

UTAHNS' VISION FOR 2050

# JOBS AND ECONOMY



**Envision  
Utah**

*Your Utah,  
Your Future*



## TABLE OF CONTENTS

<i>Introduction</i>	<b>4</b>	<i>Vision for Jobs and Economy</i>	<b>5</b>	<i>Where We Are Today</i>	<b>9</b>
<i>People and Process</i>	<b>11</b>	<i>Utahns' Values</i>	<b>17</b>	<i>Scenario Summaries</i>	<b>21</b>
<i>Survey Results</i>	<b>27</b>	<i>Recommended Strategies</i>	<b>33</b>		



UTAHNS' VISION FOR 2050

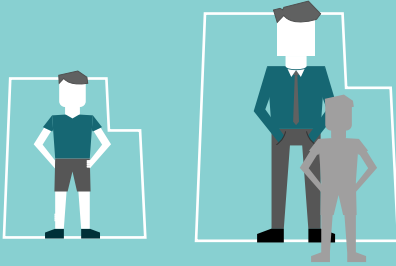
# JOBS AND ECONOMY



YOUR UTAH, YOUR FUTURE

# PROCESS

## UTAH IS GROWING.



### TODAY

*There are three million people living in Utah.*

### 2050

*By 2050 there will be 5.4 million—the population will nearly double in 35 years!*

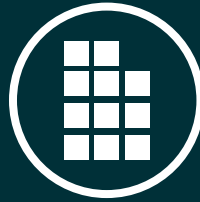
### THAT MEANS

# 2 x the

HOMES    JOBS    SKIERS  
CARS    STUDENTS    FOOD

## OUR GOAL

HELP UTAHNS CREATE A VISION FOR UTAH'S FUTURE



### 11 TOPICS

*Utahns' values guided the selection of 11 topics critical to the future of Utah.*



### UTAHNS' VALUES

*Values studies told us not just what Utahns care about, but why they care about those things.*



### ACTION TEAMS

*Experts from across the state studied the topics and helped shape potential scenarios for the future.*

### SCENARIOS



### 8 ACTION TEAMS

*OF 400 EXPERTS WORKED FOR 18 MONTHS TO DEVELOP POTENTIAL SCENARIOS FOR UTAH'S GROWTH ACROSS EACH TOPIC.*

### YOUR UTAH, YOUR FUTURE SURVEY



### 53,000 UTAHNS

*WEIGHED IN ON EACH TOPIC AND EACH SCENARIO, TELLING US WHAT THEY WANT UTAH TO LOOK LIKE IN 2050.*

### VISION FOR 2050



### A COMBINATION

*OF SURVEY RESULTS, VALUES, AND ACTION TEAM INPUT FORMED A VISION FOR UTAH'S FUTURE.*

*Utahns believe that a strong economy is essential not just for themselves and their families, but for the benefit of the whole community.*

## INTRODUCTION

**NO ISSUE IS MORE IMPORTANT TO UTAHNS THAN HAVING A STRONG ECONOMY THAT PRODUCES PLENTIFUL, GOOD JOBS.** Utahns believe economic prosperity allows them and their families to find good jobs and enjoy a high standard of living. They also believe that a strong economy makes entire communities safer with better improvements and more investment.

**UTAH'S ECONOMY IS AMONG THE STRONGEST AND MOST DIVERSE IN THE NATION.** The state is repeatedly ranked as one of the best states for businesses. Utah's strong economy is a result of strategic decisions made over many years, and the state will continue to thrive only if Utahns continue to plan ahead and make choices that bolster economic success. Prosperity is the result of having the people, infrastructure, cost of living and doing business, and quality of life that attract and foster job and wage growth. The choices Utahns make today concerning issues like education, air quality, transportation, and more will determine the future strength of the state's economy.

YOUR UTAH, YOUR FUTURE

# VISION FOR JOBS AND ECONOMY



## THE VISION

Utahns envision a thriving economy with full employment and family-supporting wages. They want a prosperous, resilient, and diverse economy that enables Utah families to enjoy a high quality of life, financial security, and peace of mind. They see communities that are safer and better in many ways and that are unaffected by joblessness, low wages, or lack of opportunity.



## GOALS

- 1** Ensure Utah is a prosperous place with a strong economy.
- 2** Provide access to plentiful, good jobs with family-supporting wages that allow all Utahns to make a good living and achieve a high quality of life.
- 3** Foster an economy of diverse industries and businesses that is resilient to changes in local, national, and global markets.
- 4** Build a thriving economy that produces plentiful tax revenue to meet state and local needs.



## KEY STRATEGIES

- 1** Foster, retain, and attract a highly educated workforce.
- 2** Foster a variety of businesses and industries.
- 3** Connect Utah to economies throughout the U.S. and the world to avoid being overly dependent on any single economy.
- 4** Significantly improve Utah's air quality.
- 5** Ensure people can afford to live and do business in Utah.
- 6** Ensure convenient movement of people and goods.

For more details on these and other strategies, see the Recommended Strategies section beginning on p. 33.

