



ECONOMIC OPPORTUNITY AND THE WASATCH CHOICE VISION

The way we design our communities and infrastructure helps to create long-term economic prosperity. As Utah continues to grow, when 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 opportunity:

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 lowers costs for employers and households.
2. **By supporting *Housing Options*, we reduce household expenses.** Offering a variety of housing types and locations increases supply, improves affordability, and helps meet the needs of all of our residents, at varying life stages and income levels. This enhances our ability to retain and attract a quality workforce and create thriving, stable, diverse communities.
3. **By ensuring ample and convenient *Parks and Public Spaces*, we help retain and attract a quality workforce.** Ensuring we have easy and affordable access to recreational opportunities, including our iconic mountains and parks and trails woven into the fabric of our communities, improves our well-being and public health. This helps retain and attract high-wage businesses and skilled employees who could choose to locate anywhere but locate here for the amenities, especially with the increased telecommuting options many employers are offering.
4. **By creating and enhancing *City and Town Centers*, we bolster increased functionality, vibrancy and sustainability of communities, and become more attractive to employers, workforce, and residents.** Coordinating the planning and investment in infrastructure along 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 for the residents and reduces air pollution.

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.