

UTA Board of Trustees Meeting

May 24, 2023



Call to Order and Opening Remarks

Agenda Item 1



Pledge of Allegiance

Agenda Item 2



Safety First Minute

Agenda Item 3



Public Comment

- Live comments are limited to 3 minutes per commenter
- Live comments may be heard from in-person attendees as well as Zoom attendees
- For comments via Zoom, use the “raise hand” function in Zoom to indicate you would like to make a comment
- Public comment was solicited prior to the meeting through alternate means, including email, telephone, and the UTA website
- Any comments received through alternate means were distributed to the board for review in advance of the meeting



Consent Agenda

- a. Approval of May 10, 2023, Board Meeting Minutes

Agenda Item 5.a.



Recommended Action (by acclamation)

Motion to approve consent agenda

Agenda Item 5.a.



Reports

Agenda Item 6



Executive Director's Report

- Team Award – Triennial Review Team
- UTA Recognition - Ediri Oyake and Chris Charlesworth
- UTA Recognition - Government Finance Officers Award (GFOA)
- UTA Recognition - Upgraded Credit Rating from S&P

Agenda Item 6.a.



Executive Director Team Award – Triennial Review Team

Agenda Item 6.a.



UTA Recognition – Ediri Oyake and Chris Charlesworth

Agenda Item 6.a.



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Agenda Item 6.a.

UTA Recognition – Ediri Oyake and Chris Charlesworth



Agenda Item 6.a.

UTA Recognition – Government Finance Officers Award (GFOA)

Agenda Item 6.a.



UTA Recognition – Upgraded Credit Rating from S&P

Agenda Item 6.a.



Financial Report - March 2023

Agenda Item 6.b.