BACKGROUND:

# WHERE WE ARE TODAY

---



## **A STRONG ECONOMY IS ONE OF THE PARAMOUNT CONTRIBUTORS TO UTAHNS' HIGH QUALITY OF LIFE.**

Today, Utah's economy is one of the strongest in the nation. The state has diverse industries and jobs and has consistently been ranked among the best states to grow a business. In addition, wages and jobs have increased, not only for high-income earners, but also for low- and middle-income workers.

*But economic growth doesn't happen in a vacuum.*

The future of the state's economy will be determined by the decisions Utahns make regarding almost every issue facing the state, including air quality, water, disaster resilience, education, recreation, communities, transportation, energy, and agriculture. Poor air quality, for example, will discourage businesses and employees from locating to the state. Further, if Utahns do not wisely manage and prepare for future water needs, businesses will not have sufficient water to run effectively. And if Utahns do not prepare for catastrophic events, the economy could be diminished or destroyed by a single natural disaster. Providing a good education, on the other hand, will strengthen the

economy because a highly educated workforce attracts employers and facilitates innovation. Ensuring easy access to world-class recreation will also attract jobs and talent, as well as tourists. In addition, Utah's economy will run more efficiently and attract more employers if communities are designed to make it easy for Utahns to access shopping, jobs, and education and for businesses to move goods and provide services. And the success of Utah's energy and agriculture industries will affect overall self-sufficiency and the economy, particularly for rural communities.

Not only is a strong economy the result of Utahns' wise choices, but it also facilitates future good decisions. If Utahns have sufficient means to provide for their families, for instance, they are more likely to have the flexibility to implement technologies and other measures to reduce their water and energy consumption. And when they enjoy high employment rates with good wages and benefits, the state has more funding to invest in education, transportation, and other priorities.

*The Jobs and Economy Action Team and Utah Economic Council rated education as having a bigger impact on Utah's economy than any other issue.*

HOW WE CREATED A VISION:

# PEOPLE AND PROCESS

---

To create a vision for the future of Jobs and the Economy in Utah, a team of experts gathered over a two-year period to share knowledge and extensively research and discuss options for improvement.

Members of the Jobs and Economy Action Team were selected by Governor Gary Herbert and Envision Utah to represent a spectrum of professional experience and political affiliations. Team members included business leaders, legislators, economic development experts, and other experts from across the state. From 2013 to 2015, the action team met to identify Utahns' choices related to the economy, create scenarios for public input, and synthesize a vision for the future. The process of creating this vision also included the following components:

- 1 A 2014 values study. This study was conducted by Heart+Mind Strategies to identify (1) what factors Utahns view as affecting their quality of life the most and (2) the underlying emotions and values tied to those factors. The study concluded that Utahns value a strong economy because it improves communities and their ability to provide for themselves and their families. (More information on the values study can be found in the Utahns' Values section on p. 17.)
- 2 An expert panel. Members of the Jobs and Economy Action Team and the Utah Economic Council took part in an exercise in which they rated 12 topic areas according to their importance to Utah's future economy. They were also asked to evaluate choices specific to each topic, based on the choices' overall economic benefit, amount of investment, return on investment, and effect on rural areas in Utah. The results of this exercise were used to help develop the "Build Your 2050 Utah" web app and the scenarios in the Your Utah, Your Future survey.
- 3 The "Build Your 2050 Utah" web app. This app allowed Utahns to interactively learn about the outcomes of different choices related to jobs and the economy and to identify the choices that are most important to them. More than 3,000 people across Utah gave input, and the information gathered generated the following findings:
  - a) Utahns believe 66% of the state's population should have a postsecondary degree or certification.
  - b) Utahns do not want to increase the number of regulations impacting businesses.
  - c) Utahns would accept a moderate increase in taxes to achieve key economic goals.

The action team used this information to create five different scenarios for the future of jobs and the economy in Utah. The scenarios were based on the choices Utahns could make over the next 35 years concerning education, air quality, transportation, and other issues and included the likely outcomes those decisions would have on the economy by 2050. These scenarios (p. 21) were presented to the public in the Your Utah, Your Future survey in spring 2015, and 52,845 Utahns weighed in.

After receiving public input on the five jobs and economy scenarios, the action team met to frame a vision, including goals and strategies, that matched what Utahns said they wanted for the economy in 2050.

