

Fiscal Year 2022 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, and recovering and transitioning from the pandemic.
 - 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 multimodal 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, to (i) monitor and share progress towards the adopted Wasatch Choice goals; (ii) streamline and further the utilization of performance measurement; (iii) use "access to opportunities" as a measure for planning and programming; and (iv) promote inclusive engagement in transportation planning processes and equitable access to affordable and reliable transportation options.
- b. Continue refinement of the Wasatch Choice Regional Vision and 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 and policies based on pandemic recovery, automation, shared mobility, and telework/e-commerce.
- c. Develop the 2023-2028 Transportation Improvement Program (TIP), compiling prioritized road, transit, and active transportation projects (adopt summer 2022).
- 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 recommendations spring 2022).
- 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) preparing for 2022 Household Travel Survey; and (ii) improving 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, Northwest Quadrant/ Inland Port, and Falcon Hill); regionally significant transit/ land use analyses (FrontRunner Forward, Future of LRT, Davis-Salt Lake Connector, Point of the Mountain Transit, Midvalley Connector, Local Link, and Mobility Hubs); multi-city active transportation plans; a variety of corridor studies linking roadways and land use, housing development and affordability; Central Wasatch Commission mountain transportation; I-15 statewide analysis; and Census 2020.
- 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.
- d. Adapt to a post-pandemic “new normal” in a way that strikes an appropriate balance between telecommuting for convenience in office work and gatherings, while maintaining the human connection from physical proximity.

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Wasatch Choice Regional Goals

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Access to economic and educational opportunities
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Manageable and reliable traffic conditions
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Quality transportation choices
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Livable and healthy communities
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Safe, user friendly streets
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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