



FINAL REPORT

7/1/2024 – 6/26/2025

SUBMITTED: 6/26/25

PLEASE NOTE:

This report updates the Utah Workforce Housing Advocacy (UWHA) report that was filed on January 28, 2025 with the Governor's Office of Economic Opportunity. The previous report included information on all expenditures made from the UWHA account, including those expenditures made with private donations. This report only contains expenditures made with the legislative-approved appropriation from the 2024 General Legislative Session.

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This report format and order are in accordance with attachments B (Reporting Requirements) and D (Scope of Work) of Contract Number: 250632475.

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55	Campaign Duration

END OF YEAR REPORT

The final report must address the following:

- A. Each topic outlined in Scope of Work, included as attachment D;
- B. How Grantee used funds or will use funds, including performance metrics used to determine the project's deliverables; and
- C. The anticipated date that the project or program will be completed.

Attachment D: Scope of Work Sections

- Objective / Purpose Statement
- Key Activities / Commitments
- Deliverables / Performance Measures
- Budget

EXECUTIVE SUMMARY

The objective of the campaign was to conduct a survey and test advertising messages related to housing affordability, run a statewide campaign and provide public policy proposals to the Utah Legislature to help solve issues related to housing affordability.

Research Phase – Public Attitude Key Findings

- 70% of Utahns undervalue the connection between supply, demand, and housing affordability
- A majority (69%) recognize Utah has serious housing challenges or a crisis
- Our four-touchpoint survey increased public concern about the housing crisis, by educating the participants

Campaign Phase – Education, Awareness & Outreach Campaign

- Created 3 fully produced commercials (15 video variations), 48 digital messages, and distributed education and outreach across 4 traditional and 6 digital channels, and a full website
- Mimicked the four-touchpoint survey to educate those who engaged with the campaign
- Engagement Metrics
 - 65,491,018 impressions
 - 319,141 clicks / interactions
 - 38,000+ website sessions
 - 5,000+ survey responses
- Survey results showed that 88% of respondents expressed "extreme concern" or were "very concerned"
- 75% of survey respondents are personally impacted by high housing costs, while only 3% report no impact

Policy Phase – Recommendations and Support

- Drafted 14 policy recommendations aimed at addressing zoning, processes, and incentives
- Supported aligned legislation in the 2025 session

OBJECTIVE / PURPOSE STATEMENT

CONTRACT PURPOSE STATEMENT

Utah Workforce Housing Advocacy (UWHA) will conduct a survey and test campaign messages related to housing affordability (Q3 of 2024), run a statewide campaign (Q4 of 2024 and Q1 of 2025), and provide public policy proposals to the Utah Legislature to help solve issues related to housing affordability (Q1 of 2025).

Slides 8-43 Outline how UWHA achieved our stated objectives:

- Survey Research Findings (Slides 9-17)
- Education and Outreach Campaign Strategy / Results (Slides 18-23; 26-49)
- Policy Recommendations (Slides 24-25)



KEY ACTIVITIES / COMMITMENTS

ACTIVITIES & COMMITMENTS

UWHA will conduct a survey to understand the most publicly supported messages/policy solutions related to solving Utah's Housing Affordability Crisis. (See slides 9-17)

UWHA will conduct a campaign, utilizing messages from the survey. (See slides 18-23; 26-49)

UWHA will engage in policy analysis to submit policy proposals to the Utah Legislature that will help alleviate Utah's Housing Affordability Crisis. (See slides 24-25)



SURVEY RESEARCH FINDINGS

KEY FINDINGS

Conducted Q3 2024

OBJECTIVE:

Envision Utah conducted research among Utahns to understand (1) how they think about Utah's housing crisis and (2) how to effectively talk about housing issues in ways that can help shape their attitudes and actions.

METHODOLOGY:

Survey of approximately 600 Utah adults and a large multi-day online focus group.

KEY FINDINGS:

#1

Utahns understand that we have a housing problem, but underappreciate the housing shortage or the role that building homes plays in reducing home costs.

#2

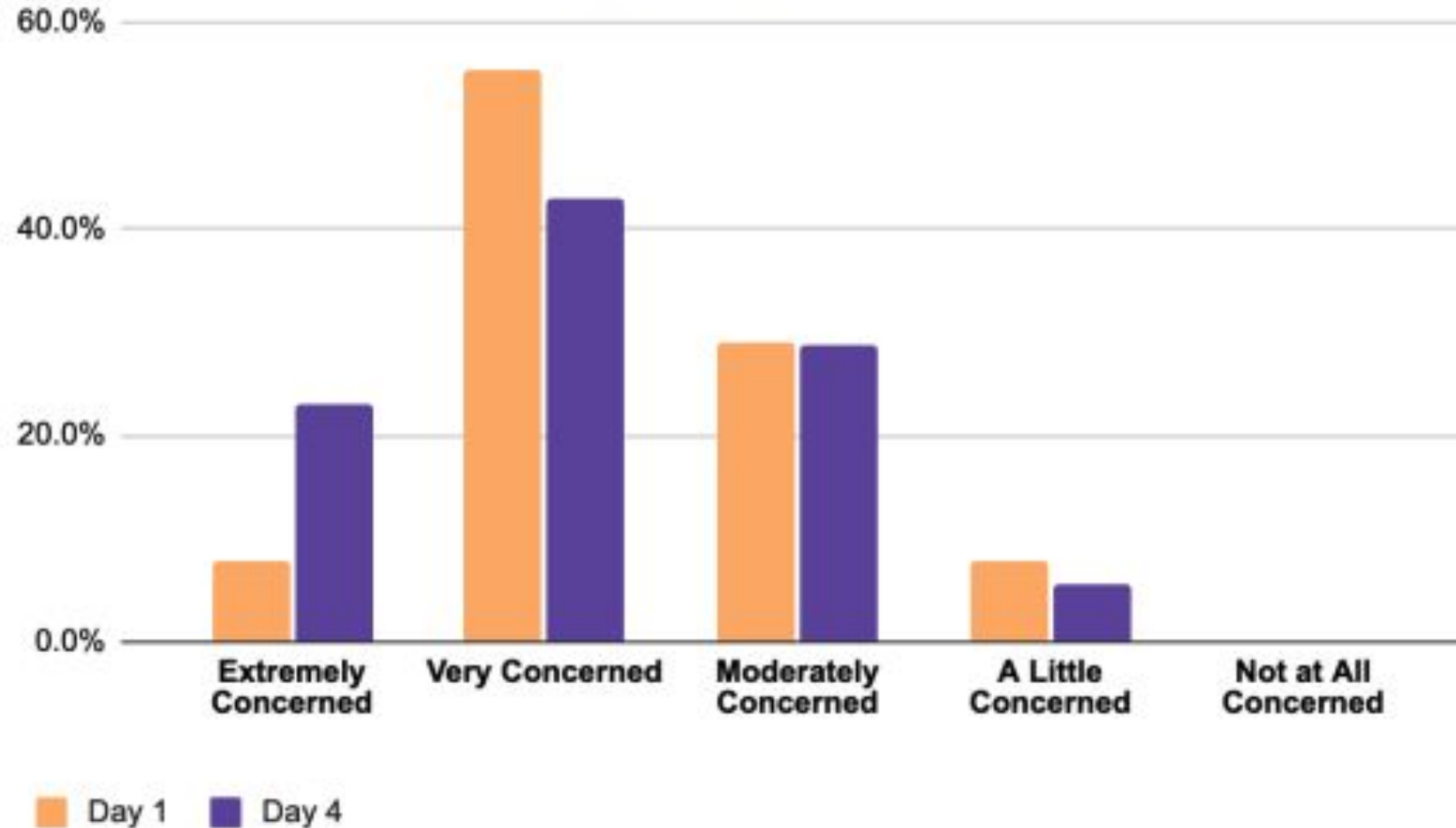
Utahns are motivated to create economic opportunity for individuals and families.

#3

Many Utahns hold anti-housing attitudes, but few are opposed to housing altogether.

DATA INSIGHTS

How concerned are you about housing in the state of Utah?