# ACTION TEAM MEMBERS

---

## CHAIRS



**SPENCER P.  
ECCLES**

---

*Managing Director,  
Cynosure Group*



**JEFF  
EDWARDS**

---

*President and CEO,  
Economic Development  
Corporation of Utah*



**NATALIE  
GOCHNOUR**

---

*Associate Dean, University  
of Utah David Eccles  
School of Business*

**Scott Anderson**

*President and CEO, Zions Bank*

**Lane Beattie**

*President and CEO, Salt Lake Chamber*

**Todd Bingham**

*President, Utah Manufacturers Association*

**Jake Boyer**

*President, The Boyer Company*

**Barry Conover**

*Executive Director, Utah State Tax  
Commission*

**Larry Coughlin**

*Boeing*

**Lew Cramer**

*CEO, Coldwell Banker Commercial*

**John Curtis**

*Mayor, Provo*

**Wes Curtis**

*Executive Director of Regional Services,  
Southern Utah University*

**Sophia DiCaro**

*Governor's Office of Economic Development*

**Cheri Farnsworth**

*Executive Director, Mountain West Capital  
Network*

**Karen Gunn**

*Dean, School of Professional & Economic  
Development, Salt Lake Community College*

**Val Hale**

*Executive Director, Governor's Office of  
Economic Development*

**Steve Hammond**

*Director, Integration Strategy & Technical  
Marketing, Adobe*

**Howard Headlee**

*President, Utah Bankers Association*

**Colin Hilton**

*President, Utah Olympic Legacy Foundation*

**Justin Jones**

*Salt Lake Chamber*

**Karen Mayne**

*Utah Senate*

**Ronda Menlove**

*Utah House of Representatives*

**Michael Merrill**

*Salt Lake Chamber*

**Claudia Nakano**

*Director, Utah Office of Multicultural Affairs*

**Stan Nakano**

*Utah District Director, U.S. Small Business Administration*

**Richard Nelson**

*President and CEO, Utah Technology Council*

**Bill Okland**

*President, Okland Construction*

**Randy Okland**

*Board Chairman, Okland Construction*

**Aaron Osmond**

*Utah Senate*

**Dinesh Patel**

*Utah Science and Technology Research*

**Jon Pierpont**

*Executive Director, Department of Workforce Services*

**Brian Shiozawa**

*Utah Senate*

**Shirlee Silversmith**

*Director, Utah Division of Indian Affairs*

**Ryan Smith**

*CEO, Qualtrics*

**Val Snyder,**

*President, L-3 Communications*

**Jerry Stevenson**

*Utah Senate*

**Kevin Sullivan**

*Utah Defense Alliance*

**Kimball Thomson**

*President and CEO, BioUtah*

**Vicki Varela**

*Managing Director, Utah Office of Tourism*

**Brad Wilson**

*Utah House of Representatives*

**Seth Winterton**

*Deputy Director, Utah's Own*





WHY JOBS AND ECONOMY MATTER:

# UTAHNS' VALUES

---

In 2014, Envision Utah conducted a statewide values study to identify (1) what factors Utahns view as affecting their quality of life the most and (2) the underlying emotions and values tied to those factors.

**UTAHNS PRIORITIZE  
JOBS AND THE  
ECONOMY ABOVE ANY  
OTHER ISSUE.**

Utahns want a strong economy that allows them and their children to earn a good living and that helps create a secure, self-sufficient, and prosperous state. Although Utahns care about what a strong economy can do for them personally, they place even greater value on the benefits it offers to their communities and to the state as a whole. To strengthen the economy and create more jobs, Utahns value economic development strategies that attract businesses to the state. They believe having a strong economy will result in safer neighborhoods and community improvements like better parks, trails, and schools, as well as attractive yards and houses. This leads in turn to a stronger sense of community and security. Though Utahns most value this sense of community, they also value having higher wages that allow them to save more money and better provide for themselves and their families. In addition, with a strong economy, Utahns' children can choose to stay close to home because jobs are more likely to be available where they want to live. Utahns also believe that earning more money will allow them to experience less stress and have a higher quality of life, which will lead to a sense of enjoyment, security, and freedom.

## JOBS AND ECONOMY AND SECURITY



*“I want a strong economy because more jobs and low unemployment lead to community improvements and safer neighborhoods, which result in better communities that give me a sense of security.”*

## JOBS AND ECONOMY AND PEACE OF MIND



*“A strong economy allows me to earn and save more money so I can take care of myself and my family. It also means that my children can more easily find a job and choose to stay close to home. This reduces stress and contributes to a higher quality of life, giving me a sense of security, freedom, and peace of mind.”*

CHOICES FOR THE FUTURE:

# SCENARIO SUMMARIES

---

The following scenarios were created with the expert advice of the Jobs and Economy Action Team to represent possible outcomes for Utah's economy in 2050. These five scenarios differed in what choices were made over the next 35 years regarding other topic areas of Your Utah, Your Future, including:

- Education levels
- Air quality
- Transportation and housing costs

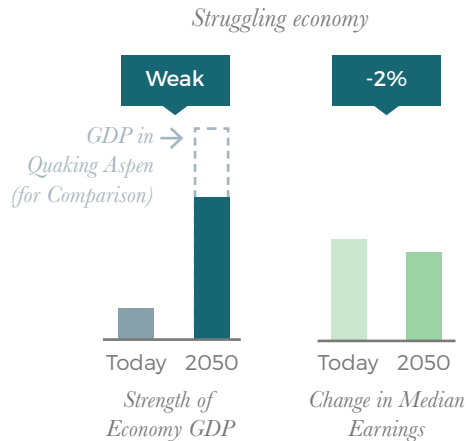
- Energy costs
- Recreation

The scenarios were presented to the public as part of the Your Utah, Your Future survey in spring 2015.

