

# Fiscal Year 2018 Goals

## Collaboratively develop long- and short-range plans and programs, and assist local communities to implement those plans.

- Work with members, partners, and stakeholders to develop the Wasatch Choice 2050 Vision to integrate regional transportation, land use, and economic development.
  - » Continue to develop the 2019-2050 Regional Transportation Plan (RTP).
    - Adopt the preferred transportation/land use scenario for 2050.
    - Initiate the prioritization of road, transit, and active transportation projects by phase and financial constraints.
    - Collaborate with UDOT, UTA, MAG, and Utah's other MPOs to continue to develop the 2019-2050 Utah's Unified Transportation Plan.
  - » Develop the 2019-2024 Transportation Improvement Program (TIP).
    - Allocate funding to priority road, transit, and active transportation projects.
    - Provide funding and technical support to local communities through WFRC programs, including the Surface Transportation Program (STP), Congestion Mitigation and Air Quality Program (CMAQ), and Transportation Alternatives Program (TAP).
    - » Develop community and economic development plans and strategies.
      - Update the regional Comprehensive Economic Development Strategy (CEDS).
      - Provide funding and technical support to local communities through WFRC programs, including the Transportation and Land Use Connection Program (TLC), Community Development Block Grant (CDBG), and Wasatch Front Economic Development District (WFEDD).
- Utilize a performance-based approach for WFRC plans and programs, including measures, targets, and reporting, based on the adopted Wasatch Choice 2050 goals.
- Continuously improve technical capabilities, including:
  - » Integrate bicycle forecasting into modeling.
  - » Explore and plan for disruptive technologies, including shared, electric, and autonomous vehicles.
  - » Refresh the Wasatch Choice Toolbox of best practices and performance evaluation tools.
  - » Launch the new, easily navigable WFRC website with access to enhanced maps and data.

## Support transportation and related land use and economic development policy-making and projects.

- Provide subject-matter expertise to federal, state, and local officials regarding transportation funding and policies, including the Transportation Governance and Funding Task Force and Utah Life Elevated 2020. Promote outcomes that are consistent with our organizational mission, e.g., planning and funding for multi-modal solutions, ensuring collaboration, maintaining strong local and regional voice in decision-making.
- Participate in regionally significant transportation-related projects and studies including the Central Wasatch Commission, Point of the Mountain Development Commission, Box Elder Transit Analysis, First/Last Mile TIGER Grant, Ogden-WSU and Davis-SLC Bus Rapid Transit, and others.

## MISSION STATEMENT

The Wasatch Front Regional Council builds consensus and enhances quality of life by developing and implementing visions and plans for a well-functioning multi-modal transportation system, livable communities, a strong economy, and a healthy environment.

## ROLES

To accomplish our mission, the Wasatch Front Regional Council serves the following roles.

### Convener

We facilitate collaboration with our communities and partners.

### Technical Expert

We are trusted subject-matter experts.

### Planner

We proactively plan for the future of our region.

### Implementer

We put visions and plans into action.

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- Assist with the identification and evaluation of transportation-related air quality strategies.
  - Communicate the benefits of implementing the Wasatch Choice 2050 Vision and Utah's Unified Transportation Plan.

**Strive for organizational excellence.**

- Create a work environment that maximizes the job satisfaction, productivity, and retention of an excellent staff.
- Review and update personnel policies.
- Refine employee performance evaluation process by enhancing integration of WFRC mission and roles and annual goals.
- Maintain budget stability and use resources prudently and efficiently.
- Ensure compliance with applicable laws, regulations, and best practices.
- Move WFRC offices to a more central, accessible location.