

「THIS IS YOUR FUTURE, TOO! ENGAGING EVERYONE IN VISIONING

Steven Downs
Deputy City Manager

10.22.2019



IMAGINE



PLANNING OUR COMMUNITY THROUGH
“UNPRECEDENTED” PUBLIC PARTICIPATION





Founded 1919

Population ~100,000

Home to Utah Valley University (36,000)

Founding place of Word Perfect

From 1970 -1990 grew from 25,000 to 70,000

About 98% built out

Utah County set to double within the next 20 years (600,000 to 1,200,000)



March of 2018 “Imagine Orem” was launched

**Changed the way that we sought community feedback
Come to us -> We’ll come to you!**

Under the umbrella of “Imagine Orem”, we planned:

**State Street
Districts along State Street
Neighborhood Plans
Geneva Road**



Orem Harvest Festival ft. Li'l Sebastian

2500-3000 attendees

400-500 interactions with citizens during the event

Used digital survey methods to capture information and feedback about the future of Orem



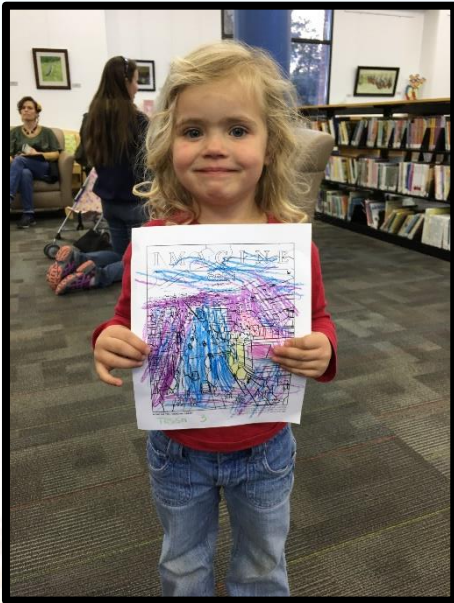


Minecraft & Design/Coloring Contest at Public Library

400+ attendees

Activities for the children and the adults, free dinner served

Used digital survey methods to capture information and feedback about the future of Orem





Virtual Reality at University Place

400-500 attendees

Attendees for both the event and also those passing by in the mall, free dinner served

Used digital survey methods to capture information and feedback about the future of Orem





Meet people where they are

Remove barriers to public engagement (families, time, etc.)

**Provide meals for the public; much cheaper than mailers
and it actually works**