The scenarios were titled Allosaurus, Bonneville Trout, Seagull, Quaking Aspen, and Segó Lily (the state fossil, fish, bird, tree, and flower).

**56% OF UTAHNS SELECTED THE  
QUAKING ASPEN SCENARIO.**

## ALLOSAURUS SCENARIO



Though Utah's economy is strong and diverse now, by 2050 our economy is no longer competitive with other states and regions. The results of our decisions on a variety of issues weaken our ability to attract and retain businesses and employees:

- Educational performance falls behind other states and countries. 43% of Utahns have a degree or certificate beyond high school.
- Air quality declines as we grow and does not meet health standards.
- Transportation distances are longer for people, goods, and services.

- Housing is less affordable, and household transportation costs are higher.
- Recreational facilities are crowded, adversely affecting both residents and tourists.
- Agriculture declines as farmland and water are sold off.

However, the following increase our ability to attract and retain businesses and employees:

- Energy costs remain low.
- Public lands produce more economic benefits.

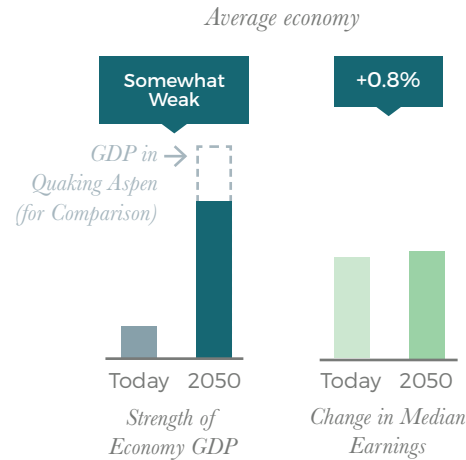
### RESULTS:

- Economy is weak.
- Average incomes are low.
- Tax revenues are low and may not meet increased demand for services or other state needs.
- Young Utahns cannot find good jobs and must leave.
- Poverty, including intergenerational poverty, increases, as does demand for public assistance.

## RESULTS:

- Economy is somewhat weak.
- Average incomes are somewhat low.
- Tax revenues are somewhat low and may not meet increased demand for services or other state needs.
- Some young Utahns cannot find good jobs and must leave.
- Poverty, including intergenerational poverty, slightly decreases, as does demand for public assistance.

## BONNEVILLE TROUT SCENARIO



Though Utah's economy is strong and diverse now, by 2050 our economy is less competitive with other states and regions. The results of our decisions on a variety of issues somewhat weaken our ability to attract and retain businesses and employees:

- Educational performance improves in other states and countries but not here. 47% of Utahns have a degree or certificate beyond high school.
- Air quality declines as we grow and does not meet health standards.
- Transportation distances are longer for people, goods, and services.

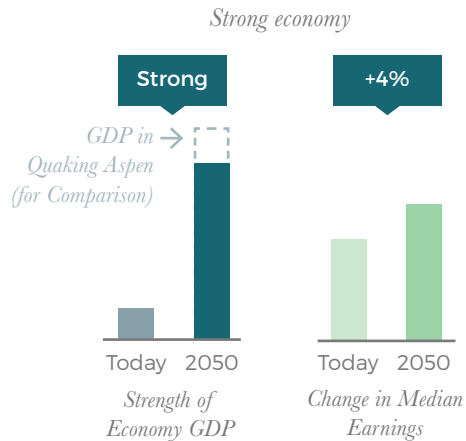
- Housing is somewhat less affordable, and household transportation costs are high.
- Recreational facilities are crowded, adversely affecting both residents and tourists.
- Agriculture declines somewhat as farmland is sold off.
- Public lands do not produce more economic benefits than today.

However, the following increases our ability to attract and retain businesses and employees:

- Energy costs remain low.



## SEAGULL SCENARIO



By 2050, Utah's economy is strong and diverse, and we remain competitive with other states and regions. The results of our decisions on a variety of issues keep the state attractive to businesses and employees:

- Educational performance improves. 53% of Utahns have a degree or certificate beyond high school.
- Air quality improves and barely meets health standards.
- Housing costs remain generally affordable.
- Recreational facilities meet the growing demand of residents.

- Agricultural production is similar to today but provides more local foods.
- Energy costs remain low.
- Public lands produce more economic benefits.

However, the following weaken our ability to attract and retain businesses and employees:

- Transportation distances are longer for people, goods, and services.
- Household transportation costs are somewhat high.

