

# Memo

**Subject:** BCC MAP DRAFT Vision, Goals, and Guiding Values

## Introduction

The purpose of this memo is to present draft vision, goals, and guiding values statements for the CWC Transportation Committee's consideration and confirmation. After Transportation Committee input, the final vision, goals, and guiding values will be further documented in a final memo providing additional detail describing the plans, documents, and stakeholder input that informed their development. The final memo will include a summary of how the BCC MAP principles (vision, goals, and guiding values) relate to and reinforce the CWC Mountain Transportation System Pillars, Mountain Accord, and other state transportation, social, and environmental goals.

The following draft vision, goals, and guiding values have been compiled based on existing foundational documents — such as the CWC Mountain Transportation System Pillars and Mountain Accord — and CWC partner and stakeholder input received to date. Once finalized, they are meant to serve as an agreed-upon foundation and guide upon which the BCC MAP will be developed, and its recommendations carried forward and implemented.

## Draft Vision Statement

The intent of the vision statement is to capture the core reasoning behind the development of the BCC MAP and implementation of its recommendations and what it is intended to achieve. The draft vision statement for Transportation Committee consideration is as follows:

*The BCC MAP will develop a strategy to guide local transportation investments over time by leveraging technology, foundational documents, and enhanced transit options to expand sustainable transportation choices and develop a robust mobility system that supports positive environmental, social, and economic outcomes for the region. The BCC MAP will identify key projects, policies, and process improvements to catalyze the vision for a regional, multi-modal, year-round mobility system serving all users of Big Cottonwood Canyon and facilitate the integration of new and emerging technologies, transportation demand management strategies, and enhanced transit options for Big Cottonwood Canyon.*

## Draft Goals

For Transportation Committee consideration, the draft goals of the BCC MAP development process, and implementation of its recommendations, include the following:

- Expand sustainable, year-round, multimodal transportation choices in Big Cottonwood Canyon.
- Facilitate the integration of new and emerging technologies, transportation demand management strategies, and enhanced transit options (including tailored mobility hubs) that improve quality of users' experience, reliability, frequency, serves all canyon users, and protects critical resources.
- Define a prioritized list of near-, mid-, and long-term recommendations — including projects, programs, and policy reform/development — accompanied by tangible and actionable strategies with potential funding sources, determination of the level of NEPA analysis, equity considerations, and immediate next steps that will leave regional partners well-positioned to pursue funding opportunities and move toward implementation.

- Ensure consistency with the Big Cottonwood Canyon–relevant components laid out in the CWC Mountain Transportation System process, Utah Department of Transportation Draft Big Cottonwood Canyon Corridor Study, and Little Cottonwood Canyon Final Environmental Impact Statement.

## Draft Guiding Values

In general, guiding values pertinent to the BCC MAP have already been laid out through years of collective study, planning, and coordination regarding mobility within, to, and between the Cottonwood Canyons. Ultimately, the BCC MAP will serve as a bridge that connects the previous planning efforts conducted over multiple years with actionable next steps to lead toward implementation specifically related to Big Cottonwood Canyon. The following guiding values capture the previously identified inter-related components, desires, and bounds within which the BCC MAP recommendations and their implementation will need to fall. As such, the draft BCC MAP guiding values for Transportation Committee confirmation are as follows:

- Adhere to and further the principles laid out by **Mountain Accord**, including but not limited to the following critical goals:
  - Protect the environment and natural resources,
  - Ensure high-quality recreational experiences,
  - Enhance regional transportation, and
  - Strengthen the regional economy.
- Acknowledge, adhere to, and further the following principles as described in the ***Pillars for Transportation Solutions in the Central Wasatch Mountains*** (Central Wasatch Commission, June 7, 2021):
  - Visitor Use Capacity
  - Watershed Protection
  - Traffic Demand Management, Parking and Bus (or other Transit) Strategies
  - Integration into the Broader Regional Transportation Network
  - Year-Round Transit Service
  - Long-term Protection of Critical Areas through Federal Legislation
- Further CWC-recommended priorities and principles identified through the **Mountain Transportation System** process, including but not limited to building a regional mountain transportation system that is efficient, safe, and reliable while reducing traffic congestion, incentivizing transit use, and protecting the watershed, wilderness, and viewshed. In addition, build a system that serves diverse needs, improves equitable access, and reduces vehicle miles traveled and emissions.