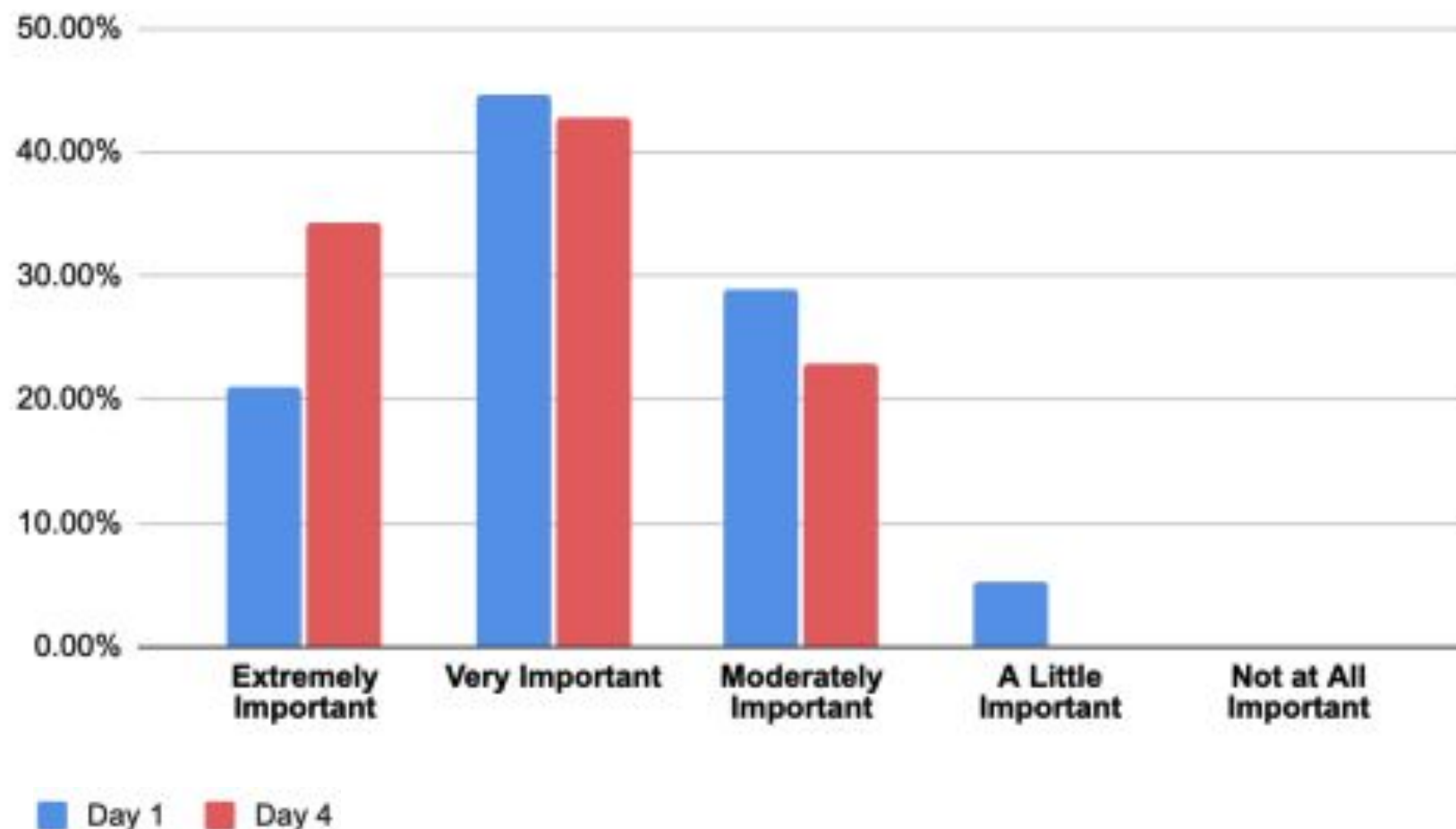


KEY FINDING:

On Day 1 and Day 4, participants were asked how concerned they were about housing in Utah. The number of people who said they were “extremely concerned” about housing doubled by Day 4.

DATA INSIGHTS

How important is it for Utah to address the housing shortage?



KEY FINDING:

The number of people who said it was “extremely important” to address the crisis increased by 50%. The share of people who said it was “not very important” disappeared after four surveys.

MESSAGING RECOMMENDATIONS

Recommendations are based on the insights gained from the research. Envision Utah recommended a messaging/communications effort around housing to primarily focus on two strategies:

PRIMARY RECOMMENDATIONS:

Supply is the main issue

Help Utahns understand that high home prices are a symptom of a housing shortage and that the cure to the shortage is creating greater housing supply.

Helping Utahns understand the fundamental supply-and-demand nature of the housing crisis—and housing solutions—should be an effective way to (1) help Utahns prioritize increasing supply and (2) foster support for various specific strategies.

Many altruistic Utahns

Leverage Utahns' interest in creating economic opportunity for others. Utahns are likely to be motivated by the idea of creating economic opportunity for lower-income families and other Utahns they see as important members of their communities (e.g., teachers, firefighters, etc.). They are particularly interested in helping others break the cycle of poverty and providing housing opportunities for young families and first-time homebuyers.

DATA INSIGHTS

Respondents were divided into thirds: Those who think things are at least okay, those who think there are challenges, and those who think there's a crisis.

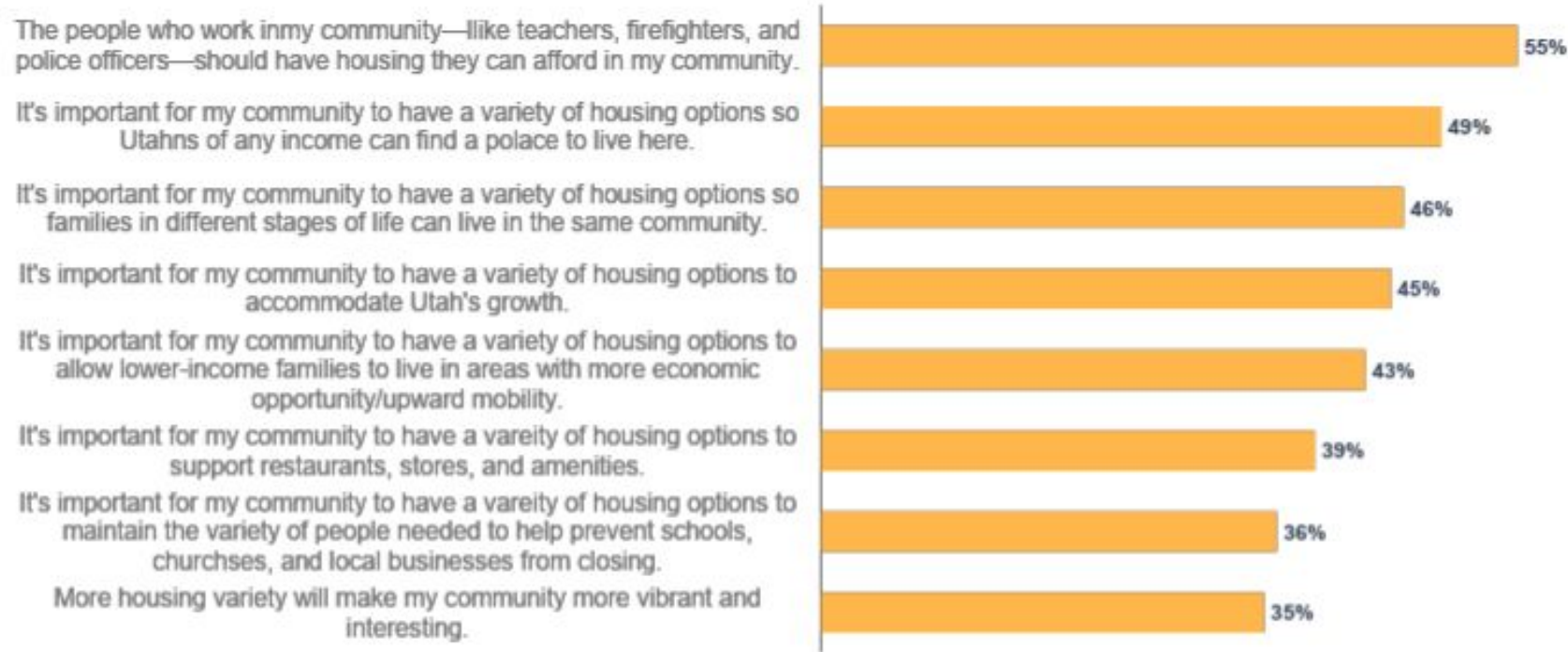


KEY FINDING:

A majority of respondents (69%) believed Utah is experiencing serious housing challenges or a crisis.

DATA INSIGHTS

When thinking about their own communities, respondents prioritize economic opportunities for others.