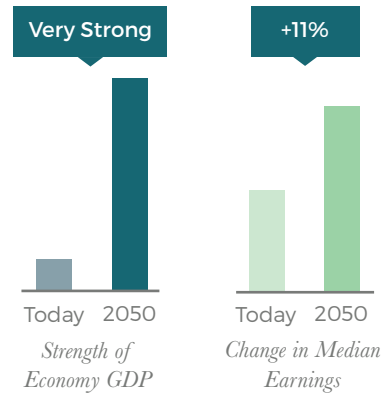
### RESULTS:

- Economy is strong.
- Average incomes are moderate.
- Tax revenues are moderate.
- Young Utahns can generally find good jobs.
- Poverty, including intergenerational poverty, decreases, as does demand for public assistance.

## RESULTS:

- Economy is very strong.
- Average incomes are high.
- Tax revenues are high.
- Young Utahns can generally find a broad range of high-quality jobs.
- Poverty, including intergenerational poverty, significantly decreases, as does demand for public assistance.

## QUAKING ASPEN SCENARIO

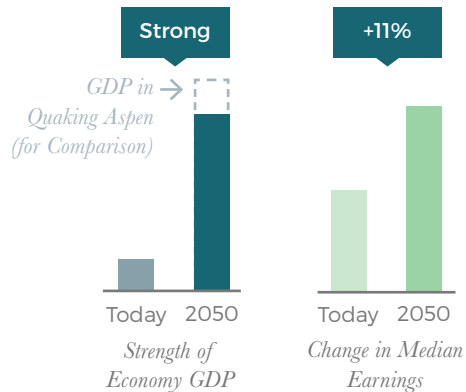
*Very strong economy*

By 2050, Utah's economy is strong and diverse, and we become an international economic powerhouse. We leverage our unique language skills to become more connected with the world, and we welcome the world to Utah. The results of our decisions on a variety of issues make the state very attractive to businesses and employees:

- Educational performance improves significantly. 66% of Utahns have a degree or certificate beyond high school.
- Air quality significantly improves and is significantly cleaner than health standards.
- Transportation distances remain reasonable for people, goods, and services; Utah is a transportation hub, with more international flights and high-speed trains that connect us to other western cities and more international flights.
- Housing and household transportation costs remain affordable.
- Recreational facilities meet the growing demand of residents, and tourism booms.
- Agriculture becomes a stronger industry and provides more local foods.
- Energy costs are moderate.
- Public lands produce more economic benefits.

## SEGO LILY SCENARIO

*Strong economy*



By 2050, Utah's economy is strong and diverse, and we remain competitive with other states and regions. The results of our decisions on a variety of issues keep the state attractive to businesses and employees:

- Educational performance improves significantly. 66% of Utahns have a degree or certificate beyond high school.
- Air quality significantly improves and is significantly cleaner than health standards.
- Transportation distances remain reasonable for people, goods, and services.
- Housing and household transportation costs remain affordable.

- Recreational facilities meet the growing demand of residents.
- Agricultural production is similar to today but provides more local foods.

However, the following weaken our ability to attract and retain businesses and employees:

- Energy costs are high.
- Public lands produce fewer economic benefits; however, an increase in wilderness draws some businesses and employees.
- Lack of water decreases green landscaping in urban areas and limits growth in southwest Utah.

### RESULTS:

- Economy is strong.
- Average incomes are high.
- Tax revenues are moderate.
- Young Utahns can generally find good jobs.
- Poverty, including intergenerational poverty, decreases, as does demand for public assistance.

YOUR UTAH, YOUR FUTURE

# SURVEY RESULTS

---

In April and May 2015, 52,845 Utahns shared their voice through the Your Utah, Your Future survey. Participants chose their favorite scenarios for jobs and the economy and other topics. After choosing their favorite scenarios, survey participants had the option to answer a series of questions to prioritize jobs and the economy among other issues and determine the most important outcomes related to jobs and the economy. The survey results were cross-checked against a random-sample survey to ensure they represented the desires and opinions of Utahns.

1

## WHAT UTAHNS WANT FOR JOBS AND THE ECONOMY

---

The majority of Utahns chose one of the two jobs and economy scenarios that result in the strongest economies. Both these top scenarios include a strong commitment to improving education in order to produce the highly educated workforce needed to have a robust and diverse economy. 56% chose Quaking Aspen, in which Utah's economy produces an abundance of good jobs with family-supporting wages through greater global connection, a larger focus on producing economic benefits from public lands, and other actions. Another 27% of Utahns preferred the Segoe Lily scenario with an economy that's not quite as strong, but with a greater focus on the environment and less international emphasis.

2

## WHY UTAHNS WANT IT

---

When it comes to jobs and the economy, the most important outcome to Utahns is ensuring a strong economy that provides plentiful, good jobs and high wages. They also want the economy to generate enough revenue to spend on needs such as education and infrastructure. Having a strong economy is more important to Utahns than limiting how much they pay in taxes. Ensuring the economy does not attract additional population growth was rated the lowest in terms of importance.