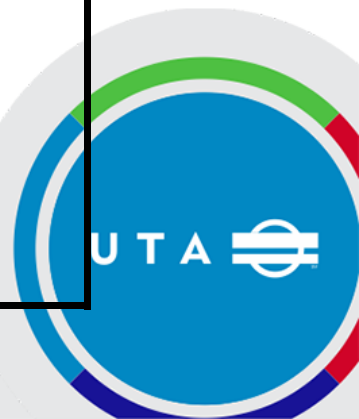


Utah Transit Authority

Board Dashboard: March 31, 2023

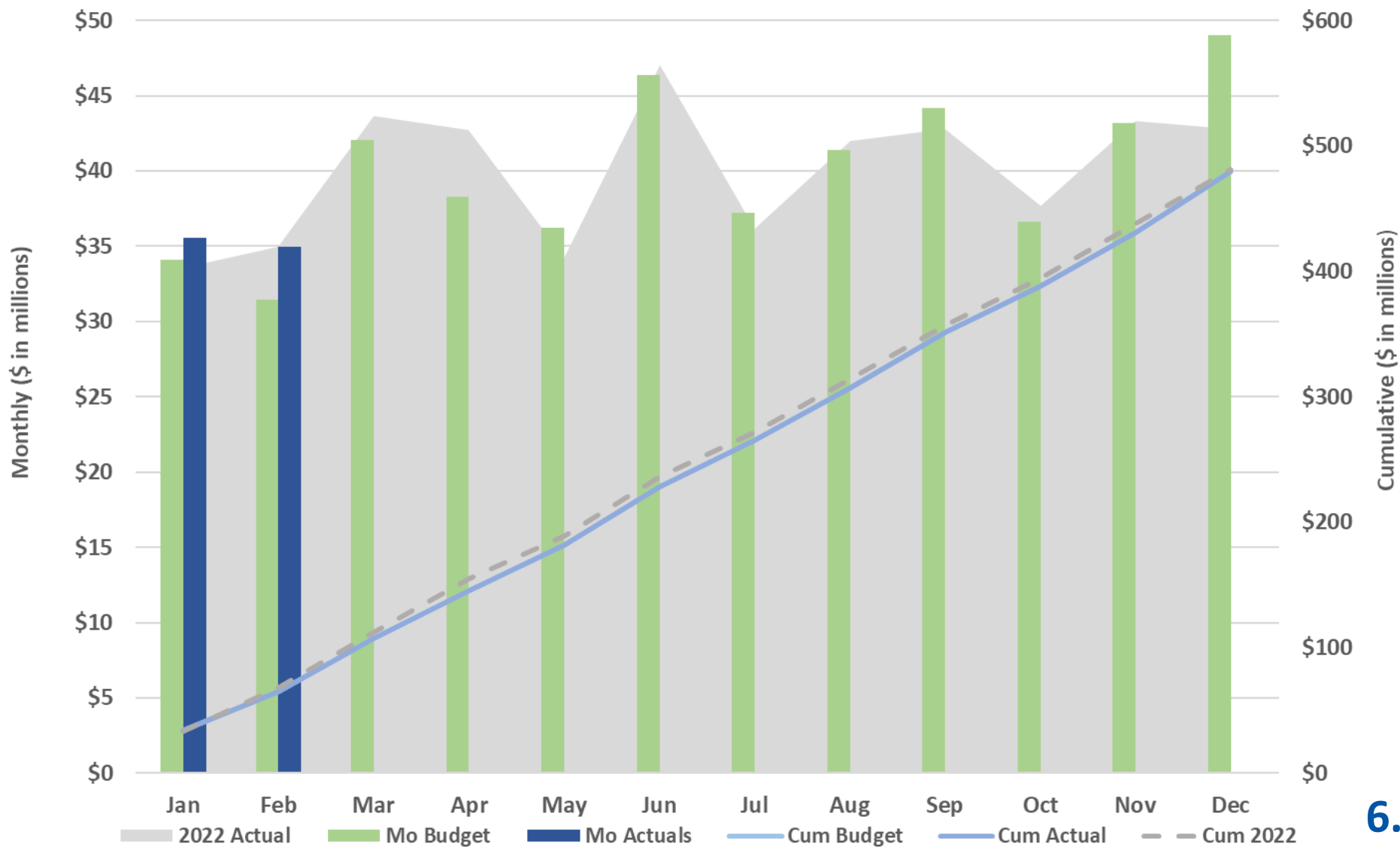
Financial Metrics	Mar				YTD			
	Actual	Budget	Fav/ (Unfav)	%	Actual	Budget	Fav/ (Unfav)	%
Sales Tax (Feb '23 mm \$)	\$ 35.0	\$ 31.4	\$ 3.53	11.2%	\$ 70.5	\$ 65.5	\$ 4.98	7.6%
Fare Revenue (mm)	\$ 3.5	\$ 3.0	\$ 0.53	17.6%	\$ 8.6	\$ 8.6	\$ (0.01)	-0.1%
Operating Exp (mm)	\$ 33.5	\$ 33.8	0.34	1.0%	\$ 91.6	\$ 97.8	\$ 6.16	6.3%
Subsidy Per Rider (SPR)	\$ 10.43	\$ 11.09	\$ 0.66	6.0%	\$ 9.95	\$ 11.09	\$ 1.14	10.3%
UTA Diesel Price (\$/gal)	\$ 2.80	\$ 3.90	\$ 1.10	28.1%	\$ 3.21	\$ 3.90	\$ 0.69	17.6%
Operating Metrics	Mar Actual	Mar-22	F/ (UF)	%	YTD Actual	YTD 2022	F/ (UF)	%
Ridership (mm)	2.87	2.71	0.2	5.9%	8.35	7.46	0.9	11.9%
Energy Cost by Type (Three Month Average)								
Diesel (Cost per Mile)					\$ 0.68			
Unleaded Gas (Cost per Mile)					\$ 0.93			
CNG (Cost per Mile)					\$ 0.88			
Bus Propulsion Power (Cost per Mile)					\$ 1.36			
TRAX Propulsion Power (Cost per Mile)					\$ 1.28			

Agenda Item 6.b.



