

Fiscal Year 2023 Goals

1. Collaboratively advance the Wasatch Choice 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, housing, land use, economic development, and open space plans; (ii) align with the Wasatch Choice Vision; (iii) further leverage public assets for healthier communities; (iv) develop station area plans; (v) satisfy statutory requirements; and (vi) manage funding challenges – all while addressing community concerns, and recovering and transitioning from the pandemic.
 - Provide high-quality data, tools, analysis, advice, and technical and financial resources.
 - 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.

2. Effectively administer ongoing plans and programs

- a. Continue the performance-based approach for WFRC plans and programs, including (i) monitor and share progress towards the adopted Wasatch Choice goals; (ii) advance the use of “access to opportunities,” both regionally and nationally, as a measure for planning and programming; and (iii) promote inclusive engagement in transportation planning processes and equitable access to affordable and reliable transportation options.
- b. Adopt the Wasatch Choice Vision’s 2023-2050 Regional Transportation Plan (RTP) focusing on (i) Vision-supportive policy approaches to complement planned investments; (ii) innovative funding and financing strategies; (iii) phasing and application of financial constraint to projects; and (iv) incorporation into the 2023-2050 Utah Unified Transportation Plan.
- c. Develop the 2024-2029 Transportation Improvement Program (TIP), compiling prioritized road, transit, and active transportation projects (adopt summer 2023).
- d. Provide funding and technical support to communities through WFRC programs including Surface Transportation Program (STP), Congestion Mitigation and Air Quality Program (CMAQ), Carbon Reduction Program, Transportation Alternatives Program (TAP), Community Development Block Grant (CDBG), and Transportation and Land Use Connection Program (TLC) (project awards spring 2023).

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.



- 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). Complete the four-year update of the CEDS.

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

- a. Work with national associations and Utah partners to implement transportation funding and policies in the federal infrastructure law, including (i) coordinate with local, regional, and state governments to compete for discretionary grants; (ii) shape USDOT regulatory and policy implementation of the law.
- b. Advance multi-modal transportation infrastructure funding, while evaluating infrastructure funding and financing strategies at the national, state, regional, and local level.
- c. Enhance forecasting and modeling of travel behavior and land use markets, including (i) preparing for the 2022/23 Household Travel Survey; and (ii) improving modeling of transportation mode choices and impact of urban form on travel behavior.
- d. 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, Point of the Mountain Transit, Local Link, and Mobility Hubs); multi-city active transportation plans; a variety of corridor studies linking roadways and land use, planning for housing choices and affordability; I-15 statewide analysis; major roadway environmental work, such as the I-15 EIS - Farmington to Salt Lake City and Bangerter Highway State Environmental Studies; planning for the Olympics; and regionally significant water utilization planning.
- e. 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. Update employee compensation and performance evaluation practices as needed to ensure market competitiveness.
- 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 efficiency 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



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