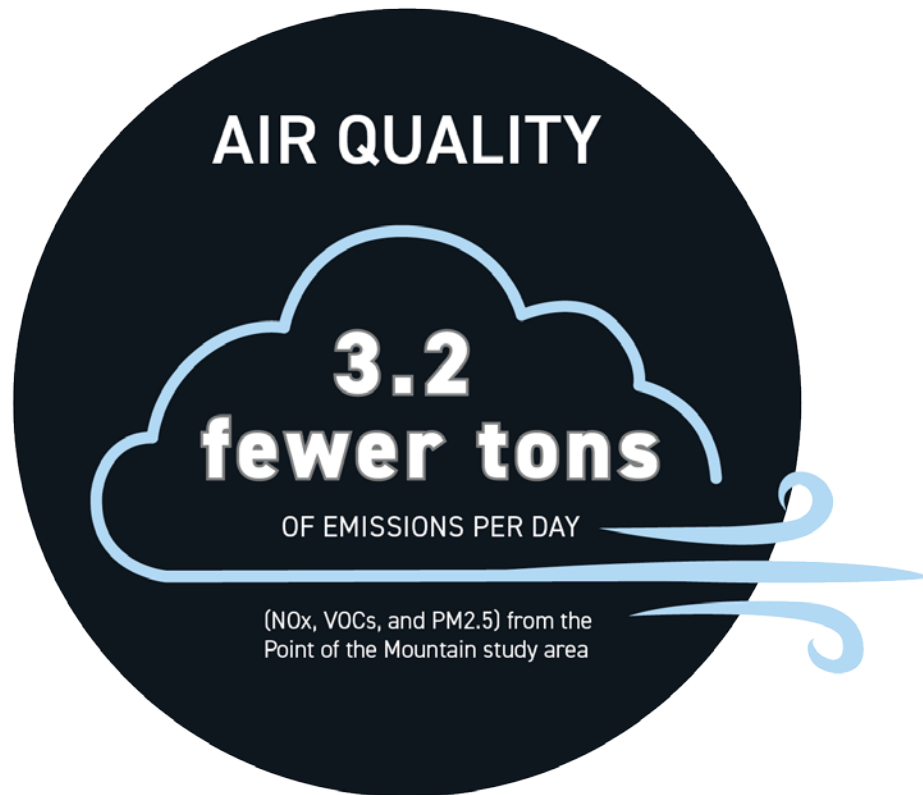
increase generated in **state sales and personal income taxes** from the Point of the Mountain study area

# JOBS & AIR QUALITY

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## JOBS





# Public Engagement

# MAKE THE POINT



- Statewide survey
- Available until Oct. 16
- Help to inform  
The Point Master Plan

**The POINT**

**HELP US MAKE THE POINT!**

The 700 acres of state-owned property called "The Point" is 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 significantly enhance Utahns' quality of life. Consequently, all Utahns will have multiple opportunities to get involved in planning for The Point's future.

Help us "make the point" by "making your point" through this survey. Your feedback will be used to help inform the creation of a site master plan. The brief, 5-minute survey will be open through October 16, 2020.

**CONTACT US**  
info@thepointutah  
801-214-1631  
www.thepointutah.org

bit.ly/makeyourpointsurvey

# WORKING GROUPS

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1

## **STAKEHOLDER**

Fourth Tuesday of every month  
from 10 a.m. to 12 p.m.

2

## **EDUCATION, RESEARCH & INNOVATION**

Fourth Tuesday of every month  
from 2 p.m. to 4 p.m.

3

## **ENVIRONMENT & AIR QUALITY**

Fourth Wednesday of every month  
from 10 a.m. to 12 p.m.

4

## **INFRASTRUCTURE & LAND USE**

Fourth Thursday of every month  
from 10 a.m. to 12 p.m.

5

## **ECONOMIC DEVELOPMENT, RECRUITMENT & INVESTMENT**

Fourth Thursday of every month  
from 2 p.m. to 4 p.m.

# CONTACT US

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[@thepointutah.org](https://www.facebook.com/thepointutah)



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