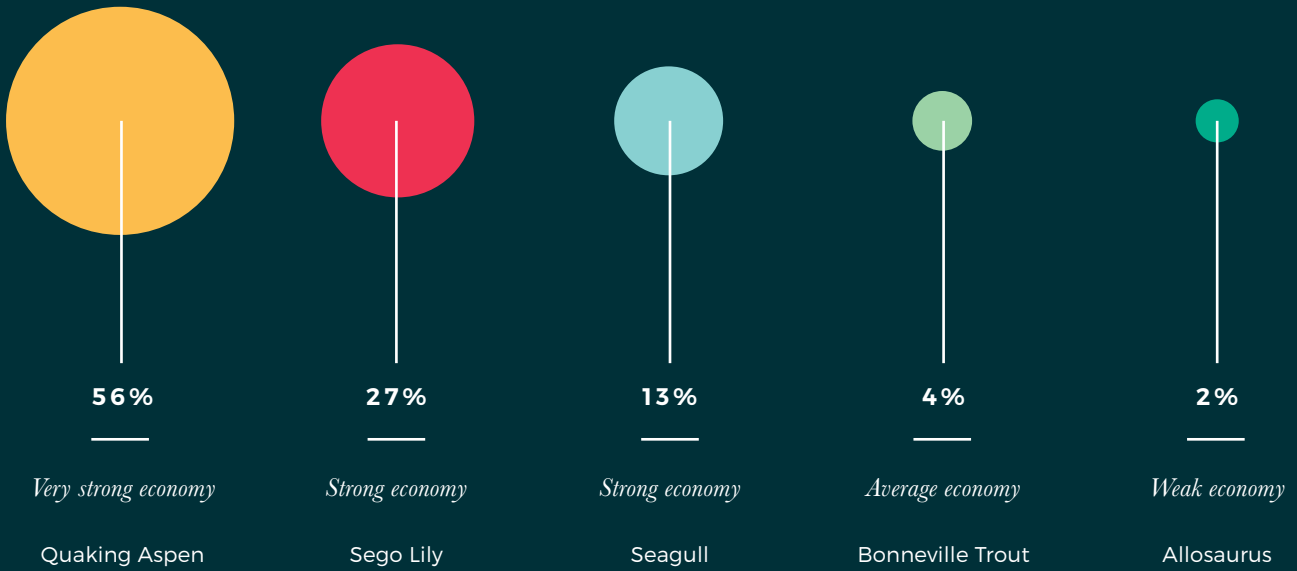
3

## WHAT UTAHNS ARE WILLING TO DO

---

A strong economy is the result of decisions and actions across many topics, and Utahns are willing to take actions in other topics that would drive a strong economy. In terms of education, Utahns are willing to increase taxes for education funding if they know the funds will be spent strategically on effective, proven strategies. Utahns are willing to do what it takes to improve air quality. They are willing to shape their communities to make travel convenient and keep the cost of living low. They are also willing to use public lands for energy production and grazing if they're done in ways that are protective of ecosystem and watershed health.

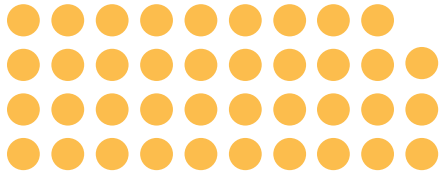
## WHAT UTAHNS WANT



## WHY UTAHNS WANT IT

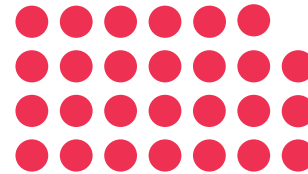
(OR WHAT OUTCOMES UTAHNS EXPECT FROM JOBS AND THE ECONOMY)

*Survey participants were asked to allocate 100 points across these outcomes based on which they considered most important.*



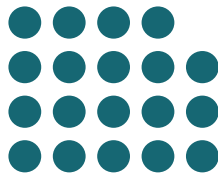
39%

*Ensuring Utah's economy is strong so that we have plentiful, good jobs and high wages*



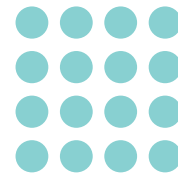
27%

*Ensuring Utah's economy is strong so that it provides a lot of tax revenue to spend on our needs*



19%

*Limiting how much we spend in taxes and other resources*

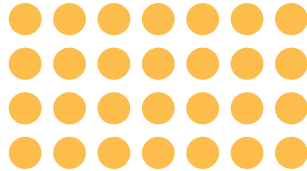


16%

*Ensuring that a strong economy doesn't attract additional population growth*

## OUTCOMES UTAHNS EXPECT FROM OTHER ISSUES THAT WOULD AFFECT JOBS AND THE ECONOMY

### EDUCATION

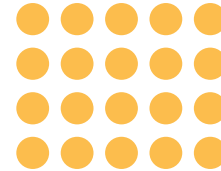


28%

*Having an educated workforce  
that drives a strong economy*

The most important outcome Utahns expect from education is having an educated workforce to drive a strong economy.

### RECREATION



20%

*Maximizing economic benefits  
to Utah through tourism*

The most important outcome Utahns expect from recreation is the economic benefit of tourism.

