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Utah Association of Counties

Robert Grow  
Envision Utah

Evan Curtis  
State Planning Coordinator

Andrew Gruber  
Executive Director

December 8, 2016

Members of the Regional Growth Committee and Other Interested Persons:

A meeting of the Regional Growth Committee will be held Thursday, December 15th, 2016 at 10:00 a.m. in the Utah Transit Authority offices located at UTA Headquarters, 669 West 200 South, in Salt Lake City (in the Golden Spike room). The Agenda will be as follows:

### Welcome and Introductions

1. **Action:** Minutes from the October 20, 2016 Meeting
2. **Opportunity for Public Comment**
3. **Information:** Wasatch Choice 2050 Scenario Workshop Preview
  - a. Review scenario maps and input
  - b. Review scenario evaluation measures
  - c. Review engagement and communications strategies
4. **Action:** RTP 2015-2040 amendments
5. **Other Business**
6. **Next Meeting:** Thursday, January 19, 2017

Sincerely,

Commissioner John Petroff, Jr., Chair  
Regional Growth Committee

*Note: Information material located at [www.wfrc.org](http://www.wfrc.org)*

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**Minutes**  
Regional Growth Committee  
Meeting of October 20, 2016

A meeting of the Regional Growth Committee was held on Thursday, October 20, 2016 in the offices of the Wasatch Front Regional Council, 295 North Jimmy Doolittle Road, Salt Lake City, Utah.

**Welcome and Introductions [Recording 00:00]**

**Commissioner John Petroff**, RGC Chairman, called the meeting to order at 9:30 a.m. Commissioner Petroff welcomed committee members and guests and introductions were made. The following were in attendance:

**RGC Members and Alternates Present**

John Bennett	GOMB
Ron Bigelow	Mayor, West Valley City
Ari Bruening	Envision Utah
Don Carroll	Mayor, Fruit Heights
Karen Cronin	Mayor, Perry City
Nic Dunn (Representing Councilmember Aimee Newton)	SLCO
Reid Ewing	University of Utah
Ted Eyre	Mayor, Murray City
Jeff Harris	UDOT
Charles Henderson	UTA Board Trustee
G.J. LaBonty	UTA
Ivan Marrero	FHWA
Brent Marshall	Mayor, Grantsville City
Dan McConkie	Commissioner, UDOT
John Petroff	Commissioner, Davis County
Christine Richman	ULI Utah
Norm Searle	Mayor, Riverdale City
Derk Timothy	Mayor, Bluffdale City
Gary Uresk	ULCT – Woods Cross City

**RGC Representatives and Others Present**

Eldon Bingham	UDOT
Julie Bjornstad	WFRC
Katie Gerard	WFRC
Andrew Gruber	WFRC
Ned Hacker	WFRC
Jory Johner	WFRC
Linda Johnson	Breathe Utah
Laynee Jones	Mountain Accord
Sam Klemm	WFRC
Ted Knowlton	WFRC
Charles Mason Hill	UDOT
Heather McLaughlin-Kolb	WFRC
Callie New	WFRC
Jenna Simkins	University of Utah Student
Muriel Xochimitl	WFRC
Lisa Zundell	UDOT

### **Approval of Minutes [Recording 02:15]**

Mayor Ted Eyre moved that the minutes of the Regional Growth Committee meeting held August 18, 2016 be approved as written. Mayor Karen Cronin seconded the motion and the minutes were unanimously approved.

### **Opportunity for Public Comment [Recording 04:40]**

Linda Johnson, Breath Utah commented that the Wasatch Front Regional Council really “runs a good ship” and wanted to pass that on to the Regional Growth Committee.

### **Action: Wasatch Choice 2050 Regional Goals [Recording 05:35]**

Commissioner Petroff stated that the RGC is going to make a recommendation to the full council on the regional goals that will be used as a guideline for the Wasatch Front. These goals have been discussed for the past few months, and Commissioner Petroff wanted an update given on how the goals are moving forward.

Ted Knowlton, WFRC, stated that the adoption of goals, tentatively at the council meeting the following week, is a significant milestone for WFRC. This is the opportunity for the Council, to provide direction to WFRC, on the things that we should work to achieve through the activities that we engage in. The proposed goals are intended to be useful for any community or organization that wants to be a partner in the Wasatch Choice for 2050 Vision. These goals are potentially not just for WFRC, and are written accordingly; they are broader than previous transportation plan goals, in that they address issues that relate to all aspects of community development such as open space.

