



# Utah Rising

A Free Enterprise Vision for Utah's Economy


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Chair, Utah Rising Steering Committee



# Challenges & Opportunities

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 **Housing Affordability**

 **Natural Resources/  
Water/Energy**

 **Transportation**

 **Major League Sports**

 **Growth/Congestion**

 **Artificial Intelligence**

 **Division**

 **Workforce**

 **Immigration**

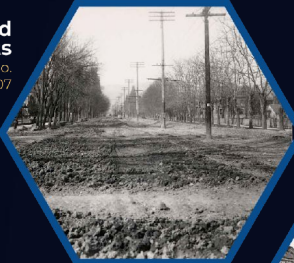
 **Homeless Services**

# Business Drives the Economy



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for Utah's Economy

**Road  
Improvements**  
Main Street/500-600 So.  
1907



**Lincoln Highway/  
Parley's Canyon**  
1918



**Civilian  
Conservation  
Corps**  
1933



**Love at  
First Flight**  
1962



**Utah Jazz**  
1979



**General Electric  
Achievement City**



**Downtown  
Rising**  
2016



**2002 Winter Games**  
1994

**Prosperity  
2020**  
2010

Photos provided by:  
Utah Historical Society  
Salt Lake Chamber

# 2024 Paris Olympics



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# Vision

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- **Become and remain the top performing economy in the nation.**

# Mission

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- **Lead private sector efforts and collaborate with public sector partners to secure statewide prosperity.**

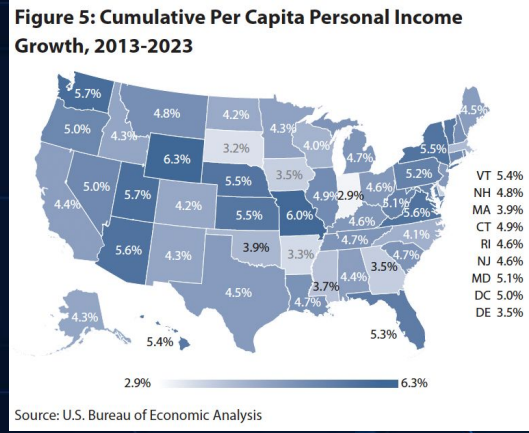
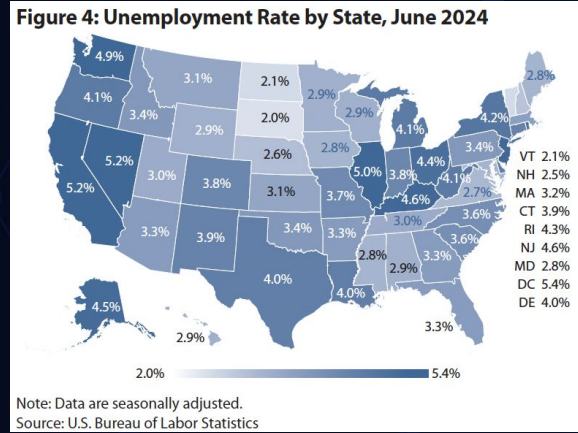
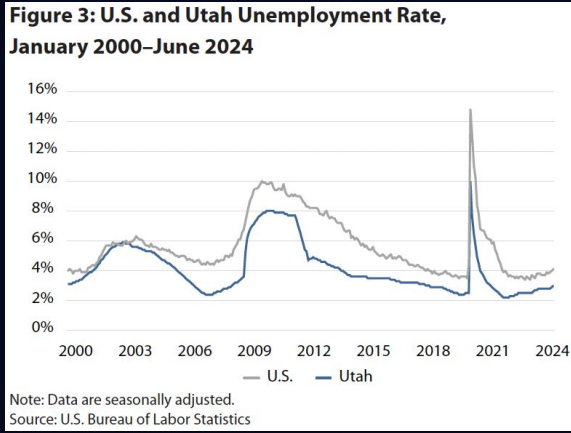
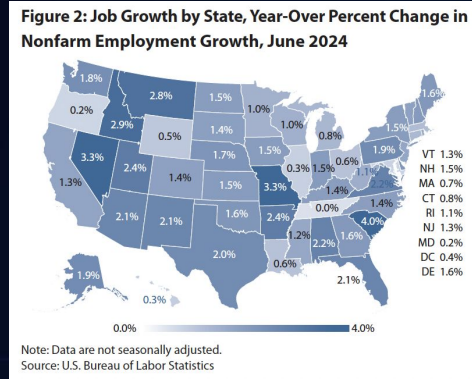
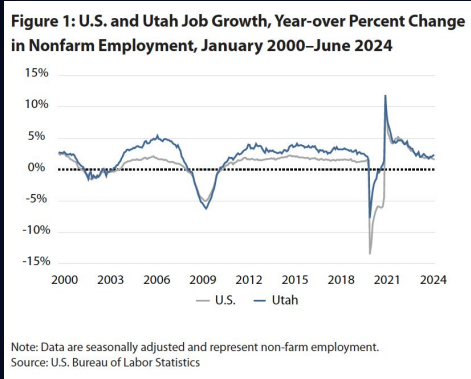


