



LET'S PLAN IVINS FUTURE TOGETHER

**IVINS CITY 2022 GENERAL PLAN
RESIDENT SURVEY REPORT**

December 2022

Why Conduct This Survey?

General Plan Update

6 Community Meetings (January 2022)

600 people (in person & Zoom) less repeats & spouses = 250-300 households

This Survey:

- ✓ First of its kind in Ivins
- ✓ Focused – addressed specific issues
- ✓ Reached out to all Ivins households
- ✓ Learn what's most important to respondents

Survey result: Tool for City to update the General Plan using more resident input than ever before

Why Me?

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

Why Me?

- 1. Designed & conducted survey research for 38 years**
- 2.**
- 3.**
- 4.**
- 5.**

Why Me?

1. **Designed & conducted survey research for 38 years**
2. **Lowest bid (\$00,000.00)**
- 3.
- 4.
- 5.

Why Me?

1. Designed & conducted survey research for 38 years
2. Lowest bid (\$00,000.00)
3. Seriously... lowest bid. What else matters?

~~4.~~

~~5.~~

Survey Beginnings

Mail survey excellent tool
for greater city input

No to hiring an outside firm

Design Based On:

- Surveys from other cities
- Input from locals with experience
- Modifications, final approval from Council

High Response Due To:

- Extensive advertising
 - Anonymous
- Self enclosed, stamped, return envelope
- Resending those with wrong addresses

LET'S PLAN IVINS' FUTURE TOGETHER

As we move forward with our General Plan Review the City Council wants to obtain as much input and information from you our residents as we can. We deeply desire to hear from all of you so please, please, please fill out and return this survey regardless of where you live in the city, how long you've lived here or plan to stay, your age or your family make up. It will only take a few minutes to complete so you can easily participate. After all, It's "our community" so we should "Plan Ivins Future Together."

**Please return your completed survey (one per household)
in the enclosed postage pre-paid envelope no later than November 20, 2022.**
*The return envelope has a coded number rather than your return address to protect your privacy.
The code will only help us establish general areas of the city from which the responses are coming.*

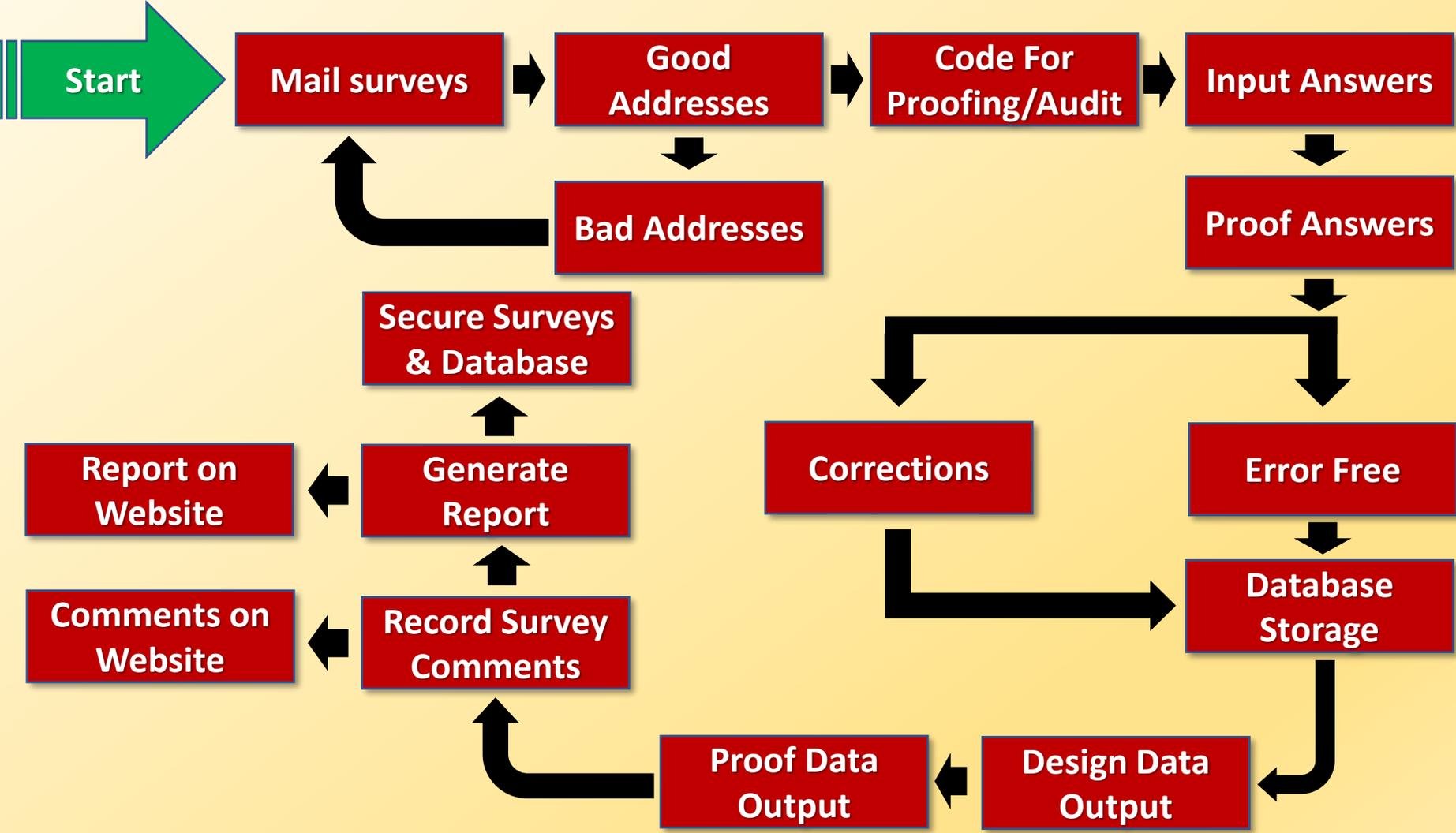
Are you a full-time resident of Ivins City? Yes ___ No ___ How many months a year do you live here? ___
How long have you lived in Ivins City? Less than 1 year ___ 1-5 years ___ 6-10 years ___ Over 10 years ___
Do you have children (ages baby to 18) living at home? Yes ___ No ___

On a scale of 1 to 5, with 1 = poor and 5 = excellent, please rate the following (circle your choice)

1. How satisfied are you with the overall development of the city? 1 2 3 4 5
2. How would you rate your quality of life in Ivins City? 1 2 3 4 5
3. How would you rate public safety in Ivins City (Police/Fire/EMS)? 1 2 3 4 5
4. How would you rate street maintenance and quality in Ivins City? 1 2 3 4 5
5. How would you rate traffic conditions in Ivins City? 1 2 3 4 5
6. How would you rate pollution controls in Ivins City (noise, air quality)? 1 2 3 4 5
7. How would you rate the City's efforts at informing residents about issues? 1 2 3 4 5
8. How would you rate how the City has managed growth in the past 5 years? 1 2 3 4 5

A. What other actions should Ivins City strive for a rating of 5? (Please list) 1 2 3 4 5

The Survey Process



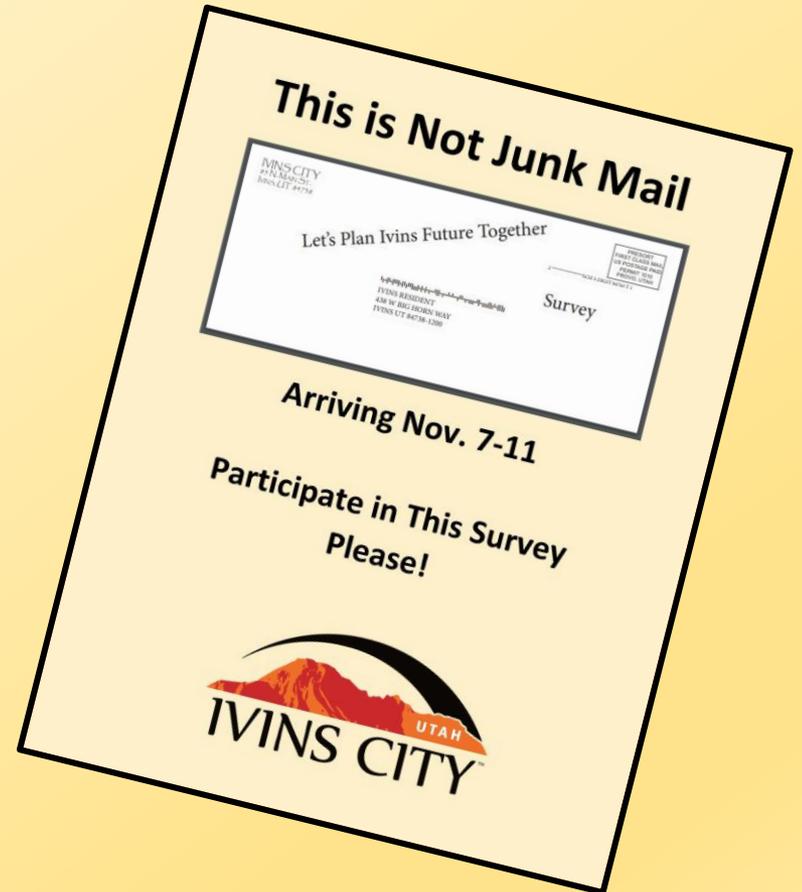
Impossible Without Tremendous Volunteers

- Lois Diehl
- Sharon Gillespie
- Lisa Ganz
- Sally Tom
- Chris Haddad
- Pam Gardiol
- Sara Dupre
- Sharon Barton
- Mike and Dana Cook
- Jack and Jackie Sculley
- Cade Visser, Staff
- Mayor Hart
- Mike Scott



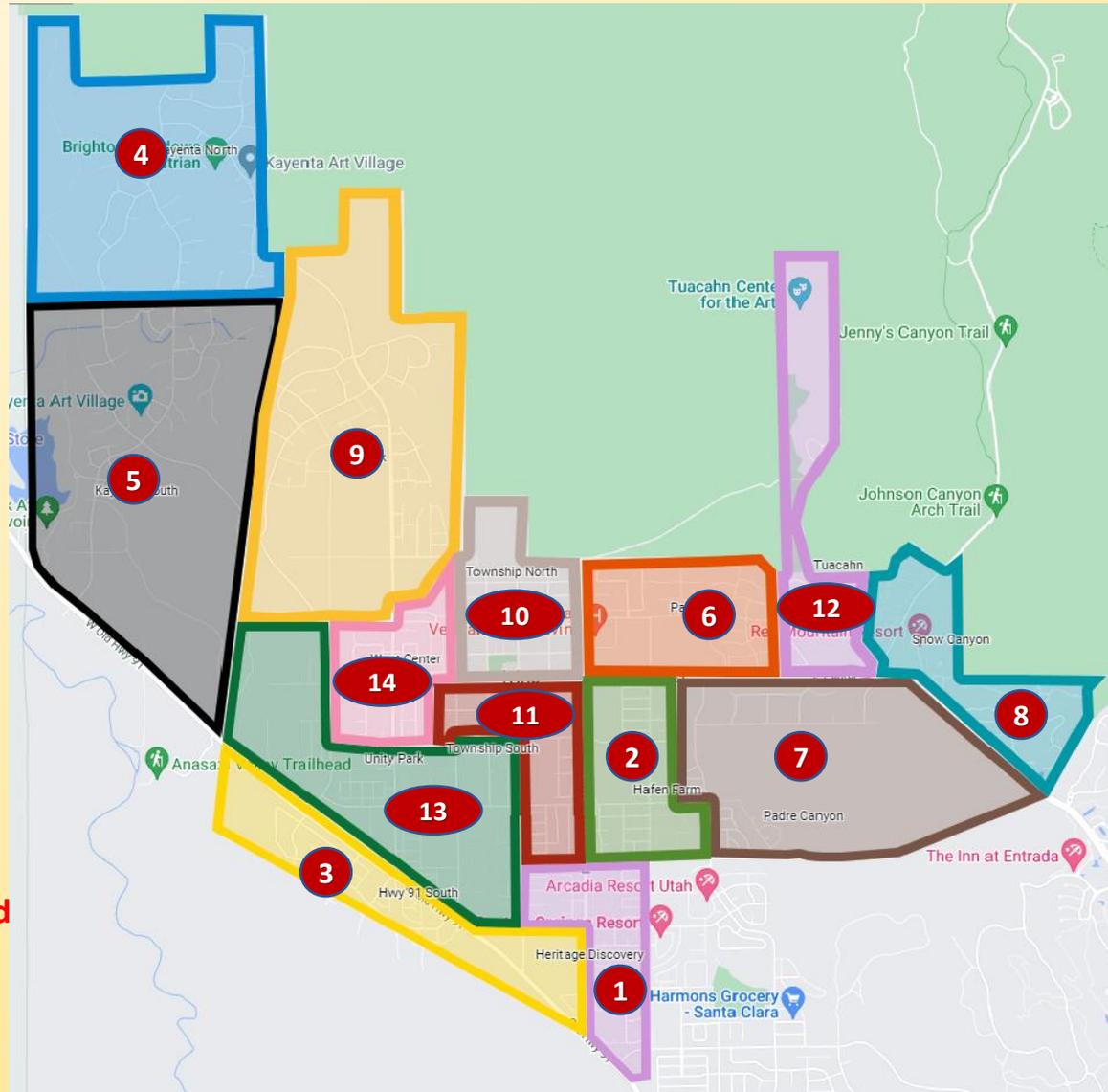
Thank You Volunteers!

- ✓ Spent over 250 hours
- ✓ Put up/removed 25 yard signs, 200 posters
- ✓ Coded, data input, proofed and corrected all surveys
- ✓ 2,244 surveys—
over 210,000 data fields



Survey Results for 14 “Neighborhoods”

MAP KEY	
1	Heritage Discovery
2	Hafen Farm
3	Highway 91 South
4	Kayenta North
5	Kayenta South
6	Palisades
7	Padre Canyon
8	Snow Canyon
9	Taviawk
10	Township North
11	Township South
12	Tuacahn
13	Unity Park
14	West Center



Link to Google map to expand boundaries, input your address in pdf file

Survey Responses by “Neighborhood”

SURVEY MAILING & RESPONSES				
Areas	Abbrev.	Mailing	Responses	Response Rate
All Areas	All	4258	2244	52.7%
Heritage Discovery	HD	479	237	49.5%
Hafen Farm	HF	448	228	50.9%
Highway 91 South	HS	147	56	38.1%
Kayenta North	KN	173	106	61.3%
Kayenta South	KS	182	125	68.7%
Palisades	PA	284	172	60.6%
Padre Canyon	PC	314	163	51.9%
Snow Canyon	SC	301	122	40.5%
Taviawk	TA	261	178	68.2%
Township North	TN	223	111	49.8%
Township South	TS	437	155	35.5%
Tuacahn	TU	161	85	52.8%
Unity Park	UP	512	267	52.1%
West Center	WC	336	239	71.1%



Survey Responses by Household Characteristic

SURVEY RESPONSES BY HOUSEHOLD CHARACTERISTIC			
Areas	Abbrev.	Responses	Percent of Characteristic
Characteristic: Full-Time or Part-Time			
All Areas - Full-time	Full	1981	90.7%
All Areas - Part-time	Part	203	9.3%
Characteristic: Length of Residency			
All Areas - LT 1 Yr	Lt 1 Yr	139	6.4%
All Areas - 1-5 Yrs	1-5 Yrs	717	33.0%
All Areas - 6-10 Yrs	6-10 Yrs	471	21.6%
All Areas - 11+ Yrs	11+ Yrs	849	39.0%
Characteristic: Households with Children at Home			
All Areas - Family	Family	317	14.7%

Not all respondents answered all of the household characteristics questions. As a result, these response rates are based on only the surveys that had responses for these questions.

Surveyed approx. 30% of total part-time households

Surveyed approx. 36% of total households with children under 18

July 2021 Census data for Ivins: 2,030 children. Average children per household = 2.32 according to teacherscollegesj.org = 875 households in Ivins with children. A 36.2% response rate = 317 responses

Survey Ranking System

Ranking system:
1 = poor, not important, opposed
3 = neutral
5 = excellent, very important, completely in favor



Areas (All Residents)	Abbr	Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 1-2	Pct 4-5
Heritage Discovery	HD	3.9%	3.4%	11.6%	15.5%	65.5%	7.3%	81.0%
Hafen Farm	HF	8.2%	3.6%	16.4%	18.2%	53.6%	11.8%	71.8%
Highway 91 South	HS	5.8%	0.0%	5.8%	17.3%	71.2%	5.8%	88.5%
Kayenta North	KN	6.6%	5.7%	7.5%	16.0%	64.2%	12.3%	80.2%

When more than 50% respond negatively (1 & 2 combined) or positively (4 & 5 combined) The result is shaded red (1&2) or green (4&5)

1 & 2 = negative
4 & 5 = positive

Unexpected Issues

Last 2 Questions:

- Ranking reversed:
 - 1st half of survey, 1 = LEAST important
 - 2nd half, 1 = MOST important
- 34% misinterpreted instructions to rank only 10 of the attributes, not all of them
- 66% ranked these 38 questions correctly, and those were the ones used

Water:

- Only 2 questions on survey, more needed
- Evident in the Comments how important the issue is

Finished Reports

2 Parts:

- Part 1: Process, Tables, Graphs
- Part 2: Comments from over 1600 people

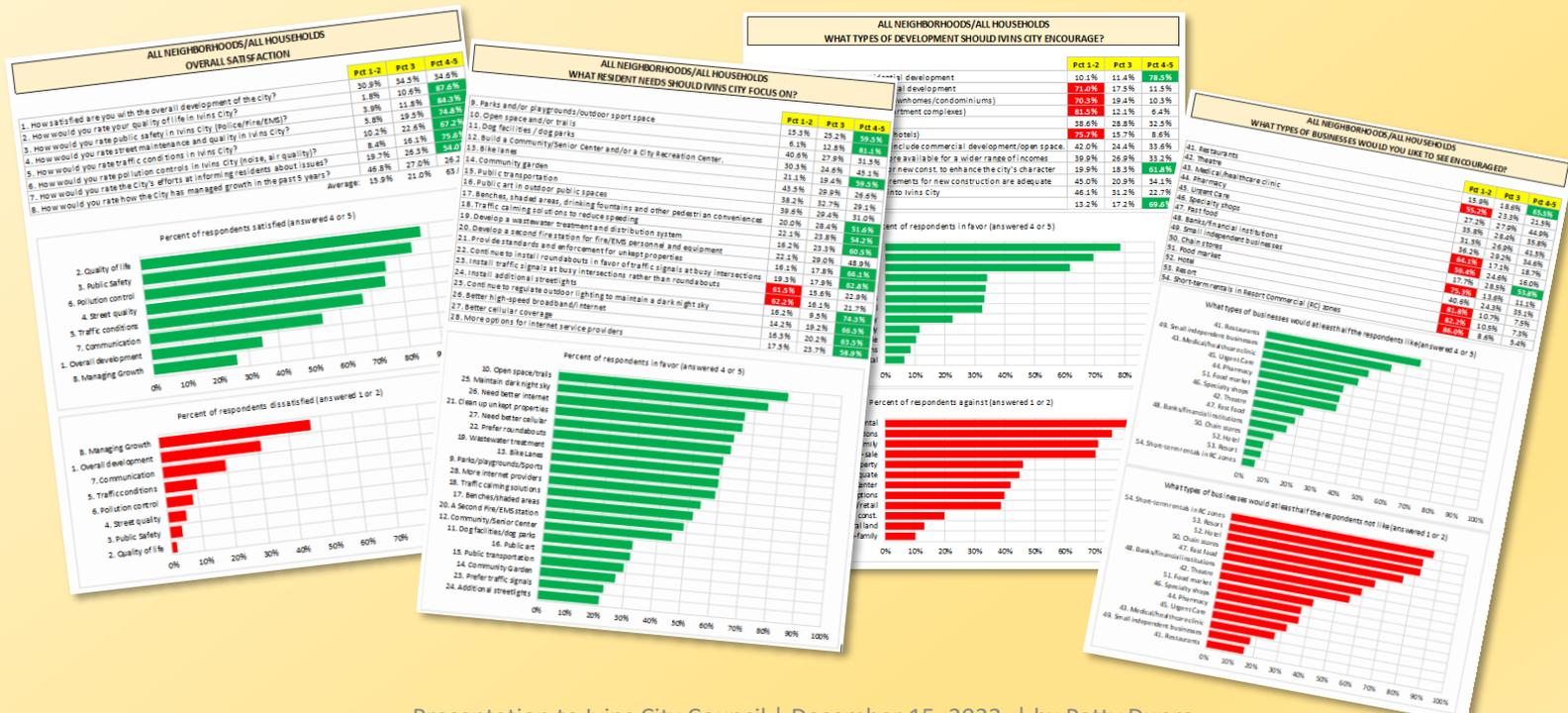
2 PDF files --
Download from www.ivins.com



Part 1: 22 Reports By Neighborhood & Household Characteristics

Each report:

- Overall satisfaction
- What resident needs should Ivins focus on?
- What types of development should Ivins encourage?
- What types of businesses would you like to see encouraged?