His presentation discussed the following Wasatch Choice 2050 Goals:

- Wasatch Choice 2050 is the shared vision for the Wasatch Front. Built upon community values, and with extensive partner, stakeholder, and public input, it is a blueprint for growth that supports regional mobility, a healthy environment, a thriving economy, and overall quality of life.
- The following goals for Wasatch Choice 2050 can inform decisions made by Wasatch Choice 2050 partners, including transportation agencies, local governments and other public entities, and private sector and community-based organizations. Partners can work to achieve these goals within their individual community or area of influence, while also considering the health of the region.
- “The Wasatch Front Regional Council will utilize these goals to inform organizational activities, including the development of transportation, land use and economic development plans and projects. WFRC will measure the performance and impact of various plans and projects on several scales: on the region as a whole; on various sub regions; and on vulnerable communities within the region.”

Mr. Knowlton explained each of the WC2050 Goals:

- Livable and health communities
- Access to economic and educational opportunities
- Manageable and reliable traffic conditions
- Quality transportation choices
- Clean air
- Safe, user-friendly streets
- Housing choices and affordable living expenses
- Fiscally-efficient communities and infrastructure
- Ample parks, open spaces, and recreational opportunities
- A sustainable environment including water, agricultural, and other natural resources

There was discussion among the committee concerning the goals and the language.

Mayor Karen Cronin moved that a motion be made that the RGC committee recommend these goals to the council at the Council Meeting to be held on October 27, 2016. Charles Henderson seconded this motion and the motion was unanimously approved.

**Information: Wasatch Choice 2050 Scenario Discussion [Recording 50:46]**

Julie Bjornstad, Wasatch Front Regional Council, shared an update on the Wasatch Choice for 2050 Vision and Regional Transportation Plan. This is the region's shared vision for coordinated growth, infrastructure, and open space. The process to develop WC2050 spans four years and is a collaborative effort of communities, stakeholders, and transportation agencies (among others) that is convened and technically supported by WFRC. The process for moving from the WC2040 vision to the WC2050 vision includes three rounds of scenario development, review and refinement:

- Round 1 (2016/2017)
  - Gather ideas from cities, townships, counties, small area meetings, meetings with our transportation partners, as well as other stakeholders. From this, three scenarios are developed:
    - Scenario 1: General plans, extrapolated trends, 2015-2040 RTP projects, priority bicycle routes
    - Scenario 2: Regional centers; capital-intensive transit projects; roadway connectivity and management; centers-based, local bicycle connectivity
    - Scenario 3: Dispersed village/town centers, service-intensive transit projects, capacity-focused roadway investments, separated regional bicycle facilities
- Round 2 (2017)
  - Scenario Choosing
- Round 3 (2018)
  - Refine Preferred Scenario

The 2017 WC2050 Scenario Workshops will be held in January and February 2017. These workshops will review and discuss land use and transportation scenarios with goals-based performance measures and detailed commenting from stakeholders through visualization tools. WFRC will be requesting participation from a variety of key staff members.

**Information: Large Planning Projects [Recording 01:11:51]**

Ted Knowlton, WFRC, stated that there are many large transportation projects that we work with our transportation partners and the RGC committee to address. It's a coincidence that these two projects are both in Salt Lake County. WFRC intends to highlight major projects from each part of the region over time, but today, these two projects are the focus.

**a. Wasatch Front Central Corridor [Recording 01:29:18]**

Lisa Zundell, Project Manager for the Wasatch Front Central Corridor Study, reported that Utah's population is expected to nearly double by 2050, significantly increasing travel across all modes of transportation.

As we look to the future, research shows that Utahns want a wider variety of choices for getting around, for example, biking, walking, and transit. They want to spend less time in their cars and improve their quality of life. Utah's four largest transportation agencies (MAG, UDOT, UTA, and WFRC) are working together on the Wasatch Front Central Corridor Study to develop a flexible range of integrated solutions along the I-15/FrontRunner corridor, to serve Utahns through 2050. This study marks the first time four major transportation agencies have worked together, with equal ownership, to study solutions that connect all modes of transportation in the best way possible, consider all developing trends, and reflect Utahns' values.

The goal of this study is to offer solutions that will connect people to jobs, education and other interests, balance a variety of transportation choices, manage congestion and preserve quality

of life in a rapidly changing travel environment. The study will include the most traveled area in the state which is along I-15 from Southern Davis County to Northern Utah County and is considering three scenarios that integrate I-15, surface streets, transit and active transportation. Elements from the scenarios will be integrated into various phases of the WFRC and MAG 2019-2050 RTPs.