# Guiding Principles

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- ◆ **Common ground and collaboration** for a shared vision of sustainable growth and statewide prosperity.
- ◆ **Bold vision and pragmatic action** to harness market forces and achieve results that reimagine the possible.
- ◆ **Quality of life and upward mobility** that creates opportunity for all Utahns.
- ◆ **Culture of service and community building** that gives Utah a distinct competitive advantage.
- ◆ **Private sector innovation and public sector support** to unleash the power of free enterprise.

# Topline Measures: Utah's Economy





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# Strategic Goal #1: Workforce

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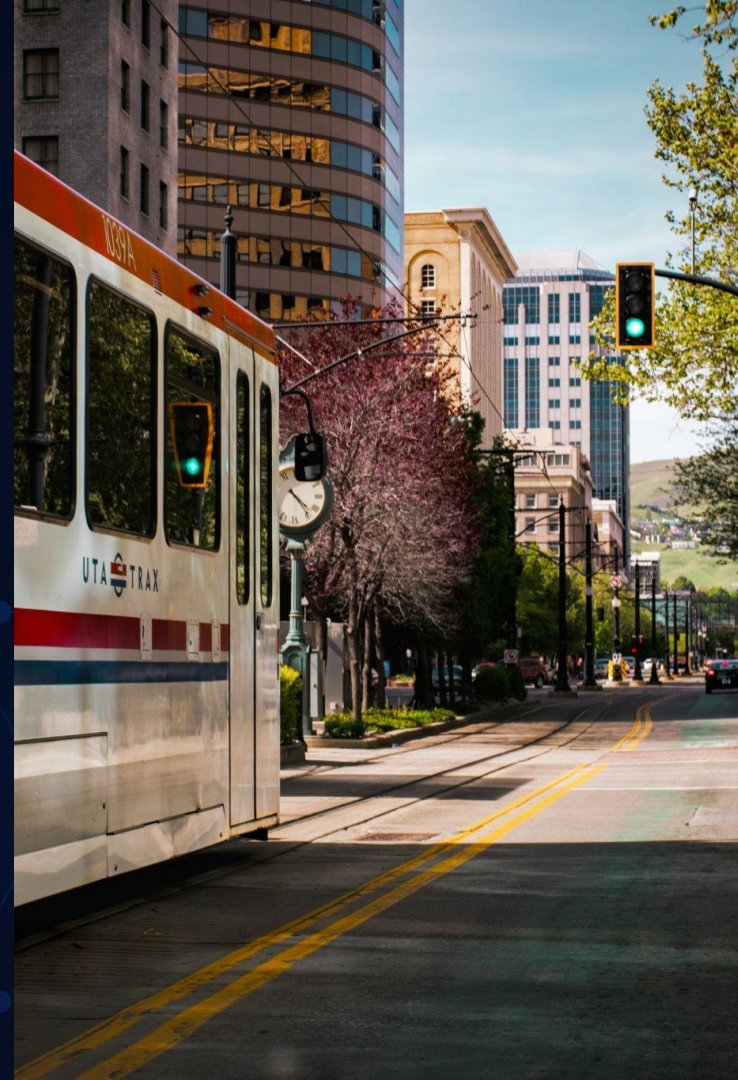
- Utahns are healthy, talented, educated and industrious.



# Strategic Goal #2: Transportation

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- ◆ **Utah is the Crossroads of the West and becoming the Crossroads of the World.**



## Strategic Goal #3: Business Environment

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- ◆ **Utah has a diverse private sector that is entrepreneurial, supported by efficient government that is business-friendly.**



# Strategic Goal #4: Housing

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- Utah is a place where all who call it home can have a home.