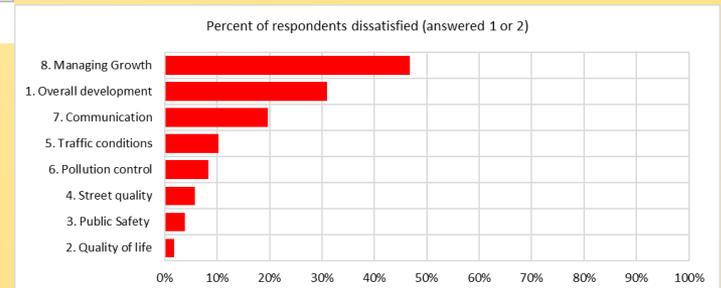
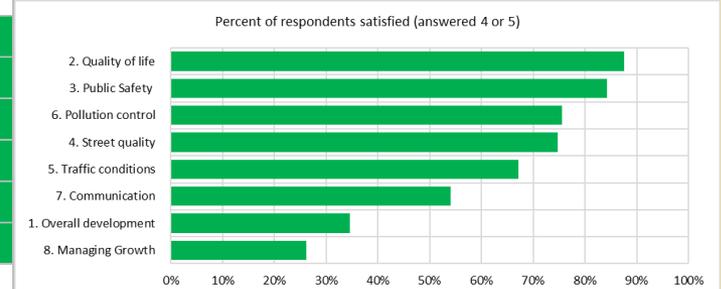


Part 1: 22 Reports By Neighborhood & Household Characteristics

Each Page of the These Reports:

- Top table shows % that ranked 1&2, 3, 4&5 for each question
 - If a cell exceeds 50%:
 - Shaded red if 1&2 (negative)
 - Green if 4&5 (positive)
- Graphs show those shaded green and red, sorted highest to lowest

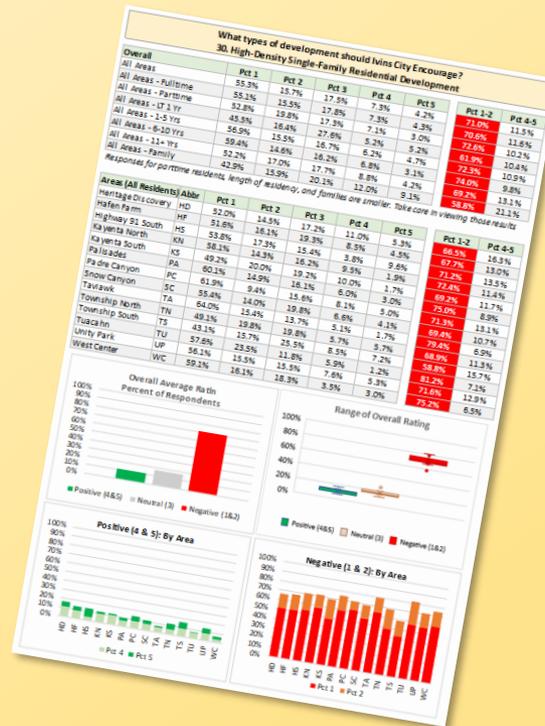
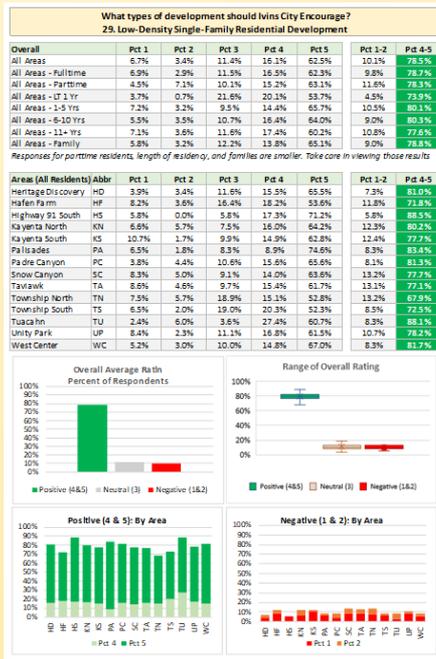
	Pct 1-2	Pct 3	Pct 4-5
1. How satisfied are you with the overall development of the city?	30.9%	34.5%	34.6%
2. How would you rate your quality of life in Ivins City?	1.8%	10.6%	87.6%
3. How would you rate public safety in Ivins City (Police/Fire/EMS)?	3.9%	11.8%	84.3%
4. How would you rate street maintenance and quality in Ivins City?	5.8%	19.5%	74.8%
5. How would you rate traffic conditions in Ivins City?	10.2%	22.6%	67.2%
6. How would you rate pollution controls in Ivins City (noise, air quality)?	8.4%	16.1%	75.6%
7. How would you rate the City's efforts at informing residents about issues?	19.7%	26.3%	54.0%
8. How would you rate how the City has managed growth in the past 5 years?	46.8%	27.0%	26.2%
Average:	15.9%	21.0%	63.0%



Part 1: 54 Reports By Topic / Survey Question

Each report:

- Shows positive, neutral, and negative responses
- By household characteristic and by neighborhood



Part 1: 54 Reports By Topic / Survey Question

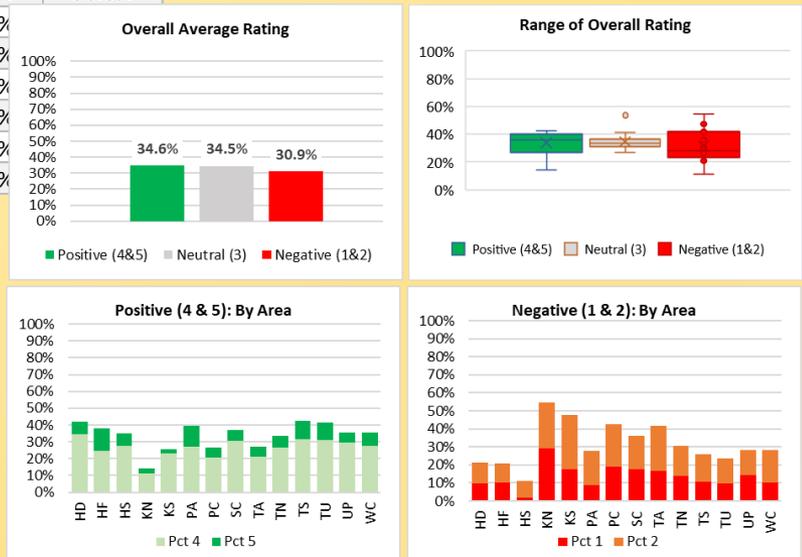
Household Characteristic	Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 1-2	Pct 4-5
All Areas	13.4%	17.5%	34.5%	26.8%	7.8%	30.9%	34.6%
All Areas - Full-time	13.6%	18.1%	34.7%	26.0%	7.6%	31.7%	33.6%
All Areas - Part-time	8.1%	11.7%	31.0%	39.6%	9.6%	19.8%	49.2%
All Areas - LT 1 Yr	0.8%	6.8%	33.3%	40.2%	18.9%	7.6%	59.1%
All Areas - 1-5 Yrs	12.1%	15.0%	34.9%	29.2%	8.8%	27.1%	38.0%
All Areas - 6-10 Yrs	13.9%	26.7%	30.7%	23.5%	5.2%	40.7%	28.7%
All Areas - 11+ Yrs	16.3%	1.9%	12.5%	42.9%	26.4%	18.2%	69.3%
All Areas - Family	7.6%	13.3%	35.2%	34.0%	9.8%	21.0%	43.8%

Table by household characteristic

Areas	Abbr	Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 1-2	Pct 4-5
Heritage Discovery	HD	9.8%	11.5%	36.6%	34.5%	7.7%	21.3%	42.1%
Hafen Farm	HF	10.4%	10.4%	41.4%	24.8%	13.1%	20.7%	37.8%
Highway 91 South	HS	1.9%	9.3%	53.7%	27.8%	7.4%	11.1%	35.2%
Kayenta North	KN	29.2%	25.5%	31.1%	11.3%	2.8%	54.7%	14.2%
Kayenta South	KS	17.5%	30.0%	26.7%	23.3%	2.5%	47.5%	25.8%
Palisades	PA	9.0%	18.7%	32.5%	27.1%	12.7%	27.7%	39.8%
Padre Canyon	PC	18.9%	23.9%	30.8%	20.8%	5.7%	42.8%	26.4%
Snow Canyon	SC	17.5%	18.4%	27.2%	30.7%	6.1%	36.0%	36.8%
Taviawk	TA	16.9%	24.7%	31.5%	21.3%	5.6%	41.6%	
Township North	TN	13.9%	16.7%	36.1%	26.9%	6.5%	30.6%	
Township South	TS	10.5%	15.7%	31.4%	31.4%	11.1%	26.1%	
Tuacahn	TU	9.5%	14.3%	34.5%	31.0%	10.7%	23.8%	
Unity Park	UP	14.4%	13.7%	36.1%	29.7%	6.1%	28.1%	
West Center	WC	10.3%	18.1%	35.8%	27.6%	8.2%	28.4%	

Table for each neighborhood

Charts: overall and by neighborhood



Part 1: 2 Reports on Attributes That Enhance Your Quality of Life & Why You Chose to Live Here

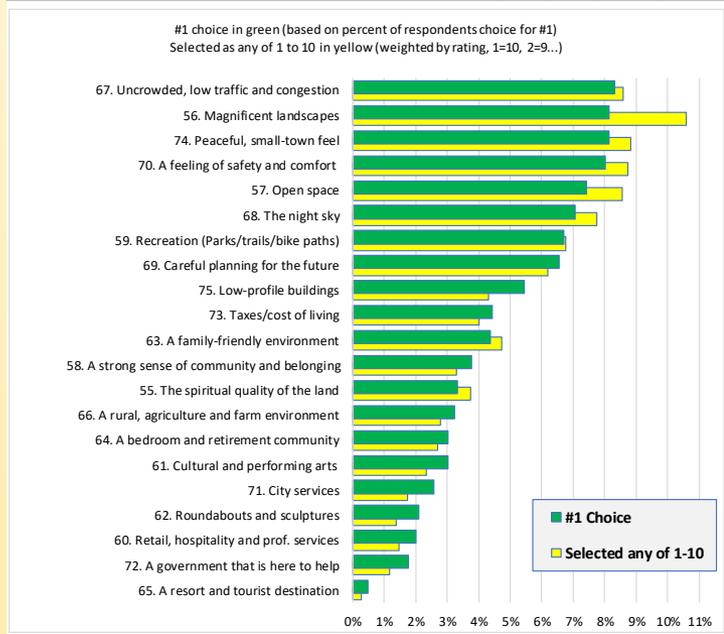
	Pct 1	Rank 1	Pct 1-10	Rank 1-10
55. The spiritual quality of the land.	3.3%	13	3.8%	12
56. Magnificent landscapes	8.1%	2	10.6%	1
57. Open space	7.4%	5	8.5%	5
58. A strong sense of community and belonging	3.8%	12	3.3%	13
59. Recreational opportunities (Parks/trails/bike paths)	6.7%	7	6.8%	7
60. Compatible retail, hospitality and professional services	2.0%	19	1.5%	18
61. A community that supports and fosters cultural and performing arts	3.0%	16	2.3%	16
62. Roundabouts and sculptures	2.1%	18	1.4%	19
63. A family-friendly environment	4.4%	11	4.7%	9
64. A bedroom and retirement community	3.0%	15	2.7%	15
65. A resort and tourist destination	0.5%	21	0.3%	21
66. A rural, agriculture and farm environment	3.2%	14	2.8%	14
67. Uncrowded, low traffic and congestion	8.3%	1	8.6%	4
68. The night sky	7.1%	6	7.7%	6
69. Careful planning for the future	6.6%	8	6.2%	8
70. A feeling of safety and comfort	8.0%	4	8.7%	3
71. City services	2.6%	17	1.8%	17
72. A government that is here to help	1.8%	20	1.2%	20
73. Taxes/cost of living	4.4%	10	4.0%	11
74. Peaceful, small-town feel	8.1%	3	8.8%	2
75. Low-profile buildings	5.4%	9	4.3%	10

Final 2 Questions Rank 10 Most Important

- 1-Attributes that enhance your quality of life
- 2-Reasons you chose to live in Ivins

Green bar: Those ranking it #1

Yellow bar: Those ranking it anywhere from 1-10



Part 2: Survey Comments

- 72% of respondents gave comments, 1600+ people. Thank You!
- Dictated into a 100+ page document by Mike Scott
- Anonymous. Only know area from, so grouped by areas
- Valuable to read to understand concerns, suggestions for improvement, and more

AREA = HERITAGE DISCOVERY (HD)

2. Need more weed control. Need more streetlights. Streets are too dark and hard to see. Need more food businesses. Open spaces. Affordable housing for families. Locally owned restaurant. No overnight rentals. Tight knit family-oriented city.

4. Attention to road systems should be given before housing developments are allowed. Coming from Oceanside, CA, the homeless problem was bad and getting worse. This entire area needs to stop this problem before it gets out of hand because it will get worse.

7. Concerned growth outgrows water availability.

9. More things for children. Sidewalks - repair areas that have lifted. Family-friendly. Less restrictions. Focus on freedom first. Let residents live.

10. Let people build how they want.

11. Too many two-story buildings that block views of Red Mountain. Too much growth for so little water.

12. Traffic is getting worse. Building at the expense of existing homes. No resorts.

Part 2: Survey Comments - The Lighter Side

This is a very boring place.
I wish there was more to do.

It would be nice to have as many signs
for road closures due to events
as we had to remind us to turn this survey in.

I've been pulled over
in my work vehicle that appears seedy.
I thank the officers for keeping our city safe.
I did not appear to belong.

Keep it safe
and boring,
please

Part 2: Survey Comments - Trust Issues

It isn't likely this survey will do any good, government as usual.

I finally decided to complete this survey after much thought. I'm not sure this isn't a waste of my time. Will this information and feedback really have an impact?

Sadly, what people are saying on these surveys will likely be ignored.

Many of us no doubt are cynical when it comes to surveys like these since many feel the City Council and Mayor have already made-up their minds to radically change the city in a negative way.

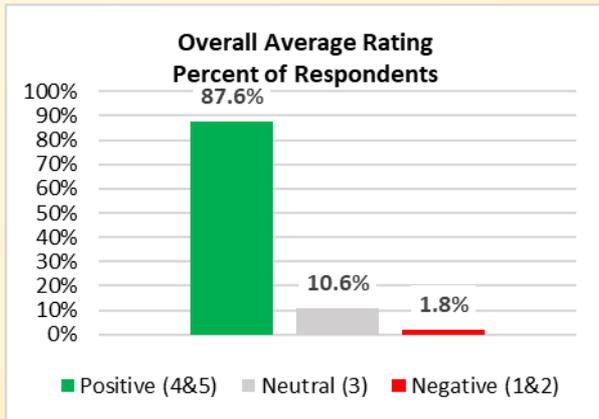
The survey is a waste of time if our city leaders continue to look down on and ignore the will of the citizens.

A photograph of a roller coaster with a large loop, set against a sunset sky with clouds. The roller coaster is made of white metal tracks and supports. The sky is a mix of orange, yellow, and grey. The text is overlaid on the right side of the image in a white box with an orange background.

**FASTEN YOUR SEATBELT
FOR A ROLLER COASTER RIDE
OF RESIDENT AGREEMENT
AND DISAGREEMENT
ON SOME OF THE REPORT'S ISSUES**

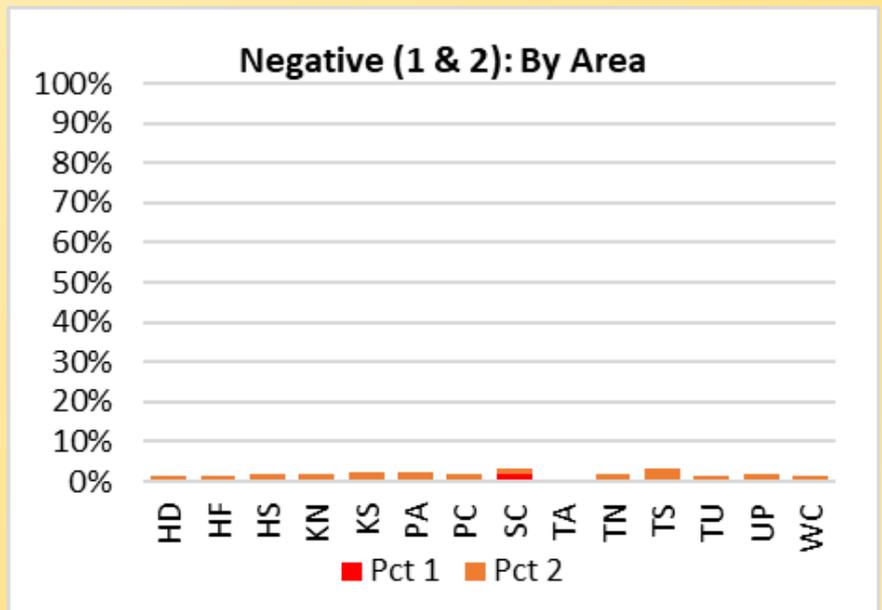
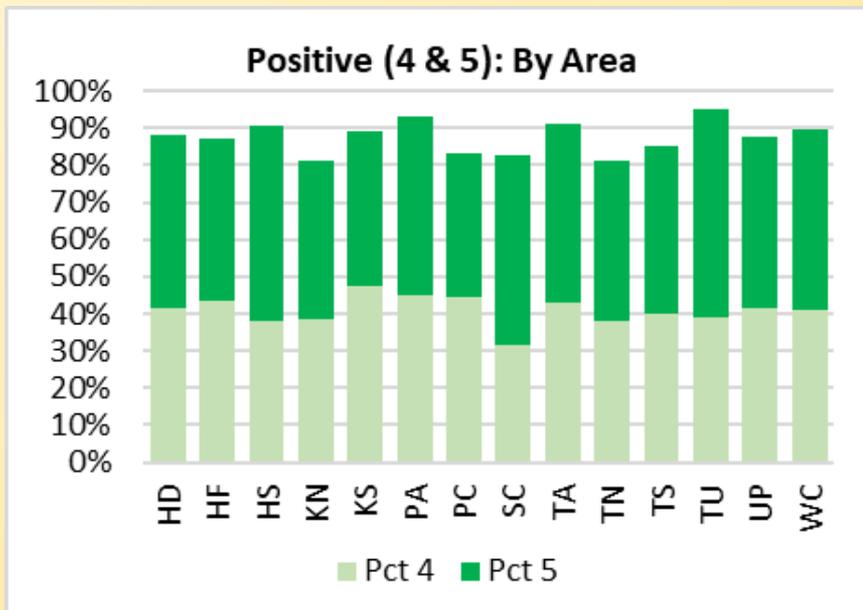
Overall satisfaction