**a. Central Wasatch Commission (Mountain Accord) [Recording 01:12:27]**

Ned Hacker, Wasatch Front Regional Council, reported that the Mountain Accord Project has been underway for the past three years. Its focus is to identify solutions to issues regarding the future of our central Wasatch Mountains in four specific areas: environment, recreation, transportation, and economy. Wasatch Front Regional Council has taken action on three separate occasions over the past year regarding Mountain Accord, with the most recent one in August, giving approval to transfer Mountain Accord contracts to the CWC. In October 2015, at the request of the Mountain Accord Executive Board, the Regional Council took action to authorize WFRC to be a Party to the Mountain Accord Phase II Interlocal Agreement and the contracting agent for the Mountain Accord Phase II Program Director. Action was again taken in May 2016 when the Council approved WFRC to be the contracting agent for the Mountain Accord Phase II Transportation Study for the Cottonwood Canyons.

Laynee Jones, Program Director for Mountain Accord, said that the Mountain Accord started three years ago in order to take a comprehensive look at the growth and the challenges that we see for an area outside of the Salt Lake valley, the Central Wasatch Mountains and canyons. This area provides drinking water for over half a million people, so it's really important that we take care of it. In 2014 there were 5.7 million annual visitors to the canyons, compared to in 2016 when we saw 7.2 million annual visitors. The Mountain Accord document (The Accord) outlines very basic principles which include: preserving open space and ridgelines, focusing on any development in the urban areas or base of the ski resorts that may occur, and encourage transit, walking, and biking.

The interlocal agreements that will establish the CWC are making their way through the local governments right now. The proposal is that the Central Wasatch Commission will be an interlocal agency, and political subdivision of the state. Its purpose is to implement the Accord, specifically taking care of the canyons and finding funding sources to do everything that is outlined in the Accord. This entity will formalize collaboration and streamline decision-making among the multiple jurisdictions with authorities in the Central Wasatch Mountains. The area of focus is between I-80 and the Salt Lake County-Utah County line, south of Little Cottonwood Canyon. Central Wasatch Commissions will include: Salt Lake County, Salt Lake City, Sandy City, Cottonwood Heights, UDOT, and Wasatch Back (Park City). The Stakeholders Council will include 28-35 representatives from USFS, local governments, UTA, UDOT, environmental interests, ski resorts, recreation interests, residents, and landowners.

**Other Business**

- **Council Meeting – Thursday, October 27, 2016 at 2:00 p.m.**

The next meeting of the Regional Growth Committee will be held on **Thursday, January 19, 2017 at 9:30 a.m.**

The meeting adjourned at 11:00 a.m.

*A recording of this meeting may be found on the WFRC website at [www.wfrc.org](http://www.wfrc.org), under Committees, Regional Growth Committee, 2016 meetings.*

**DATE:** December 8, 2016  
**AGENDA ITEM:** 3  
**SUBJECT:** **Information:** Wasatch Choice 2050 Scenario Workshop Preview  
**PREPARED BY:** Ted Knowlton

**BACKGROUND:**

The December 15<sup>th</sup> RGC meeting will be a special meeting to explore details of the Wasatch Choice 2050 process to provide direction for planning efforts in 2017. Wasatch Choice 2050 Vision and 2019-2050 Regional Transportation Plan (referenced together as WC2050) is the region's shared vision for coordinated growth, infrastructure, and open space. WC2050 represents the most significant update to the shared regional vision since Wasatch Front communities first established it over a decade ago. WC2050 re-builds the vision and provides a significant opportunity to identify transportation projects for an additional generation. The development process spans four years and is a collaborative effort of communities, stakeholders, and transportation agencies (among others) that is convened and technically supported by WFRC. RGC is the steering committee for WC2050.

**Scenarios Maps and Input**

Earlier this year WFRC met with community representatives to gather ideas for transportation infrastructure and growth patterns out to the year 2050. Since that time, staff has met with UDOT, UTA, and regional stakeholders to gather additional infrastructure and growth ideas. The collective input has been organized into three 2050 scenarios -- potential futures used to explore the costs and benefits of different infrastructure and growth approaches and project ideas. At the last RGC meeting we outlined the themes for the three scenarios. At this special December RGC meeting, we will preview the scenario maps themselves and consider the type of feedback that will be sought at Scenario Workshops in March of 2017.

**Scenario Evaluation Measures**

At the October 2016 Council meeting, ten regional goals were adopted to support WC2050, which will inform the work of WFRC. Among other things, goals will support the evaluation criteria that are used to develop the WC2050 and RTP. The three WC2050 scenarios will be evaluated using criteria that relate to the WC2050 Regional Goals. In the RGC meeting, members will review and discuss the proposed set of evaluation criteria. We'll also discuss how our region might perform under a no-build scenario, where transportation investments are not assumed past the first 10 years.

