

# VALLEY VISIONING: SCHOOL OUTREACH INITIATIVE

## THE PLAN

Envision Utah will donate \$1.50 to local schools and universities for every teacher, parent, or community member at that school who completes the Valley Visioning survey this fall. Each adult who selects the name of the school when taking the survey will be counted, as will each student who is at least thirteen years old.

A maximum donation of \$4,000 will be available per university, \$2,500 per high school, and \$1,000 per elementary or junior high/middle school up to a maximum county-wide amount of \$15,000. The donations will be available on a first-come-first-served basis until the county-wide maximum runs out.

## WHAT IS VALLEY VISIONING?

Valley Visioning is an effort initiated by Envision Utah, the Association of Utah County Chambers, and others to ensure that Utah County has proactive strategies to accommodate its rapid growth. By the year 2065, Utah County's population will nearly double in size, primarily from internal growth. This new growth will be our kids, our grandkids, our co-workers, and our friends. Just like us, they'll need power, water, homes, schools, jobs, places to shop, places to play, and ways to get between them all. This type of growth isn't new for Utah County. The region has a history of growth and a successful track record of planning for the future. Now it's our turn to plan for the future—for ourselves and for generations to come.

This fall, Envision Utah will invite everyone in Utah County to participate in the Valley Visioning survey. This survey will give you the chance to weigh in on how you want Utah County to grow—where will we get our water? What kind of communities will we build? How will people get around? Do we want to continue to shift our agricultural lands and water to other uses? And of course, how should we ensure we have a successful and thriving school system?

The results of this survey will be the foundation for a vision of Utah County's future with specific strategies to make sure our community remains a great place to live. This vision will be a guide to policymakers, local governments, developers, businesses, and to all of us as we grow.

## WHY THIS OUTREACH AND DONATION PROGRAM?

The school system has the potential to reach more Utahns than almost any other institution available. We're very happy to be able to support local schools with this program, and we hope these schools will help ensure that people across the county have a chance to share their voice. Those who are students today have a key stake in how we grow, so we want to hear their voices and help them understand the choices and trade-offs we face.

# OVERVIEW

## HOW THIS WILL WORK

**ENVISION UTAH** will distribute information about the program and an overview of Valley Visioning to district superintendents and university leaders. Before the survey launches, Envision Utah will provide promotional materials to participating schools so they have a resource to promote the survey. During the survey, Envision Utah will monitor participation and will inform principals and university leaders when the statewide cap has been reached. They will also monitor the results to ensure people are not entering fraudulent data to earn money for

their schools. Envision Utah has the sole discretion not to count survey results that it determines to have been the result of fraud, multiple survey completions by the same person, or other dishonest actions.

**DISTRICT SUPERINTENDENTS** will be responsible to inform their principals about this program. They will have all the information they need to do so including talking points, an FAQ sheet, a Power Point presentation and other materials.

**PRINCIPALS** at all school levels will have two main responsibilities. First, principals are responsible to reach out to their schools' PTA or other parent groups to make sure the organizations work to reach out to parents. Second, principals must determine where to allocate any funding the school receives.

**UNIVERSITIES** will determine the department responsible for the distribution and allocation of any funding the school receives.

**PARENT ORGANIZATIONS** will be responsible to reach out to parents at their respective schools. After receiving information from their principals, they will determine the best way to communicate to parents and motivate them to participate in the survey.

*When the survey incentive program launches, each parent, teacher, employee, or student age 13 or more can earn \$1.50 for their school by participating in the survey until their school earns the maximum donation amount or the statewide cap runs out. After completing the first part of the survey, they will have the option to indicate whether they are taking the survey in behalf of a school and select a school.*