2. How would you rate your quality of life in Ivins City?



**Strong agreement
in every neighborhood**

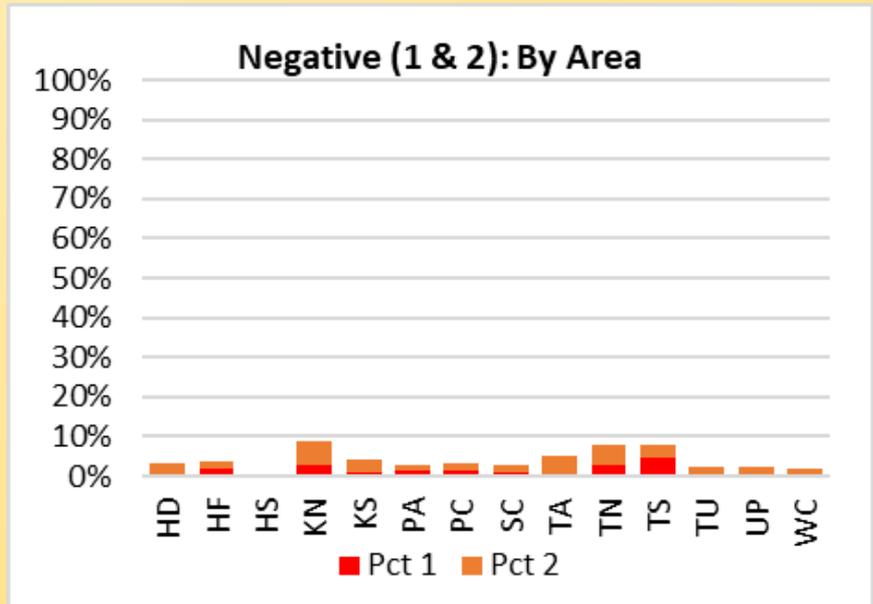
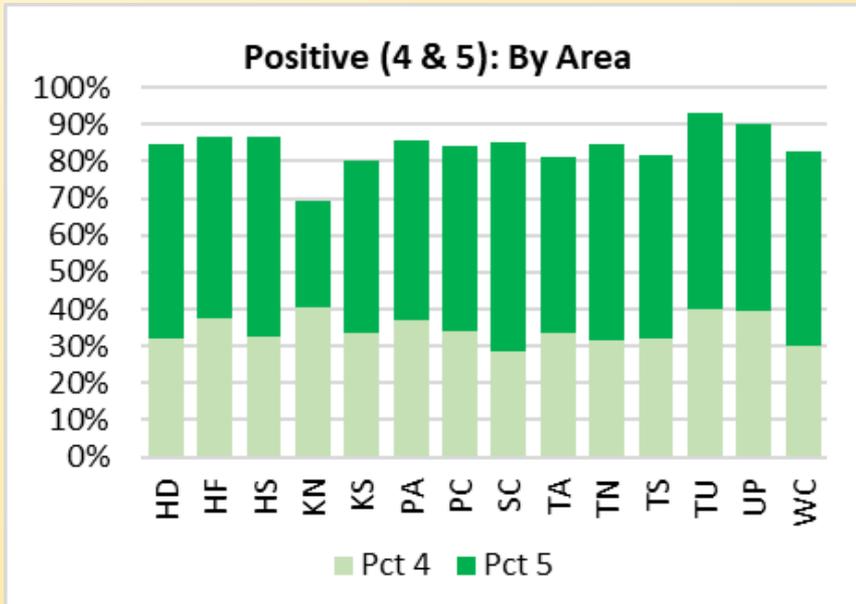
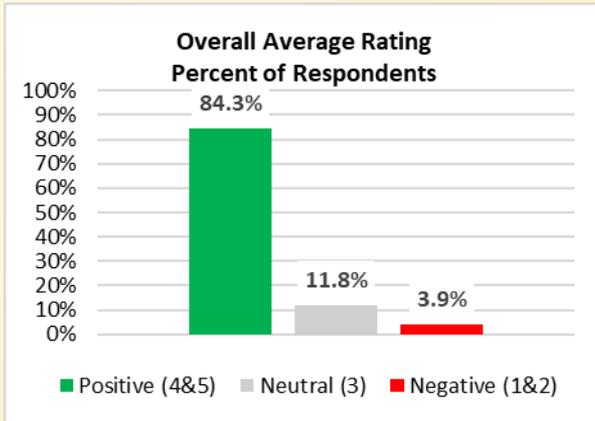
Remember this slide



Overall satisfaction

3. How would you rate public safety in Ivins (Police/Fire/EMS)?

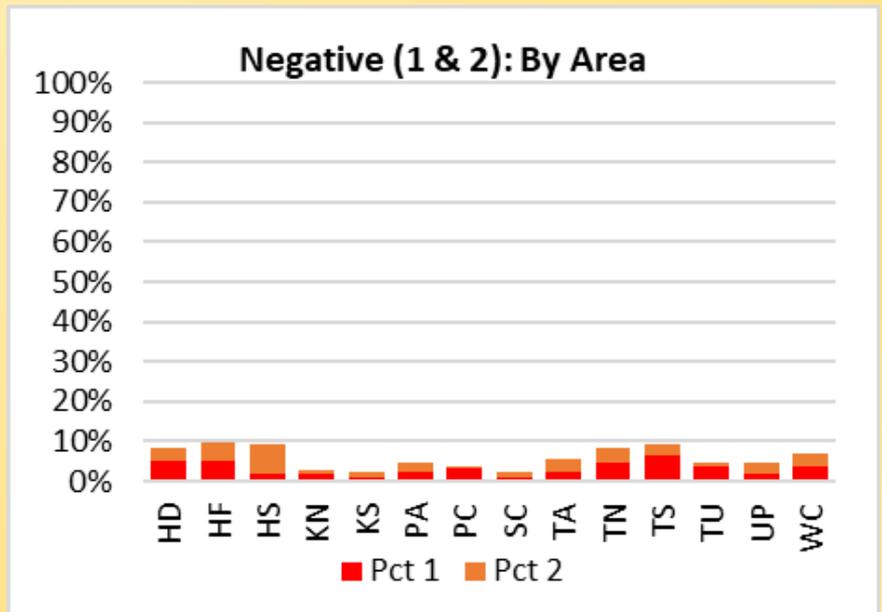
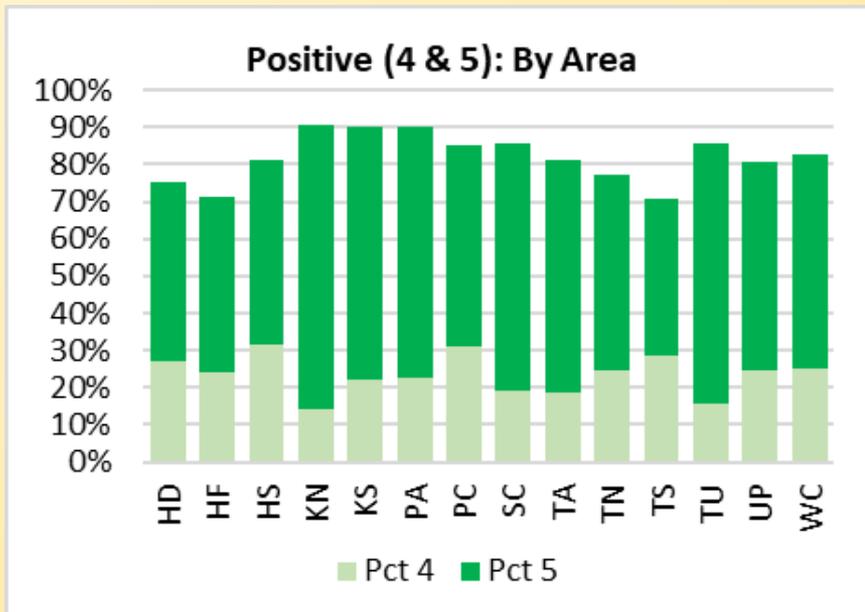
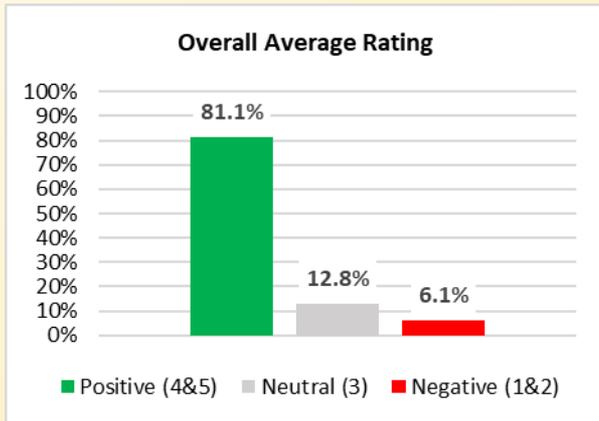
Strong agreement
in every neighborhood



What resident needs should Ivins focus on?

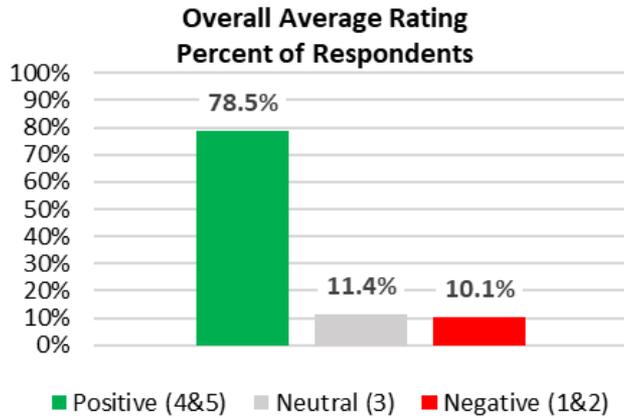
10. Open Space and/or Trails

Strong agreement
in every neighborhood

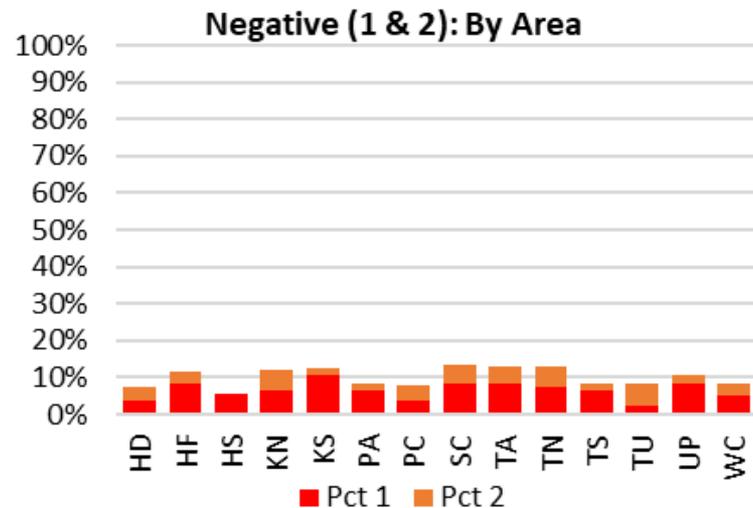
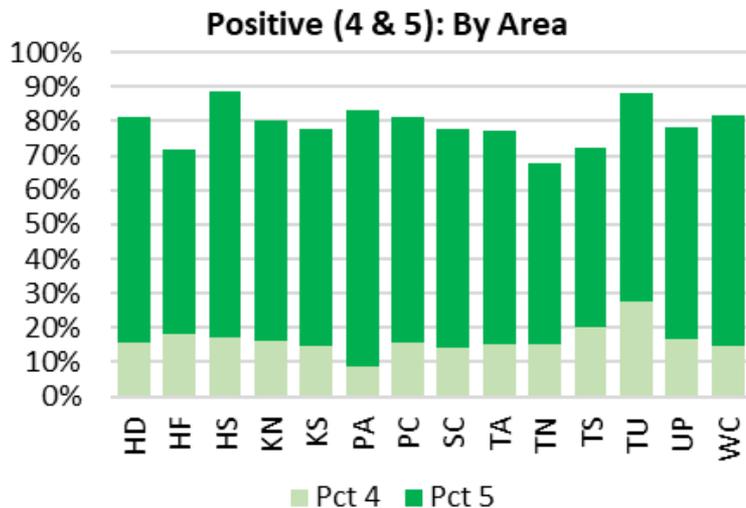


What types of development should Ivins encourage?

29. Low-Density Single-Family Residential Development

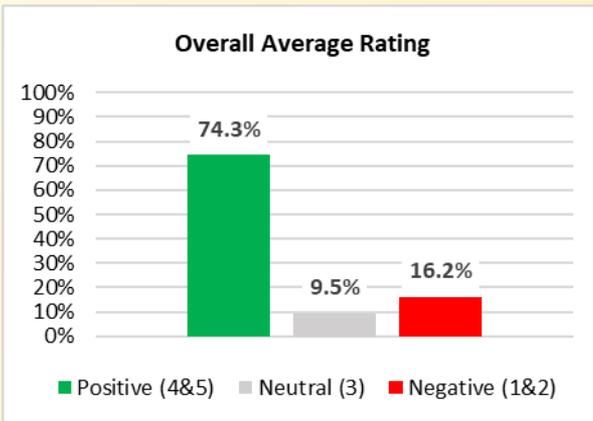


**Strong agreement
in every neighborhood**



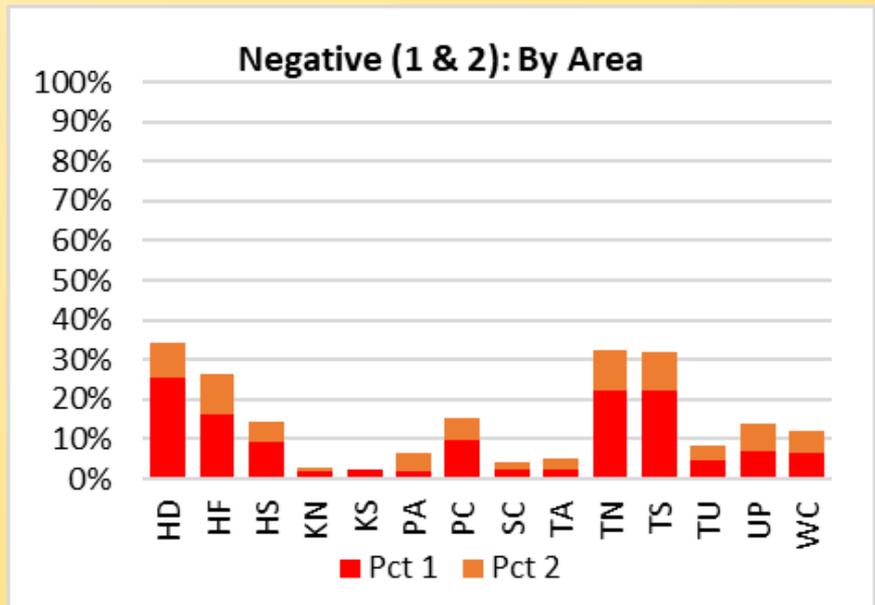
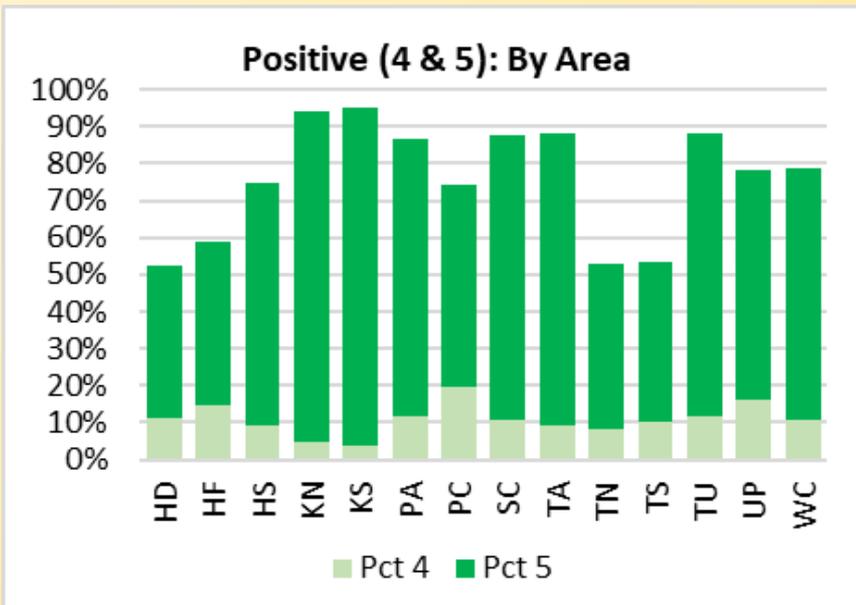
What resident needs should Ivins focus on?

25. Continue to Regulate Outdoor Lighting to Maintain a Dark Night Sky



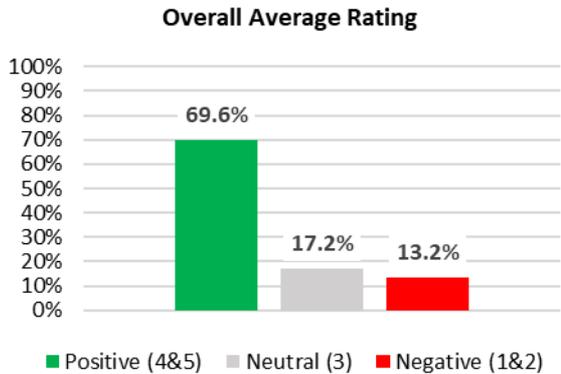
Positive in every neighborhood
but some less enthusiastic

... maybe due to safety concerns (?)
(see comments & other questions)



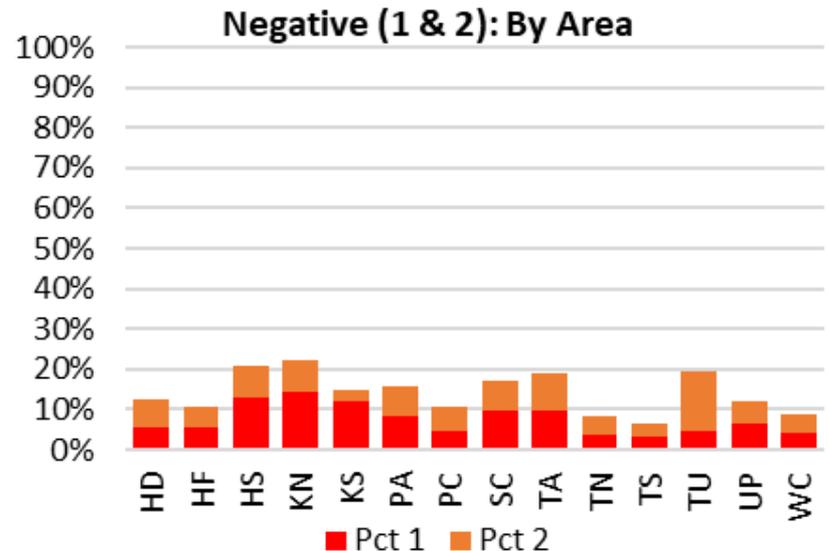
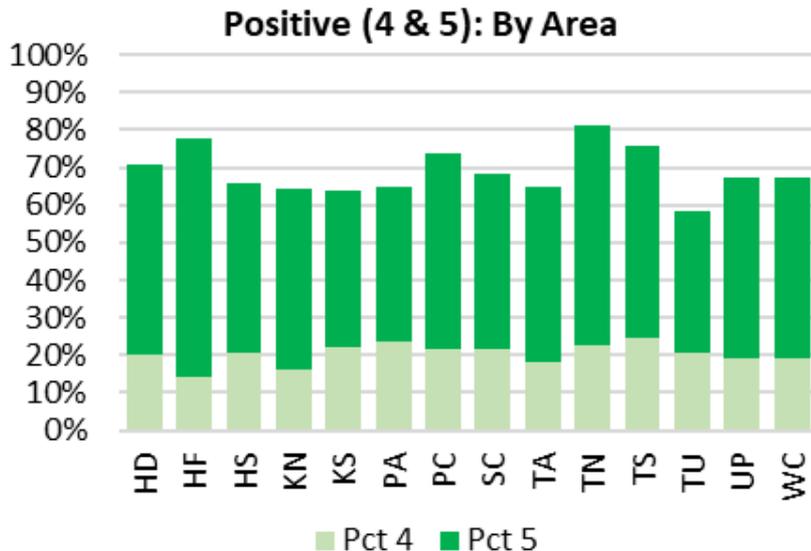
What types of development should Ivins encourage?