# Strategic Goal #5: Livability

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- Utah provides opportunity for individuals, families and communities to thrive.



# Strategic Goal #6: Natural Resources

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- Utahns are wise stewards of our environment and natural beauty.



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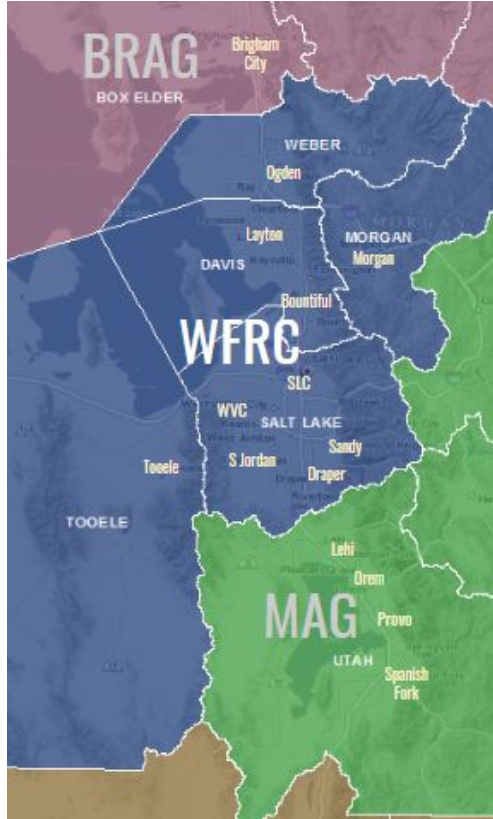
# 2027-2055 Regional Transportation Plan

Wasatch Front Economic Development District // December 12, 2024

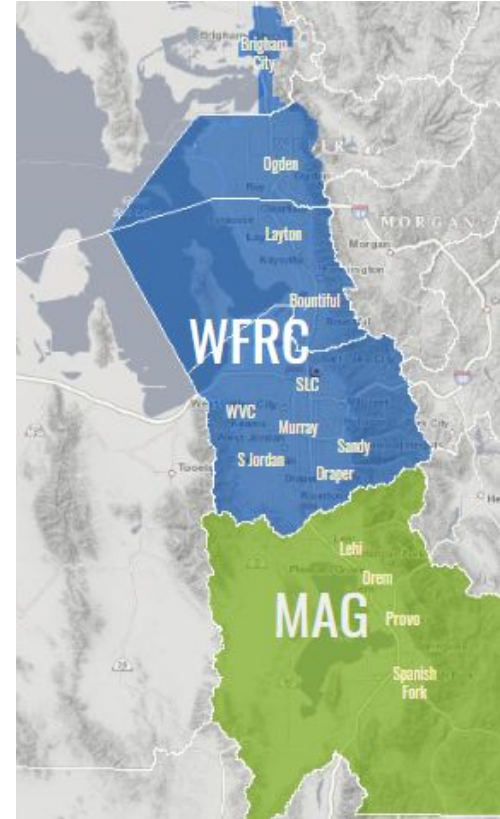


# Who is WFRC?

as  
AOG  
(and WFEDD)



