

# Fiscal Year 2025 Goals

## 1. Collaboratively advance the Wasatch Choice Vision as a framework for integrating transportation, land use, and economic development, to address growth-related opportunities and challenges, and maintain and enhance quality of life

- a. Support communities in their work to (i) update and enhance their general and station area plans; (ii) implement their envisioned Wasatch Choice Vision centers; (iii) integrate local and regional multimodal transportation, housing, land use, economic development, and open space; (iv) satisfy statutory requirements; (v) manage funding and other resource challenges; and (vi) consider community preferences and input.
- b. Provide high-quality regional and local data, tools, analysis, advice, and technical and financial resources.
- c. Facilitate collaboration among local governments, transportation agencies, and other public and private sector stakeholders.

## 2. Effectively administer ongoing plans and programs

- a. Begin development of the 2027-2050 Regional Transportation Plan (RTP) as the transportation element of the Wasatch Choice Vision, focusing on: (i) exploring aspirational opportunities for multimodal transportation choices for state and local roads, transit, and active transportation, balanced with pragmatic consideration of context and costs, and (ii) coordinating transportation with city and town centers, housing options, parks and public spaces, and economic opportunities.
- b. Develop the 2026-2031 Transportation Improvement Program (TIP), compiling prioritized road, transit, and active transportation projects (adopt summer 2025).
- c. Initiate coordination and development of the 2027-2050 Utah's Unified Transportation Plan.
- d. Continue the performance-based approach for WFRC plans and programs, including: (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 goal and measure for planning and programming; and (iii) promote inclusive engagement in transportation planning processes and equitable access to affordable and reliable transportation options.
- 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), Local Administrative Advisor (LAA), Transportation and Land Use Connection Program (TLC), and Station Area Planning Technical Assistance (SAP).
- f. Promote economic opportunity, linked with transportation and land use planning, by implementing the 2023-28 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 and effectively implement the Infrastructure Investment and Jobs Act (IIJA), prepare for the next transportation authorization act, and advance federal transportation policies and strategies.
- b. Engage in state and local policymaking activities that advance the Wasatch Choice Vision and Utah's Unified Transportation Plan.
- c. Evaluate infrastructure funding and financing strategies at the national, state, regional, and local levels.
- d. Communicate the needs and benefits of investment in Utah's multi-modal transportation system as reflected in Utah's Unified Transportation Plan.
- e. Collaborate with local governments and transportation agencies to implement the comprehensive transportation safety action plan.
- f. Enhance forecasting and modeling of travel demand and land use markets, including (i) incorporating updated information from the 2023 Household Travel Survey; and (ii) improving modeling of transportation mode choices and impact of urban form on travel behavior.
- g. Participate in regionally significant transportation and growth-related projects, studies and other activities.
- h. Improve air quality by assisting communities and partners in their efforts to reduce emissions through transportation choices, development patterns, and technological changes. Work with partners and other stakeholders to address ozone air quality conformity challenges.

### 4. Strive for organizational excellence

- a. Ensure accountability, transparency and communication to WFRC's members and stakeholders.
- b. Use resources prudently and efficiently. Maintain budget stability.
- c. 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.
- d. Regularly review and ensure utilization of best practices and compliance with applicable laws and regulations.

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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