### AIR QUALITY

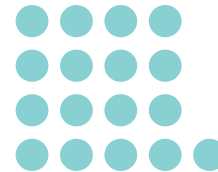


16%

*Reducing total pollution and  
its impact on our economy*

One of the most important outcomes Utahns expect from improved air quality is a reduction in the negative impacts of air pollution on the state's economy.

### AGRICULTURE



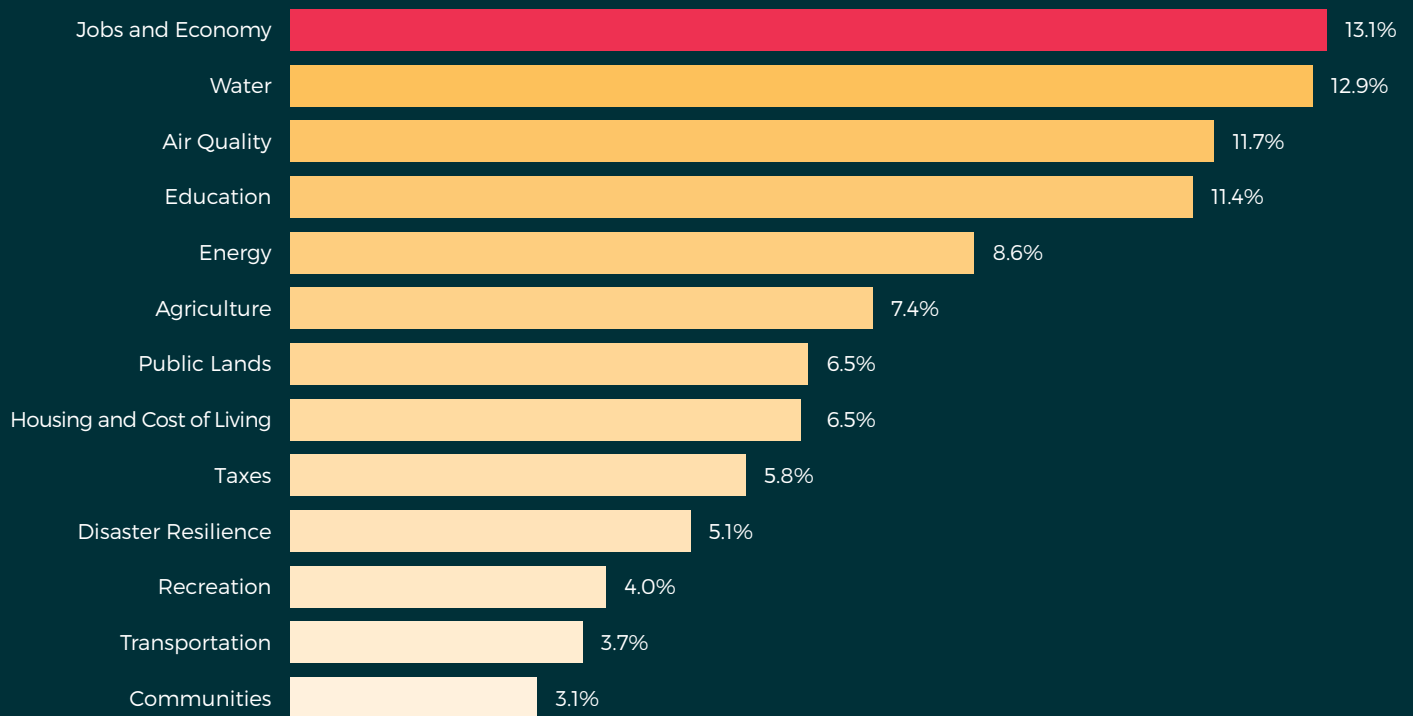
17%

*Improving rural Utah's  
economy*

An important outcome Utahns expect from agriculture is improving the rural economy.



## LEVEL OF CONCERN FOR THE FUTURE



Jobs and the economy are Utahns' top concerns for the future. While all issues have an effect on the economy, the Jobs and Economy Action Team and the Utah Economic Council describe Utah's economy as being impacted by education more than by any other issue.

The survey asked Utahns to weight the topics based on their importance in light of Utah's population growth. This resulted in a share of 100 points being allocated to each topic according to the average level of concern for that topic.

REALIZING THE VISION:

# RECOMMENDED STRATEGIES

---

The strong, robust economy that Utahns envision for the future will be the result of many decisions and actions across many topics. Most of the strategies on the following pages propose steps that will need to be taken in other topics addressed in the Your Utah, Your Future vision. For more detailed information on those specific strategies and others, please see the Your Utah, Your Future visions for those topics or visit [envisionutah.org](http://envisionutah.org).

## 1 **Ensure Utah has a highly educated workforce by implementing proven education improvement strategies that are backed by significant and stable funding.**

See education vision.

## 2 **Ensure Utah's economy is resilient to local, national, and international economic changes.**

- a) Ensure a diverse economy that is not overly reliant on any one industry.
- b) Connect Utah's economy to other economies throughout the U.S. and the world to avoid becoming overly dependent on any single economy.
- c) Improve Utah's resilience to disasters to avoid long-term devastating economic impacts.