KEY FINDING:

Utahns are motivated to create economic opportunity for individuals and families.

% Rated 6 or 7
on 1–7 scale of
agreement

MESSAGING RECOMMENDATIONS

Envision Utah also identified secondary recommendations that surfaced during their in-depth research.

SECONDARY RECOMMENDATIONS:

Expect first arguments

Concerns over increased traffic, overcrowding, and increased crime rates are likely to be the first arguments against creating more housing. Focus on the families and community members that are helped by creating more housing and highlight examples of well-planned housing growth that doesn't result in increased traffic or crowding.

Support multi-family housing

Utahns favor single-family homes and are concerned about multifamily housing and attached housing. They respond well, however, to the concept of housing choice and are supportive of multifamily housing if it meets housing needs for important community members (teachers, etc.) or serves families (e.g., larger multi-bedroom apartments).

Luxury housing nuance

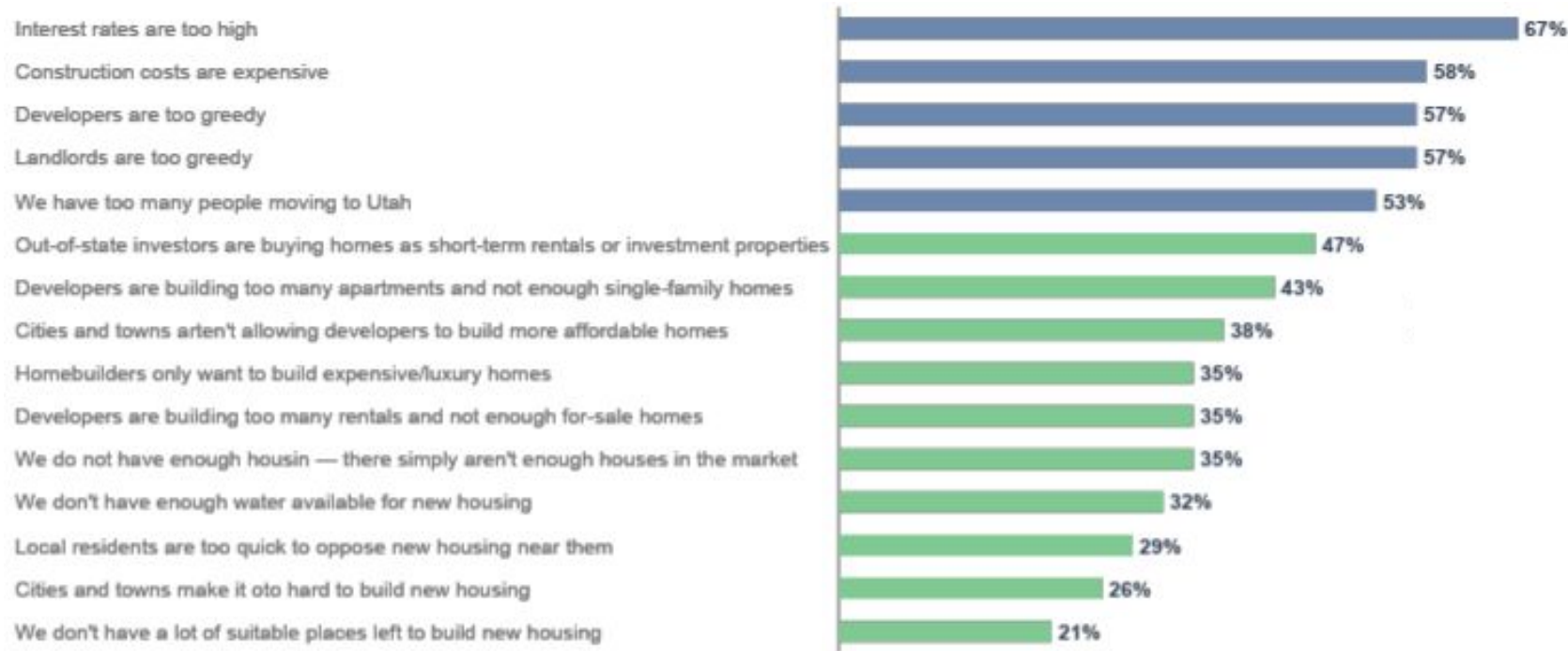
Many Utahns believe that new, large, and luxury housing are the culprits in the housing crisis — that the problem is that new homes are simply being made to be too expensive. Help Utahns understand (1) that even luxury housing plays a role in increasing housing supply and improving affordability across the market and (2) that there are other constraints and market factors that prevent smaller homes with simpler finishes from being built.

Developers not inflating prices

Many Utahns have negative views of developers and homebuilders. They believe that developer/homebuilder greed is an underlying cause in the housing crisis. Similarly, they blame corporations and investors for driving up prices. It would likely be beneficial to help Utahns understand that developers and homebuilders are not artificially constraining supply or driving up prices.

DATA INSIGHTS

Respondents blamed interest rates, construction costs, greed, and growth as the reasons for housing challenges.



% Rated 6 or 7
on 1–7 scale of
agreement

KEY FINDING:

A large percentage of respondents incorrectly believe we are in a crisis because “Interest rates are high” (67% rated 6 or 7 on 7-point scale, where 7 means “very significant impact”).

EDUCATION & OUTREACH CAMPAIGN STRATEGY

CAMPAIGN STRATEGY

Campaign Strategy Overview

Message against misunderstanding

Demand more supply messaging is based on research showing that *the* core solution is misunderstood.

24' Q4 – 25' Q1 publicity blitz

On TV, Google, Facebook, Instagram, Streaming Audio, Billboards, YouTube, Hulu, Disney, Sling, Peacock, etc.

Shift audience concern by mimicking the focus groups

Interactions with the brand provide at least four (4) touchpoints for people who engage with us.

Earn additional media coverage

Once the paid efforts were public, we began pitching media outlets to highlight the misunderstandings, concern from our citizens and how we are working to solve problems through the campaign.

CAMPAIGN STRATEGY


The initial campaign media plan was presented as follows:

	NOVEMBER				DECEMBER				JANUARY				FEBRUARY					
	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	
MEDIA																		
AWARENESS MEDIA																		
Out of Home <i>Static and Digital Placements</i>																		\$35,000
Television <i>Broadcast and Cable</i>																		\$200,000
OTT/CTV <i>YouTubeTV, Hulu, Disney, Sling, Peacock etc.</i>																		\$80,000
YouTube <i>Skippable, Unskippable and YT Shorts</i>																		\$35,000
Digital Audio <i>Streaming and Podcasts</i>																		\$40,000
Paid Social <i>Facebook and Instagram</i>																		\$80,000
Digital Display <i>Direct Site Placements</i>																		\$15,000
Paid Search <i>Branded & Non-Branded Keywords</i>																		\$15,000
AQUISITION																		
Paid Social <i>Influencer Endorsements & Engagement Campaigns</i>																		\$100,000
TOTAL MEDIA BUDGET																		
\$600,000																		

KEY RESULTS:

The proposed media plan was designed with full saturation in mind using a mix of awareness and lead driving digital channels – budgets were adjusted during campaign based on channel performance.

Education reached people across the entire state with heavier exposure in Salt Lake, Utah and Washington Counties.



Let's Fix Our Housing Crisis

Take the 3 min. Survey

#4 Housing Survey: We Want to Hear from YOU!

This survey is the final survey in this series. Thank you for your input!

Name (required)

First Name

Last Name

Phone Number (required)

Email (required)

☐ Sign up for news and updates

CAMPAIGN LAUNCH

Launched on high visibility traditional channels.



TELEVISION / CTV / OTT / YOUTUBE



OUT OF HOME



CAMPAIGN LAUNCH

Launched dozens of ads across multiple digital platforms.