2023 Sales Tax

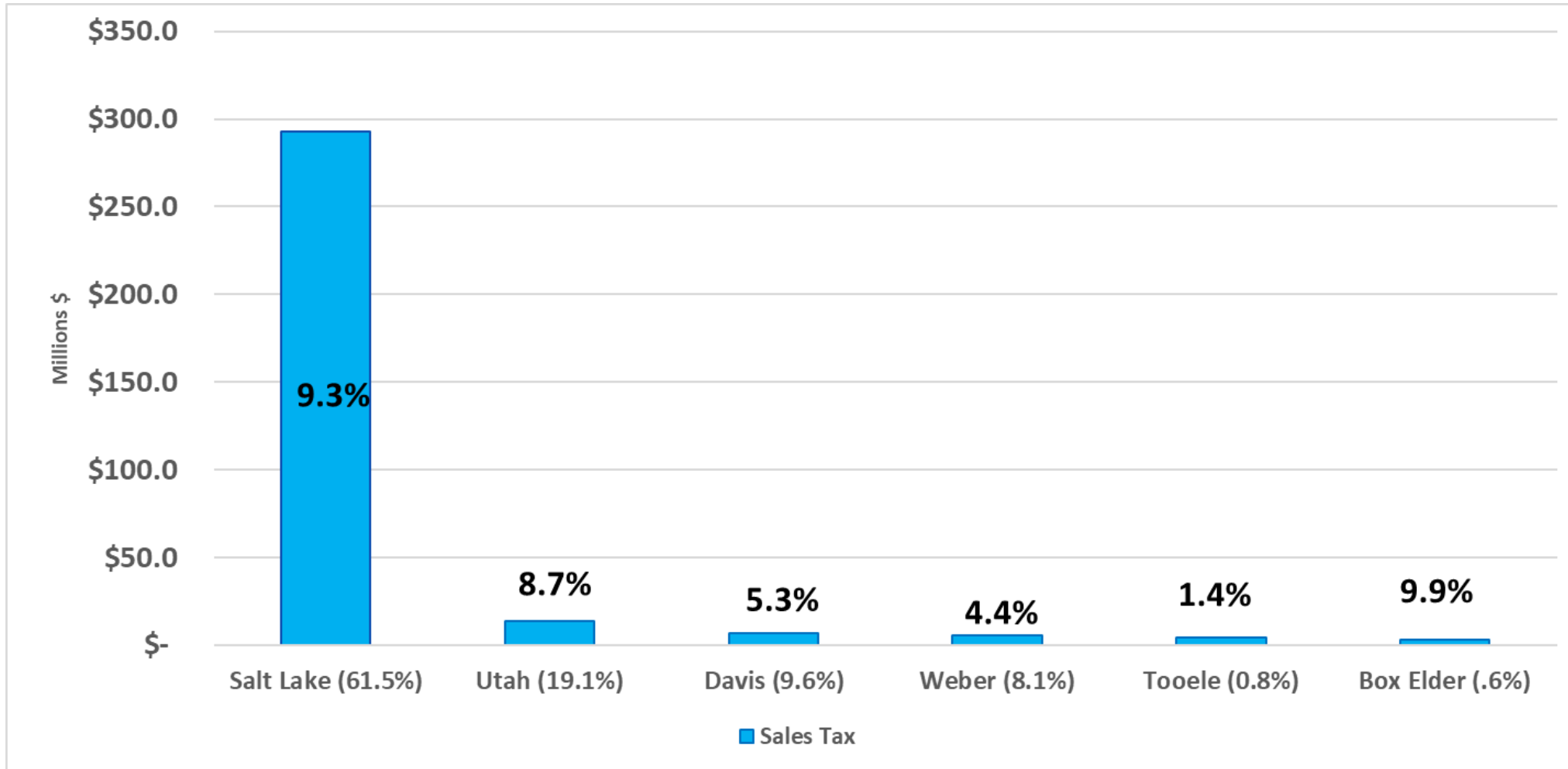
February (YTD Variance +\$4.98 million)



6.b.



