

UTA 2022-2030 Strategic Goals and Objectives



Strategic Plan Process

- The UTA Board of Trustees is required by state statute to undergo the strategic planning process every four years
 - Previous iteration of the strategic plan was approved in 2018
- Initiated strategic visioning process in Spring 2022
 - TransPro Consulting procured as facilitator
 - R&R Partners procured as communications consultants
- The Board engaged in Strategic Planning Sessions with UTA's Executive Team
 - Two strategic planning sessions occurred over 4 days in June and September 2022
 - Five Success Outcome Committees met 3-4 times each throughout the summer
- A draft of the strategic plan was presented to the Local Advisory Council and to the Legislature's Transportation Interim Committee in November 2022



Mission Statement



We Move You

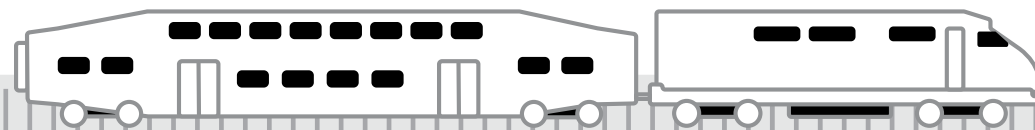
The Utah Transit Authority moves Utah to a stronger economy, a cleaner environment, increased mobility, greater access to opportunity, and a better quality of life—all driven by safe, reliable transportation.



Vision Statement

Vision Statement

**Leading Utah's mobility solutions
and improving quality of life.**



THESE FIVE STRATEGIC
PRIORITIES MAKE IT HAPPEN

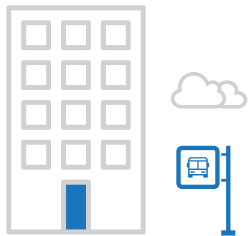


Exceeding Customer Expectations

Objective by 2030:

Achieve a 45% increase—10% every two years—in UTA's Net Promoter Score (i.e., how likely would you be to recommend UTA to your friends and family?)

GREATER ACCESSIBILITY
AND EASE OF USE



Exceeding Customer Expectations

Success Statement:

UTA puts its customers first by providing an easy, enjoyable and accessible transit experience where customers feel engaged, safe and cared about.

2022 Benchmarks:

April 2022 Net Promoter Scores:

- UTA TRAX = 26
- UTA Bus = 10
- “I feel safe and secure on the vehicle” = TRAX 74% and Bus 85%



IMPROVE
CONFIDENCE
AND SAFETY



INCREASED RIDER
SATISFACTION



Moving Utahns to a Better Quality of Life

Objectives by 2030:

- **70% of Utahns live within one-half mile of transit service**
- **Reduce carbon footprint of UTA vehicles and facilities by 25%**



Moving Utahns to a Better Quality of Life

Success Statement:

UTA supports community development, sustainably connecting the Wasatch Front through accessible mobility options, strategic investments, and partnerships.

2022 Benchmarks:

- 56% of Utah Population and 71% of UTA service area within one-half mile of UTA transit
- Electricity Usage = 17.9M Kilowatt Hours
- Natural Gas Usage = 90.2K Dekatherms
- Greenhouse Gas Emissions = 92.7K CO2 Metric Tons
- Mixed Bus Fleet Composition (% of alternative fuels vehicles):
In 2022 = 7%, Goal by 2030 = 28%

CLEANER AIR
AND ENVIRONMENT





Building Community Support

Objective by 2030:

More than 100 actively engaged formal alliances and affinity groups telling their stories in ways that influence transit-friendly outcomes



**GREATER VALUE
OF TRANSIT**



Building Community Support

Success Statement:

UTA's communities tell our story and transit is recognized as a keystone to Utah's future growth.

2022 Benchmarks:

- 2022 UTA Benchmark Survey Overall Satisfaction = 72%
- UTA Partner Relationships = 351
 - Municipalities/Counties = 89
 - Transit Pass Partners = 212
 - Memberships and Affiliations = 50

Engage
AND ACTIVATE AMBASSADORS



**MORE STAKEHOLDERS
TELLING TRANSIT'S STORY**



Generating Critical Economic Return

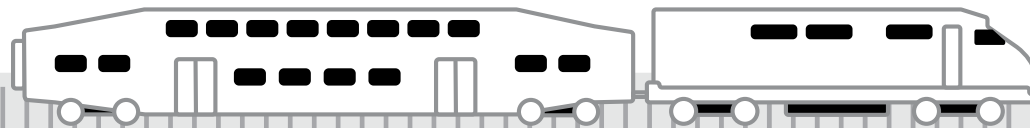
Objective by 2030:

Communities across the region and state recognize the economic value and positive return on investment that UTA provides statewide



STRATEGIC LAND USE AND DEVELOPMENT

Every \$1 invested in public transportation generates \$5 in economic returns



Generating Critical Economic Return

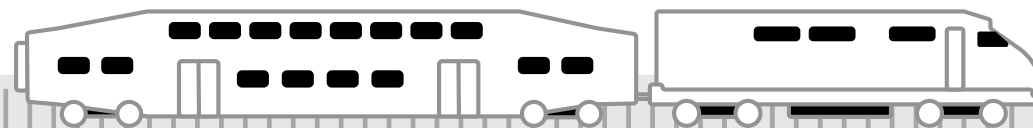
Success Statement:

UTA is an economic engine which positively impacts Utah's statewide economy, benefiting every Utahn.

2022 Benchmarks:

American Public Transportation Association (APTA) 2020 Report:

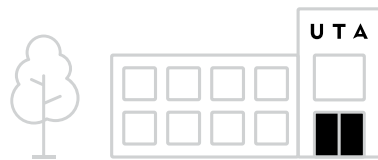
- Every \$1 invested in public transportation generates \$5 in economic returns.
- Home values were up to 24% higher near public transportation than in other areas.
- Every \$10 million in capital and operating investment in public transportation yields over \$30 million in increased business sales.
- Every \$1 billion invested in public transportation supports and creates approximately 50,000 jobs.



Achieving Organizational Excellence

Objective by 2030:

Receive industry recognition for operating a dynamic and forward-thinking public enterprise—a nimble, innovative, thriving environment for professional achievement



Achieving Organizational Excellence

Success Statement:

UTA's well-resourced workforce excels, innovates and demonstrates empowerment.

2022 Benchmarks:

- UTA is one of the 50 largest workplaces in Utah
- UTA Engagement Survey, Organizational Improvement Score = 4.8 (Scale of 1 to 7)



Recognized for operational excellence



**DEMONSTRATE
WORKFORCE EMPOWERMENT**



Feedback and Next Steps

Today:

- **December 7 – Board of Trustees meeting for review of final draft and public comment**

Next Steps:

- **December 21 – Adopt the Strategic Plan at the Board of Trustees meeting**

Next Phase:

- **Volume II – Work Plan**
- **Volume III – Performance Dashboard**





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