GOOGLE



DIGITAL AUDIO

MUSICAL HOUSES

0:30

Utah's housing crisis is like a giant game of musical chairs. Prices are increasing simply because there just aren't enough homes to go around. And if you can't get your hands on a good home, you're left feeling like you missed out. But there are straightforward solutions to drive down prices. Building more houses leads to affordable homes. And affordable homes help to create economic opportunity, which we can all agree is something we want for our children. See how you can help to make homes more affordable in Utah at demand more supply

TRAFFIC JAM

0:30

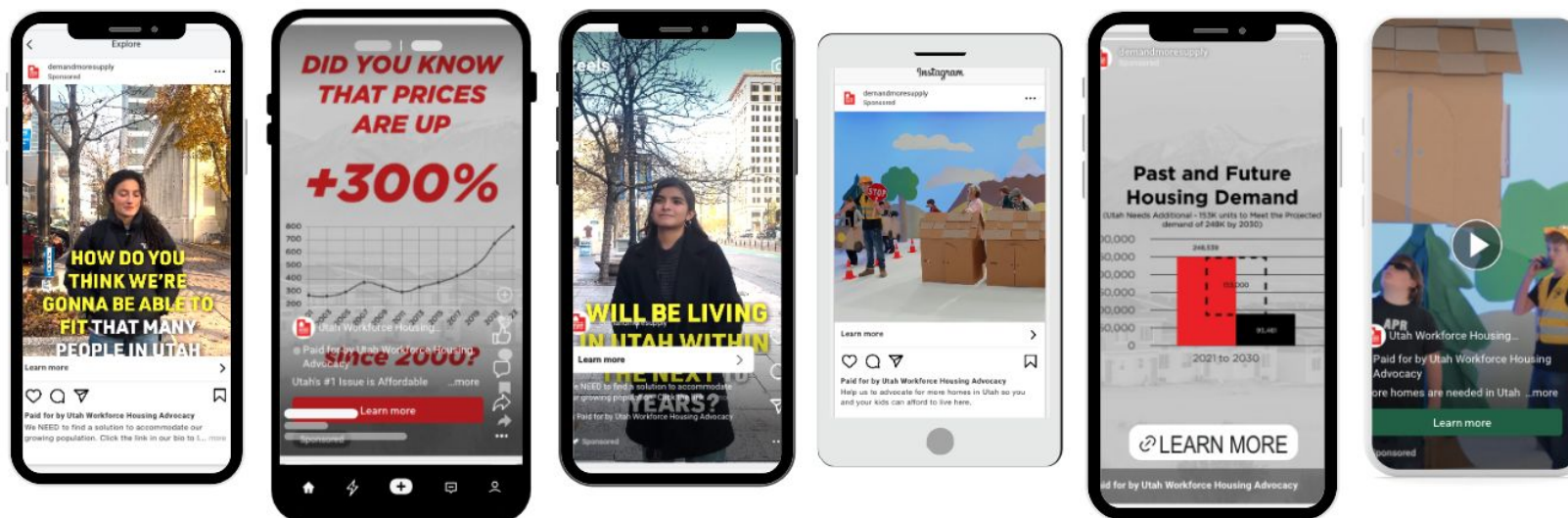
The vast majority of Utahns understand we're in a major housing crisis. But many don't want to deal with construction in their neck of the woods. It's natural to feel this way. After all, change is never easy, especially when it's close to home. But the truth is, there is room to grow... and we'll need more nearby housing options if we want to see our friends and loved-ones grow too. Together, we can build homes, build opportunities, and build a future that everyone can afford. See how you can help to make homes more affordable in Utah at

BOUNCER

0:30

Utah is forty-four thousand homes short of meeting expected demand. This means getting your hands on an affordable home is more difficult than ever because people are paying a premium for what's available. Keeping our kids, essential workers and loved ones out of our communities. If we build more homes we can drive prices down – creating a place for everyone. Participate in our state-wide survey at demand more supply dot com.

META (FACEBOOK & INSTAGRAM)



POLICY RECOMMENDATIONS

2025 POLICY

Our Policy Board and Policy Consultant worked together to draft policy recommendations focused on three areas:

- Zoning
- Processes
- Incentives

As we discussed these initiatives with legislators and community leaders we noticed that we are aligned with numerous policies that are already underway.

As a result, our organization will be working behind the scenes during the 2025 legislative session to advocate and promote legislation where we are in alignment.

Incentives: Enhance feasibility of attainable housing options and reward communities for taking positive steps

1. Establish a statewide data collection system for housing dispositions
2. Establish a property tax incentive program for communities that meet specific criteria
3. Establish a density bonus program for communities that meet specific criteria
4. Provide access to special financing for qualifying communities to support affordable housing development

Support

1. Create new funding program for:
 - a. Housing policy planning
 - b. Infrastructure planning
2. Provide training on adopted policies
3. Provide model ordinances and policies
4. Facilitate regular feedback from communities

Evaluation

1. Create a dashboard with key metrics
2. Monitor and report results from communities
3. Improve access to local data

Utah Workforce Housing Advocacy (UWHA)

Housing Policy Recommendations

September 2024

UWHA is developing a state-focused policy toolkit targeted to boosting housing production in Utah. This toolkit has been informed by the following:

- UWHA Executive Board and Policy Committee feedback
- Utah's efforts at the local and state level
- National models

This memorandum includes the list of policies as well as suggestions for support to ease adoption and ongoing evaluation to measure impact.

Policies

Zoning: Increase opportunities for new housing through "light-touch density" in single-family zones and expand by right multifamily housing in defined areas

1. Enable multifamily housing on commercial properties (office, retail, hotel) and properties near transit
2. Enable by-right ADUs (interior, attached, detached, garage) on lots zoned for single-family
3. Allow duplexes where single family is a permitted use
4. Prohibit minimum lot sizes over 5,000 square feet
5. Prohibit multifamily parking minimums over 1 space/unit

Processes: Accelerate housing production with simplified processes and resources to facilitate attainable options

1. Establish statewide pre-approved plans for ADUs and starter homes with over-the-counter approval processes
2. Enable development projects to be processed in conformance with general plan standards where zoning is inconsistent
3. Enable staff-level project approvals for conditional use and variances
4. Enable consolidation of public hearings
5. Establish timeframes for local discretionary project review

DELIVERABLES / PERFORMANCE METRICS

CAMPAIGN PERFORMANCE

UWHA will provide metrics from the campaign and a public policy guide. These metrics will include but are not limited to site traffic, Advertising impressions across all channels, engagement across all channels, cost per engagement for paid and digital campaigns, click-through rate on digital channels, etc. (See slides 26-49)





WEBSITE

WEBSITE

Since campaign launch, the site received almost 38,000 sessions and delivered over 5,000 responses.

VISITS

38K

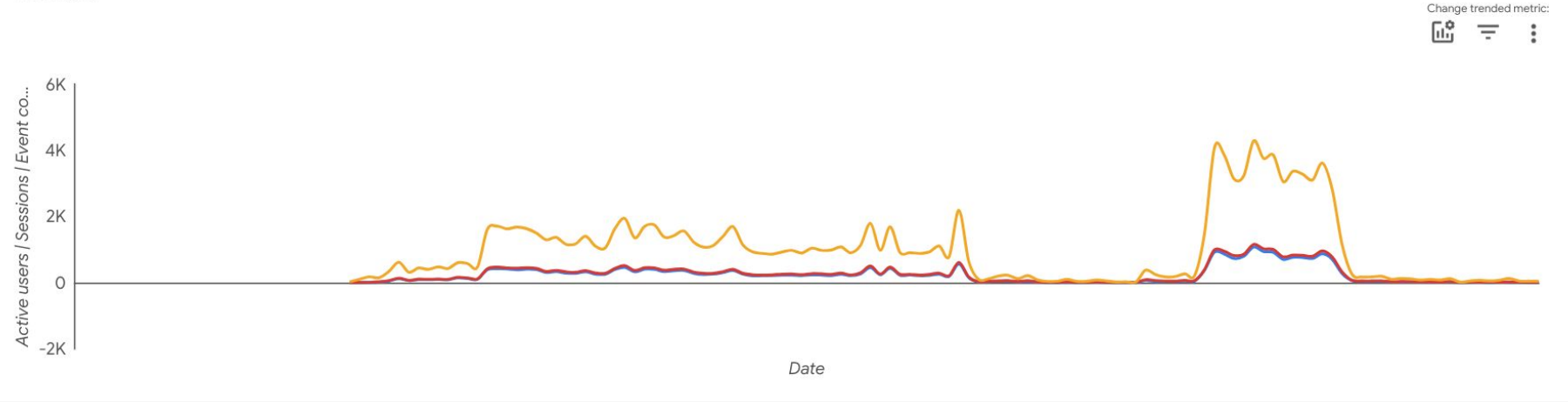
UNIQUE VISITORS

34K

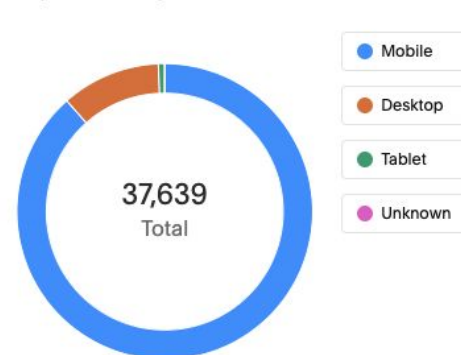
PAGE VIEWS

41K

Trends



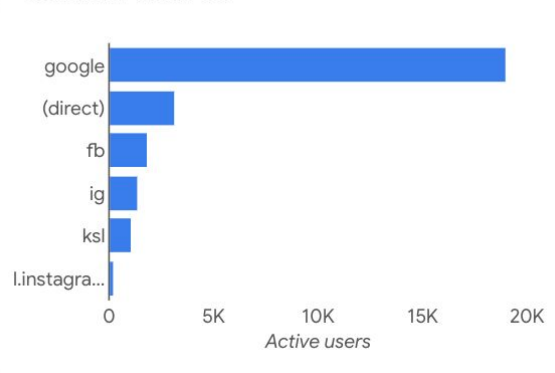
Top Devices by Visits



Top Devices by Visits



Session Source



KEY RESULTS:

Between the contact form and surveys, we've received over 5,000 responses— with most showing support for our cause.

