

## COMMUNITY CHARACTER

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**The community is unique, eclectic, diverse and vibrant.** Diversity and creativity are encouraged, and there is great tolerance for individual differences and eccentricities. The community respects the traditions of the past while also embracing new ideas.

**Individual freedom is valued.** There is respect for private property rights, a credo of personal responsibility rather than dependence on government, and no more regulation than is necessary.

**The area retains its rural, close-knit, small-town character.** Attributes such as safety, low population density, peace and quiet, dark night skies, low-speed narrow roads, and numerous small, locally owned businesses are cherished and preserved.

**Grand County and Moab remain a real, down-to-earth community where people live and work, rather than a luxury resort area.** The community remembers its roots and strives to ensure that people of all economic classes and income levels can live here.

**Cultural, racial and economic diversity are supported.** There is respect across cultures, race and generations, and all voices have the opportunity to be heard.

**The community works together to solve problems and achieve goals.** A spirit of cooperation, friendliness and sharing is predominant. People are engaged and involved in civic affairs. Debate over local issues is vigorous but respectful.

**Grand County and Moab have a strong sense of civic pride and an awareness of their image to the rest of the world.** Citizens take pride in the appearance of homes and businesses.

## DIVERSE AND PROSPEROUS ECONOMY

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**Small businesses are the economic engines of the community.** Competitive and prosperous locally owned businesses serve residents, visitors, and export markets while keeping most of earnings and profits close to home.

**Growth in new business sectors balances with tourism.** Existing and new businesses tap new markets for locally produced goods and services, providing the basis for year-round prosperity and more high-paying jobs

**Tourism expands and diversifies.** The landscape, scenic resources, recreational amenities and quality visitor-serving businesses attract and accommodate more visitors who stay longer.

**Ample housing choices are designed and priced to fit local earning power, ages, and abilities.** Government and business decisions support affordable housing and diverse neighborhoods. There is concern for the elderly and those earning less than median income. Citizens are able to live and work in the county because of a well-planned mix of housing types and price-ranges near employment and services.

**Local food and renewable energy production make us more self-sufficient.** The local agricultural system is an important provider of food for residents and businesses and also reaches some profitable export markets. Grand County is renowned for its energy independence and is an exporter of renewable and conventional/traditional energy.

**Infrastructure investments contribute to a sustainable economy.** Investments in water, energy, waste, communications, housing, and transportation infrastructure help achieve a sustainable economy.

## DEVELOPMENT PATTERNS

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**Development patterns are energy efficient and fiscally responsible.** Moab and the other towns are the centers of activity and attract quality development in and near them. Focused growth areas are supported by new or enhanced infrastructure and the utilization of existing infrastructure. Efficiency, conservation, and design reduce energy demand.

**Open space is integrated into development adding recreational amenities while preserving scenery and agricultural/irrigated land.** The increasing permanent open space inventory enhances the quality of life and visitor experiences. Innovative programs support agricultural viability and keep land in agricultural production without regulations that diminish land values.

**Business development is economically feasible, ecologically responsible and fits the community.** Business development diversifies the economy, creates jobs and business activity that fit the needs and preferences of the workforce and residents, and is designed and located to avoid damaging natural amenities and resources.

**The County guides development in a way that is symbiotic with municipalities, sovereign nations, neighborhood communities and property owners.** Communication across the community is effective and citizens are confident in county government. Land use planning with an engaged public remains relevant as the community evolves.

## ECOLOGY, WATER AND AIR

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**Comprehensive management of aquifers and watersheds ensures plenty of high-quality water.** Land owners, land managers, local governments, and water/sewer service providers work in partnership to manage watersheds to maintain or enhance water quality and quantity for current and future generations.

**The community strives toward an energy-efficient, sustainable future with minimal use of carbon-based fuels.** Ecological wisdom and sustainability are considered in planning. There are abundant opportunities to recycle, conserve, use alternative transportation, and employ renewable and alternative energy in all aspects of daily life.

**Air quality in the region is in pristine condition.** The community continues to improve air quality at the local level and support regional, national, and global efforts to improve air quality.

**Fluid and solid mineral development minimizes impacts on ecology and scenery while benefiting the economy.** The best technology and mitigation techniques are employed by oil and gas and mining companies to protect the natural amenities and resources the community depends upon.

**Wildlife habitat is preserved and restored.** Invasive weeds are reduced and native species thrive. Wildlife corridors connect natural areas throughout the county creating ecosystem linkages and improving wildlife vitality. Wetlands and riparian habitats are intact.

## ROAD TRANSPORTATION

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**Rural roads are functional and safe for automobiles.** Rural roads are compatible with the rural setting with low speeds and relatively narrow lanes while focused improvements improve driver-safety.

**Rural roads have lanes for bike commuting.** As roads are redeveloped or added, bike lanes are added to make roads safer for drivers and cyclists.

**Commuters into Moab have transit options.** A transit system is developed to serve commuters and reduce the amount of driving on public roads.

## RECREATION AND ACCESS

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**There are ample trails and open space.** There are recreational opportunities for all ages and abilities. A safe and well-maintained bicycle- and pedestrian-friendly trails network encourages recreation while providing transportation to and from residential neighborhoods, businesses, workplaces, schools, parks, open space, and public lands.

**A diverse mixture of recreational opportunities exists.** There is a balance of active recreational facilities, organized sports and recreational activities for youth and adults, and backcountry recreation opportunities.

**Backcountry trails and roads offer opportunities for recreation for all preferences.** Users of all types, including motorized, non-motorized, equestrian, cycling, pedestrian and more, can find a place to enjoy their activity. Neighborhood trailheads and trails are convenient, easy to find and user-friendly providing quick entry to a natural setting.

## EDUCATED AND HEALTHY COMMUNITY

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**Public schools are community assets that offer an excellent primary and secondary education and enhance community vitality.** Quality public schools attract new families into the area and support a flourishing economy by graduating students with well-rounded skills and critical-thinking abilities who can become good citizens and leaders. Schools are supported by the community through both adequate funding and active citizen involvement.

**Higher education is available in Grand County through an independent four-year college and/or a junior college.** The college campus attracts diverse students from both within and outside the area and enhances quality of life for the entire community by becoming a center of activities, learning and public discussion.

**Research centers offer specialized studies to support schools and non-profits.**

**Quality health care is available and affordable to all.**

## COUNTY FACILITIES AND SERVICES

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**The county government is fiscally sound and levels of service are sustained or improved.** New development mitigates its impacts on infrastructure while the revenue it generates covers the costs of providing it with basic county services. Efficient use of revenues by public service providers keeps taxes low.

**Development standards, decisions and enforcement are consistent, clear, fair, timely, and cost effective.** User-friendly, consistent and efficient county services improves public relations and encourages economic activity.

**The county fosters productive partnerships with regional land managers and property owners to achieve community goals spanning jurisdictional boundaries.** By aligning the efforts of multiple jurisdictions, property owners, and organizations around common goals, progress is made on planning for water quality and supply, wildfire management, travel management, mineral development and other areas of community concern.