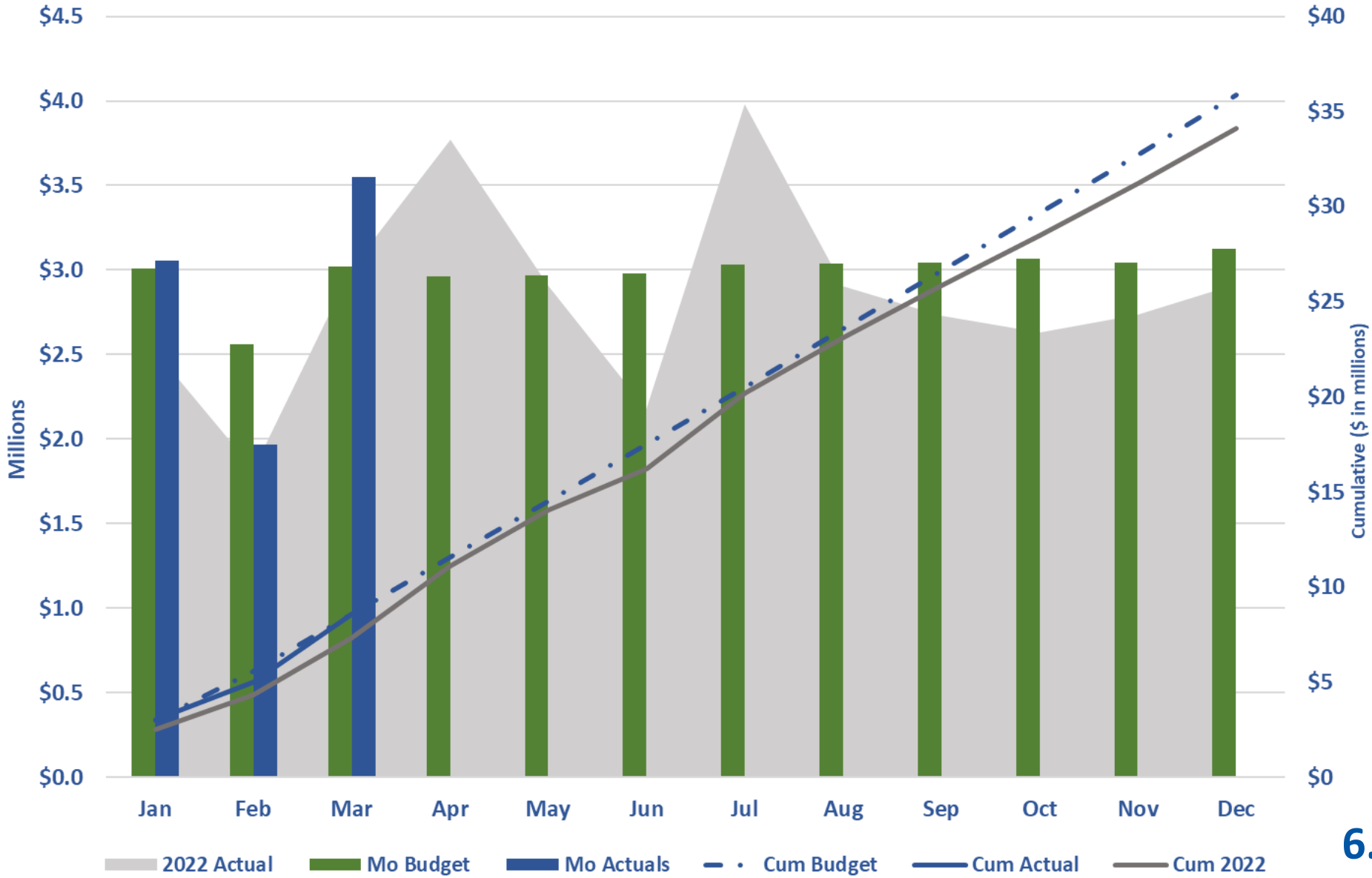
Sales Tax Collections (Percentage Growth for 12 months ended February 28, 2023)



Agenda Item 6.b.



