

WFRC Fiscal Year 2027 Goals

1. Collaboratively advance the Wasatch Choice Vision to accommodate growth and enhance quality of life.

REGIONAL PLANS

- a. Develop the 2027-2055 Regional Transportation Plan (RTP) for roads, transit, and active transportation (as the transportation component of the Vision).
- b. Develop the 2027-2055 Utah's Unified Transportation Plan, a coordinated, shared plan for future transportation investment statewide.
- c. Develop the 2028-2033 Transportation Improvement Program (TIP), compiling prioritized road, transit, and active transportation projects.
- d. Implement the 2023-2028 Comprehensive Economic Development Strategy (CEDS) by coordinating the location of regional economic activity with transportation and land use planning.
- e. Support communities in updating and implementing their land use plans focusing on centers, housing options, and coordinating growth with transportation.

FUNDING & ASSISTANCE

- f. Provide transportation project funding to communities through WFRC-administered programs.
- g. Provide technical assistance and funding to communities for land use, transportation, and economic development planning through WFRC-administered programs.

RESOURCES

- h. Formalize measurement of progress toward the Wasatch Choice Vision.
- i. Increase "access to opportunities" (ATO) through planning and programming.
- j. Participate in significant transportation and growth-related projects, initiatives, studies, and other activities.
- k. Enhance forecasting and modeling of travel demand and land use markets to provide high-quality regional and local data, tools, analysis, and advice.
- l. Foster community and stakeholder engagement in transportation planning processes.

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

- a. Engage in the development of federal transportation legislation, policy, and funding to advance Utah transportation principles and priorities.
- b. Provide information and resources to state and local officials and policymakers to advance the implementation of the Wasatch Choice Vision and Utah's Unified Transportation Plan.
- c. Engage in efforts to enhance air quality — while enabling the economy to flourish — through emissions reductions and regulatory flexibility.

3. Strive for organizational excellence.

- a. Maintain engagement, transparency, and accountability with WFRC members and stakeholders using an informative website and regular communications.
- b. Use resources prudently and efficiently. Maintain budget stability.
- c. Regularly review and ensure utilization of best practices and compliance with applicable laws and regulations.
- d. Create and maintain a work environment that maximizes the health, happiness, and productivity of an excellent staff.

WFRC Mission and Roles

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.

To accomplish our mission, the Wasatch Front Regional Council serves the following roles:



Convener - We facilitate collaboration with our communities and partners.

» Bring stakeholders together — including cities, counties, transportation agencies, community and business organizations, state and federal officials, and residents — to share ideas and information, and to develop and implement visions and plans.



Technical Expert - We are trusted subject-matter experts.

» Build and use models and tools to analyze and understand the impact of potential transportation, land use, and economic development strategies.

» Share analyses and information to improve the understanding of how transportation, land use, and economic systems affect each other, and to aid in developing and implementing visions and plans in the region.



Planner - We proactively plan for the future of our region.

» Develop multi-modal transportation and interrelated land use and economic development visions and plans.

» Unify our planning efforts with our peers across the state.

» Collaborate with other organizations as they address local, regional, state, and national growth-related issues, plans, and policies that may directly or indirectly affect transportation on the Wasatch Front.



Implementer - We put visions and plans into action.

» Support local governments in their efforts to achieve local and regional goals.

» Provide technical assistance to communities that focuses on the interrelationship of transportation, land use, and economic development.