40. Preserve Agricultural Land



Strong agreement
in every neighborhood

.... But how do we pay for this?

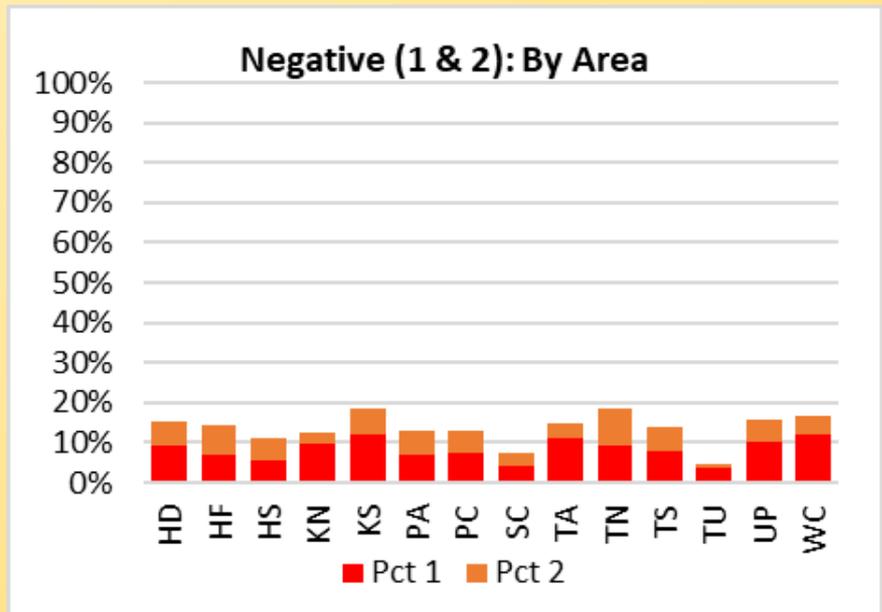
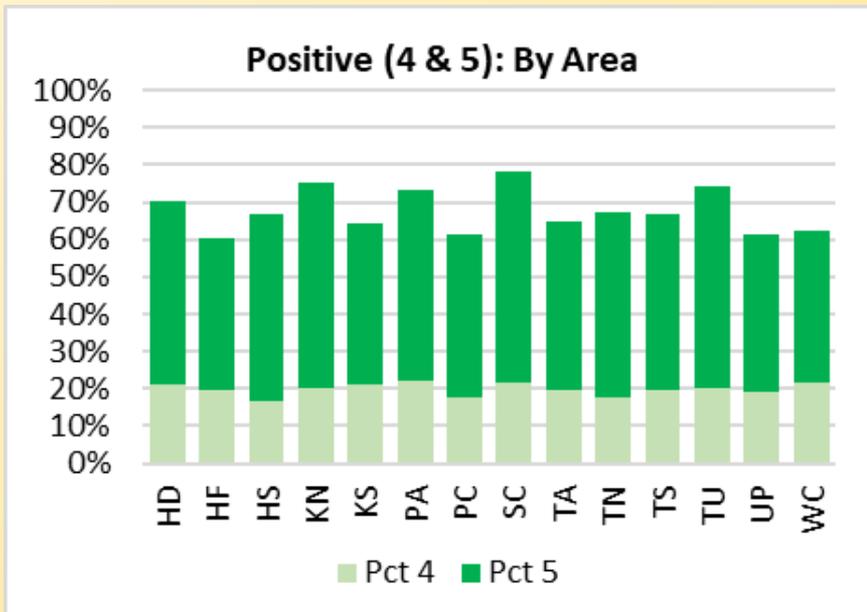
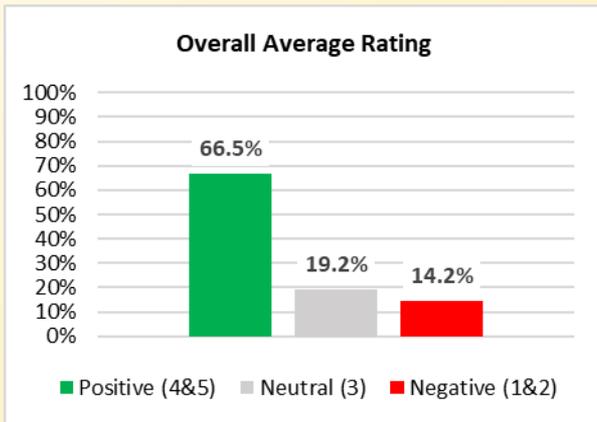


What resident needs should Ivins focus on?

26. Better High-Speed Broadband/Internet

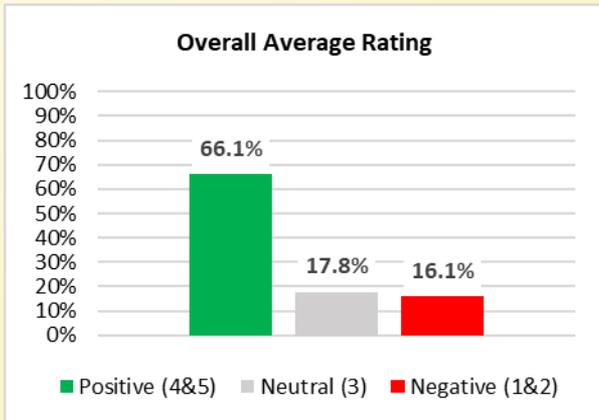
**Strong agreement
in every neighborhood**

**Comments suggest
perhaps not be done by the City?**



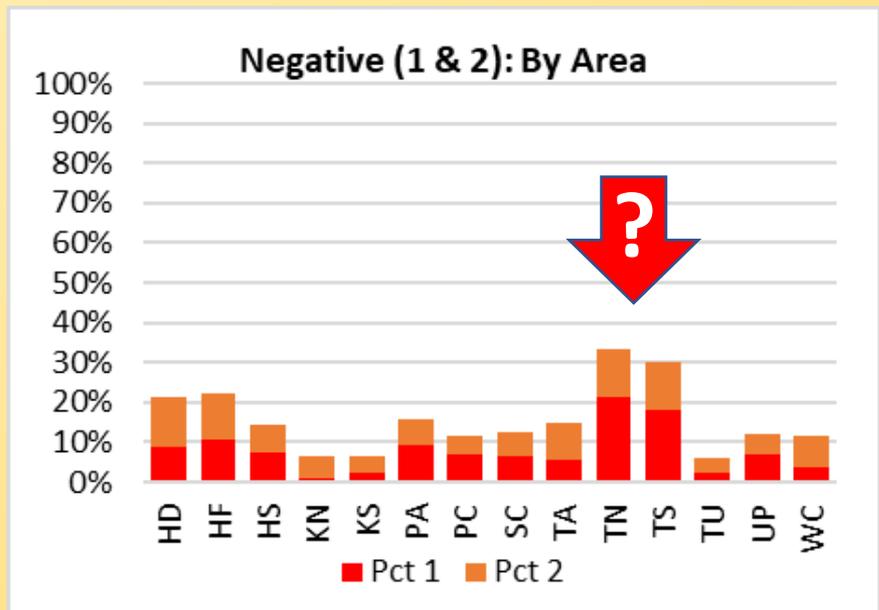
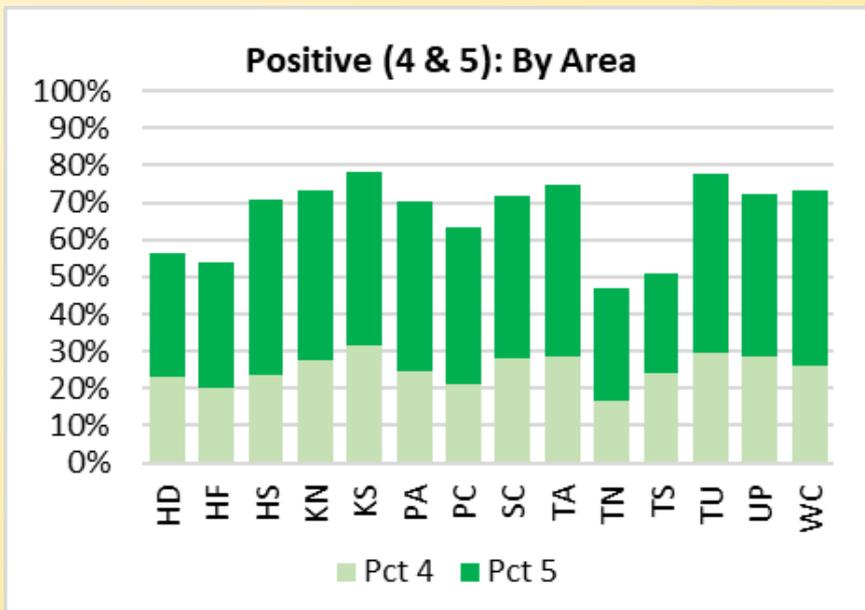
What resident needs should Ivins focus on?

21. Provide Standards and Enforcement for Unkept Properties



More positive than negative
in all neighborhoods

Need a better understanding of
concerns in Townships North & South

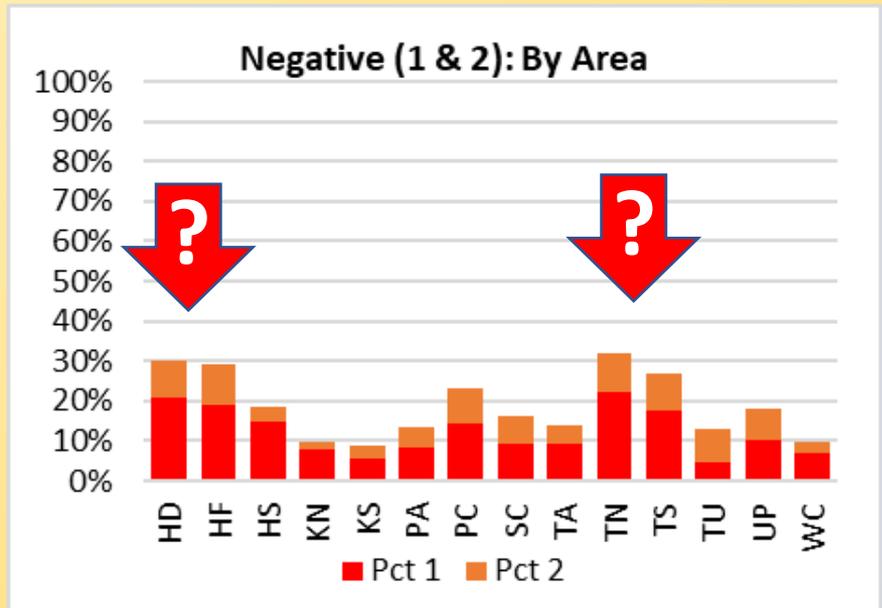
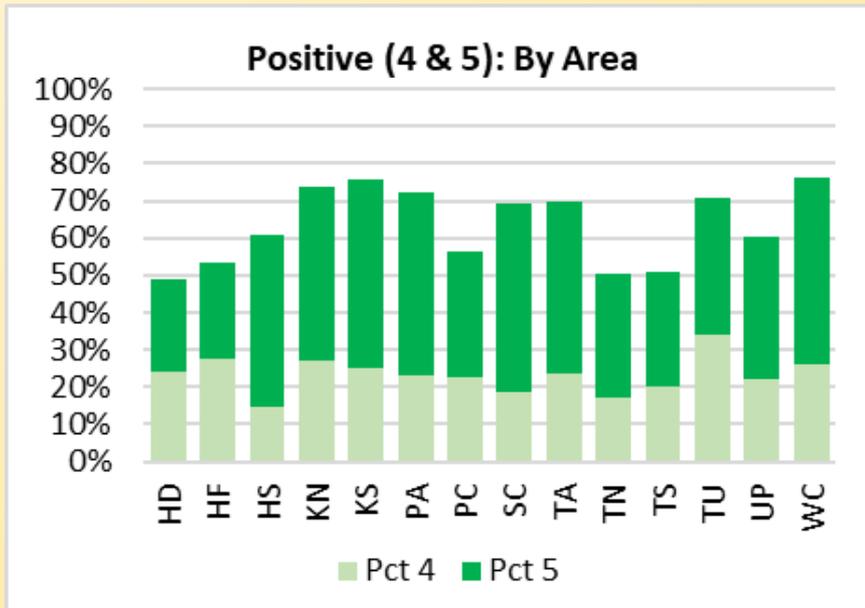
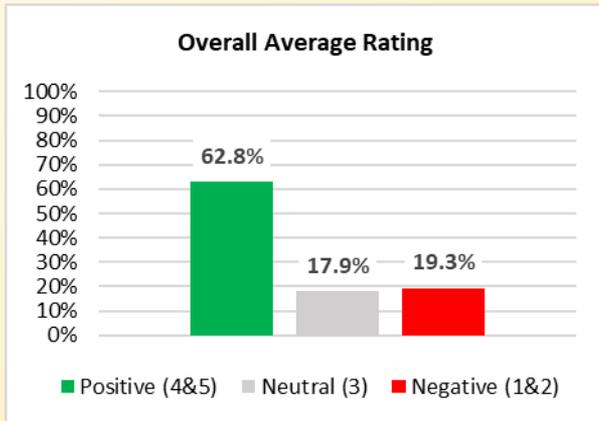


What resident needs should Ivins focus on?

22. Continue to Install Roundabouts in Favor of Traffic Signals at Busy Intersections

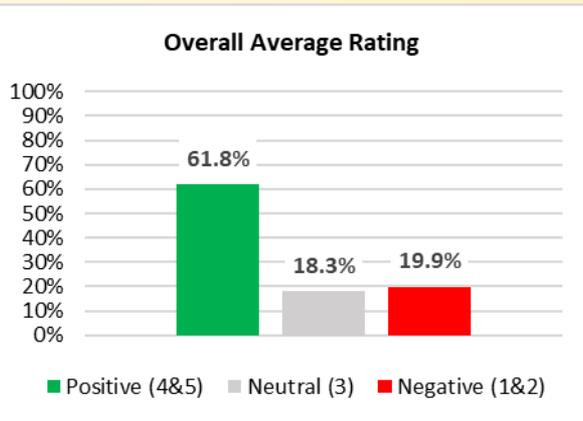
More positive than negative
in all neighborhoods

Need a better understanding of
concerns in 4 neighborhoods



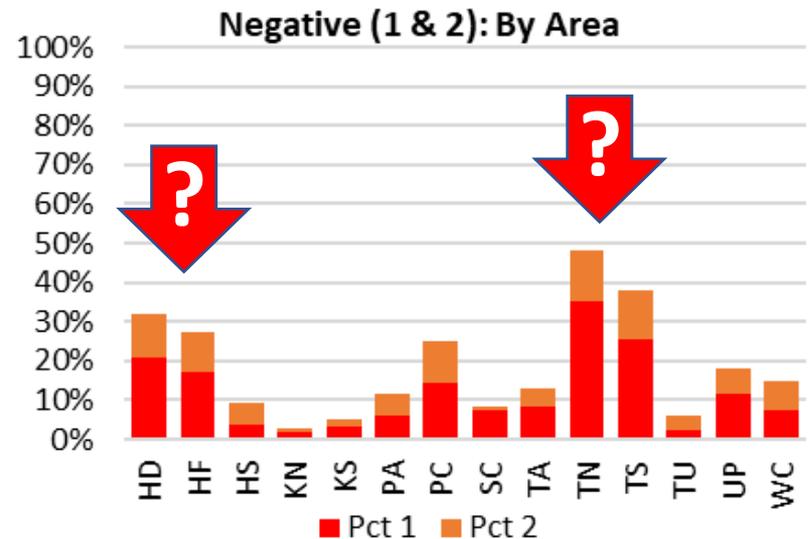
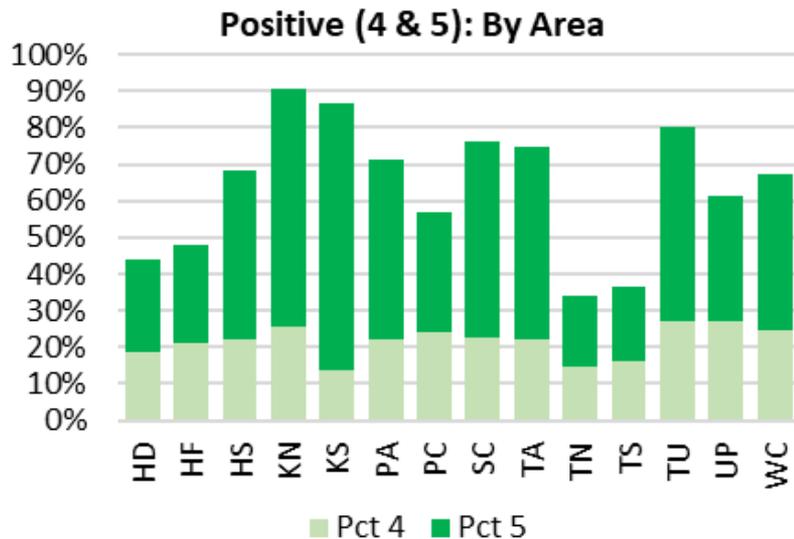
What types of development should Ivins encourage?

