

# Air Quality & Economic Development in Utah



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# Site Selection Process

# Corporate Recruitment/Expansion



## Typical Site Information Requested

- Demographics
- Real Estate Opportunities
- Labor Market Profile
- Tax Information
- Utilities/Infrastructure
- Cost of Living Data
- Incentives
- Competition
- Education
- Transportation
- Local Contacts

# Most Important Selection Criteria



- Economic factors – overall cost of doing business
- Economic stability of local community and region
- Predictability of regulatory environment
- Predictability of taxation environment
- Workforce quality and availability
- Quality of life

# Quality of Life Matters to Business



- Major selection factor for companies that are relocating employees
- Especially important for executive moves
- Important to employee retention
- Can be very important to company image
  - Shareholders
  - National and international media
- Every state says they have it

# Air Quality impacts Econ Devel



- Sensitivities of particular industries to AQ issue
  - Outdoor Recreation & Outdoor Products
  - Renewable Energy ‘Clean Tech’
  - Life Science – medical devices, biotechnology
- Growing trend to include AQ in site process
  - Project Aspire – Food manfg, 600 jobs, \$180M
  - Sustainability, AQ are now selection criteria
- Poor Air Quality has cost us jobs
- Our desirability as a business destination is linked to our natural setting

We have a problem

# Our Mission: Grow Economy



- Need for new jobs for growing population
- Communities desire to grow in economically sustainable ways
- Impact of current practices at projected growth rates -land use, transportation, air quality
- Striking the proper balance between environmental policy and economic growth
- Future desirability of Utah as a location for new companies is in jeopardy
- We admit we have the problem

We have a problem  
&  
We know how to fix it

# Things we are doing today



- UCAIR – AQ grants & loans for small biz
- UTA – great system making difference
- Envision Utah – regional planning impacts AQ
  - Your Utah, Your Future
- Strong sustainability programs at state/communities
  - Clear the Air Challenge- Salt Lake Chamber
  - City & State Sustainability Directors
- Wireless power technology at USU
- State vehicle procurement & operation
- Funding support for unique-to-Utah AQ research
- Conversion to ‘Tier 3’ cars & fuels
- Governor support and good dialog in legislature in 2014

# New ideas for 2014

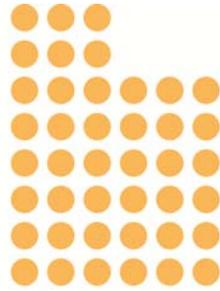


- Expand base funding for UTA = more buses
- Create Natural Gas vehicle fueling corridors
- Natural Gas to Ethanol production for E85 'FlexFuel'
- Incentives for commercial fleet conversion
- Incentives for employers – transit passes, car pooling
- Help communities accelerate AQ programs:
  - Idle reduction, HOV lanes, employment planning, fleet modernization and conversion
- Add AQ bonus to state & local business incentives

# Business Meets Mountains



ECONOMIC DEVELOPMENT CORPORATION OF UTAH



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