

Hooper General Plan Survey

Hooper City is in the process of updating our General Plan that is designed to guide the vision, growth, safety, and welfare of the present and future citizens of our city.

What are we doing?

The Planning Commission and City Council are asking the residents of our city for their feedback during this process. Please take a few minutes to complete this survey and return it to the city offices as soon as possible. We truly want and need your input!

For more information and to complete the survey online, please visit planhooper.weebly.com.

1. What is your favorite thing about Hooper?

2. What would you change about Hooper?

3. What would you like to see more of in Hooper?

- ☐ Shopping
- ☐ Places to eat
- ☐ Employment opportunities
- ☐ Trails and pathways
- ☐ Parks
- ☐ Recreation facilities
- ☐ Other – Please comment below

4. How strongly do you agree with the following statements regarding land use? (Options will be listed from Strongly Agree to Strongly Disagree)

- ☐ Parks should serve as a center for meeting and community activity.
- ☐ The area at 5500S and 5500W should be a walkable “Main Street” with outdoor dining and small shops.
- ☐ Hooper City should have a commercial area dedicated to retail and office space.
- ☐ Hooper should provide more housing choices to include duplexes and town homes.
- ☐ The Great Salt Lake shoreline and the Ogden Bay Waterfowl Management Area are important features of Hooper that should be preserved.

5. In which spending areas would you rather the City make additional investments? Please prioritize the following, with 1 being the highest priority.

- ☐ Parks and civic spaces
- ☐ Sidewalks
- ☐ Recreational trails for biking, walking, and horseback
- ☐ Safety improvements
- ☐ Road improvements
- ☐ Economic development
- ☐ Protecting farmland

6. How would you rate growth in Hooper City over the past 5 years?

- ☐ Too slow
- ☐ Slow
- ☐ About right
- ☐ Fast
- ☐ Too fast

7. Do you feel Hooper Park is an adequate space for Tomato Days and other community gatherings? What improvements, if any, should be made to the site?

8. How important are the following statements? (Extremely to Not at all)

- ☐ New housing should meet design guidelines set by Hooper.
- ☐ I can to stay in Hooper to and through retirement.
- ☐ People should be able to rent housing in Hooper.
- ☐ I want my children to be able to stay and live in Hooper.

9. When you think of the future of Hooper, which example of housing fits best? Select all that apply.



Attached row homes or townhomes



Two-story, detached homes with large square footage



Moderately sized detached homes

10. Complete the statement: Hooper needs more...

- ☐ Luxury housing
- ☐ Moderately priced single-family homes
- ☐ Duplexes, townhomes, or other smaller dwelling units
- ☐ Single-family homes on large, rural lots
- ☐ All of the above

11. How frequently do you access the Frontrunner Station in Roy?

- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

12. What changes to the road network are currently needed or do you anticipate will be needed in the future?

13. How often do you bike or walk around Hooper?

- ☐ A few times a week
- ☐ About once a week
- ☐ Every now and then
- ☐ Never

14. What would encourage you to bike and walk more?

- ☐ Better bike lanes
- ☐ Safer/more road crossings
- ☐ More sidewalks
- ☐ More connections between my residence and areas of interest (shops, grocery stores, parks, restaurants)
- ☐ I currently bike/walk as much as I want/will

15. Which do you feel is more needed?

- ☐ New parks
- ☐ Improvement of existing parks

16. Are you interested in participating in a Focus Group? A focus group will consist of 5 to 6 people and will meet 2-3 times from now until April 2021. Focus groups will identify problems and create solutions that will guide this planning process.

- ☐ Yes
- ☐ No

17. If yes, which Focus Group are you most interested in?

- ☐ Land Use and Housing
- ☐ Transportation
- ☐ Open Space and Recreation

18. How long have you lived in Hooper?

- ☐ 1 – 4 years
- ☐ 5 – 10 years
- ☐ 11 – 20 years
- ☐ 21 – 30 years
- ☐ More than 30 years

19. Please select your age range:

- ☐ Under 18
- ☐ 18 – 24
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 – 64
- ☐ 65 and older
- ☐ Prefer not to say

20. In which city council district do you live?

- ☐ District 1
- ☐ District 2
- ☐ District 3
- ☐ District 4
- ☐ District 5

* Insert council district map here *



Hooper City

Community Engagement for the General Plan

October 2020 – April 2021

Last updated 10/21/2020



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Overview

Hooper City is in the process of updating its General Plan which is designed to guide the vision, growth, safety, and welfare of the present and future members of the community. The planning commission and city council initiated this process in 2019 by applying for project support from the Wasatch Front Regional Council's (WFRC) Transportation and Land Use Connection program. On the project application, Hooper City stated the desire to determine "best practices to accommodate new growth in areas that can sustain additional development while conserving scarce resources, building strong neighborhoods, maintaining an efficient transportation system, protecting environmental resources, and fostering a strong economy."

The general plan will include areas of focus on transportation, land use and housing, and open spaces. This community engagement plan describes a robust strategy for encouraging broad community involvement and addressing community needs during this unique public health crisis.