2023 Passenger Revenue March \$(12K)



6.b.



FTE Report - March 2023

Administrative FTEs	Mar-22	Mar 2023		Variance '23	
	Actual	Actual	Budget	Var	Percent
<i>Admin Depts</i>	495.8	541.5	607.3	65.8	10.8%
<i>Operating Depts</i>	355.5	358.5	383.5	25.0	6.5%
Total FTE	851.3	900.0	990.8	90.8	9.2%

Bargaining Unit FTEs	Mar-22	Mar 2023		Variance '23	
	Actual	Actual	Budget	Var	Percent
<i>Admin Depts</i>	50.0	65.5	42.0	(23.5)	-56.0%
<i>Operating Modes</i>					
<i>Bus</i>	942.5	947.5	1,101.0	153.5	13.9%
<i>Light Rail</i>	264.0	263.0	276.0	13.0	4.7%
<i>Commuter Rail</i>	104.0	104.0	103.0	(1.0)	-1.0%
<i>Riverside</i>	143.0	148.0	159.0	11.0	6.9%
<i>Asset Mgt</i>	164.0	165.0	184.0	19.0	10.3%
Total FTE	1,667.5	1,693.0	1,865.0	172.0	9.2%

6.b.



March 2023

MONTHLY RESULTS					FISCAL YEAR 2023 Dollars in Millions	YEAR-TO-DATE RESULTS				
Prior Year Actual	Current Year					Prior Year Actual	Current Year			
	Actual	Budget	Variance				Actual	Budget	Variance	
					Revenue					
\$ 44.2	\$ 43.5	\$ 42.1	\$ 1.4	3.4%	Sales Tax (Mar accrual)	\$ 101.1	109.0	\$ 107.6	\$ 1.4	1.3%
3.0	3.5	3.0	0.5	17.6%	Fares	28.5	8.6	8.6	(0.0)	-0.1%
110.0	-	-	-	0.0%	Federal	130.6	-	-	-	0.0%
1.4	10.2	1.8	8.4	474.8%	Other *	30.1	15.5	5.3	10.2	192.2%
\$ 158.5	\$ 57.2	\$ 46.9	\$ 10.4	22.1%	TOTAL REVENUE	\$ 290.3	\$ 133.1	\$ 121.5	\$ 11.6	9.6%
					Expense					
\$ 15.5	\$ 16.0	\$ 15.7	\$ (0.2)	-1.6%	Salary/Wages	\$ 42.0	\$ 45.2	\$ 46.6	\$ 1.3	2.9%
7.0	7.1	7.8	0.7	8.8%	Fringe Benefits	20.3	21.3	23.6	2.3	9.8%
2.0	3.7	3.3	(0.4)	-12.7%	Services	5.5	7.8	9.0	1.2	13.8%
0.9	2.0	2.0	0.0	1.9%	Parts	3.0	6.2	5.8	(0.4)	-6.2%
4.2	3.0	3.1	0.1	3.4%	Fuel	6.1	8.4	9.1	0.7	8.1%
0.7	1.7	0.5	(1.2)	-235.1%	Utilities	1.7	3.0	1.6	(1.5)	-96.0%
1.1	0.9	2.2	1.3	59.0%	Other	2.6	2.6	5.1	2.5	48.9%
(0.4)	(0.9)	(1.0)	0.1	-11.0%	Capitalized Cost	(0.8)	(2.8)	(2.9)	0.1	-3.3%
\$ 31.0	\$ 33.5	\$ 33.6	\$ 0.2	0.5%	TOTAL EXPENSE	\$ 80.4	\$ 91.6	\$ 97.8	\$ 6.2	6.3%
\$ 6.9	\$ 6.9	\$ 6.7	\$ (0.2)	-3.1%	Debt Service	\$ 20.5	\$ 20.2	\$ 20.0	\$ (0.2)	-1.0%
\$ 120.7	\$ 16.9	\$ 6.6	\$ 10.3	156.8%	Contrib. Capital/Reserves	\$ 121.0	\$ 21.3	\$ 3.7	\$ 17.6	471.8%

*Does not include Sale of Assets Favorable/(Unfavorable)

*Does not include Sale of Assets Favorable/(Unfavorable)

Agenda Item 6.b.

