

**RESOLUTION OF THE BOARD OF TRUSTEES OF THE  
UTAH TRANSIT AUTHORITY ADOPTING THE  
UTAH TRANSIT AUTHORITY 2022-2030 STRATEGIC PLAN**

2022-12-06

December 21, 2022

WHEREAS, Utah Transit Authority (the “Authority”) is a large public transit district organized under the laws of the State of Utah and was created to transact and exercise all the powers provided for in the Utah Limited Purpose Local Government Entities – Local Districts Act and the Utah Public Transit District Act; and

WHEREAS, under the Utah Public Transit District Act, UTAH CODE §17B-2a-8-1 *et seq.*, the Board of Trustees (“Board”) of the Authority are required to develop and approve a strategic plan (“Strategic Plan”) for development and operations on at least a four-year basis; and

WHEREAS, the Board of the Authority last approved and adopted a Strategic Plan in 2018; and

WHEREAS, the Board of the Authority, working in consultation with constituent counties, municipalities, metropolitan planning organizations, and the Local Advisory Council prepared a new Strategic Plan for the Authority; and

WHEREAS, on November 2, 2022 the Local Advisory Council reviewed the Strategic Plan priorities and provided their consultation and advice to the Board; and

WHEREAS, the Board desires to approve and adopt a new Strategic Plan for the Authority for the years 2022-2030.

NOW, THEREFORE, BE IT RESOLVED by the Board:

1. That the Board hereby approves the Strategic Plan for the years 2022-2026 attached as Exhibit A.
2. That the Board hereby ratifies all actions previously taken by the Authority’s management, staff, and counsel to prepare and execute the Strategic Plan for the years 2022-2030.
3. That the corporate seal be attached hereto.

Approved and adopted this 21st day of December 2022.

DocuSigned by:



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Carlton Christensen, Chair  
Board of Trustees

ATTEST:

DocuSigned by:



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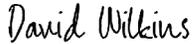
Secretary of the Authority



(Corporate Seal)

Approved As To Form:

DocuSigned by:



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Legal Counsel

Exhibit A

(2022-2030 Strategic Plan of the Utah Transit Authority)



## 2022–2030 STRATEGIC GOALS AND OBJECTIVES



### 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

**THESE FIVE STRATEGIC PRIORITIES MAKE IT HAPPEN**





# Goals and 2022 Benchmarks

At UTA, our vision is to lead Utah’s mobility solutions and improve the quality of life for every Utahn. These goals, objectives, and measures of success are how we will partner with communities to achieve that vision.



## Moving Utahns to a Better Quality of Life

### Primary 2030 Objectives

70% of Utah’s population (75% of UTA’s service area) resides within one-half mile of UTA’s transit service, and the carbon footprint of UTA vehicles and facilities is reduced by 25%

### Success Statement

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

### Currently in 2022

- 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%



## Building Community Support

### Primary 2030 Objective

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

### Success Statement

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

### Currently in 2022

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



## Exceeding Customer Expectations

### Primary 2030 Objective

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

### Success Statement

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

### Currently in 2022

- April 2022 Net Promoter Scores:
- UTA TRAX = 26, UTA Bus = 10
  - “I feel safe and secure on the vehicle” = 74% TRAX and 85% Bus



## Generating Critical Economic Return

### Primary 2030 Objective

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

### Success Statement

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

### Currently in 2022

- 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

### Primary 2030 Objective

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

### Success Statement

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

### Currently in 2022

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



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Learn more at  
[rideuta.com/strategicplan](https://rideuta.com/strategicplan)