**Engagement and Communications Strategies**

To help increase awareness of and participation in Wasatch Choice 2050, WFRC has assembled a communications plan. A communication plan provides a strategic framework for identifying the communications-related goals, objectives, strategies, and tactics. It establishes messaging to clearly communicate information to target audiences. At the RGC meeting, we'll discuss the engagement and communications strategies the communications plan contains, especially for 2017 and the consideration of scenarios.

**RECOMMENDATION:**

This item is for information only and no action is required.

**CONTACT PERSON:**

Ted Knowlton (WFRC) (801) 363-4250 ext. 1201, [ted@wfrc.org](mailto:ted@wfrc.org)

**EXHIBIT:**

Draft Wasatch Choice 2050 Communications Plan



# Draft Communications Plan

## Wasatch Choice 2050 and 2019-2050 RTP

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### Background

Wasatch Choice 2050 represents the most significant update to the shared regional vision since Wasatch Front communities first established it over a decade ago. Building on community values through an extensive public input process, Wasatch Choice established a blueprint for growth that supports a well-functioning economy, improves air quality, and enhances the overall quality of life for Utahans living across the Wasatch Front.

Wasatch Choice 2050 will update the regional vision looking out to 2050. It will better articulate how to make the vision a reality through recommended implementation strategies. It will reflect the dynamic changes happening in communities throughout the region, local efforts like Salt Lake County's *The Future We Choose*, and the *Your Utah, Your Future* statewide vision in which nearly 53,000 Utahns participated.

### WFRC Mission Statement

The Wasatch Front Regional Council 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.

### WFRC 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.

## Wasatch Choice 2050 Goals

The Wasatch Front Regional Council (WFRC) has established ten goals for Wasatch Choice 2050 (WC2050) that will inform how future transportation investments across the region will be evaluated, selected, and prioritized, and how those projects will be coordinated with local community priorities regarding the use of land and the pursuit of economic development opportunities.

These goals represent the culmination of a year and a half of work to gather input from various stakeholders. The Wasatch Choice 2050 goals can inform decisions made by WC2050 partners, including transportation agencies, local governments, other public entities, private sector, and community organizations. Partners can achieve the goals within their individual community or area of influence while also considering their impact on the entire region. WFRC will measure the performance of various plans and projects on the local and regional level, as well as their impact on vulnerable communities



Livable and healthy communities



Access to economic and educational opportunities



Manageable and reliable traffic conditions



Quality transportation choices



Safe, user friendly streets



Clean air



Housing choices and affordable living expenses





Fiscally responsible communities and infrastructure



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



Ample parks, open spaces, and recreational opportunities

## Plan Development Process Outline

**Step 1: Analyzed past research** conducted by an independent third-party to assess how WFRC is perceived by its stakeholders, local communities, and partners.

**Step 2: Developed S.W.O.C. Analysis** that defines Planning's perceived Strengths, Weaknesses, Opportunities and Challenges.

**Step 3: Set overall goal** to identify opportunities.

**Step 4: Determined key messages** that WFRC will need to communicate to further the Wasatch Choice 2050 and 2019-2050 RTP goals and objectives.

**Step 5: Identified audiences** that WFRC staff could coordinate with. This helps to tailor strategies and tactics that resonate with each audience.

**Step 6: Set measurable objectives** to gauge the plan's success.

**Step 7: Determined strategies** for each audience that accomplish the objectives.

**Step: 8 Identified tactics** based on each audience. Tactics address how to accomplish the strategies.

**Step 9: Created a timeline** that organizes the tactics into a calendar with implementation timeframes.

## Research

**WFRC has strong leadership** – Past research indicates stakeholders feel WFRC's leaders are committed to engagement and collaboration. The RTP process is another opportunity to reinforce this commitment to its stakeholders and for WFRC to play a leadership role in the region in accomplishing the goals outlined above.

**WFRC is recognized as the technical experts in transportation planning** – This finding represents an opportunity to play a thought-leadership role re: what some in the region may consider less traditional

elements of the transportation planning process (e.g., an emphasis on the land use and transportation relationship, active transportation, etc.).

**WFRC must expand its outreach toolbox** – The planned small area meetings are a good example of efforts WFRC had put in place to better interface with its stakeholders. This plan will outline additional methods to expand the outreach associated with the RTP planning process.

**WFRC could better develop and leverage partnerships in communication efforts** – The partnership effort required to create an RTP provides a great opportunity to leverage communication opportunities with and through your partners.