Google ads are driving the most traffic, with direct traffic coming in second. Direct traffic is an indication of impact on traditional channels like TV, Radio and Billboards.

88% of web traffic comes from mobile devices.

TRADITIONAL MEDIA

TRADITIONAL MEDIA

Digital Billboards, Broadcast TV and Audio delivered over 56M impressions for the campaign – working together to ensure demandmoresupply.com was noticed.

Impressions

56.6M

Direct Traffic

3,435

OOH Placements

18



TRADITIONAL MEDIA

Broadcast TV Spot Sample:



[Click to Watch Spot](#)



DIGITAL MEDIA

DIGITAL MEDIA – GOOGLE

Google delivered nearly 7M impressions, 27K clicks and 168,000 video views.

Google Ads

Cost
\$48.96K

Impressions
6.8M

Clicks
26,710

Video views
167,722

Conversions
802

Conv. rate
0.15%

Cost / conv.
\$61.04

Campaign Detail

Campaign type	Campaign	Cost ▾	Impressions	Clicks	Avg. CPC	Video views	Cost / Video view	Conversions	Cost / conv.
Video	F B:UWHA V:YT M:Video C:365O:SignUp G:Utah T:...	\$39,599.65	6,772,839	24,858	\$1.59	167,722	0.24	603	\$65.67
Search Only	F B:UWHA V:G M:Search C:365 O:SignUp G:Utah	\$7,141.44	59,701	1,647	\$4.34	0		175	\$40.81
Search Only	F B:UWHA V:G M:Search C:Brand O:SignUp G:Utah	\$2,216.27	2,601	205	\$10.81	0		24	\$92.34
Grand total		\$48,957.36	6,835,141	26,710	\$1.83	167,722	0.29	802	\$61.04

DIGITAL MEDIA – META

Facebook and Instagram ads delivered over 885,000 Impressions, resulting in 1,243 completed surveys.

Campaign name	Impressions	Reach	Link clicks	CTR (link click-through rate)	CPC (cost per link click)	Results	Cost per result
B:UWHA V:FB M:Social C:365 O:SignUp G:Utah T:PRO	198,369	83,371	1,730	0.87%	\$2.93	294 surveyCompleted	\$17.24 surveyCompleted
I B:UWHA V:FB M:Social C:365 O:Form G:Utah T:PRO	617,128	142,773	2,848	0.46%	\$3.84	886 On-Facebook Leads	\$12.34 On-Facebook Leads
I F B:UWHA V:FB M:Social C:365 O:Engagement G:Utah T:PRO	70,448	46,004	1,018	1.45%	\$2.24	63 surveyCompleted	\$36.12 surveyCompleted
Total results 3 / 3 rows displayed	885,945 Total	218,289 Accounts Center accounts	5,596 Total	0.63% Per Impressions	\$3.27 Per Action	— Multiple conversions	— Multiple conversions

KEY RESULTS:

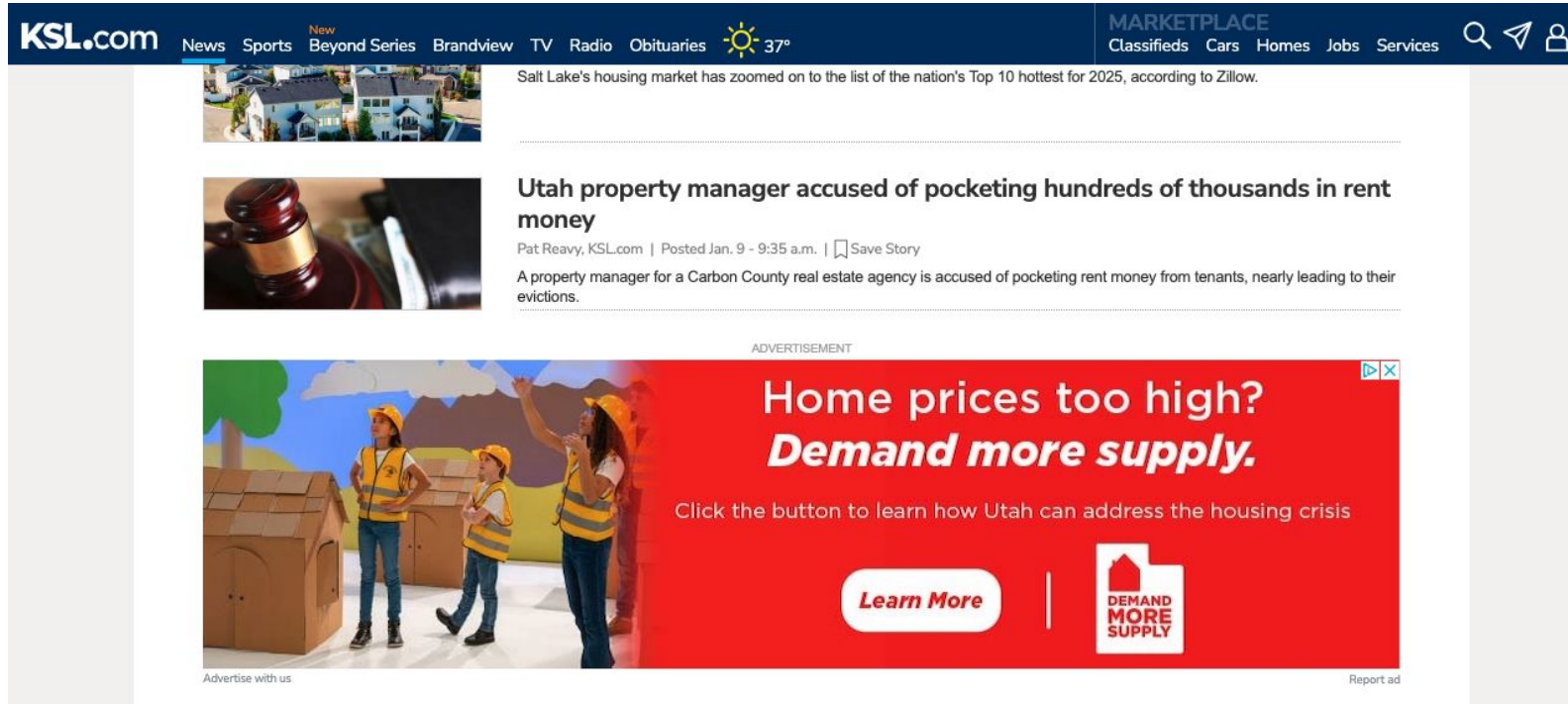
Despite spend limitations due to issues on Meta’s end, Facebook and Instagram still generated the most survey responses on the website and within the platform via our leads specific campaign. People were engaged and willing to fill out the survey.

In addition to a high volume of completed surveys, our ads had a reach of over 200,000 and generated more than 5,500 clicks to the website.

Engagement among our ads is high. Our ads received 3,483 reactions and 1,268 comments despite being limited on daily spend by Meta platform issues.

DIGITAL MEDIA – KSL.com

High impact ad units on KSL delivered over 500k impressions to users browsing news and business sections and those searching for housing opportunities in the KSL classifieds.