37. Provide Architectural and Design Standards for New Development to Enhance the City's Unique Character



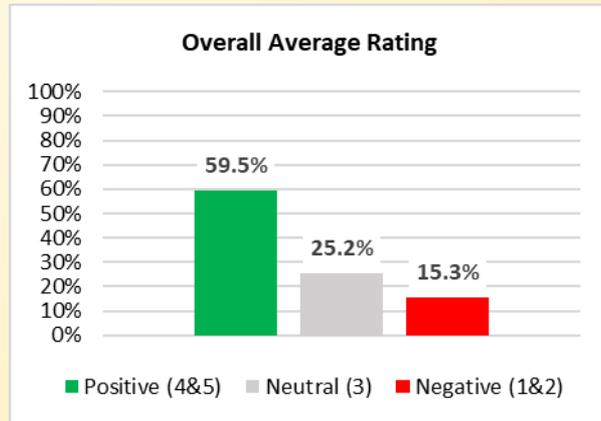
More positive than negative
in 12 of 14 neighborhoods

Need a better understanding of
concerns in 4 neighborhoods



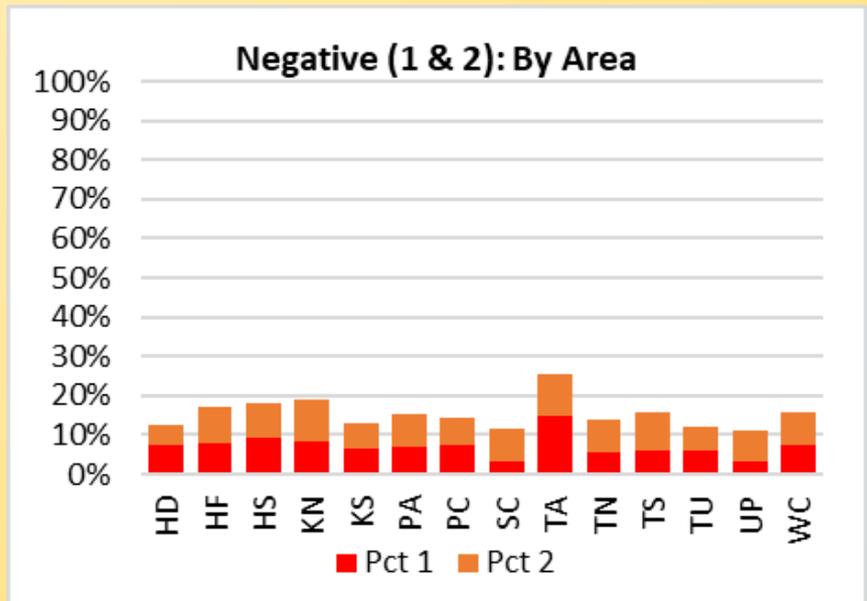
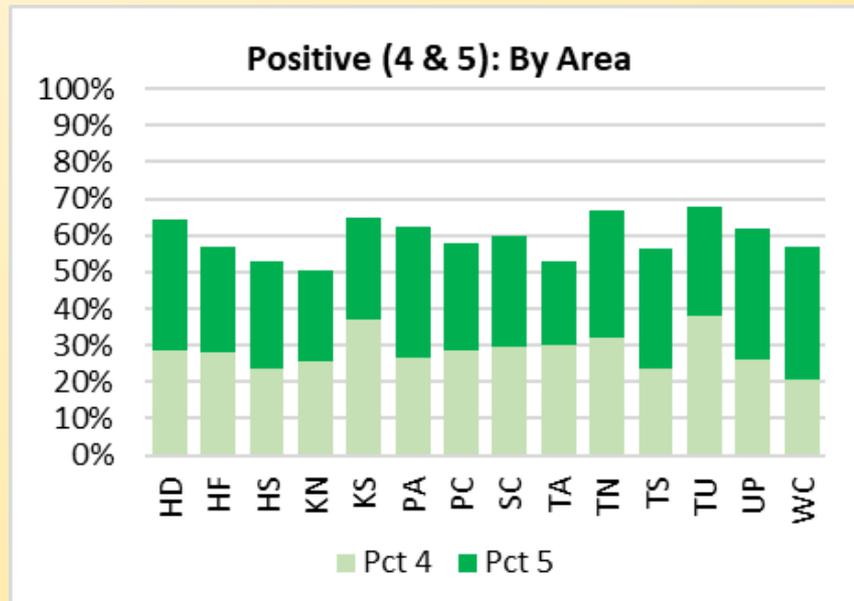
What resident needs should Ivins focus on?

9. Parks and/or Playgrounds/Outdoor Sport Space



More positive than negative
in all neighborhoods

...but “positive” responses
below 60% in most neighborhoods

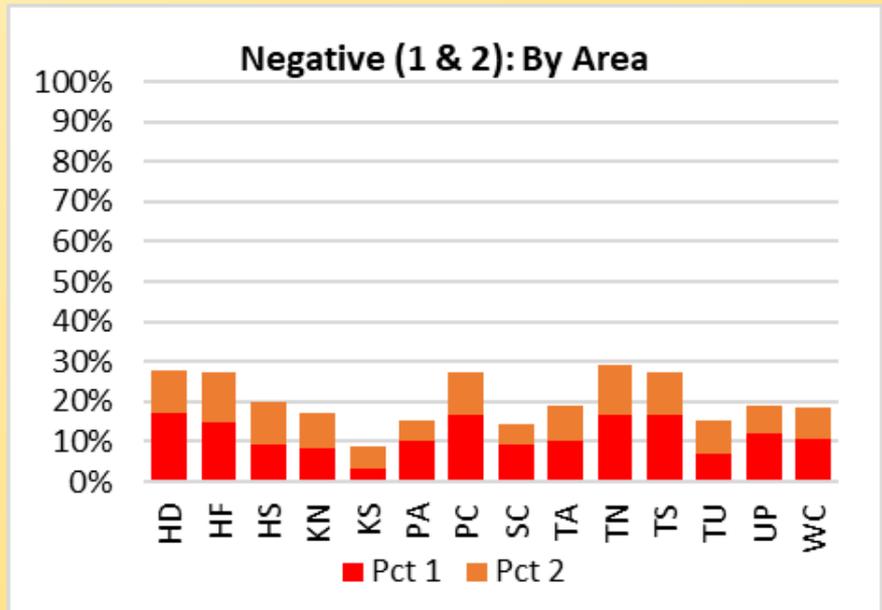
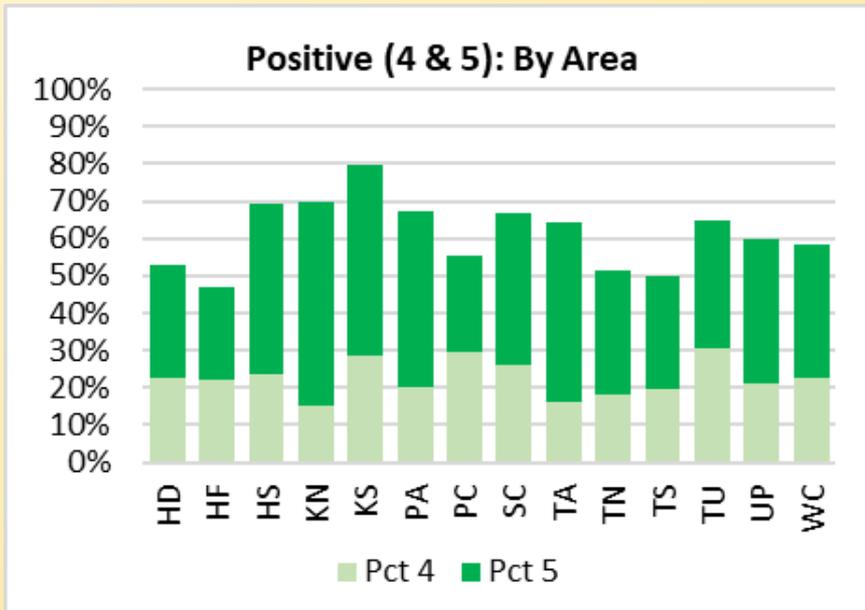
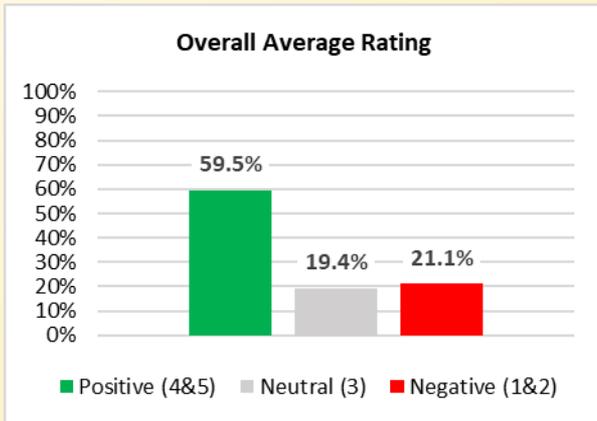


What resident needs should Ivins focus on?

13. Bike Lanes

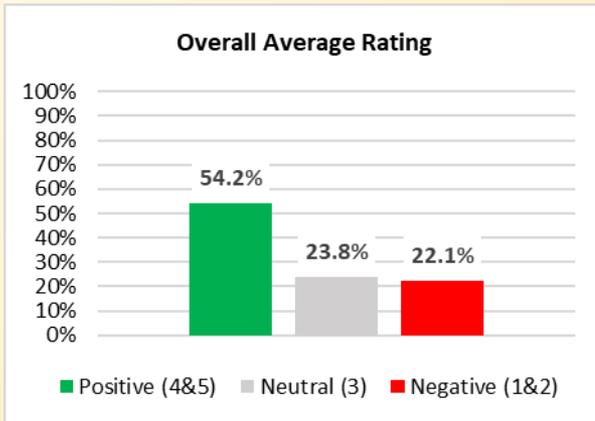
More positive than negative
in all neighborhoods

...but “positive” responses
below 60% in most neighborhoods



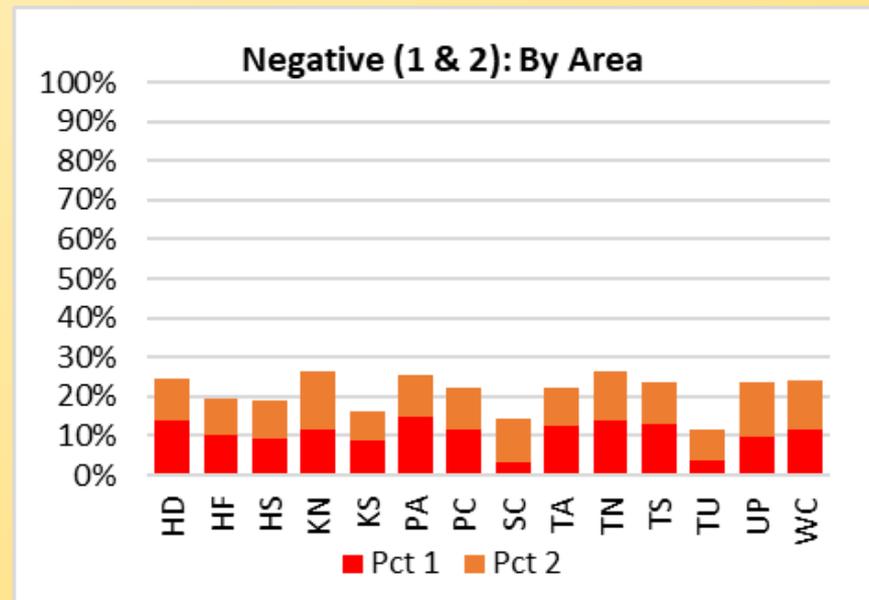
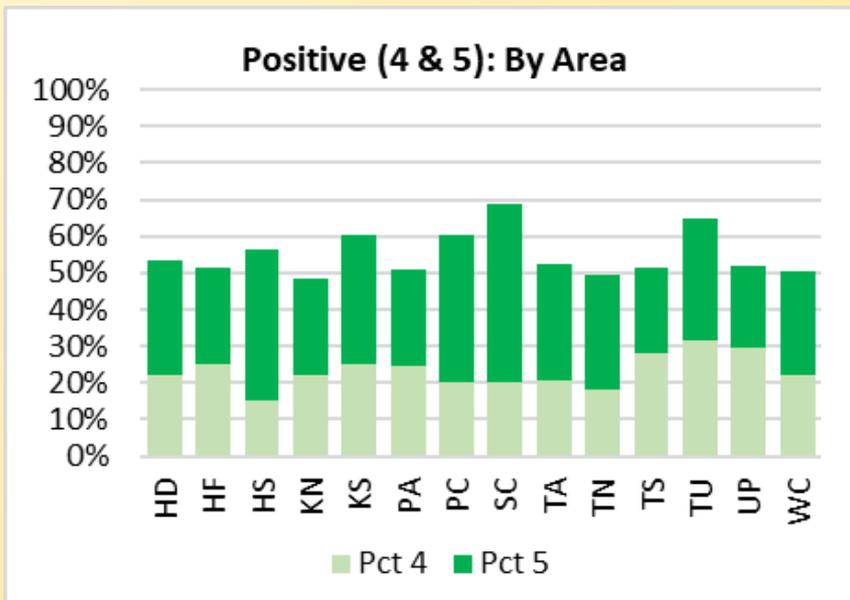
What resident needs should Ivins focus on?

18. Traffic Calming Solutions to Reduce Speeding



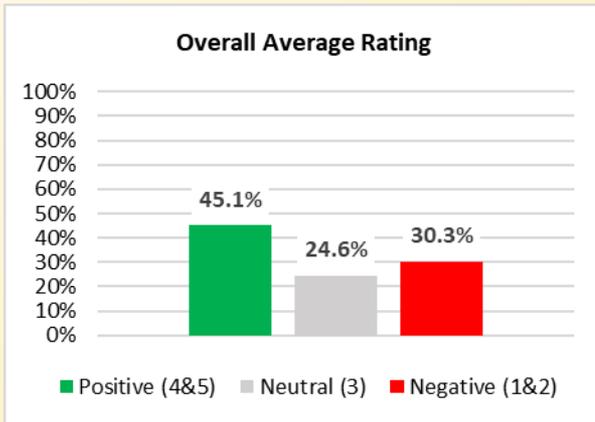
More positive than negative
in all neighborhoods

...but “positive” responses
below 60% in most neighborhoods



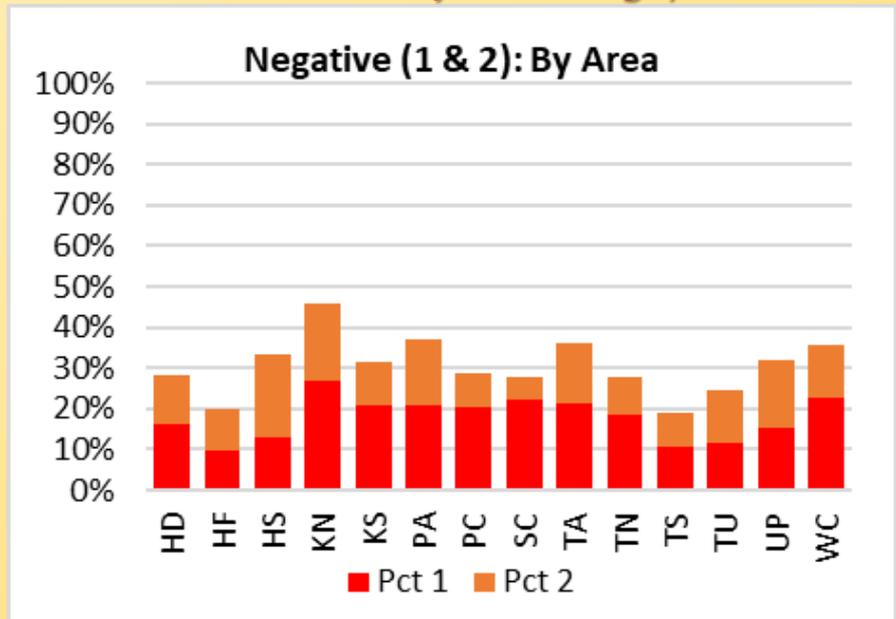
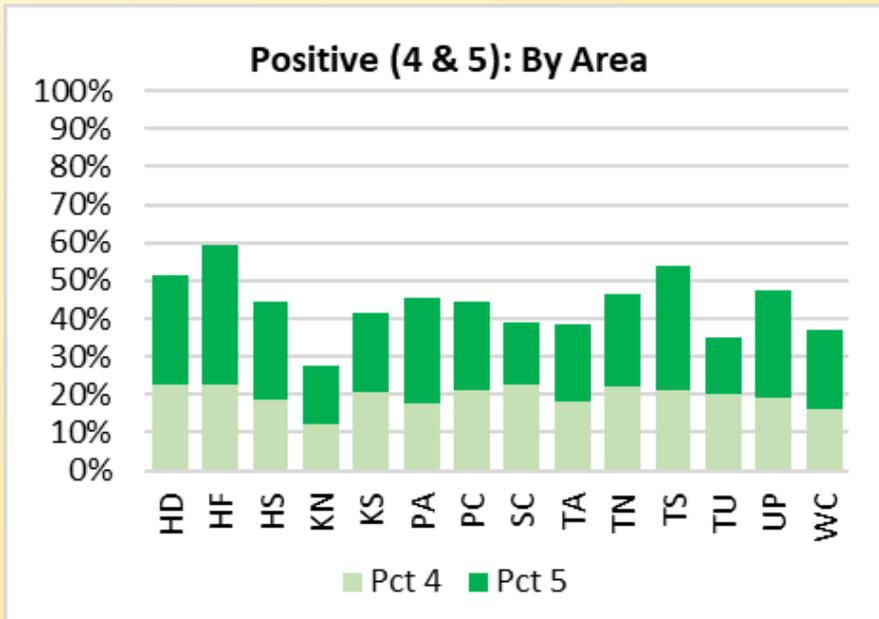
What resident needs should Ivins focus on?

12. Build a Community/Senior Center and/or a City Recreation Center



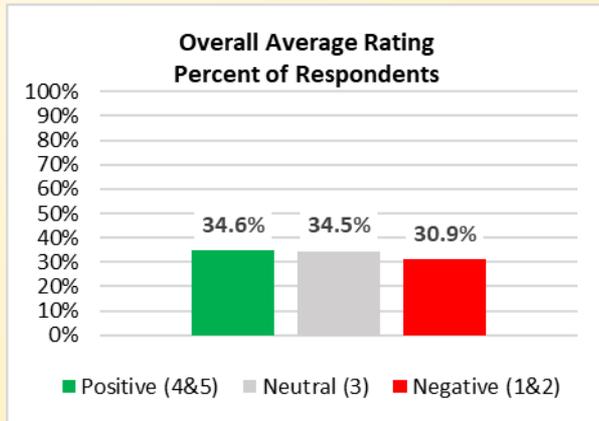
No clear answer here...
But a big issue
in the community meetings

So worth more research
(comments & January meetings)



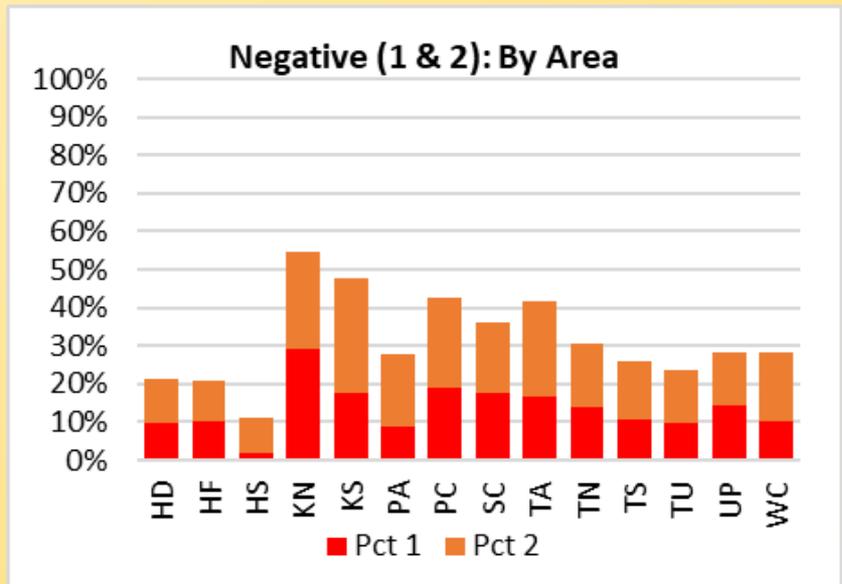
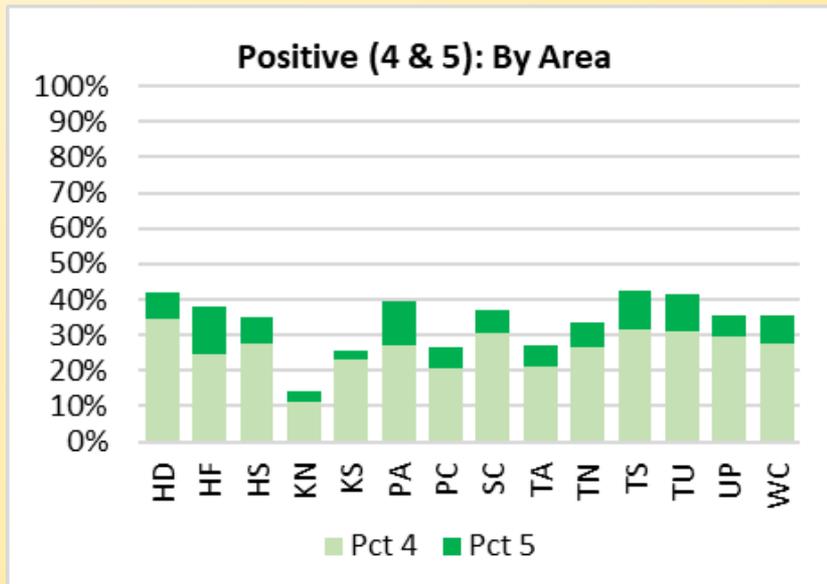
Overall satisfaction

1. How satisfied are you with the overall development of the city?



Almost a three-way tie!

