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Press Release

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Consortium Coming Together to Implement Wasatch Front Regional Vision

The first *Wasatch Choice for 2040* Consortium meeting will be held on Monday, September 26th, from 1:30 p.m. to 4:00 p.m. (with networking from 4:00 p.m. to 5:00 p.m.), at the Salt Palace Convention Center (room 150 on the first level). Over 100 public and private sector entities from Logan to Provo are participating in this meeting.

The Consortium will implement the *Wasatch Choice for 2040*, a regional “vision” adopted by elected officials and developed by thousands of residents that will maintain Utah’s great quality of life as we grow by approximately 65% within 30 years.

“The *Wasatch Choice* points the way forward by focusing growth in a variety of activity centers across the region, many of which are coordinated with our existing and near-term transportation system: freeways, rail lines, rapid busways, and key boulevards,” said Andrew Gruber, Wasatch Front Regional Council’s Executive Director. “These centers are located where regional destinations have grown, where economic activity has clustered, or in strategic locations that are pointed in this direction.”

The Vision suggests that these centers should expand to provide ever-broadening choices for residents to live, work, shop and play; a mix of all of these activities is welcome.

Centers should work with the long-term market, helping provide opportunities to residents who want to live close to work, walk or bike to shop, and have both great transit and road access – desperately needed as our population ages, gas prices and congestion increase, and the cost of transportation for work and play inches upward, and available land shrinks.

“We want the consortium to reflect the diversity of our communities,” said Salt Lake County Mayor Peter Corroon. “Many groups interested in our region’s future and how to protect our quality of life are joining the consortium.”

Demographic, housing and transportation trends in the Wasatch Front will be discussed and participants will participate in key-pad polling and discussion groups.

“The *Wasatch Choice for 2040* is a unique local partnership,” said Envision Utah’s Alan Matheson. “Literally the eyes of the nation are on this process. Its impact will be significant. Involving diverse community interests in a meaningful way is a critical component of this effort.”

Participants at the consortium meeting will be able to share ideas on housing options, transportation choices, innovative municipal zoning, breaking down financial barriers to transit-oriented development, and demonstration sites with regional implications, and an innovative land-use software that predicts the market viability of different development patterns. Participants will also help steer the future of this important project.

The initial consortium members include the Wasatch Front Regional Council, the Mountainland Association of Governments, Envision Utah, Salt Lake County, the American Planning Association Utah Chapter, the University of Utah, Salt Lake City, Utah Department of Transportation, and the Utah Transit Authority and our supporting partner, the U.S. Dept. of Housing and Urban Development.

The project’s website is www.wastachchoice2040.com.

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