

Fiscal Year 2019 Goals

Collaboratively develop and implement the Wasatch Choice 2050 Vision for regional transportation, land use, and economic development.

- **Adopt the 2019-2050 Regional Transportation Plan (RTP)**, including the prioritization of road, transit, and active transportation projects by phase, financial constraints, and land use and development assumptions (adopt spring/summer 2019).
- **Develop the 2019-2050 Utah's Unified Transportation Plan**, in collaboration with transportation agency partners (adopt summer/fall 2019).
- **Develop the 2020-2025 Transportation Improvement Program (TIP)**, compiling prioritized road, transit, and active transportation projects (adopt summer 2019).
- **Adopt an updated regional Comprehensive Economic Development Strategy (CEDS)**, working through the Wasatch Front Economic Development District (WFEDD) (adopt spring 2019).
- **Implement Wasatch Choice 2050 Vision by providing resources and technical support to communities** through programs, including Surface Transportation Program (STP), Congestion Mitigation and Air Quality (CMAQ) Program, Transportation Alternatives Program (TAP), Community Development Block Grant (CDBG), and Transportation and Land Use Connection Program (TLC) (approve awards spring/summer 2019).
- **Refine the performance-based approach for WFRC plans and programs**, including measures, targets, progress monitoring, and reporting, based on the adopted Wasatch Choice 2050 goals.
 - » Enhance use of “access to opportunity” as a measure for planning and programming.

Advance transportation, land use, and economic development policy-making and projects.

- **Provide subject-matter expertise to federal, state, and local officials and policymakers** regarding transportation funding and policy, as well as related land use and economic development considerations. Promote approaches and outcomes that are consistent with WFRC’s organizational mission, e.g., collaboration; multi-modal solutions; integration of transportation, land use, and economic development; and strong local and regional voice in decision-making. Key subject areas include the following.
 - » Impacts of growth on transportation and housing.
 - » Implementation of Senate Bill 136.
 - » Reauthorization of federal transportation funding and policies.
 - » Potential timing and impact of disruptive trends (e.g., demographics, land use, and markets) and technologies (e.g. connected, autonomous, shared, and electric mobility options).
- **Engage and inform stakeholders regarding the challenges and opportunities of growth.** Convene communities and partners, provide high-quality data and analysis, collaboratively develop strategies, and support communities with technical and financial resources.
- **Participate in transportation-related projects and studies** including, but not limited to, the Point of the Mountain Development Commission, Central Wasatch Commission, Box Elder Transit Analysis, Ogden BRT/TOD, Davis-SLC Bus Rapid Transit, and Northwest Quadrant/Inland Port.

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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- **Improve air quality** by assisting communities and partners in their efforts to reduce mobile source emissions.

Strive for organizational excellence.

- Move **WFRC offices** to a more central, accessible location (fall 2018).
- Create a work environment that maximizes the job satisfaction, productivity, and retention of an **excellent staff**. Ensure that the employee performance evaluation process provides meaningful constructive feedback to employees and identifies priority professional development opportunities and expectations.
- Continuously improve the quality, impact, and awareness of WFRC's **technical and analytical capabilities**, and utilize those capabilities to help our region and communities.
- Maintain **budget** stability and use resources prudently and efficiently.
- Ensure **compliance** with applicable laws, regulations, and best practices.