## S.W.O.C. Analysis

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<p style="text-align: center;"><u><b>Strengths</b></u></p> <ul style="list-style-type: none"> <li>• WFRC’s strong leadership role in the region</li> <li>• Staff who are recognized technical experts</li> <li>• Well-established regional vision</li> </ul>	<p style="text-align: center;"><u><b>Weaknesses</b></u></p> <ul style="list-style-type: none"> <li>• Lack of relationships with disadvantaged stakeholder groups</li> <li>• Older website CMS platform with limited functionality</li> </ul>
<p style="text-align: center;"><u><b>Opportunities</b></u></p> <ul style="list-style-type: none"> <li>• Improve outreach to minority, low-income populations</li> <li>• Better integration with Economic Development efforts</li> <li>• Improved “centers” messaging</li> <li>• Further reinforce and build Wasatch Choice 2050 and 2019-2050 RTP brand</li> </ul>	<p style="text-align: center;"><u><b>Challenges</b></u></p> <ul style="list-style-type: none"> <li>• Limited time and resources</li> <li>• Apathy from stakeholder groups</li> <li>• Integration of stakeholder feedback into RTP</li> <li>• Integration of branding for Wasatch Choice 2050 and 2019-2050 RTP</li> </ul>

# Stakeholders

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Key stakeholders are integral to achieving the project objectives and goal. They are the primary targets for key messages, strategies and tactics. They are motivated by varying self-interests and persuaded by influential intervening publics and resources.

The success of Wasatch Choice 2050 will depend on delivering messages and important project information to key stakeholders. Intervening publics and internal audiences or resources help to carry the messages. The following describes the key audiences, intervening audiences and internal resources for the project.

Tier 1 Stakeholder	Tier 2 Stakeholder	Tier 3 Stakeholder
Participate directly in WC2050 creation	Essential role in long-term implementation	Affected by implementation
Decision Makers & Planners	Related Industry & Interest Groups	The Public & Media
Elected officials, staff, transportation agencies	Trade associations, developers, community groups, chambers	Residents, commuters, news media

## Tier 1 Stakeholders – Decision Makers and Planners

Tier 1 audiences are those individuals and groups who need to participate directly in the creation of Wasatch Choice 2050. Many groups and individuals in this tier have been engaged with the previous WC2040 process. Others may have been less engaged, but their future participation is still important for the success of WC2050.

- Mayors, city/county council members, city/county planning commissioners
- City/county managers, city/county planners, city/county technical staff (as determined)
- Regional planning organizations (Council of Governments, Association of Governments)
- Other planning agencies/key influencers (UDOT, UTA, SL Chamber, etc.)

## Tier 2 Stakeholders – Related Industry and Interest Groups

Tier 2 audiences play an essential role in the long-term implementation of the Wasatch Choice 2050. They are involved in the planning process and potentially in the implementation of planning outcomes.

- Industry groups and associations (ULI, APA, etc.)
- Community and advocacy groups (Chambers of commerce, environmental, economic development agencies, etc.)
- Developers, realtors, lenders

## Tier 3 Stakeholders – The Public and Media

Tier 3 audiences span a spectrum of awareness of the Wasatch Choice 2050 Vision. This is a group that will be affected by the rollout of the Vision in the long-term. The support and participation of Tier 3 audiences is important for the success of the implementation of the Vision.

- Residents of the State of Utah
- News media

## Internal Resources

Internal resources are individuals, groups or tools that will assist in carrying the messages to key publics. They could be used to collaborate on ideas, offer strategic direction, provide a tool or channel for disseminating information, etc.

- Transportation Improvement Program (TIP)
- Wasatch Front Economic Development District (WFEDD)
- Transportation and Land Use Connection Program (TLC)
- Community Development Block Grant Program (CDBG)

# Messaging

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- **Wasatch Choice has established a blueprint for growth that supports a well-functioning economy, improves air quality, and enhances the overall quality of life for Utahans living across the Wasatch Front.**

## *Supporting Facts:*

- Wasatch Choice 2050 represents the most significant update to the shared regional vision since Wasatch Front communities first established it over a decade ago.
  - It builds on community values through an extensive public input process.
- **An ever-increasing number of Utahns want to live in walkable communities, with more choices for getting around.**