The screenshot shows the KSL.com website interface. The top navigation bar includes links for News, Sports, Beyond Series, Brandview, TV, Radio, Obituaries, and a weather widget showing 37°. A 'MARKETPLACE' section lists Classifieds, Cars, Homes, Jobs, and Services. Below the navigation, there are two news articles: one about Salt Lake's housing market being on the list of the nation's Top 10 hottest for 2025, and another about a Utah property manager accused of pocketing hundreds of thousands in rent money. A large advertisement is displayed below the articles, featuring a red background and the text 'Home prices too high? Demand more supply.' The ad includes a 'Learn More' button and a 'DEMAND MORE SUPPLY' logo. The ad also features an illustration of three people in hard hats and safety vests standing next to cardboard boxes.

KEY RESULTS:

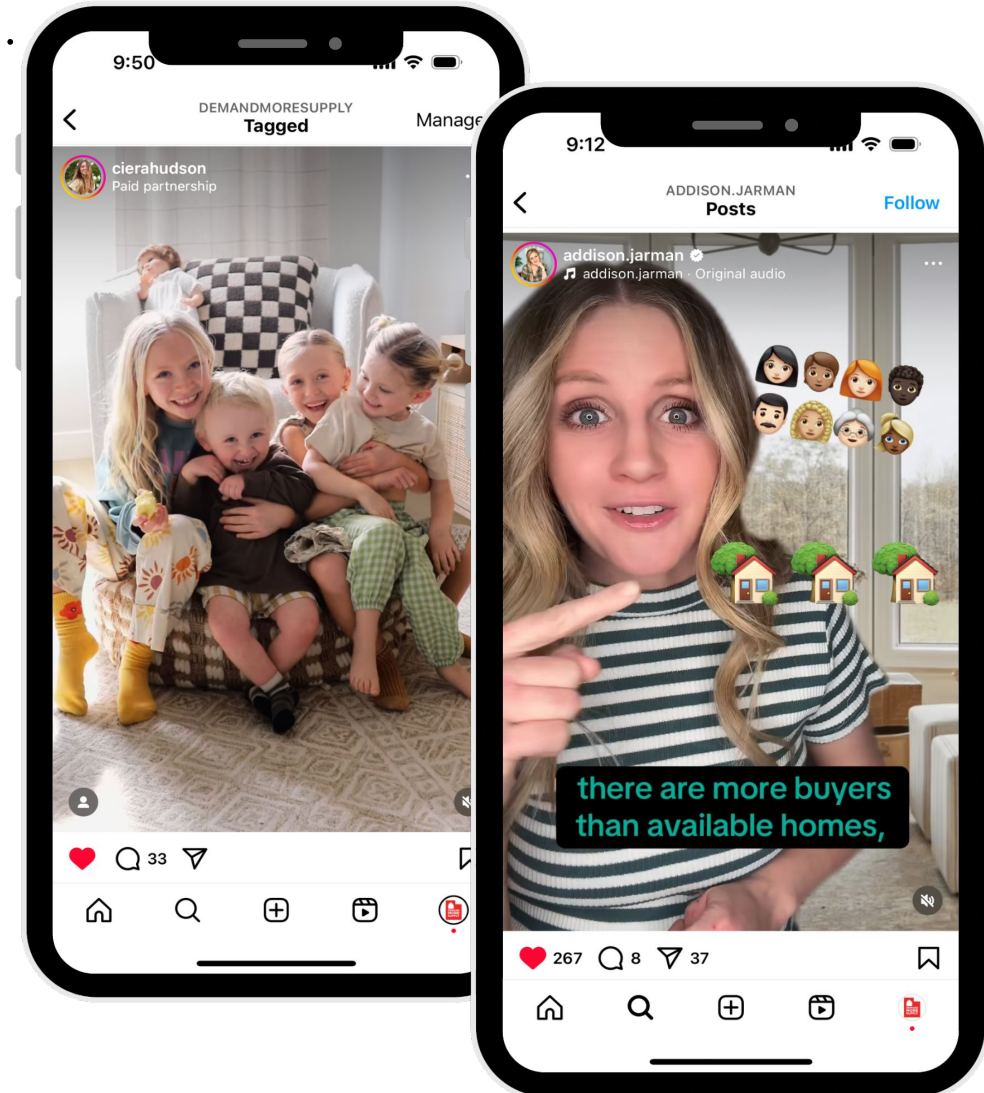
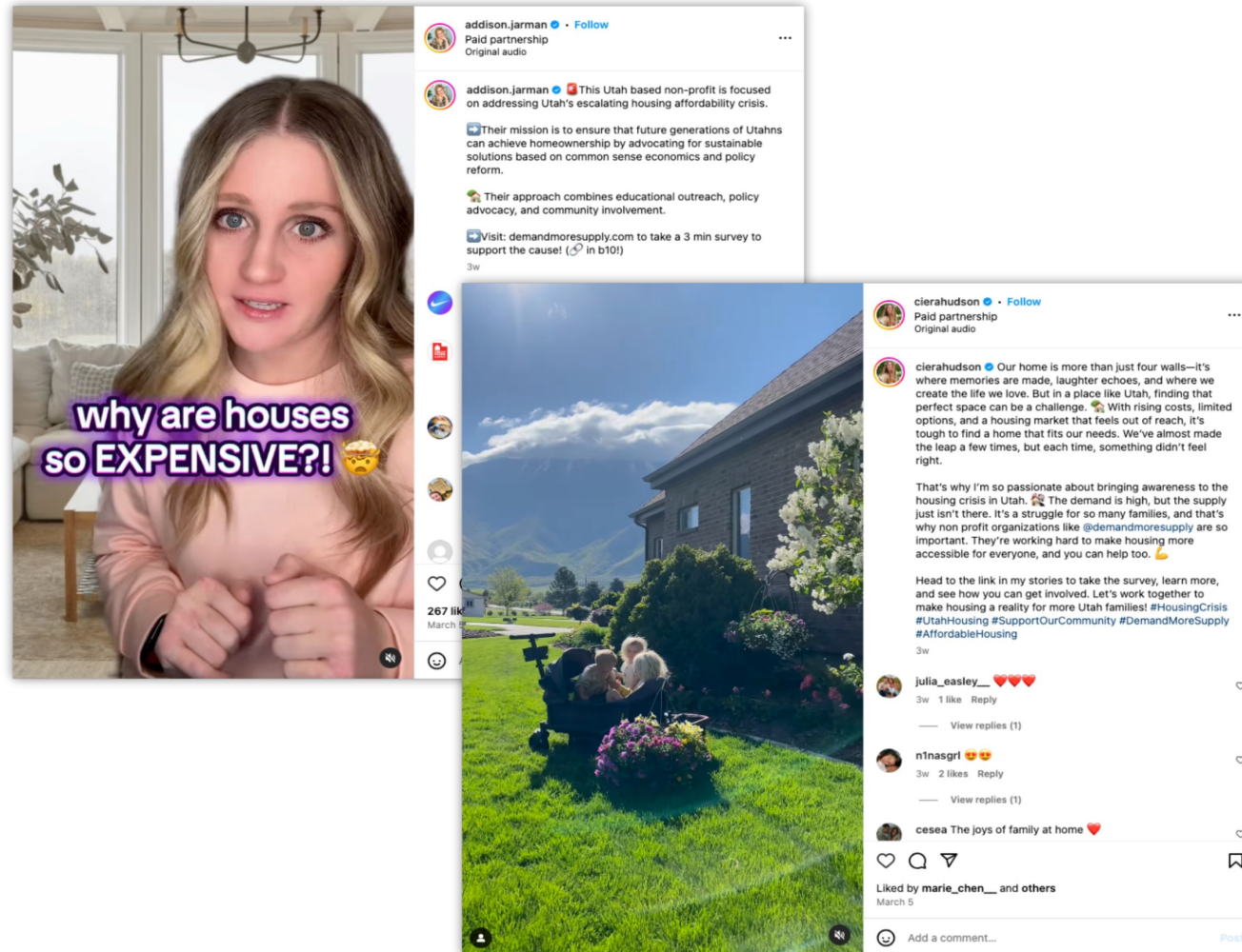
KSL delivered a high volume of impressions but fell short on CTR averaging a 0.2% across all sizes.

Potential issues that could have led to a lower CTR include ad fatigue, targeting and oversaturation.

Despite a lower CTR, KSL attributed to 1,345 total website sessions. Given these results, KSL will be considered for future campaigns at a reduced amount.

INFLUENCER PARTNERSHIPS

Partnered with Ciera Hudson and Addison Jarman.



INFLUENCER RESULTS

Partnered with Ciera Hudson and Addison Jarman.