The plan is designed to include a range of approaches to meet the diverse needs of community members and to convey how residents and stakeholders can most effectively contribute at each stage of the process.

The community engagement plan is a working document. As the process progresses, specific outreach approaches and meeting formats will be finalized, and other updates will be made as necessary.



Community Engagement Objectives

1. Provide varied and meaningful ways to engage, including: interactive, web-based meetings, online surveys, focus group discussions, and community led events.
2. Include diverse perspectives and engage as many community members as possible.
3. Strengthen community understanding of planning terms and processes.

Communications Strategy

The general plan advisory committee, consisting of city council members, planning commission members, and neighborhood representatives, along with the consultant project team from WFRC will rely on a wide range of approaches to share information regarding community events and opportunities for feedback.

Web

- **Objective:** The project website (planhooper.weebly.com) will serve as a platform through which community members and other stakeholders can access general project information, meeting notices, upcoming events, learning resources, and drafted products. The website will also serve as an access point for residents and interested parties to provide comments and participate in community surveys and other activities.
- **Responsibility:** WFRC, working closely with advisory committee members, will be responsible for routine updates to the project website.
- **Timing:** The project website will be monitored and updated as needed. Surveys will be available through the website before, during, and after each community Open House (see page 11 for the tentative 2020 calendar).

Print

- **Objective:** To improve communication of events and process for those less likely to use web or social media platforms.
- **Responsibility:** WFRC will provide content as needed to support the advisory committee. City staff is to produce and facilitate the delivery of flyers, postcards or newsletters to individual homes or community hubs (parks, schools, etc).
- **Timing:** Print media should be delivered approximately two weeks before each Open House.

Social Media

- **Objective:** Expand awareness of public meetings, events, and the planning process in general. To direct participants to the project website (planhooper.weebly.com) for learning and feedback opportunities.
- **Responsibility:** WFRC will provide suggested social media updates for both community engagement windows. The advisory committee will review and post updates on the city Facebook pages, Next Door, and other community sites as appropriate.
- **Timing:** Updates should be given two weeks before each Open House and periodically throughout the planning process.

Email Blasts

- **Objective:** Provide broad outreach for brief updates about upcoming meetings and events. To generate interest and activity in online engagement opportunities.
- **Responsibility:** WFRC will provide content as needed to support the advisory committee. Emails will be sent to a city-provided list from the project email address (HooperGeneralPlan@gmail.com). A project-specific mailing list will be maintained and updated by WFRC as residents and stakeholders sign up for updates via the webpage and survey.
- **Timing:** Emails will be sent approximately two weeks prior to Open Houses, survey launches, and any other community engagement events.

DRAFT

Stakeholders

Advisory Committee

The advisory committee for the Hooper City General plan consists of five planning commission members, one city council member, and five city residents. Along with the advisory committee, WFRC staff will work to implement this community engagement plan. In addition, the advisory committee will provide input on drafted project elements and ensure that the updated plan meets the goals and visions of residents.

Citizens of Hooper

Residents of Hooper along with other interested parties will have the opportunity to learn about the planning process and provide input about the direction of Hooper City moving forward. Citizen working groups, such as focus groups and community led discussions, will be tasked with identifying potential problems and generating possible solutions.

Planning Commission

The planning commission's responsibilities in regard to the Hooper General Plan process are to:

- Review plan drafts and provide input on proposed vision, goals, implementation strategies, and future land use plans to be included in the general plan,
- Consider a diverse spectrum of community interests, and
- Draw on their own perspectives and experiences as residents and planning commissioners.

Once an adoption draft of the Hooper General Plan is complete, the planning commission will begin the first step in the adoption process which includes reviewing the draft, conducting public hearings, and providing a recommendation to the city council.

City Council

The city council has adoption authority for the general plan and so needs to be engaged throughout the planning process. Members of the advisory committee will provide formal updates to the city council at key points during the process to share progress updates, input received from the community, preliminary findings, and to discuss alternatives for moving forward.

Engagement Opportunities

There will be two rounds of community engagement between October 2020 and April 2021. As a part of each round, different types of meetings and events will be held to engage as many community members as possible. Input via online and paper surveys will be provided for a 3 to 5-week period before, during, and after our two main community events – the Open Houses. The two rounds of engagement have different areas of focus: Round 1 focuses on general visioning and goals for the future of Hooper while Round 2 digs deeper and asks for more specific feedback. A general and tentative project overview is given below.

