

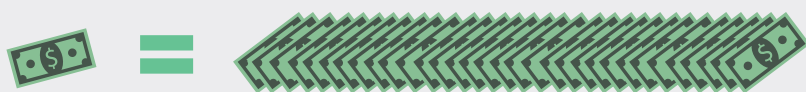
PROSPERITY **2030**

**THE GOAL** REDUCE  
EMISSIONS IN UTAH BY  
**50% BY 2030**

**WHY?**

FOR OUR ECONOMY  
AND OUR KIDS.

EVERY \$1 INVESTED INTO  
CLEANING OUR AIR RESULTS IN  
\$32 OF ECONOMIC GROWTH\*



**2** DID YOU KNOW  
THE AVERAGE  
UTAHN LOSES  
**YEARS OF LIFE  
EXPECTANCY\***

**&**

**1/4** OF OUR STATE'S POPULATION  
CAN EXPECT TO DIE >5 YEARS  
EARLIER **DUE TO OUR POOR  
AIR QUALITY?\***

## THREE MAJOR PROGRAMS

**1**

A NEW **MOTOR VEHICLE**  
REGISTRATION PLAN TO  
REDUCE EMISSIONS BY 50%



CREATES A NEW FUND  
TO HELP LOW INCOME  
RESIDENTS AFFORD  
CLEAN VEHICLES

**2**

50% REDUCTION FROM **HOMES AND  
BUILDINGS** THROUGH NEW BUILDING  
STANDARDS, AS WELL AS A PROGRAM  
FOR NEW BUILDINGS TO **OFFSET  
EXISTING POLLUTION**

**1** TO **1.1**

**3**

A NEW, SIMPLIFIED  
PROGRAM WITH TRADING  
TO ACHIEVE 50% REDUCTION  
FROM **POINT SOURCES**

**ASTHMA FUND**

HOLDS POLLUTERS RESPONSIBLE  
FOR PAYING FOR MEDICAL EXPENSES  
CAUSED BY POLLUTION

**LEARN MORE AT PROSPERITY2030.ORG**

\*health and economic data from Isabella M. Errigo et al., "Human Health and the Costs of Air Pollution in Utah,"  
2020, <https://pws.byu.edu/costs-of-air-pollution-byu-1-1-pdf>