



**Salt Lake City's
Anti-Displacement Strategy**

CITY COUNCIL UPDATE
April 12, 2022



Thriving in Place SLC

- Understand gentrification and displacement in Salt Lake City
- Develop a plan of action and policy recommendations
- Foster a community where we all can stay and thrive

Learn more at ThrivingInPlaceSLC.org



Our Team

Salt Lake City Staff Team
+ Steering Committee



David Driskell

**Baird+Driskell
Community Planning**
*Project Management /
Planning Lead*



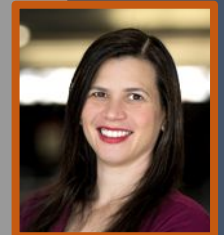
Daisy Quinonez



Tim Thomas

**UC Berkeley /
Center for Community
Innovation**
*Research + Analysis
Lead*

**University of Utah /
Dept. of City & Metro.
Planning**
*Engagement + Local Partner
Lead*



Ivis Garcia



Julia Greenberg



Alessandro Rigolon

**Community Working Group of
Key Partners + Stakeholders**

Two Phases of Engagement

PHASE 1

Listening and
Learning

January – April 2022

PHASE 2

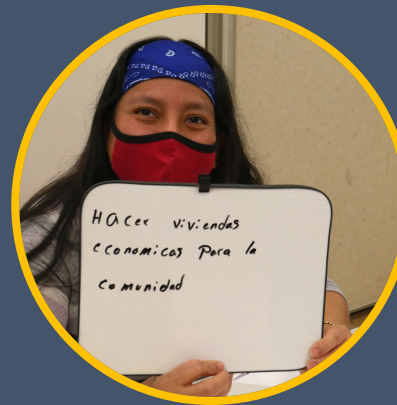
Crafting Collaborative
Solutions

May – August 2022



Broad + Targeted Outreach

- Project website
- Online survey
- Community events
- Presentations to community groups
- Community Liaisons
- Intercept surveys
- Focus groups
- Youth workshops



thrivinginplaceslc.org

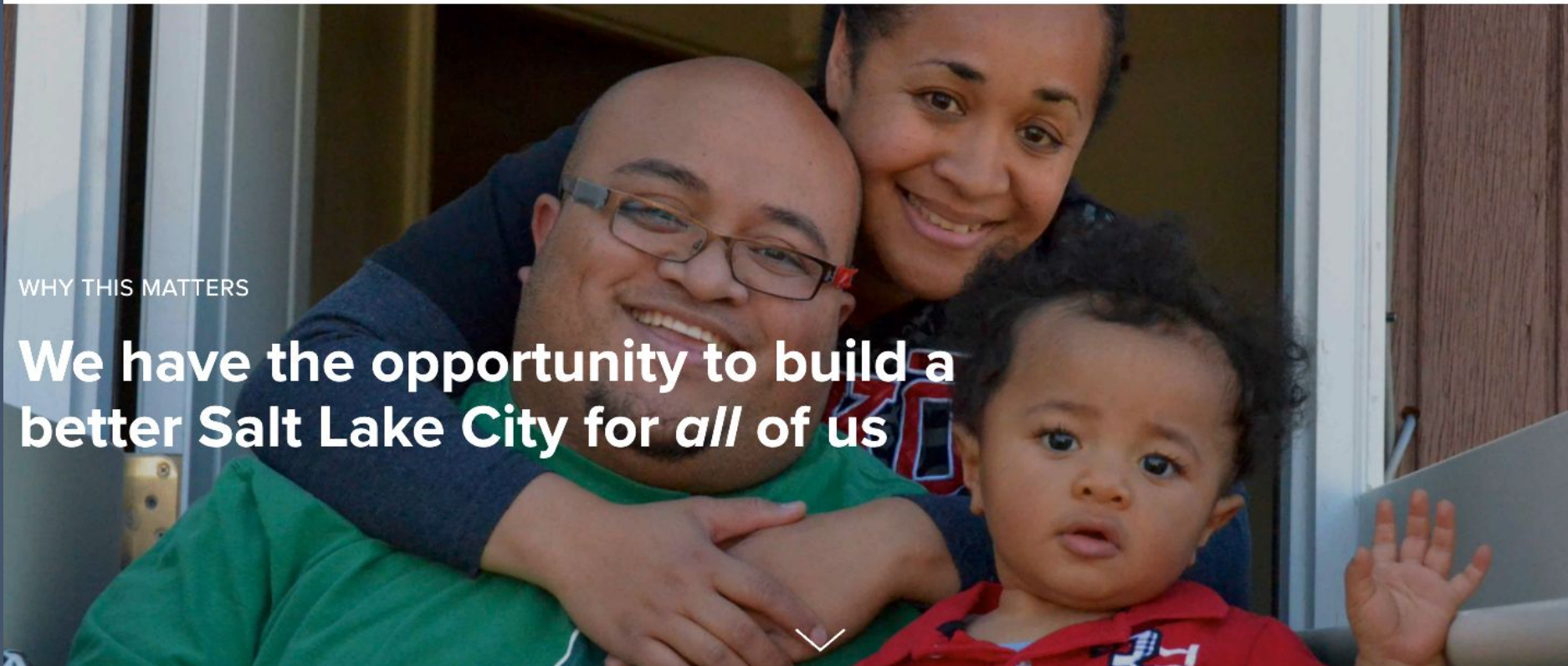
SHARE YOUR VIEWS: TAKE THE SURVEY →



[WHY THIS MATTERS](#) [WHAT IS DISPLACEMENT?](#) [WHAT WE'RE HEARING](#) [GET INVOLVED](#) [PRIORITIES FOR ACTION](#) [ABOUT](#)

