
ECONOMIC DEVELOPMENT AND THE WASATCH CHOICE VISION

The way that we design our communities and infrastructure helps to create long-term economic prosperity. As Utah continues to grow, if we coordinate infrastructure investments, development patterns, and economic development site selection and job opportunities, we can create great places where quality of life is high, and the economy can thrive. The [Wasatch Choice Vision](#) — our region’s blueprint for growth — embodies this coordinated approach, and is based on four key strategies that tie directly to economic development:

- 1 By *Providing Transportation Choices*, we support a more productive economy.** A well-functioning transportation system — roads, transit, active transportation and broadband — gives residents access to more job opportunities and helps employers reach more potential customers and workers. Freight also moves more efficiently, which is key for manufacturing, retail, and online fulfillment, and which lowers costs for employers and households.
- 2 By *Supporting Housing Options*, we reduce household expenses.** Offering a variety of housing types and locations improves affordability and helps meet the needs of all of our residents, at varying life stages or income levels. This enhances our ability to retain and attract a quality workforce.
- 3 By *Preserving Open Space*, we help retain and attract a quality workforce.** Ensuring we have easy access to recreational opportunities, including our iconic mountains and also parks and trails woven into the fabric of our communities, improves our quality of life and public health. This helps us retain and attract high-wage businesses and skilled employees who could choose to locate anywhere, especially with increased telecommuting.
- 4 By *Linking Economic Development with Transportation and Housing Decisions*, we support better productivity, have reduced expenses, and are more attractive to employers and residents.** Coordinating the planning and investment in infrastructure with the location of housing choices and centers of jobs and commerce has multiple benefits. It helps people more easily access their desired destinations, because where they live, work, go to school, shop, and receive medical care are better connected. For both employers and households, it means travel distances, times and driving are reduced, which saves money and reduces air pollution. It helps us maintain a low tax burden by maximizing the utility of existing infrastructure.

In short, when we employ the strategies that drive the Wasatch Choice Vision, we promote good mobility, cleaner air, housing affordability, access to opportunities, and overall high quality of life — all of which help to create the conditions for broadly shared long-term economic prosperity.