REACH 94,412	IMPRESSIONS 116,195	TOTAL CAMPAIGN INTERACTIONS 117,490	COST PER TOTAL CAMPAIGN INTERACTIONS \$0.16
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Number of unique users that saw each post

Number of times each post has been seen

Likes, comments, shares, saves, views, and replies

Creator	Post Link	Posting Date	Followers	Reach	Impressions (Views)	View Rate (Attainment)	Likes	Comments	Saves	Shares	Total Engagements
cierahudson	Link	03/05/2025	253,003	31,297	40,899	80.92%	856	33	37	16	942
cierahudson	(IG story) Link	03/05/2025	"	13,595	14,121	93.02%	-	-	-	-	-
addison.jarman		03/05/2025	1,669,074	49,520	61,175	56.43%	268	8	33	37	346
Totals:			1,922,077	94,412	116,195	76.79%	1,124	41	70	53	1,288

KEY RESULTS:

Influencer campaigns achieved significant engagement, receiving over 1,000 likes. More importantly, the campaigns resonated strongly with the audience, evidenced by 89% of comments expressing positive feedback or agreement with the message.

Based on these results, influencer marketing will remain a key component of future paid media efforts, leveraging this proven strategy for continued success.

DIGITAL AUDIO

Campaigns ran on platforms like iHeart and Spotify.

DemandMoreSupply.com

AUDIO SCRIPTS

MUSICAL HOUSES

0:30

Utah's housing crisis is like a giant game of musical chairs. Prices are increasing simply because there just aren't enough homes to go around. And if you can't get your hands on a good home, you're left feeling like you missed out. But there are straightforward solutions to drive down prices. Building more houses leads to affordable homes. And affordable homes help to create economic opportunity, which we can all agree is something we want for our children. See how you can help to make homes more affordable in Utah at demand more supply dot com.

0:30 ALT

Utah's housing crisis is like a giant game of musical chairs. Prices are increasing simply because there just aren't enough homes to go around. And if you can't get your hands on a good home, you're left feeling like you missed out. But there are straightforward solutions to drive down prices. Building more houses leads to affordable homes. And we can all agree that is something we want for our children. See how you can help to make homes more affordable in Utah at demand more supply dot com.

TRAFFIC JAM

0:30

The vast majority of Utahns understand we're in a major housing crisis. But many don't want to deal with construction in their neck of the woods. It's natural to feel this way. After all, change is never easy, especially when it's close to home. But the truth is, there is room to grow... and we'll need more nearby housing options if we want to see our friends and loved-ones grow too. Together, we can build homes, build opportunities, and build a future that everyone can afford. See how you can help to make homes more affordable in Utah at demand more supply dot com.

0:30 ALT

The vast majority of Utahns understand we're in a major housing crisis. But many don't want to deal with construction in their neck of the woods. It's natural to feel this way. After all, change is never easy, especially when it's close to home. But the truth is, there is room to grow...and we'll need more nearby housing options if we want to keep essential workers, our friends, and loved-ones nearby. Together, we can build a future that everyone can afford. See how you can help to make homes more affordable in Utah at demand more supply dot com.

BOUNCER

0:30

Utah is forty-four thousand homes short of meeting expected demand. This means getting your hands on an affordable home is more difficult than ever because people are paying a premium for what's available. Keeping our kids, essential workers and loved ones out of our communities. If we build more homes we can drive prices down – creating a place for everyone. Participate in our state-wide survey at demand more supply dot com.

0:30 ALT

Utah is forty-four thousand homes short of meeting expected demand, while much is being done current home-buyers are paying a premium for what's available. Even if Interest Rates dropped, purchase prices would remain out of reach. Keeping our kids, essential workers and loved ones out of our communities. We must build more homes to drive prices down and create affordable homes. Participate in our state-wide survey at demand more supply dot com.

KEY RESULTS:

The campaign delivered over 800,000 impressions, reaching a total of 76,000 unique users. With a lifetime frequency of 10 exposures per user.

In addition to the digital audio campaign, ads on KNRS News Talk Radio ran free of charge providing an incremental 300k impressions to the total campaign effort.

EARNED MEDIA

The following articles are examples of earned media that we have received from our efforts to raise awareness about the core supply and demand issues facing the state.


UTAH | UTAH POLITICS

Utahns agree housing is a problem. What they don't agree on is why, new survey finds

Envision Utah hopes to focus public on need for more housing

Published: Jan 27, 2025, 8:19 p.m. MST

[VIEW 20 COMMENTS](#) [SHARE](#)



An Angel Moroni statue stands atop the Saratoga Springs Utah Temple in Saratoga Springs on Wednesday, Oct. 2, 2024. | Isaac Hale, Deseret News

By Lisa Riley Roche
Lisa has been a Deseret News reporter for more than 30 years, covering Utah's Olympics and politics.

More than two-thirds of Utahns believe the state is dealing with serious or even crisis-level housing issues, according to a new survey from [Envision Utah](#).

The Salt Lake Tribune

SUBSCRIBE

Is Utah in a 'major' housing crisis? A new study asked Utahns just that.

A survey of about 600 Utah adults found split opinions on the severity, cause and solutions for the state's housing crisis — but most agreed it was a crisis.



(Bethany Baker | The Salt Lake Tribune) A realtor sign is seen in front of a home in Salt Lake City on Monday, Jan. 13, 2025. A new study shows that most Utahns think the state is in a 'major' housing crisis.

By Megan Banta | Jan. 28, 2025, 6:00 a.m.

Utah Business

Utah Workforce Housing Advocacy launches the Demand More Supply Campaign

By Utah Workforce Housing Advocacy // Dec 20, 2024

Salt Lake City — Utah Governor Spencer Cox shared two compelling 30-second commercials from Utah Workforce Housing Advocacy (UWHA) as examples of an effective messaging campaign that raises public awareness of the biggest contributor to high housing prices: low housing supply.

The videos, which are part of UWHA's "Demand More Supply" campaign, were shared with community and political leaders across western states as part of the first workshop for the [BRAND West Initiative](#), an initiative being promoted by the Western Governor's Association to examine ways to build more homes by expanding housing options, encouraging innovative funding mechanisms, leveraging infrastructure investments, increasing regional coordination, and planning vibrant, livable communities.

"To ensure that the American Dream stays alive and well in Utah, we must add housing supply to the market. That's why our campaign is focused on raising awareness of the core problem of high home prices - not enough supply," said Steve Waldrip who sits on the Executive Board of Utah Workforce Housing Advocacy in addition to his role as Senior Advisor of Housing Strategy for Governor Cox.

UTAH POLICY

SUBSCRIBE

Envision Utah, Utah Workforce Housing Advocacy report highlights path forward for addressing the Utah housing crisis

News Release • January 28, 2025

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Envision Utah, in conjunction with Utah Workforce Housing Advocacy, has released an in-depth report on Utahns' perceptions of the state's housing situation. Conducted in Q4 of 2024, the research sheds light on how Utahns think about the state's housing shortage. This research included a survey of approximately 600 Utah adults and a large multi-day online focus group of 36 participants representing a variety of different backgrounds. Each participant spent 20–40 minutes answering a series of questions on housing.

Key Findings
The report reveals that most Utahns agree there is a housing problem and that we must build more homes to increase supply and drive down prices. Notable findings include:

- **High public concern.** Most Utahns (69%) believe Utah is "in a major housing crisis" or "facing serious housing challenges." Only 15% see the situation as "fine" or "great."
- There is a lack of consensus on the cause of the housing crisis. Throughout the report's creation, Utahns could not agree on a primary cause for the rising cost of housing. On a scale of impact, respondents cited interest rates (67%), construction costs (58%), developer or landlord greed (57%), too many people moving to Utah (53%), or insufficient housing supply (35%) among a list of 15 reasons – highlighting a lack of consensus on the core economic drivers of the crisis.
- **Utahns with low incomes are a top priority.** They worry most about low-income individuals and families, followed by first-time homebuyers and young families.
- **Access to opportunity matters most.** Utahns' top housing priority is ensuring low-income families can afford to live in neighborhoods with good schools and economic opportunities. They also see affordable housing

FORUMS

COLLEGE CAMPUS FORUMS

Panelists featured at the forums were Rep. Neil Walter from Brokers Holdings, Ari Bruening from Envision Utah, Jordan Hess from the Housing Action Coalition in Washington City, Rep. Jake Sawyer from Homie, and Jed Nilson from Nilson Homes, members of the Logan YIMBY chapter, Wilf Sommerkorn, and more.