## *Supporting Facts:*

- Research shows that one-third of Utahns want to live in walkable neighborhoods, close to school, church, the grocery stores, and other services. *(Sources: RCLCO, Wasatch Front Development Trends, Nov. 2007; Nelson, 2009).*
- **The choices we make today matter. Accommodating growth in areas where people can live, work, and play close to the things they need helps to provide for our growing population while preserving the way of life in more rural and suburban communities.**
    - Providing choices for individuals and families means that those who want to live in rural areas can; those who want to live in suburban communities can; and those who want to enjoy urban living can do so as well.
    - This approach to growth improves health outcomes because it gets people out of their cars and walking, biking, and taking transit. This has the potential to reduce obesity rates and preventable diseases while providing a myriad of health and quality of life benefits.
    - It improves air quality by reducing the number of vehicles on Utah roads.
- **Our region is at a tipping point. In the coming decades, we will double the number of Utahans living in the same amount of space.**
    - Mountains on both sides of the Wasatch Front region constrain where growth can occur.
    - It took Utah over 100 years to reach 1 million residents; 30 years to hit 2 million; and just 20 years to recently reach 3 million. Utah's population is anticipated to nearly double again by 2050.

*Supporting Facts:*

- It took Utah over 100 years to reach 1 million residents; 30 years to hit 2 million; and just 20 years to recently reach 3 million. Utah’s population is anticipated to nearly double from 3 million people today to 5 million by 2050.
- Two-thirds of the buildings that will exist in 2040 have not yet been built.
- Total investment in new development will approach \$700 billion.
- More than 900,000 growth-related residential units will be constructed by 2040. About 180,000 existing dwellings will be replaced, rebuilt or renovated.
- Nearly 1.9 billion square feet of new and rebuilt space will be needed to accommodate the projected 2.9 million jobs we’ll have by 2040.
- If we continue current patterns of development, municipalities will soon find that growth-related expenses exceed expected revenues.
- The Wasatch Front has limited land available for development, and building roads to serve widely dispersed populations will become increasingly impractical and expensive.

*Source: Arthur C. Nelson, Presidential Professor of City and Metropolitan Planning, University of Utah (2009)*

- **To keep people connected and commerce moving will require a transportation system where Utahns have more choices for getting around.**
  - We cannot build enough roads to get everyone around in their car.
  - Biking, walking, and taking transit (bus, commuter and light rail) need to be viable travel options.
- **Growth in job and population “centers” can utilize existing infrastructure more efficiently, saving taxpayer dollars and making high-quality, lower-cost services more accessible to residents, including the most vulnerable among us.**
- **The success of our region depends on all of us working together to implement forward-thinking solutions today.**
  - Building on community values through an extensive public involvement process, Wasatch Choice 2050 is working to establish a blueprint for growth that supports a well-functioning economy, improves air quality, and enhances the overall quality of life for Utahans living across the Wasatch Front.

# Goals

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## Primary Goal

To educate stakeholders regarding Wasatch Choice 2050 and the benefits it provides in enhancing the quality of life for Utahns living across the Wasatch Front.

## Secondary Goal

Improve public perception and understanding of centered development.

# Objectives

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- Increase stakeholder awareness of the Wasatch Choice 2050 vision and 2019-2050 Regional Transportation Plan by 20 percent by the end of 2019.
- Increase the number of stakeholders using the Wasatch Choice 2050 and 2019-2050 Regional Transportation Plan tools, training, data, and information by 10 percent by the end of 2019.

# Strategies

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1. Educate audiences of the mobility and quality of life benefits of Wasatch Choice 2050.
2. Educate key opinion leaders (legislators, mayors, business leaders, etc.) about Wasatch Choice 2050.
3. Inform audiences of resources (training, toolbox, TLC program, RTP interactive map, etc.) for Wasatch Choice 2050 and 2019-2050 Regional Transportation Plan information.
4. Persuade target audiences (city councils and planning commissions) to utilize Wasatch Choice Quality Growth Strategies.
5. Be responsive to public questions and concerns.

