

Fiscal Year 2024 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) implement their envisioned Wasatch Choice Vision centers; (iii) advance station area planning and certification; (iv) leverage public assets for healthier communities; (v) satisfy statutory requirements; and (vi) manage funding challenges, all while considering community preferences.
 - 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 multi-modal 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 to: (i) monitor and share progress towards the adopted Wasatch Choice Vision goals; (ii) advance the use of "access to opportunities," locally, 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. Continue coordination and development of the 2023-2050 Utah's Unified Transportation Plan.
- c. Create a strategy for the four-year development of the next Wasatch Choice Vision and Regional Transportation Plan (RTP), with focuses that include (i) policy approaches to complement planned investments; (ii) innovative funding and financing strategies; (iii) multi-modal connectivity; (iv) regional trail network planning; and (v) addressing external forces.
- d. Develop the 2025-2030 Transportation Improvement Program (TIP), compiling prioritized road, transit, and active transportation projects (adopt summer 2024).
- e. 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 (CRP), Transportation Alternatives Program (TAP), Community Development Block Grant (CDBG), Transportation and Land Use Connection Program (TLC), and Station Area Planning Technical Assistance (SAP).
- f. Link economic opportunity with transportation and land use planning; pursue economic opportunities associated with the Wasatch Choice Vision, Utah's Coordinated Action Plan for Economic Vision 2030, and the 2023-2028 Regional Comprehensive Economic Development Strategy (CEDS).

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. Coordinate with local, regional, state, and federal government partners to compete for discretionary grant programs, effectively implement provisions of the Infrastructure Investment and Jobs Act (IIJA), and advance federal transportation policies and strategies.
- b. Promote multi-modal transportation infrastructure investments and evaluate infrastructure funding and financing strategies at the national, state, regional, and local levels.
- c. Collaborate with local governments and transportation agencies to develop a comprehensive safety action plan that will facilitate local government abilities to obtain and dedicate additional resources to safety improvements.
- d. Advance the alignment of transportation policy and investment with housing, economic development, air quality, and land use decisions.
- e. Enhance forecasting and modeling of travel behavior and land use markets, including (i) preparing for the 2023/24 Household Travel Survey; and (ii) improving modeling of transportation mode choices and impact of urban form on travel behavior.
- f. 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 (Long-Range Transit Plan; FrontRunner Forward, Future of LRT, and Mobility Hubs); multi-city active transportation plans; a variety of corridor studies linking roadways and land use, planning for housing choices and affordability; major roadway environmental work, such as the I-15 EIS - Farmington to Salt Lake City; planning for the Olympics; regionally significant water utilization planning; and the Guiding Our Growth statewide growth conversation.
- g. Improve air quality by assisting communities, households, and partners in their efforts to reduce emissions through transportation choices, development patterns, and technological changes.

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 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. Maintain an appropriate balance between telecommuting and on-site office work.

Wasatch Choice Regional Goals



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