The comments & a slide coming later suggest this is a time-sensitive issue



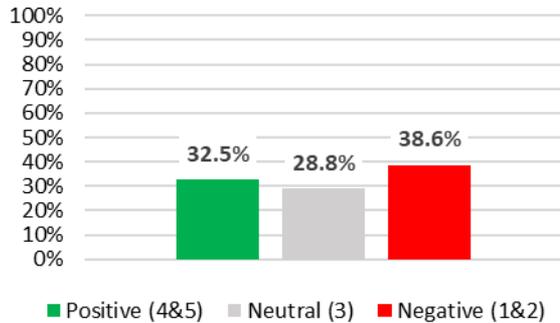
What types of development should Ivins encourage?

33. Commercial/Retail Development

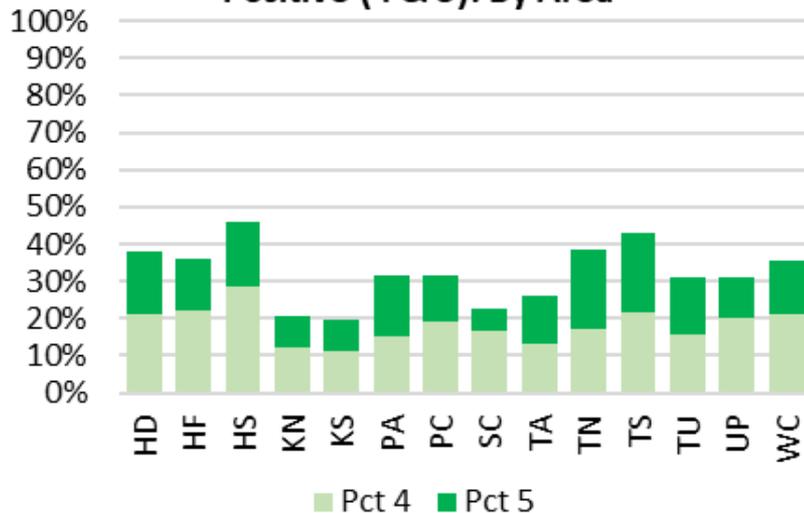
There's no clear answer here...

But a lot of information in the comments and the questions about the types of businesses people want to see in Ivins

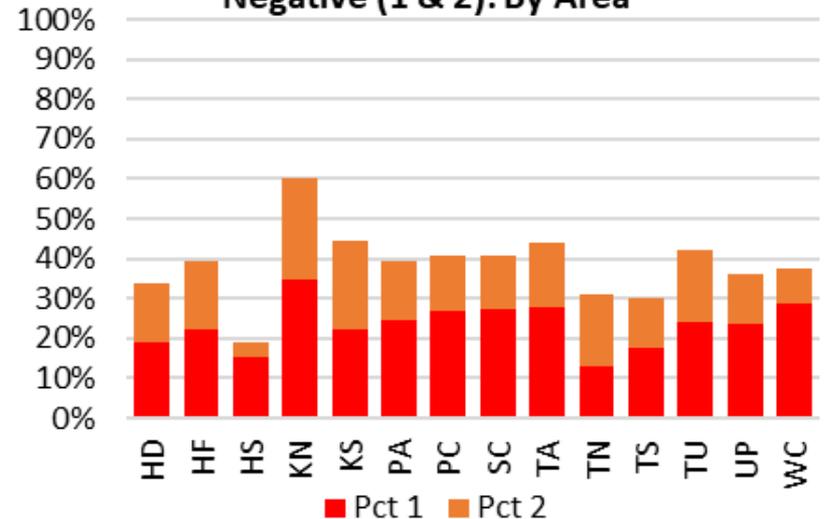
Overall Average Rating



Positive (4 & 5): By Area



Negative (1 & 2): By Area



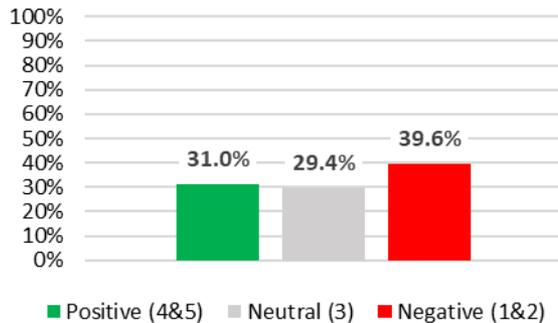
What resident needs should Ivins focus on?

15. Public Art in Outdoor Public Spaces

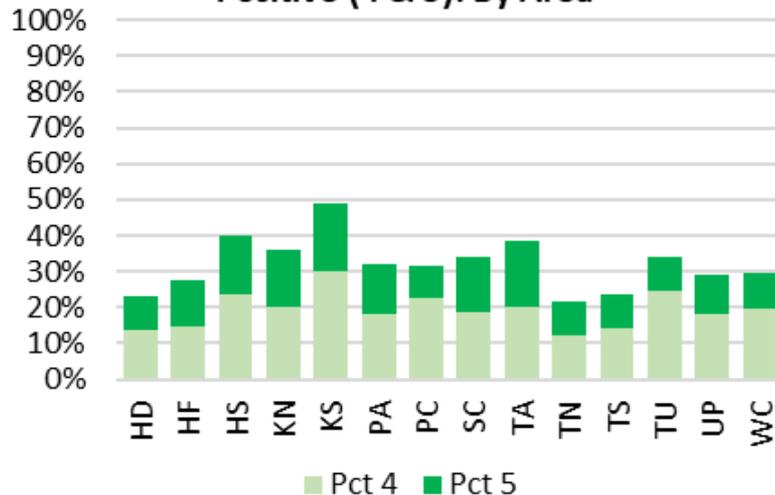
More negative than positive
in most neighborhoods

Not many comments about public art,
but comments about a lot of other “needs”

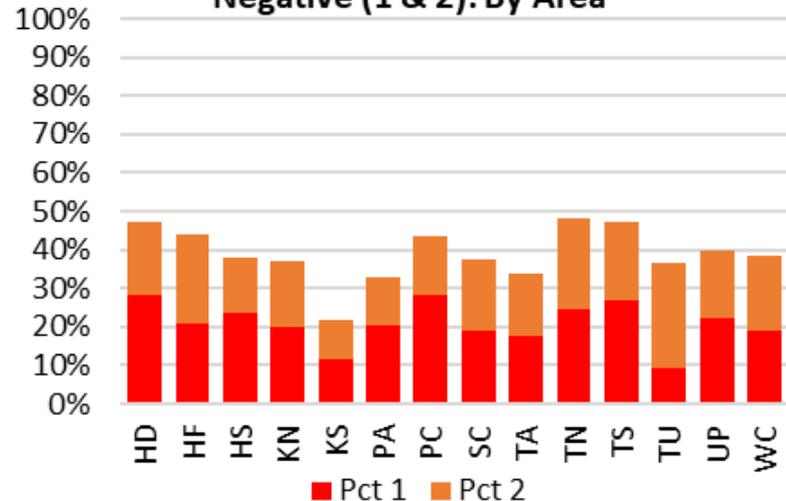
Overall Average Rating



Positive (4 & 5): By Area

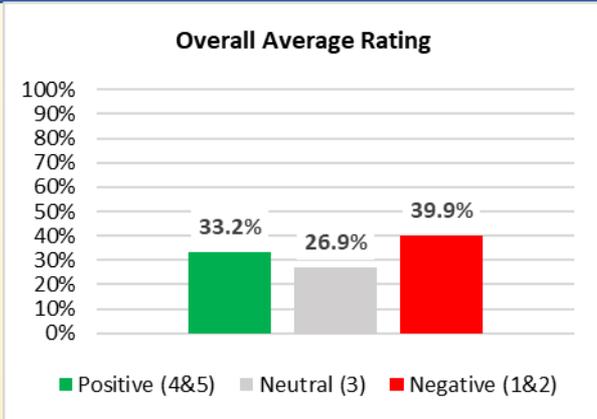


Negative (1 & 2): By Area

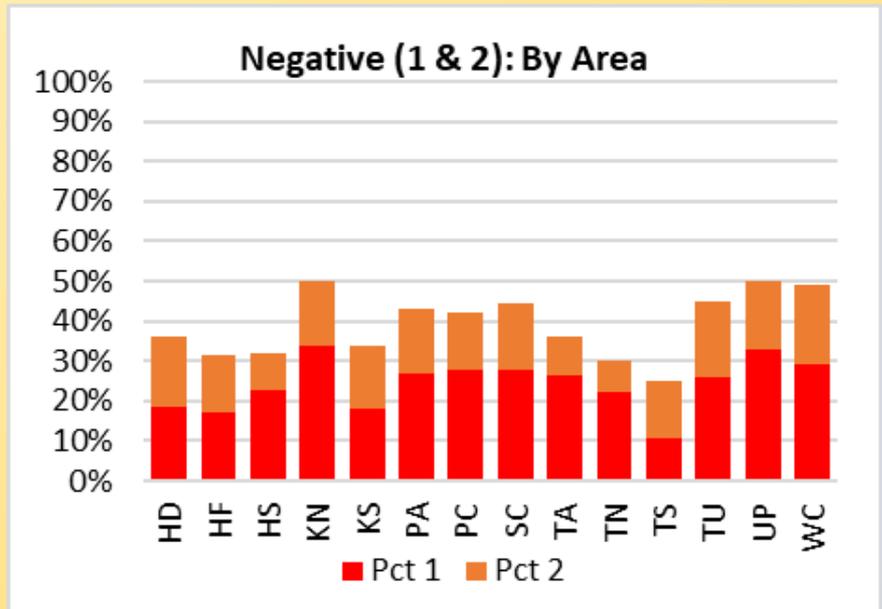
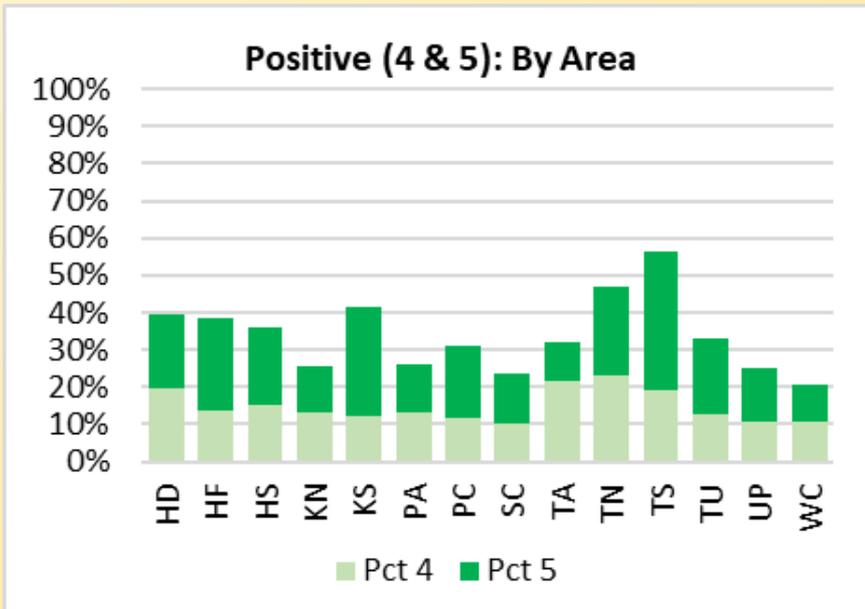


What types of development should Ivins encourage?

36. Look for Ways to Make Housing More Available for a Wider Range of Income Levels?



*What's up with this?
The comments provide some clarification*



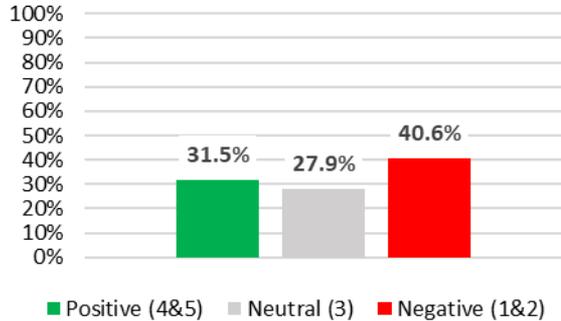
What resident needs should Ivins focus on?

11. Dog Facilities/Dog Parks

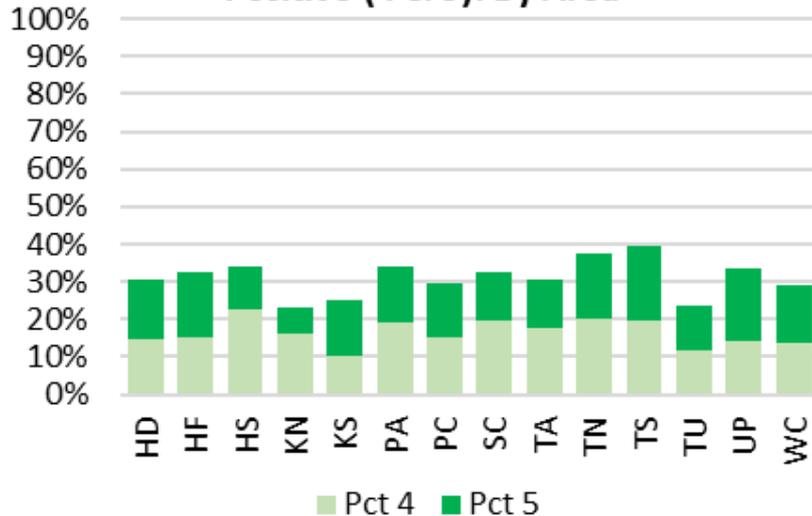
More negative than positive
in all neighborhoods

*Comments show strong feelings –
both positive and negative*

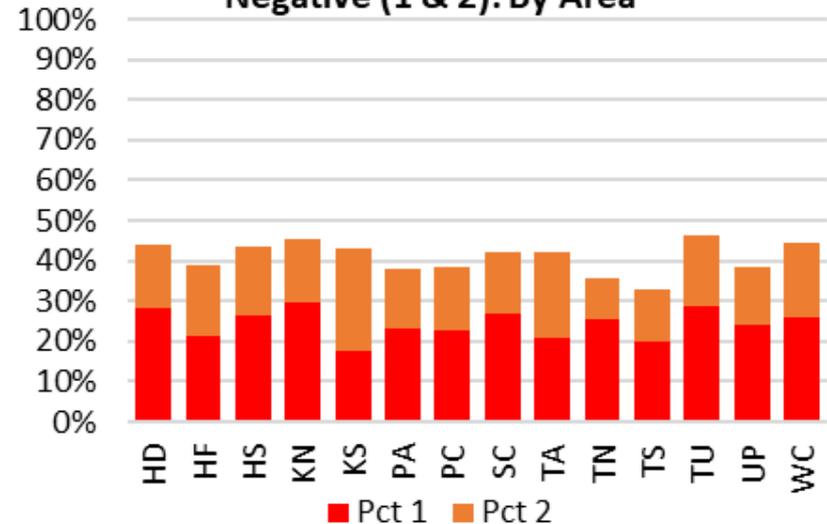
Overall Average Rating



Positive (4 & 5): By Area



Negative (1 & 2): By Area

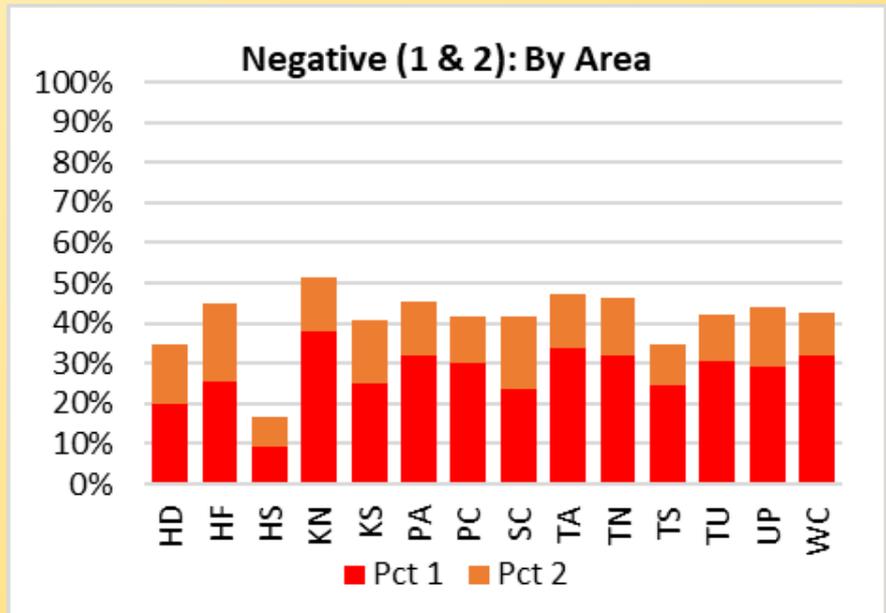
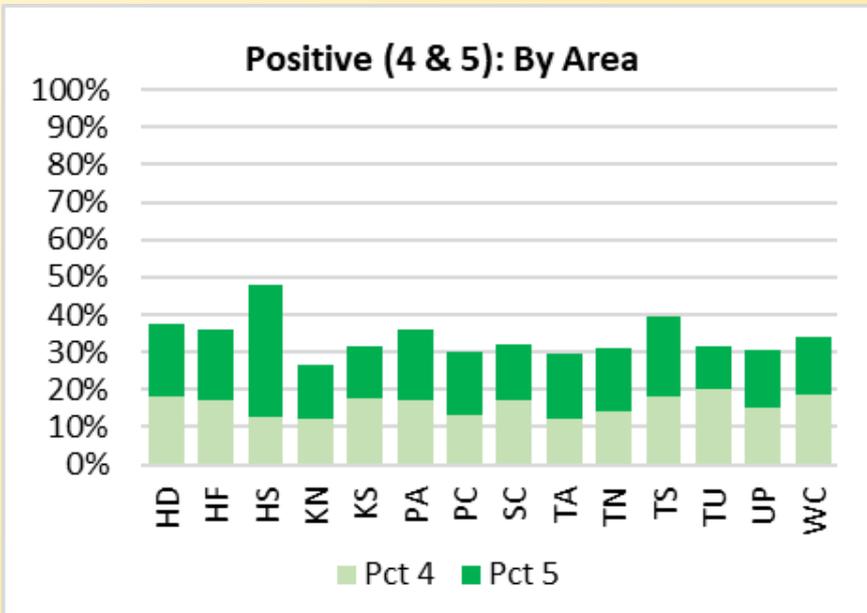
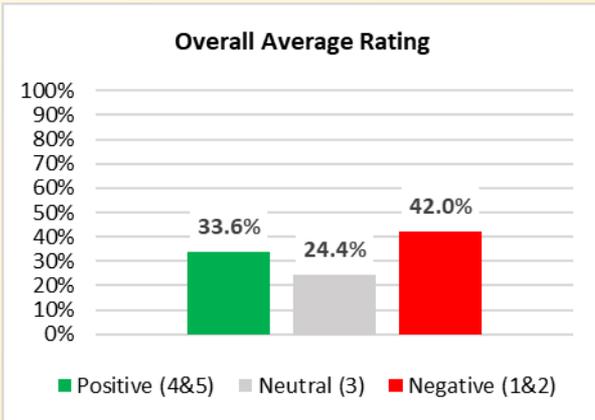


What types of development should Ivins encourage?

