

# Fiscal Year 2021 Goals

1. Collaboratively advance the Wasatch Choice Regional Vision as a framework for integrating transportation, land use, and economic development, to best address growth-related opportunities and challenges
  - a. Support local communities to update their plans for growth and development.
    - Help communities to: (i) integrate their local transportation, land use, housing, and economic development plans; (ii) align with the Wasatch Choice Regional Vision; (iii) satisfy statutory requirements; and (iv) manage funding challenges, all while addressing community concerns.
    - Provide high-quality data and analysis, advice, and technical and financial resources.
    - Update the Wasatch Choice Regional Vision to reflect significant local planning and development decisions.
    - Engage, inform, and facilitate collaboration among local governments, transportation agencies, and other public and private sector stakeholders.
  - b. Communicate the needs and benefits of investment in Utah's multi-modal transportation system as reflected in Utah's Unified Transportation Plan 2019-2050.
2. Effectively administer ongoing plans and programs
  - a. Refine the performance-based approach for WFRC plans and programs, with a focus on (i) monitoring and sharing progress towards the adopted Wasatch Choice goals; (ii) streamlining and furthering the utilization of performance measurement; and (iii) using "access to opportunities" as a measure for planning and programming.
  - b. Continue development of the 2023-2050 Regional Transportation Plan (RTP), including enhanced consideration of (i) planning/ environmental linkages; (ii) multi-modal project prioritization; (iii) policy approaches to complement planned investments; (iv) innovative funding and financing strategies; and (v) external forces including technological innovations (e.g. connected, autonomous, shared, and electric mobility options).
  - c. Develop the 2022-2027 Transportation Improvement Program (TIP), compiling prioritized road, transit, and active transportation projects (adopt summer 2021).
  - d. Provide funding and technical support to communities through WFRC programs including: Surface Transportation Program (STP), Congestion Mitigation and Air Quality Program (CMAQ), Transportation Alternatives Program (TAP), Community Development Block Grant (CDBG), and Transportation and Land Use Connection Program (TLC) (project approvals spring 2021).
  - e. Implement the regional 2018-2023 Comprehensive Economic Development Strategy (CEDS), linking economic development with transportation and land use planning, working through the Wasatch Front Economic Development District (WFEDD).

## 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.

### 3. Provide subject-matter expertise to federal, state, and local officials and policymakers

- a. Work with national associations and Utah partners to advance reauthorization of federal transportation funding and policies, focusing on multi-modal funding stability with continued strong local and regional voice.
- b. Evaluate infrastructure funding and financing strategies at the state, regional, and local level.
- c. Enhance forecasting and modeling of travel behavior and land use markets, including: (i) prepare for 2022 Household Travel Survey; and (ii) improve modeling of transportation mode choices and impact of urban form on travel behavior.
- d. Collaborate with UDOT and other stakeholders to refine transportation project prioritization processes.
- e. Participate in regionally significant transportation and growth-related projects and activities including but not limited to: major development plans (Point of the Mountain, Southwest Salt Lake County Vision, Northwest Quadrant/ Inland Port, and Falcon Hill), regionally significant transit/ land use analyses (FrontRunner Strategic Business Plan, Future of TRAX, Ogden-Weber State University Bus Rapid Transit, Davis-Salt Lake Connector, and Midvalley Connector), multi-city active transportation plans, housing development and affordability, Central Wasatch Commission mountain transportation, I-15 statewide analysis, Census 2020, and regional parking analysis.
- f. Improve air quality by assisting communities and partners in their efforts to reduce emissions through technological changes, transportation choices, and development patterns.

### 4. Strive for organizational excellence

- a. Ensure accountability and transparency to WFRC members in policy making and prudent, efficient use of resources. Maintain budget stability.
- b. Create and maintain a work environment that maximizes the health, happiness, and productivity of an excellent staff. Provide meaningful, constructive feedback to employees through performance evaluations. Encourage priority professional development opportunities.
- c. Ensure compliance with applicable laws, regulations, and best practices.

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## Wasatch Choice 2050 Regional Goals

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Access to economic and educational opportunities



Manageable and reliable traffic conditions



Quality transportation choices



Livable and healthy communities



Safe, user friendly streets



Clean air



Housing choices and affordable living expenses



Fiscally responsible communities and infrastructure



Ample parks, open spaces, and recreational opportunities



Sustainable environment, including water, agricultural, and other natural resources