as  
MPO

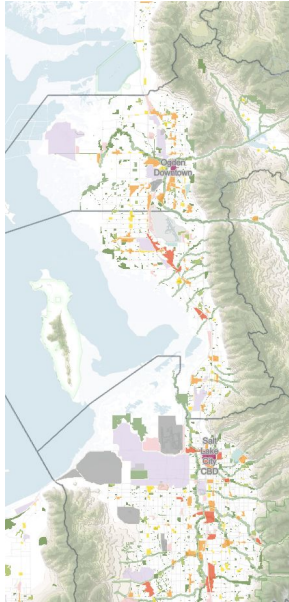




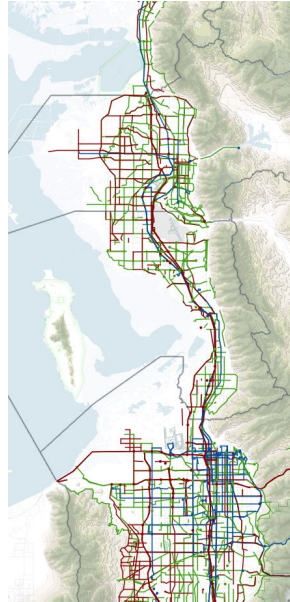
# WASATCH CHOICE

VISION

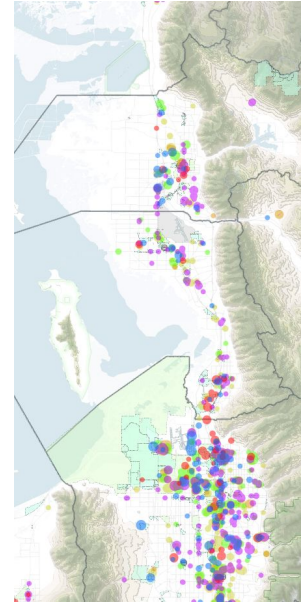
Local Land Use Aspirations



Regional Transportation Plan



Desired Economic Opportunities



# 4 Key Strategies



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Transportation  
choices



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Housing options




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Parks and  
public spaces

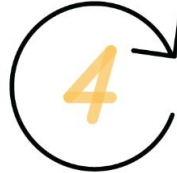
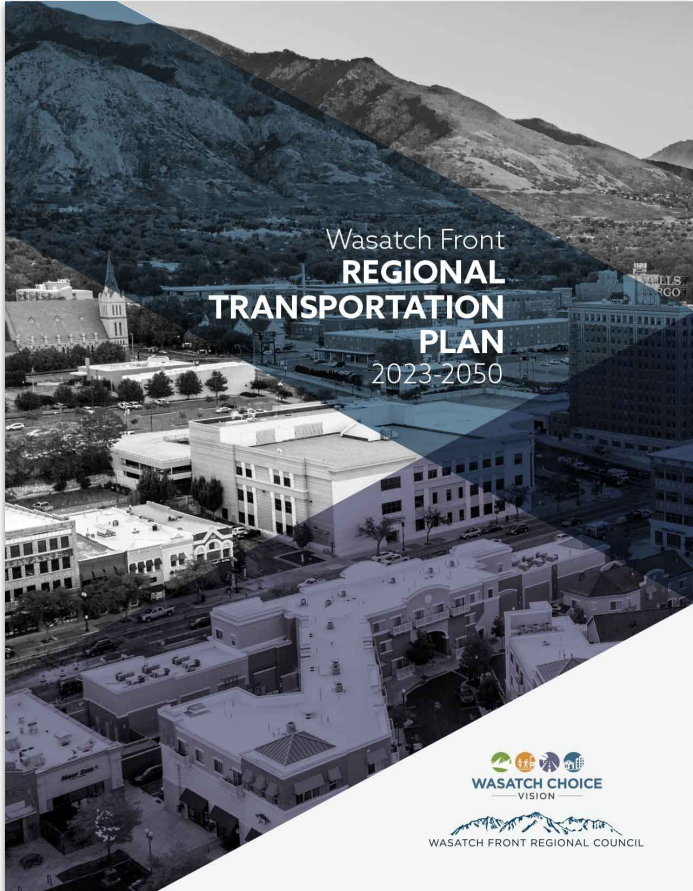


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City and town  
centers



# Regional Transportation Plan Overview



Four-Year  
Cycle



Fiscally  
Constrained



Air Quality  
Conformity



Phase 1  
2027-2036



Phase 2  
2037-2046



Phase 3  
2047-2055



**TRANSPORTATION  
IMPROVEMENT PROGRAM**



**OTHER TOP  
PRIORITIES**



# REGIONAL TRANSPORTATION PLAN

>> What types of projects are in the Plan?



Cities & Counties



UTA



# REGIONAL TRANSPORTATION PLAN

## >> Planning Process



### ASPIRATIONAL BRAINSTORMING

The RTP process begins by considering our land use and population changes and how we can better be connected through walking, biking, riding transit, and driving.

**THIS FALL**

### PREFERRED SCENARIO

A preferred scenario is developed with stakeholder input and technical analysis and will include projects and supporting policies.

**WINTER-FALL 2025**



### PRIORITIZE PROJECTS

Projects are prioritized based on the Wasatch Choice Vision goals and expected available revenue.

**WINTER-FALL 2026**



### FINAL PLAN ADOPTION

The 2027-2055 RTP must conform to air quality standards to be approved by FHWA.

**MAY 2027**



- What transportation is important to business?
- What are the biggest infrastructure impediments to economic growth?
- What places or areas need more transportation emphasis?
- What types of transportation projects are most helpful?
- Where is transportation is working?
- Other “big ideas”?