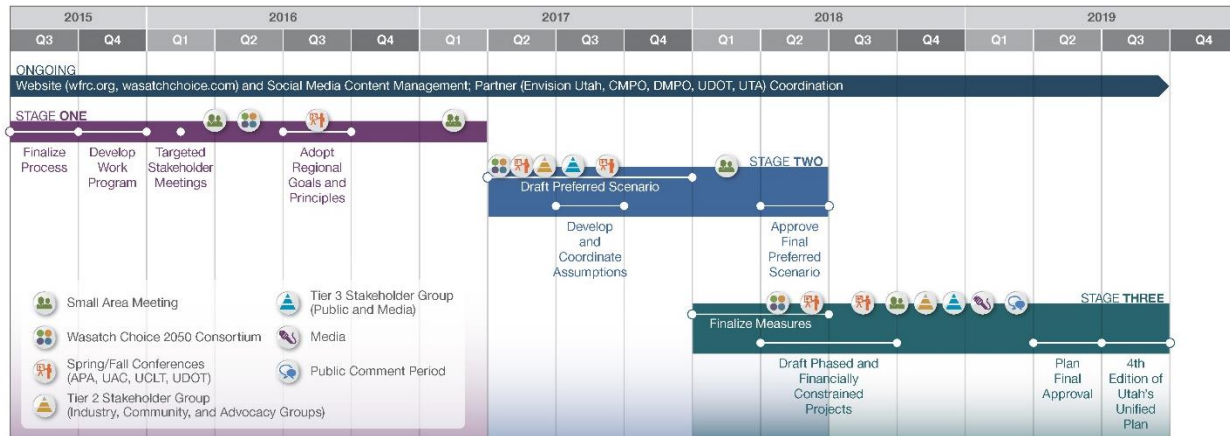
# Tactics

<b>Tactics:</b>	Strategy				
	1	2	3	4	5
<b>Media Relations</b>					
Earned Media	X	X			X
Paid advertising?	X				
<b>Major Events</b>					
Conference booths (APA, UAC, ULCT, UDOT, ULI, CNU, ITE, UTA events, etc.)	X		X		X
Wasatch Choice 2050 Consortium	X	X	X		X
WC2050 Training Academy Series	X	X	X	X	X
Governor's _____ Summit?	X	X			X
<b>Online / Interactive</b>					
Story Maps	X	X	X	X	
Scenario Visualization Tool	X	X	X	X	X
Webinars	X	X	X	X	X
Email Updates	X	X	X		
WC2050 & WFRC Website Redesign	X	X	X	X	
<b>Social Media</b>					
Facebook Posts (possible paid social media targeting also)	X				X
Twitter Posts (possible paid social media targeting also)	X				X
YouTube Videos	X				X
<b>Grassroots</b>					
Stakeholder meetings	X				X



Presentations to community organizations	X				X
Annual Large community organization meeting	X				X
Sub-regional meetings w/ elected officials and staff	X	X	X	X	X
<b>Printed Materials</b>					
Wasatch Choice 2050 one-pager	X	X	X	X	
Utah's Unified Transportation Plan	X	X			
WC2050 info in WFRC Brochure	X				
WC2050 Presentation (for use with city/county planning commissions, councils, etc.)	X	X	X	X	

# IMPLEMENTATION CALENDAR



# 2016 Meetings

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- February 5<sup>th</sup>- UBET meeting
- June 1<sup>st</sup>- PRI/LRI meeting
- May 4<sup>th</sup>- Ogden/Weber Chamber of Commerce Transportation Summit
- June 30<sup>th</sup>- Wasatch Choice 2050 Stakeholder Working Group
- July 7<sup>th</sup>- Salt Lake Chamber Transportation Coalition
- July 20<sup>th</sup>- WFRC Regional Growth Committee Technical Advisory Committees
- August 18<sup>th</sup>- WFRC Regional Growth Committee
- August 25<sup>th</sup>- Wasatch Front Regional Council
- August 26<sup>th</sup>- Green Infrastructure meeting
- August-September- Meetings with UDOT, UTA, Envision Utah
- September- Meetings with State Legislators
- September 21<sup>st</sup>- WFRC RGC TACs
- September 13<sup>th</sup>-16<sup>th</sup>- Utah League of Cities and Towns Annual Conference
- September 28<sup>th</sup>- Form-Based Code Training
- October 6<sup>th</sup>-October 7<sup>th</sup>- American Planning Association Fall Conference
- October 17<sup>th</sup>- Pedestrian Summit
- October 19<sup>th</sup>- Mayor McAdam's Metro Solutions Symposium
- October 20<sup>th</sup>- WFRC Regional Growth Committee
- October 27<sup>th</sup>- Wasatch Front Regional Council
- November 1<sup>st</sup>-3<sup>rd</sup>- Utah Department of Transportation Annual Conference
- November 4<sup>th</sup>- Mountainland Association of Governments Regional Planning Committee
- November 15<sup>th</sup>- Creating a Cohesive Community Training
- November 16<sup>th</sup>-18<sup>th</sup>- Utah Association of Counties Annual Convention
- September 17<sup>th</sup>- Wasatch Choice 2050 Stakeholder Working Group
- December 8<sup>th</sup>- Joint Policy Advisory Committee
- December 14<sup>th</sup>- WFRC Regional Growth Committee Technical Advisory Committees
- December 15<sup>th</sup>- Regional Growth Committee Special meeting

**DATE:** December 8, 2016  
**AGENDA ITEM:** 4  
**SUBJECT:** **Action:** RTP 2015-2040 amendments release for public comment  
**PREPARED BY:** Jory Johner

At the Regional Growth Committee (RGC) meeting, the WFRC staff will present proposed Amendment Number 3 to the current 2015-2040 Regional Transportation Plan (2015-2040 RTP). The action requested is to release these proposed amendments for public comment between December 16, 2016 and January 15, 2017.

