Moab City Council Agenda Item  
Meeting Date: June 22, 2021

Title: Matching Grant Request from Utah State University for a Visitor Use Study

Date Submitted: June 16, 2021

Staff Presenter: Emily Niehaus, Mayor; Carly Castle, Deputy City Manager

Attachment(s):
  - Cover letter from Dr. Wayne Freimund, USU Moab
  - Moab Visitor Use Study Proposal

Options: Presentation and possible action

Recommended Motion: I move to approve the requested matching support grant in the amount of $36,713.53 for Utah State University—Moab’s Visitor Use Study

Background/Summary:
Utah State University (USU) has requested that the City provide a matching grant for the University’s work studying visitor use patterns in Moab. The purpose of this study is to provide a comprehensive assessment of outdoor recreation use on state, county, and federal lands surrounding Moab and how Moab itself serves as the hub of that activity. The project activities are guided by four primary objectives:

1. Quantify and characterize outdoor recreation activity and distribution in and adjacent to Moab.
2. Identify perceptions of conflict and areas of possible collaboration between OHV users and other outdoor recreationists.
3. Understand how the creation of Utah Raptor State Park might displace or attract recreational user groups.
4. Determine the dominant route paths from and through the city to selected popular recreation areas used by OHVs in the area.

Moab’s financial contribution will be matched by three additional organizations—the Public Lands Initiative ($50,965); the Moab Area Travel Council ($17,200); and USU Moab ($17,000). This matching grant falls under the City’s procurement code, 2.28.110(D) “Exclusions,” which provides, among other things, that intergovernmental agreements and grants or similar agreements where the City serves as a funding conduit to a third party are excluded from the City’s procurement provisions.