35. Create a Downtown Ivins City Center to Include Commercial Development and Open Space

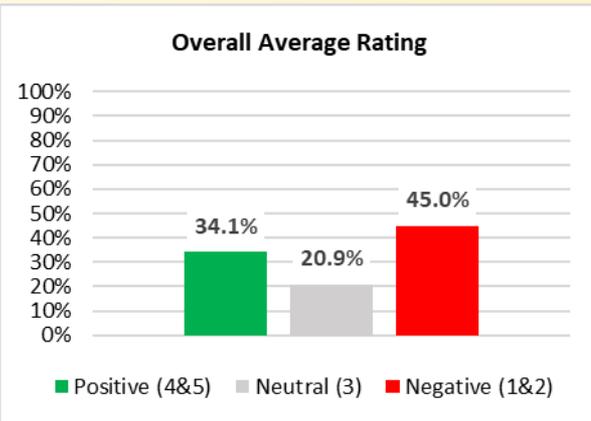
More negative than positive...
the comments show a wide range
of "visions" for what this should be

Narrowing that vision will likely help



What types of development should Ivins encourage?

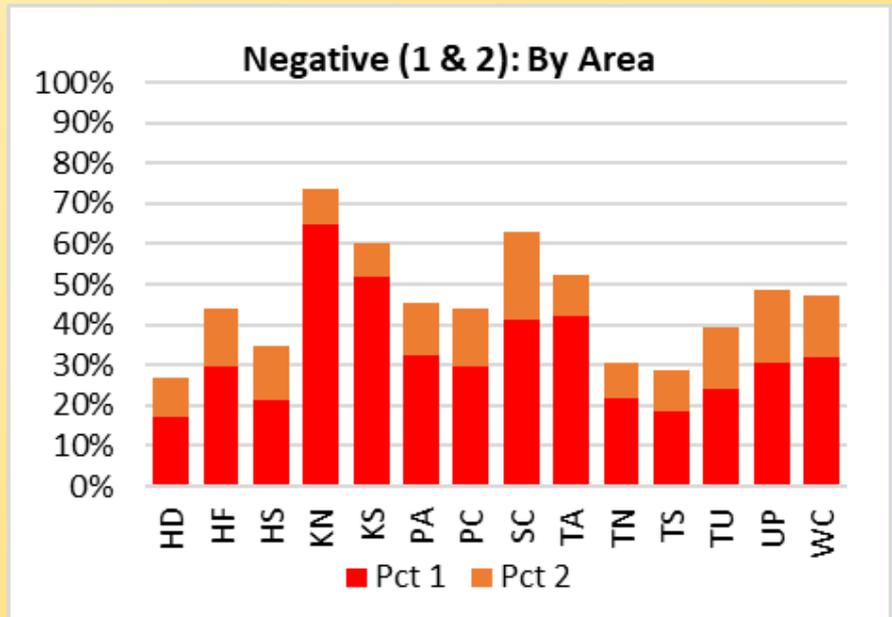
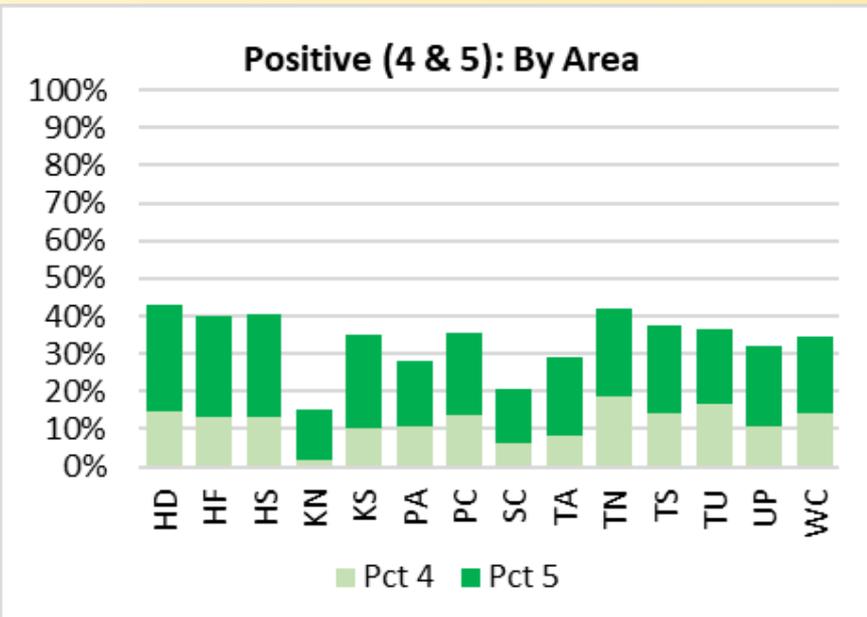
38. Current Water Conservation Requirements for New Construction Are Adequate



More believe our efforts are not enough

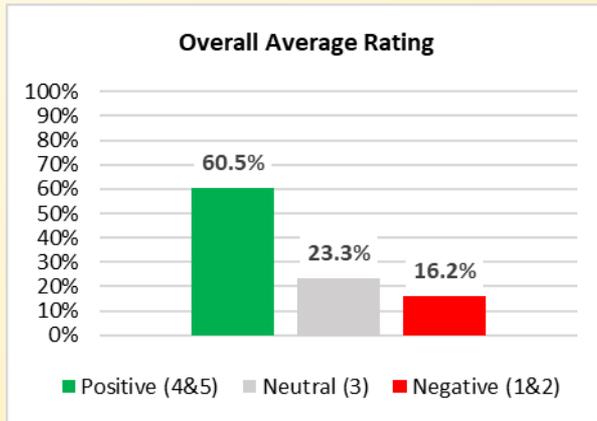
The comments show residents are very concerned about water.....

We just didn't ask enough about it!



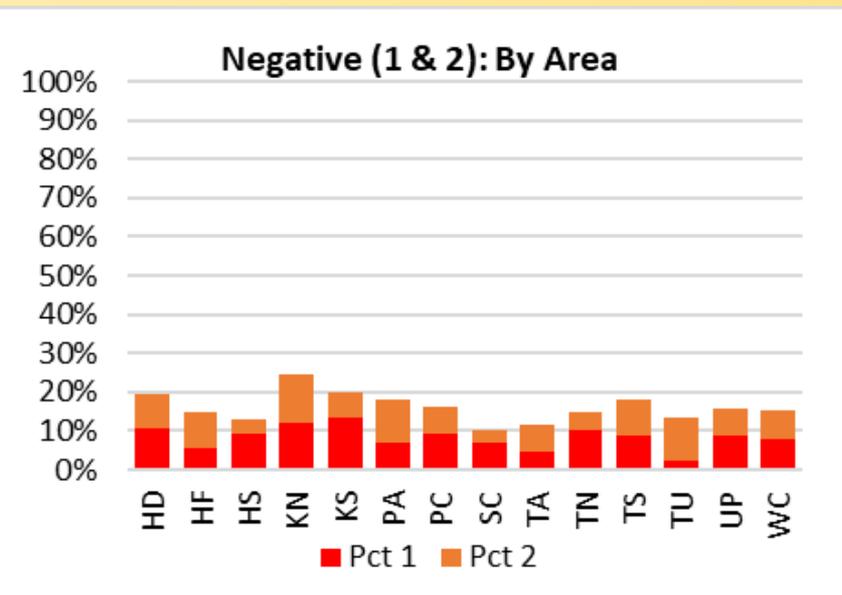
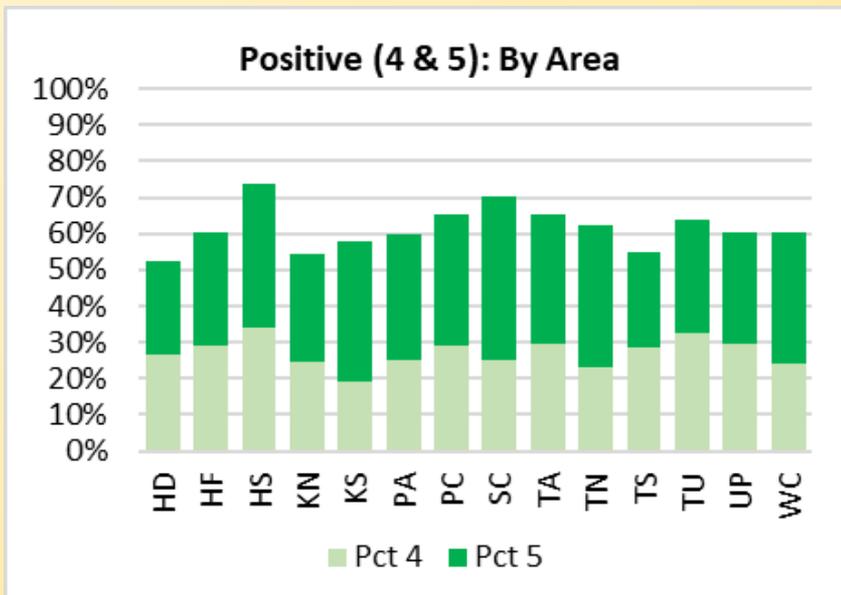
What resident needs should Ivins focus on?

19. Develop a Wastewater Treatment and Distribution System



Strong positive response
in all neighborhoods

*Comments show
a lot of concern about water*

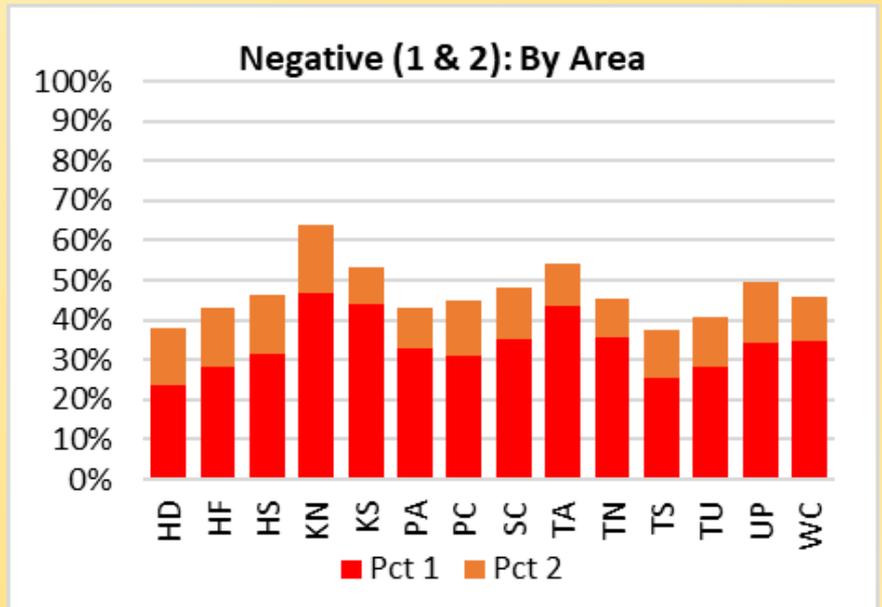
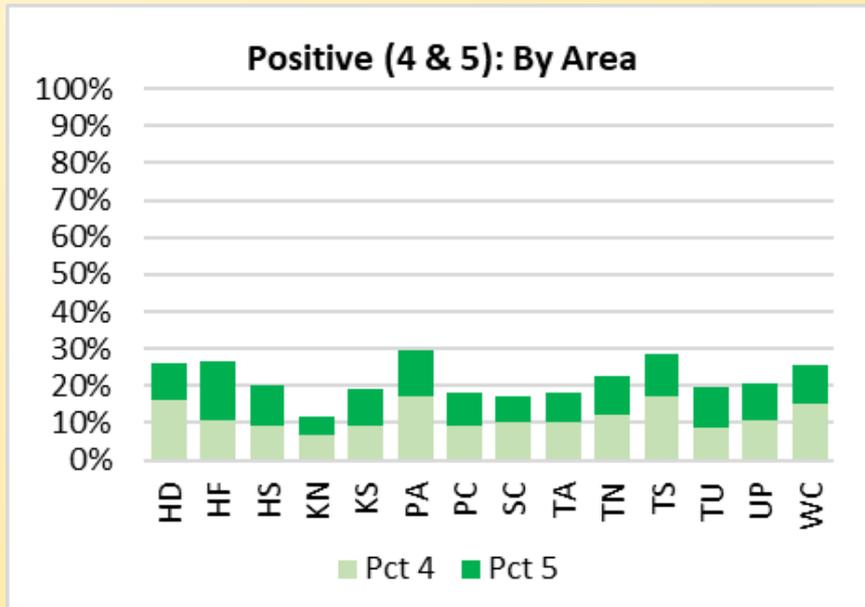
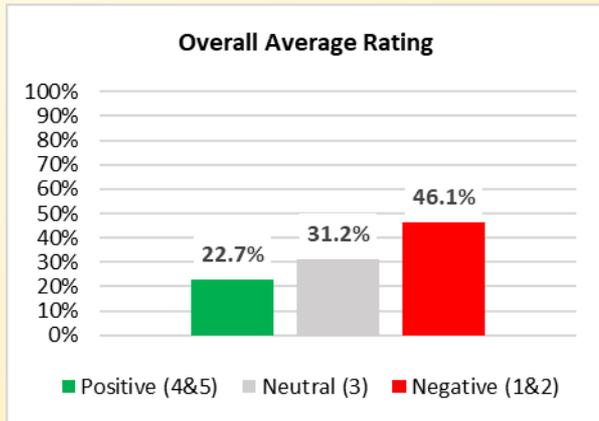


What types of development should Ivins encourage?

39. Support Annexing More Property into Ivins

More negative than positive

...the comments suggest respondents would be more positive annexing for open space than for more development



Overall satisfaction

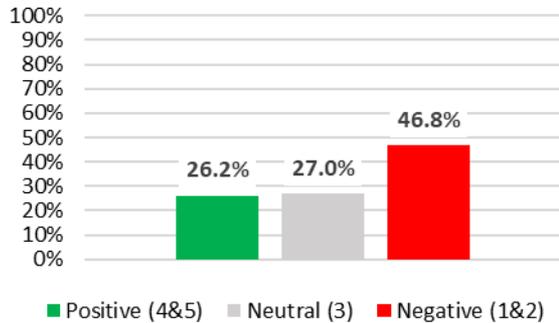
8. How would you rate how the City has managed growth in the past 5 years?

Remember the earlier slide...

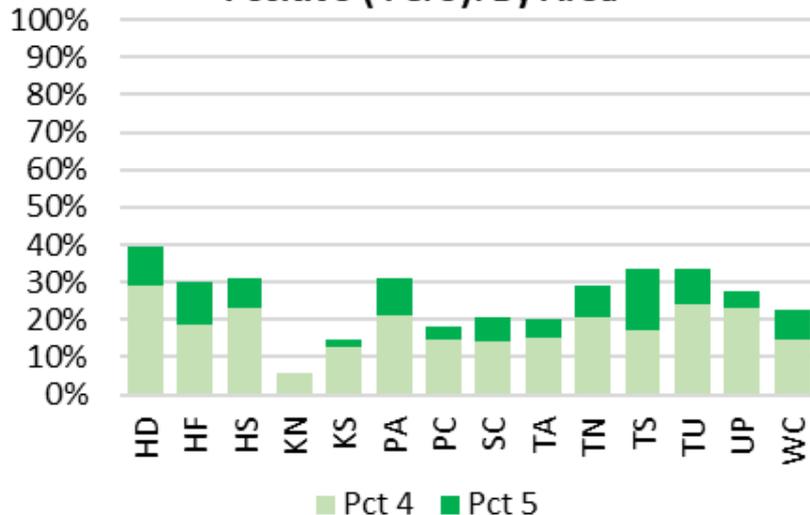
“how satisfied are you with the overall development of the city?”

It looks like growth in the past few years is more of a concern.

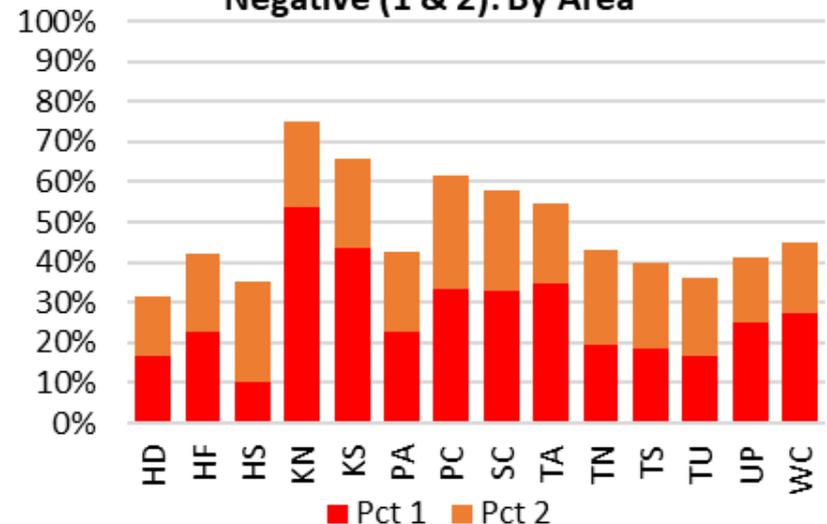
Overall Average Rating



Positive (4 & 5): By Area



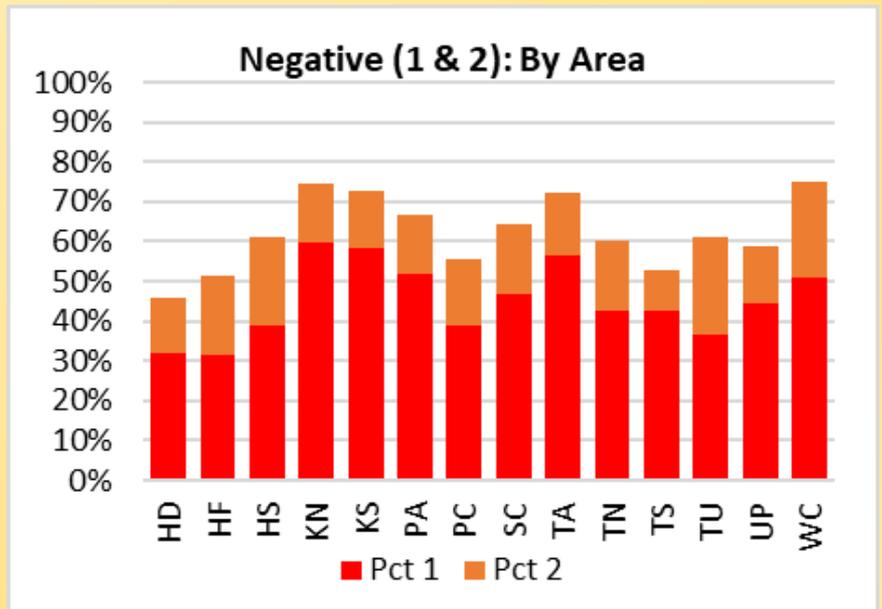
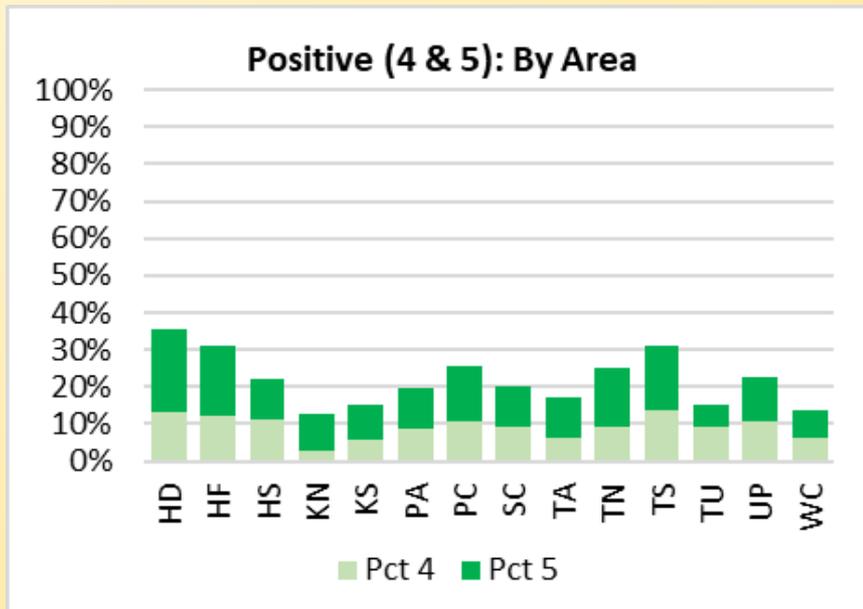
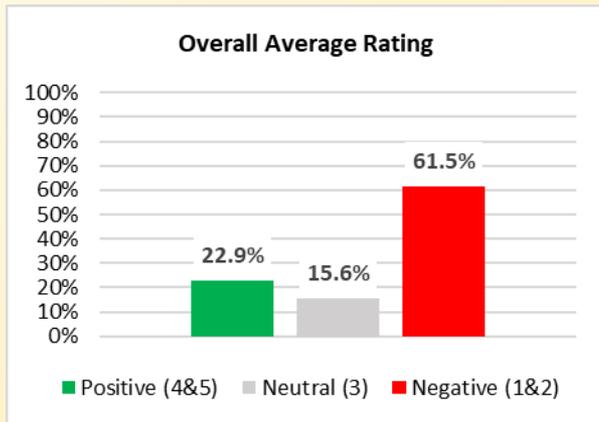
Negative (1 & 2): By Area



What resident needs should Ivins focus on?