WHY THIS MATTERS

We have the opportunity to build a better Salt Lake City for *all* of us



Getting the Word Out

- Door hangers
- Postcards
- Flyers
- Stencils
- Tabling
- Presentations
- Social media posts
- Email blasts



Community Liaisons

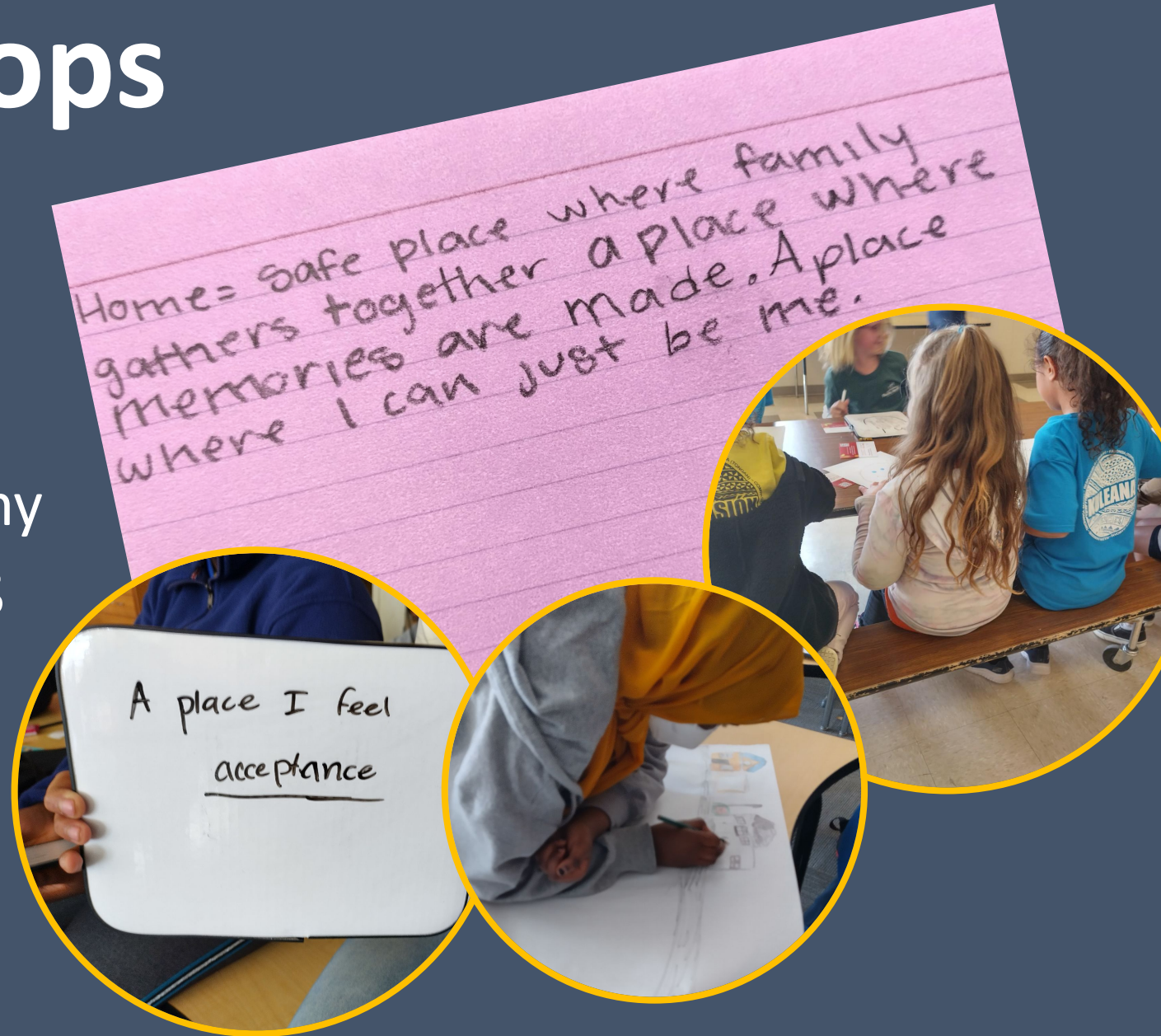


- Members of community
- Relationships of trust
- Formal and informal methods
- Multiple languages



Youth Workshops

- Seven workshops
 - Glendale Middle School
 - Jackson Elementary
 - Pacific Heritage Academy
- Interactive activities
- 200+ participants



Engagement to date...

- ✓ 3100+ unique website visitors
- ✓ 1700+ completed surveys (700+ in person)
- ✓ 8400+ community interactions
- ✓ 7 youth workshops, 5 focus groups
- ✓ 14 engagements with trusted organizations
- ✓ Story maps and project launch interviews in Fall 2021
- ✓ Community Working Group meetings, two updates to the HRC, presentation to the SLCN, and more

What happens next?

April

- Citywide mailer and email / social media push
- Community Events April 16 and 26
- Survey closes end of April
- Complete initial data analysis and mapping (UDP)

May

- Summarize what we've heard
- Groundtruth indicator maps
- Transition to Phase 2 (Crafting Collaborative Solutions)



Questions?

**Sign up to receive project updates:
ThrivingInPlaceSLC.org**