## 3 **Significantly improve Utah's air quality, and maintain clean air year-round and for decades to come, despite population growth.**

See air quality vision.

## 4 **Develop and pursue a balanced, comprehensive economic development strategy to strengthen and protect existing industry clusters while aggressively pursuing the establishment of new clusters.**

- a) Regularly update the economic development strategy.

### SOME BENEFITS OF IMPROVING EDUCATION AND ENSURING A HIGHLY EDUCATED WORKFORCE:

---

- Increases Utahns' earning potential and improves job prospects, which allow Utahns to achieve a better quality of life for themselves and their children
- Ensures the workforce meets the needs of a wide range of employers
- Increases likelihood that people will be civically engaged through voting and volunteering
- Reduces the amount of money needed for social services, as the population is better equipped to succeed in the workforce

### SOME BENEFITS OF IMPROVING UTAH'S AIR QUALITY:

---

- Ensures Utah remains attractive to businesses and employees
- Cleans the air sufficiently to accommodate new, or the expansion of existing, businesses
- Improves the health of Utahns

**SOME BENEFITS OF MAINTAINING AFFORDABLE HOUSING AND COST OF LIVING:**

---

- Attracts and retains businesses and their employees
- Ensures that Utahns and their children can afford to stay and live in Utah
- Allows Utahns to spend more on other goods and services, as well as save for the future
- Ensures low-wage earners can afford to live in good neighborhoods with access to jobs, good schools, and healthcare

**5 Maintain affordable housing and cost of living.**

See housing and cost of living vision.

**6 Ensure everybody has full and equal access to the opportunities that will help them succeed.**

- a) Ensure all Utahns have access to a high-quality education.
- b) Maintain an affordable cost of living by providing a variety of housing and convenient transportation options that reduce household costs.
- c) Improve opportunities for all Utahns to live in safe communities that have a healthy environment, and provide easy access to services and amenities such as good schools, healthcare, recreation, healthy food, shopping, jobs, etc.
- d) Reduce concentrations of poverty by providing better access to transportation, jobs, housing, and other services across Utah.

## 7 Ensure that people and goods can conveniently travel throughout Utah and connect to places outside the state.

- a) Maintain and improve the convenience of taking public transportation, driving, walking, and biking.
- b) Locate jobs and educational opportunities near high-speed transportation, so Utahns can easily access them.
- c) Encourage housing to be built near employment and civic centers, downtowns, public transportation, and schools.
- d) Make Utah a transportation hub, with many flights and high-speed transportation options that connect Utah to other cities, states, and nations.
- e) Address the needs of the growing freight industry (air, rail, and truck).

See transportation and communities vision.

## 8 As metropolitan areas grow, ensure land is preserved for businesses and industries.

- a) Preserve large sites for clusters of businesses and their supporting suppliers and customers.
- b) Preserve sites for manufacturing, distribution, and other businesses that require large parcels of land.
- c) Consider the location of existing and potential future businesses when planning infrastructure and communities.
- d) Develop town, business, and industrial centers on regional transportation corridors.

See transportation and communities vision.

### SOME BENEFITS OF ENSURING CONVENIENT MOVEMENT OF PEOPLE AND GOODS:

- 
- Reduces household transportation costs
  - Reduces costs and improves efficiency for businesses
  - Attracts businesses that ship goods around the country and the world
  - Attracts employers and employees by providing a high quality of life
  - Fosters international tourism and increases visitor spending
  - Establishes Utah as a regional hub, drawing jobs, employees, and economic activity from around the West

#### SOME BENEFITS OF ENSURING GOOD ACCESS TO RECREATION:

---

- Ensures Utahns have access to recreational opportunities they consider essential to their high quality of life
- Draws employers and jobs to Utah
- Stimulates the economy as tourism brings money into the Utah

#### SOME BENEFITS OF FOSTERING AGRICULTURE AS A VALUED INDUSTRY:

---

- Improves the economy in rural areas of the state
- Improves the ability to eat locally grown food

#### SOME BENEFITS OF DIVERSIFYING ENERGY SOURCES WHILE KEEPING ENERGY COSTS LOW:

---

- Keeps household and business costs affordable
- Makes Utah attractive to businesses
- Produces jobs and revenue from Utah's diverse energy resources
- Improves air quality

### **9 Ensure residents and tourists have good access to recreational facilities.**

See recreation vision.

### **10 Foster agriculture as a valued industry.**

See agriculture vision.

### **11 Keep energy costs relatively low, while diversifying energy sources and becoming more energy self-sufficient.**

See energy vision.

### **12 Ensure Utah has an affordable, long-term water supply.**

See water vision.

### **13 Responsibly use public lands to benefit the economy, particularly by preserving the lands' natural beauty and by promoting outdoor recreation and energy development.**

See public lands vision.

**PRINTED LOCALLY BY PRESTO PRINT, THE SALT LAKE CHAMBER'S 2015 SMALL BUSINESS OF THE YEAR.**