KEY RESULTS:
There were a combined 100+ attendees at the three college campus forums at:

- Utah State
- Weber State
- Utah Tech

CAMPAIGN RESPONSE & SURVEY RESULTS

CAMPAIGN DRIVEN SURVEY RESULTS

Most participants are very or extremely concerned

88% of survey responses expressed 'extreme concern' or are 'very concerned' about Utah's housing shortage.

Nearly all respondents believe we are in a "crisis"

87% of those who engaged in the survey said, "yes" Utah is experiencing a housing crisis. Showing that we are building a coalition of individuals who see the problem we are working to address.

3 in 4 individuals are feeling highly impacted by the crisis

76.4% of respondents explained that they are personally impacted by the housing shortage and high housing costs. Only 3% of respondents said they are not impacted at all by the crisis.

Maddie F.

Five years ago, I started a new job with the goal of buying a home. It seemed within reach, so I saved every penny I could. I lived with my parents to save on rent, putting that money toward a future home. I also attended school while working full-time. **After a year or two, I met and exceeded every savings goal, but housing costs kept rising, and my income wasn't enough to keep up.** I just kept saving. Now, I have plenty saved for a down payment, but I'd never get approved for any home on the market because my salary isn't high enough. I've gotten discouraged and lost hope. I ultimately quit my job and abandoned my dream of buying a home to focus on school because I realized I'd never be able to afford a house on my salary. I'm 28 now, finishing school, and still living with my parents because housing is so expensive. I worked so hard to save money for a home over the years, and I just can't bring myself to spend it all on rent, especially since I'm only in school now. I know a young woman from another state who was able to buy a home and is renting out rooms, but she only managed to do it because she had a trust fund her parents set up for her. Your average young adult doesn't have anything close to that. I think it could help, but I don't think it will fix everything. **Young adults in Utah don't seem to have a chance** unless they somehow make a lot more money or get married and have a combined income. Too many people from outside the state, with much more money, keep moving in, and the younger generation can't keep up. I think it's going to take multiple solutions to give the next generation even a chance. I'm super lucky and blessed to be able to live with family and save money. I was also blessed with a good job at a young age, and I worked extremely hard to try and have a shot. If I can't reach my simple goals despite all my advantages and hard work, I have no idea how anyone my age without those blessings can make it.

Michelle B.

Real estate agencies are buying up the market and increasing housing prices and will only rent. This makes it very hard for me as I sold my home before Covid and **I'm stuck paying more** than what I paid on my own home that I sold before Covid hit.

My base rent is \$2,100 but when everything is said and done I pay about \$2,700 a month and that doesn't include my power bill every month.

I have very little money to buy food. I have not been grocery shopping in a year or longer there a lot of things that need to be addressed. I have a car that is going out and I need a new car. I can't even afford one. I would like to see more people get help.

I have Twins that are 18 and a 27-year-old son that has two kids and **they ended up moving back home with me because they cannot afford to even rent a place.**

Teara F.

I love this idea!

There are **too many restrictions to get a house**, credit rate being high or pay more interest on your mortgage is difficult. You don't want to get an apartment but your better off getting one because it's so many steps to owning a house.

Chelette B.

I agree on building places to live also bring down prices on rent, **I'm a veteran and living on the streets in my car with my autistic son** I'm 62 we've been this way for almost 2.5 yrs now we both work and still can't afford housing it's really sad that the market is so high but people don't care they just want to keep raising the cost for money in their pockets and the ones that need it can't afford a place to lay their heads for the night everyone deserves a place to sleep stay warm or cool depending on the weather and stay safe, living in a car or sleeping on the streets is not the answer prices need to come down and more places to be able to afford and not price hiking

Melissa W.

I am a single mom of 4 kids and the **housing prices are extremely difficult to even get into** with the requirements to even get into a place. I feel non-existent. Life happens, divorce happens and none of that is your fault. My medical diagnosis makes it hard to work let alone part time so we women feel extremely defeated and stuck.

Zane H.

Affordable dense **housing near downtown Salt Lake is essential**. If housing only increases in the suburbs, the crisis will not be averted, and traffic and vehicular pollution will continue to rapidly increase. More over the people most affected by the crisis will experience no relief.

McKenzie J.

I would be grateful for more family houses to be built in order to have more affordable housing. As a 20 yr old looking to rent a house or duplex **it has been very difficult to find housing under 2k** and believe it would be beneficial if more houses were built and the cost of living was lowered.

Making houses into airbnbs instead of leasing it out or turning basements into small apartments and charging what the whole house would cost is an underlying issue increasing housing costs in Utah.

Tyler H.

The biggest underlying causes for the rising costs of housing are government regulations and **people not understanding the way to bring housing costs down so they fight new development.**

CAMPAIGN BUDGET

FINAL BUDGET

Details	Posting Date	Invoice	Amount	Type	Check or Slip #
CHECK	10/22/24	BW PRODUCTIONS - CREATIVE WORK	\$ (20,000.00)	CHECK_PAID	4008
CHECK	10/25/24	ENVISION UTAH - SURVEY WORK	\$ (50,000.00)	CHECK_PAID	4009
CHECK	10/25/24	BRUCE BAIRD - ATTORNEY FEES	\$ (9,600.00)	CHECK_PAID	4006
CHECK	10/28/24	HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (30,000.00)	CHECK_PAID	4011
CHECK	11/1/24	ENVISION UTAH - SURVEY WORK	\$ (50,000.00)	CHECK_PAID	4010
CHECK	11/1/24	LILY GRAY - IMPACT CONSULTING (SURVEY RECOMMENDATIONS, MESSAGE REVIEW, AFFORDABLE HOUSING RECOMMENDATIONS	\$ (14,100.00)	CHECK_PAID	4012
CHECK	11/25/24	BW PRODUCTIONS - CREATIVE WORK	\$ (33,950.50)	CHECK_PAID	4014
DEBIT	1/2/25	UWHA EDUCATION AND OUTREACH CAMPAIGN	\$ (300,000.00)	WIRE_OUTGOING	SEE WIRE
CHECK	1/8/25	HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (15,000.00)	CHECK_PAID	4015
CHECK	1/28/25	LILY GRAY - IMPACT CONSULTING (SURVEY RECOMMENDATIONS, MESSAGE REVIEW, AFFORDABLE HOUSING RECOMMENDATIONS	\$ (2,700.00)	CHECK_PAID	4017
CHECK	2/3/25	DAVIS ALLEN - ACCOUNTING WORK	\$ (470.00)	CHECK_PAID	4018
CHECK	2/11/25	ALTA CLUB - EVENT FEE	\$ (1,691.03)	CHECK_PAID	4020
DEBIT	2/19/25	UWHA EDUCATION AND OUTREACH CAMPAIGN	\$ (250,000.00)	WIRE_OUTGOING	SEE WIRE
CHECK	2/25/25	HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (7,500.00)	CHECK_PAID	4021
CHECK	3/13/25	BW PRODUCTIONS - VOICE WORK	\$ (300.00)	CHECK_PAID	4024
CHECK	3/18/25	HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (7,500.00)	CHECK_PAID	4023
CHECK	4/10/25	HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (7,500.00)	CHECK_PAID	4726
CHECK	4/24/25	G1 CONSULTING - TEXT MESSAGES	\$ (188.24)	CHECK_PAID	4019
CHECK	5/6/25	UWHA EDUCATION AND OUTREACH CAMPAIGN + HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (57,500.00)	CHECK_PAID	4723
CHECK	5/13/25	G1 CONSULTING - TEXT MESSAGES	\$ (188.21)	CHECK_PAID	4728
CHECK	6/3/25	HONEY COMMUNICATIONS - PLANNING, DESIGN, ADMINISTRATIVE, ETC.	\$ (7,500.00)	CHECK_PAID	4725

Final Budget:

This report contains expenditures made with the legislative-approved appropriation from the 2024 General Legislative Session.

The total budget and expenditures came to \$865,687.98.

CAMPAIGN DURATION

CAMPAIGN END DATE

Our efforts began upon signing the contract in July 2024. The public facing education and outreach campaign began in December 2024 and ran through March 10, 2025. Reviewing and reporting on the campaign continued from March 2025 through June 2025. **The project for this contract is complete with the submission of this report in June 2025.**

The dates above are being provided in accordance with the Final Report requirements to provide “the anticipated date that the project or program will be completed.”





THANK YOU.