



Press Release

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Consortium Coming Together to Implement the Wasatch Choice for 2040 Regional Vision

The Fall Wasatch Choice for 2040 Consortium meeting will be held on Thursday, September 27th, from 8:30 a.m. to 11:00 a.m. (with networking from 11:00 a.m. to 11:30 a.m.), at the Salt Palace Convention Center (room 250 on the second level). Over 100 public and private sector entities from Logan to Provo are participating in this meeting. Parking will be free at the south entrance to the Salt Palace with the word “2040”. If you come by transit, you will be given a transit pass good for the rest of the day.

The Consortium is in the process of implementing the [*Wasatch Choice for 2040*](#), a regional “Vision” for growth and development adopted by elected officials and developed by thousands

of residents that will maintain Utah's great quality of life as the population grows by approximately 65% within 30 years.

At this third Consortium meeting, an update will be provided on the progress made over the last six months in the implementation of the Vision. Participants will then be invited to provide input into the tools and plans being developed with funding from a \$5 million HUD grant which is being used to make the Vision a reality.

The tools being developed and the latest information will be showcased in the program noted below:

8:00 – 8:30 Registration

8:30 – 9:45 General Consortium Meeting

Welcome:

- **Andrew Gruber** – *Executive Director, Wasatch Front Regional Council*

Keynote Speakers:

- **Representative Greg Hughes** – *Chairman of the Board of Trustees, Utah Transit Authority*
- **Robert Grow** – *President and CEO, Envision Utah*

Breakout Sessions Overview:

- **David White** – *Director of Sustainable Development, Salt Lake County*

----- **15 Minute Break** -----

10:00 – 11:00 Breakout Sessions:

- **Wasatch Choice for 2012 and 2040** – *An overview of Wasatch Choice for 2040 and discussion of things we can individually start doing in 2012*
 - **Green-Infrastructure** – *Explore how to tie green infrastructure into WC 2040, city planning, and implementation of projects such as Jordan River and urban agriculture*
 - **Form Based Code (Innovative Zoning)** – *Learn and interact with local planners about innovative zoning techniques*
 - **Implementing Centers** – *Discuss effective development financing and site improvement strategies*
 - **Access to Opportunity** – *Housing and Transportation Options for Diverse Communities. Facilitated tabletop discussions will explore the vital links between housing, transportation, and access to opportunity in our growing communities.*
 - **Envision Tomorrow Plus (ET +)** – *Dive into new ET+ applications that can help your community plan for its future; discuss forming a user group for ongoing training and peer learning*

11:00 – 11:30 Poster Session/Networking

The *Wasatch Choice for 2040* provides a broad guide for development that focuses growth at various activity centers across the region, most of which are coordinated with our existing and near-term transportation system: freeways, rail lines, rapid busways, and key boulevards. This market based approach will leverage development dollars in a way that will maximize the value of our existing and planned transportation network.

The Vision suggests that these centers should expand to provide ever-broadening choices for residents to live, work, shop and play where 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.

“The Wasatch Choice for 2040 is a vision for how our region can maintain a strong economy, thriving communities, and a high quality of life,” said Davis County Commissioner and WFRC Board Vice-Chair Bret Milburn. “It will only work, however, if it is implemented at the local level, which means that it must be tailored to the needs of each community.”

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 and now, many others.

The project’s website is www.wasatchchoice2040.com. A brochure detailing the elements of the Vision can be found [here](#).

Reasonable accommodations for individuals with disabilities or those in need of language interpretation services can be provided if five days’ notice is given by calling Renae at [801-363-4250](tel:801-363-4250) x1122. TTY/TDD users should call 7-1-1.

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