- **September 2020:** Advisory Committee kickoff, WFRC tour of Hooper, and existing conditions research.
- Round 1 {
 - **October 2020:** Survey #1 will be sent out via email and made available on the project website (planhooper.weebly.com).
 - **November 2020:** First Focus Group meetings will take place over Zoom.
 - **December 2020:** Open House #1 will be held on Zoom.
 - **January 2021:** Survey data and input from community meetings will be analyzed. A draft vision will be created. Focus Group meeting 2.
- Round 2 {
 - **February 2021:** Survey #2 and Open House #2. Format of the second Open House is TBD based on the status of COVID-19.
 - **March 2021:** Focus group meeting 3. Community led Living Room chats.
 - **April 2021:** Draft Plan
 - **May/June 2021:** Adoption process and refinement begins

Quick Facts

- **Project Website:** PlanHooper.weebly.com
- **Project Email:** HooperGeneralPlan@gmail.com
- **Surveys:** Will be available on the project website and paper copies in the city offices

Engagement Opportunities, cont'd

The main community engagement opportunities are described below. WFRC and the advisory committee will update the type and timing of each event as necessary. The project website will always have the most up-to-date information.

Surveys

Surveys are an incredibly important tool for gathering input from a large number of people. Survey responses will help to guide the course of the project by identifying what really matters to the residents of Hooper. All survey responses will be kept anonymous.

Open Houses

All residents of Hooper and interested stakeholders are welcome and encouraged to attend our two Open Houses. A recording of each meeting will be available on the project website shortly after the event so if you are unable to attend, you can still participate and stay informed.

Focus Groups

Residents can volunteer to participate in one of three Focus Groups. Each group will meet 2-3 times between now and April 2021. The groups will focus on:

- Land Use and Housing
- Transportation
- Open Spaces and Recreation

Living Room Chats

Living Room chats are meant to provide a space for residents to talk to each other about the opportunities and challenges that are unique to Hooper. Each chat will be hosted by a community member who will guide conversation as needed and ensure that important ideas are reported back.
Questions supplied by WFRC.

Elementary Student Involvement

Hooper City aims to involve all residents, including those who will grow up during the scope of this General Plan. In order to educate elementary students about civic involvement and to receive input and feedback, WFRC will work with Hooper, Freedom, and Country View Elementary Schools to provide educational materials and projects for students in grades 5 and 6.

Details: Open House #1

- Held online through Zoom (will also be recorded and shared)
 - o 1 to 1.5 hours in length
- Introduction to Project
 - o What is a general plan and why do we need one?
 - o What a general plan is not.
- Activity one: Words and Phrases
 - o Spend 60 seconds jotting down words and phrases that come to mind when you think of Hooper City
 - Circle your three favorites
 - Type your favorite into the chat box or star using the whiteboard feature
- Activity two: What's great?
 - o Spend 2 minutes writing a description or sketching a picture of what makes Hooper City great? Be as detailed and specific as you want.
 - 3 – 4 volunteers share their descriptions and/or images
- Activity three: Response to Growth
 - o “The Wasatch Front Region is growing. Hooper is projected to grow to 14,096 residents by 2030. So, in the next ten years, there will be approximately 5,000 more people in your city. That would mean a need for an additional 2,566 housing units. What do you want Hooper to look like, feel like, sound like in ten years? What matters most to you as you look toward the future – small town feel, economic development, education, connection with open spaces, developing a Main Street or commercial hub, accessing transit? I’m going to break you into smaller groups to discuss this. It would be great if at least 1 person could take notes. Please share the opportunity to speak with all group members. When we come back as a large group, we will be hearing ideas about the future of Hooper. Visuals are always appreciated, but not required.”
 - Groups of 4-5
 - 20 minutes to complete the task
 - Share out for 15 – 20 minutes, depending on group size
 - Each group’s notetaker will be asked to email their notes to me (take a picture if handwritten, no need to type it up)
- Activity 4: “Stickers”
 - o “Based on what I heard, here are four statements that could potentially guide the future of Hooper. I want you to read each statement and then type the number of the statement you most agree with in the chat box.” (Or use the whiteboard feature.)
 - Individually
 - 3 minutes
- Share Focus Groups, contact info, website, “Living Room” chat sign ups
- Wrap-up

Zoom: A How-To Guide

Grab your device (computer, tablet, or smart phone) and follow along!



1

Download Zoom

In order to join a Zoom meeting, you must first download the Zoom app for your laptop, desktop, tablet, or smart phone. You can either download the application by going to www.zoom.us/downloads or through the Zoom link provided.



2

Join Zoom Early

It is always a good idea to join the Zoom meeting 5 to 10 minutes prior to the start to ensure that everything is working. Make sure you have stable internet so as not to lose the connection during a meeting.



3

Test Audio and Video

It is important to test your audio and video before joining a Zoom. You can test your audio and video through the Zoom application.

4

Get to Know the Zoom Controls

In a Zoom meeting, you are able to control sharing your audio and video at the start of each call. You can mute and unmute yourself to speak using the microphone icon in the bottom left of the Zoom meeting box. An example tool bar is below.



5

Use the Chat Box as Needed

One way to communicate with the host or other participants is using the chat function. To open the chat box, click on the icon at the bottom middle of a Zoom meeting.

Zoom Tool Bar



Outreach and Engagement Calendar – 2020

OCTOBER

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Survey # 1
Available

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

Focus Group
Meeting #1*

DECEMBER

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Open House #1
6:30 - 8:00 pm

Survey #1 is
due