23. Install Traffic Signals at Busy Intersections Rather Than Roundabouts

More negative than positive

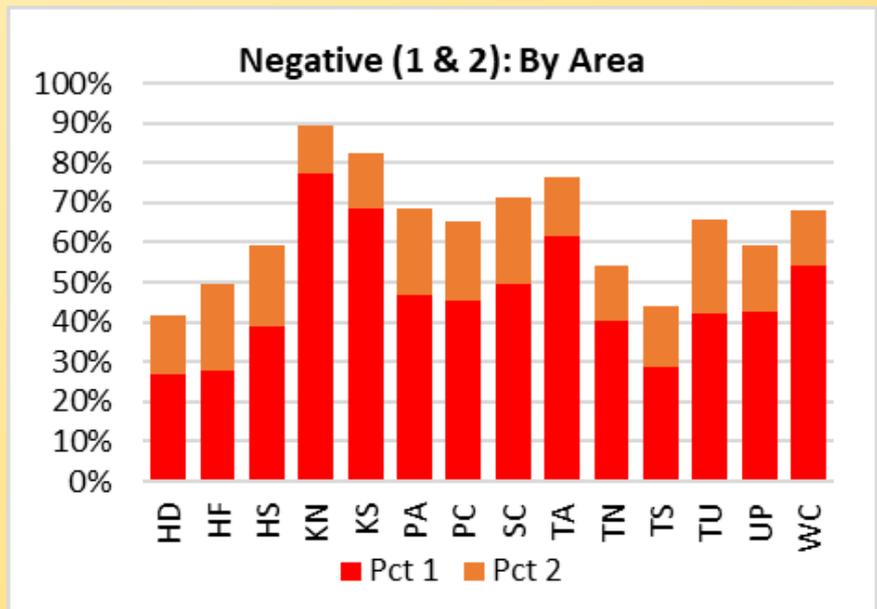
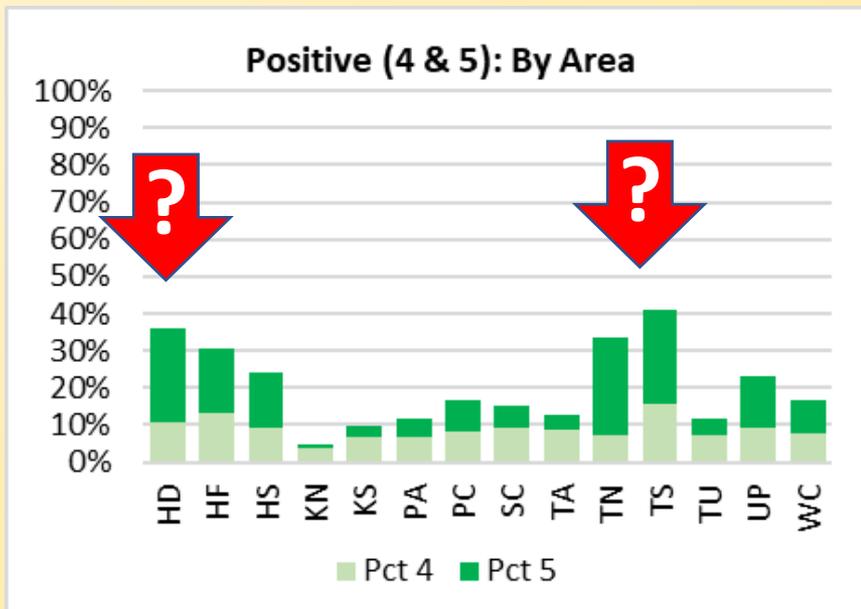
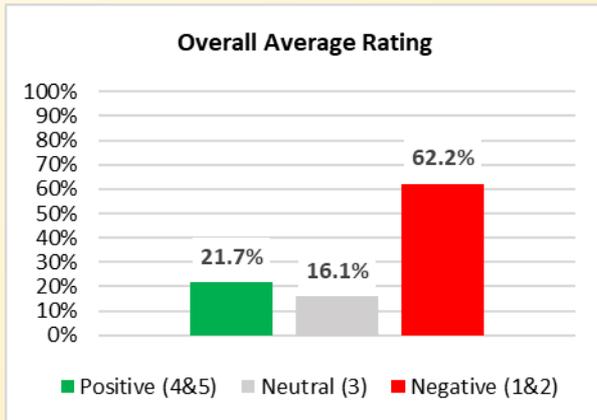


What resident needs should Ivins focus on?

24. Install Additional Streetlights

More negative than positive

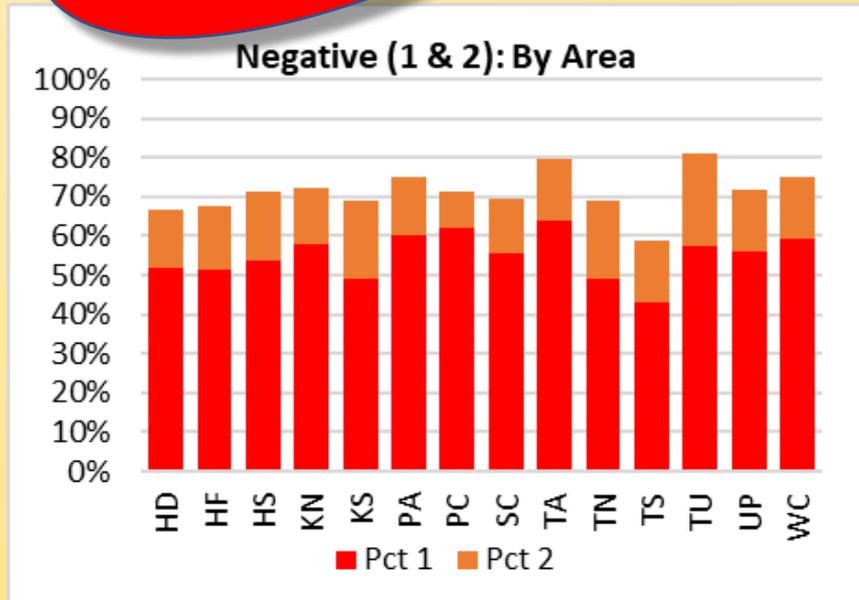
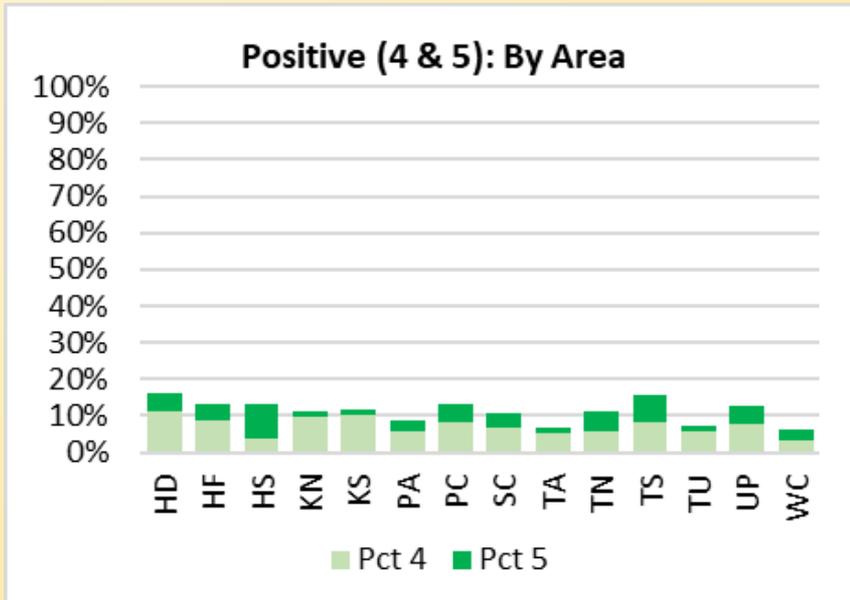
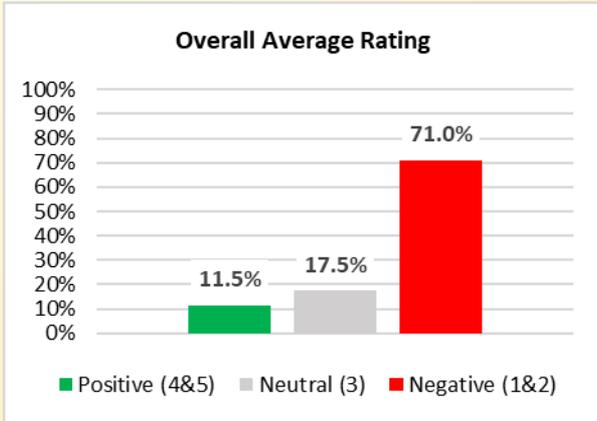
...but the comments identify safety concerns in a few neighborhoods



What types of development should Ivins encourage?

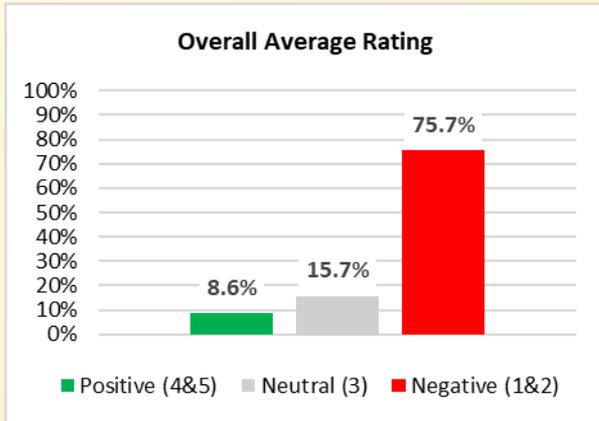
30. High-Density Single-Family Residential Development

Don't even ask about apartments and townhomes!



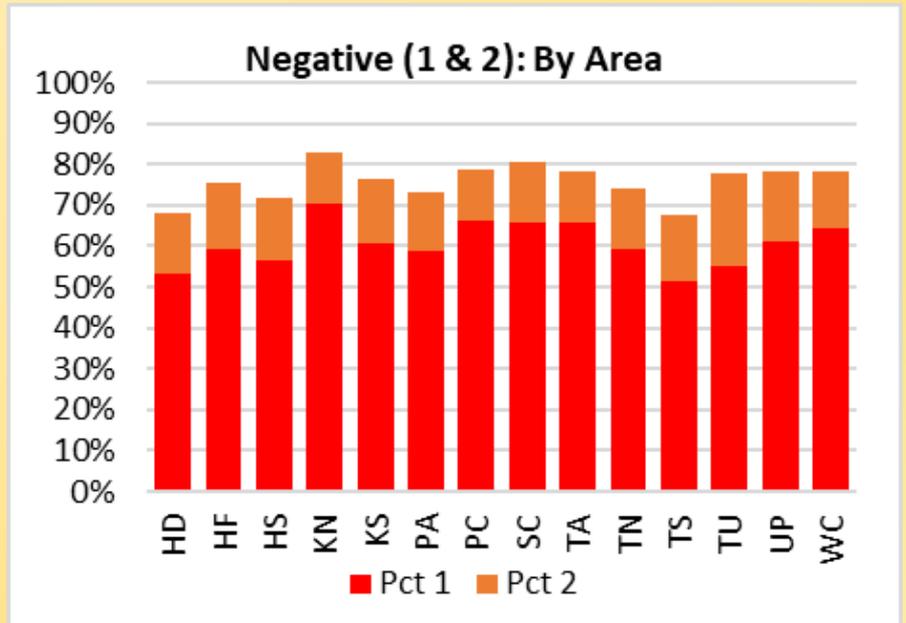
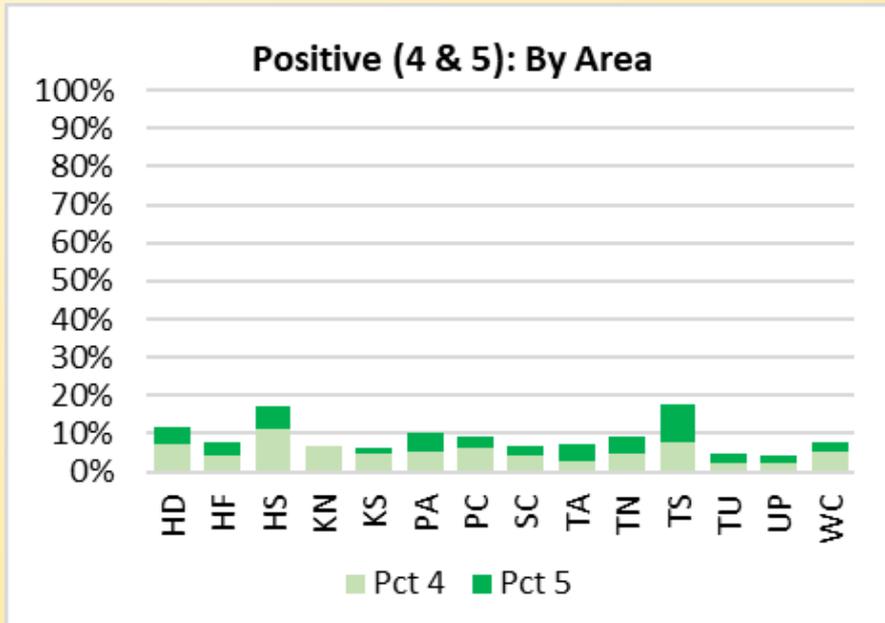
What types of development should Ivins encourage?

34. Tourist Accommodations (Resorts, Hotels, Short Term Rentals)



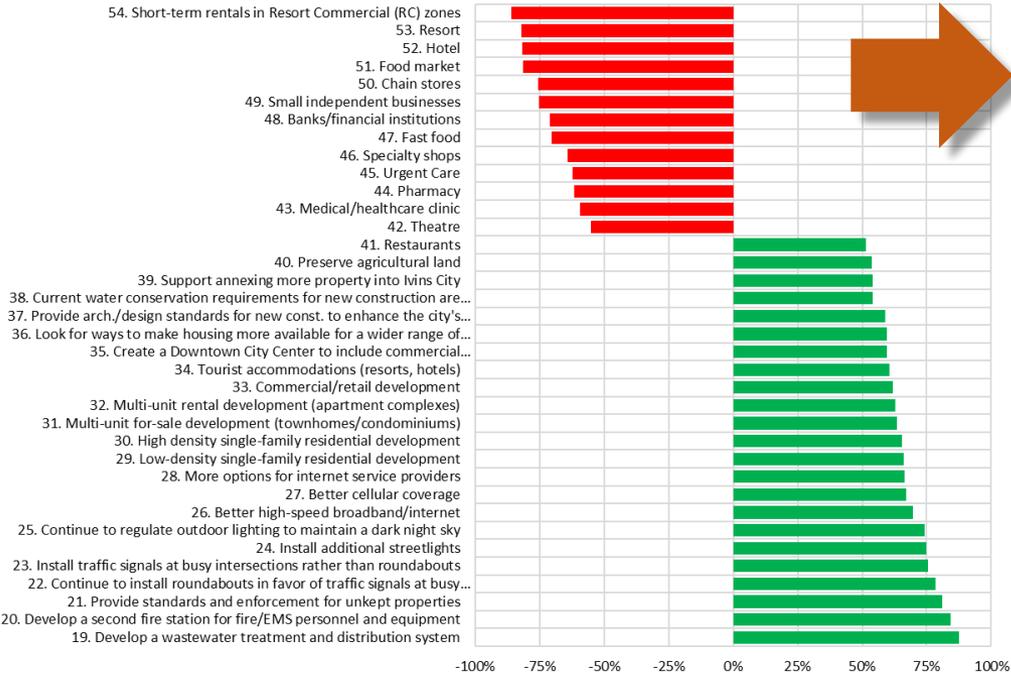
**Strong agreement
in every neighborhood**

Comments address many reasons



Next Steps: Clear Direction

More than 50% want or don't want these

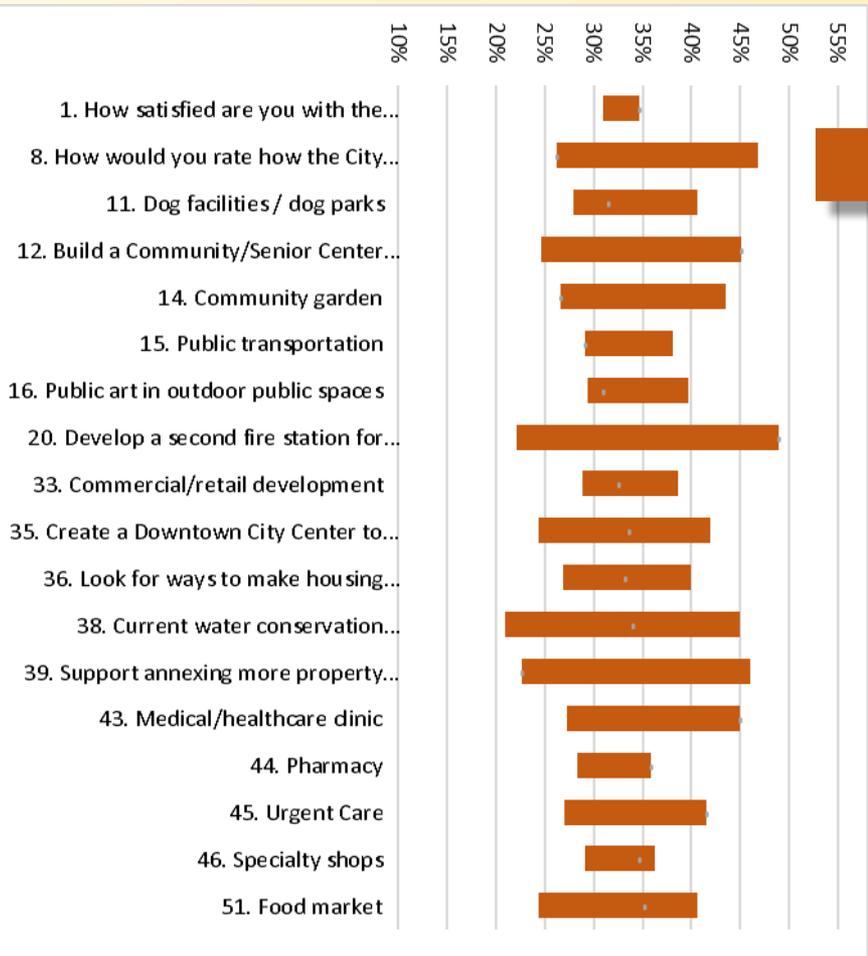


Positive or negative responses over 50%

**Where does clear direction begin?
50%... 60%... ?...**

Opportunity to learn more at Community meetings

Next Steps: No Clear Direction



**Positive, negative, neutral
responses
All below 50%**

**Opportunity to learn more
Community meetings**



The End

... FOR ME. BUT THE BEGINNING FOR YOU!