At the January 19, 2017 meeting of the Wasatch Front Regional Council (WFRC), the RGC will be asked to make a recommendation to the Council on the formal adoption of these modifications after considering public comment and findings from the air quality conformity analysis.

**BACKGROUND:**

Every four years the Wasatch Front Regional Council (WFRC) prepares and adopts a Regional Transportation Plan. The WFRC adopted the current 2015-2040 RTP in May 2015. While the RTP receives considerable review before being formally adopted, the identification of new funding sources, the determination of final environmental impact statements, or the rapid development of certain projects, may warrant a change to the RTP. A process for amending the RTP has been reviewed by the RGC and was formally adopted by WFRC. This process was last updated in March 2016.

Recently, the WFRC received requests from the Utah Department of Transportation (UDOT) to amend the 2015-2040 RTP to incorporate the changes described below.

**Bangerter Highway Interchanges**

The following are requests to move three (3) interchanges along Bangerter Highway to Phase 1. Each of these projects will provide a grade separated interchange at the existing intersections. After the first group of Bangerter Highway interchanges were funded, a new east-west mobility study in western Salt Lake County provided updated prioritization information. The evaluation data and criteria were reanalyzed by UDOT on the remaining Bangerter Highway interchanges to determine if any of the remaining projects rankings needed to be changed. This analysis indicated a need to change project priority. The new priority project locations and funding are described below. These facilities, in conjunction with the currently funded interchange projects, will provide better traffic flow along Bangerter Highway and create a grade-separated facility from 5400 South to 12600 South.

**S-140: Bangerter Highway and 6200 South** **\$64.0 Million**

This project is currently in Phase 3 and the proposed change would move this project to Phase 1. This project is to grade separate the intersection at Bangerter Highway (SR-154) and 6200 South. The pedestrian overpass currently located at 6200 South will be investigated, and if needed, this facility will be rebuilt at a suitable location determined by the project team.

**S-147: Bangerter Highway and 12600 South** **\$49.2 Million**

This project is currently in Phase 2 and the proposed change would move this project to Phase 1. This project is to grade separate the intersection at of Bangerter Highway and 12600 South. The pedestrian overpass currently located at 12600 South will be investigated, and if needed, this facility will be rebuilt at a suitable location determined by the project team.

**S-144: Bangerter Highway and 9800 South** **\$43.1 Million**

This project is currently in Phase 2 and the proposed change is to move this project to Phase 1. This project will grade separate the intersection at Bangerter Highway and 9800 South. The

pedestrian overpass currently located at 9800 South will be investigated, and if needed, this facility will be rebuilt at a suitable location determined by the project team.

**S-5: I-80; I-215 East to Lambs Canyon**

**\$44.9 Million**

This project is currently in Phase 1 and the proposed change is to move this project to Phase 2. This project is to provide an additional uphill passing lane from the I-215 East Belt interchange up to the previously added lane at Lambs Canyon. This project may require the widening of several bridges and incorporate potential rock fall mitigation measures.

**PROCESS:**

The WFRC staff has analyzed the potential financial implications of these proposed amendments and determined that the 2015-2040 RTP is able to maintain its fiscal constraint while accommodating construction of these projects in Phase 1. The WFRC staff has reviewed the air quality impacts to ensure that all applicable air quality conformity requirements are met; results will be provided during the comment period.

The formal public review and comment period will take place from Friday, December 16, 2016 to Sunday, January 15, 2017. The WFRC staff will present these amendments to the Regional Growth Committee's Salt Lake County PlanTAC on December 14, 2016 and to the Salt Lake County Council of Governments following the Regional Growth Committee on December 15, 2016. At the January 19, 2017 Regional Growth Committee meeting, the members will review all comments during the 30-day public review period and make a final recommendation to the Wasatch Front Regional Council on January 26, 2017.

**RECOMMENDATION:**

The WFRC staff recommends the Regional Growth Committee release these amendments for a formal 30-day public comment period and further consideration.

Suggested motion language: *I make a motion to release for public comment of the proposed 2015-2040 RTP Amendments as presented.*

**CONTACT PERSON:**

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