Questions?

Agenda Item 6.b.



Capital Program Update - January – March 2023

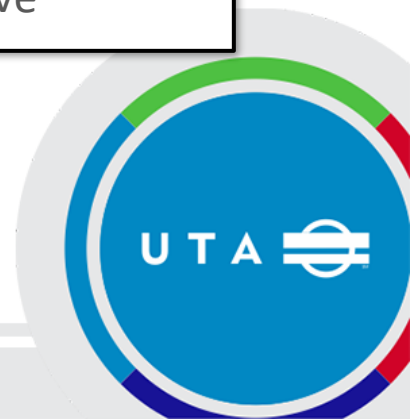
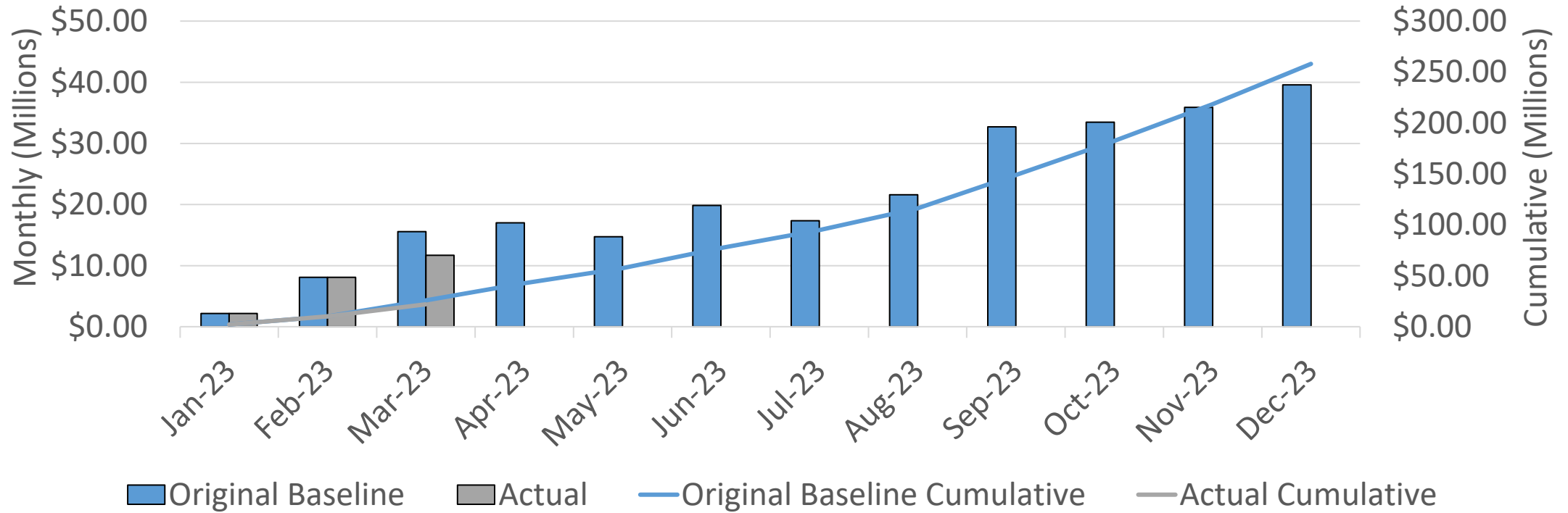
May 24, 2023

Agenda Item 6.b.

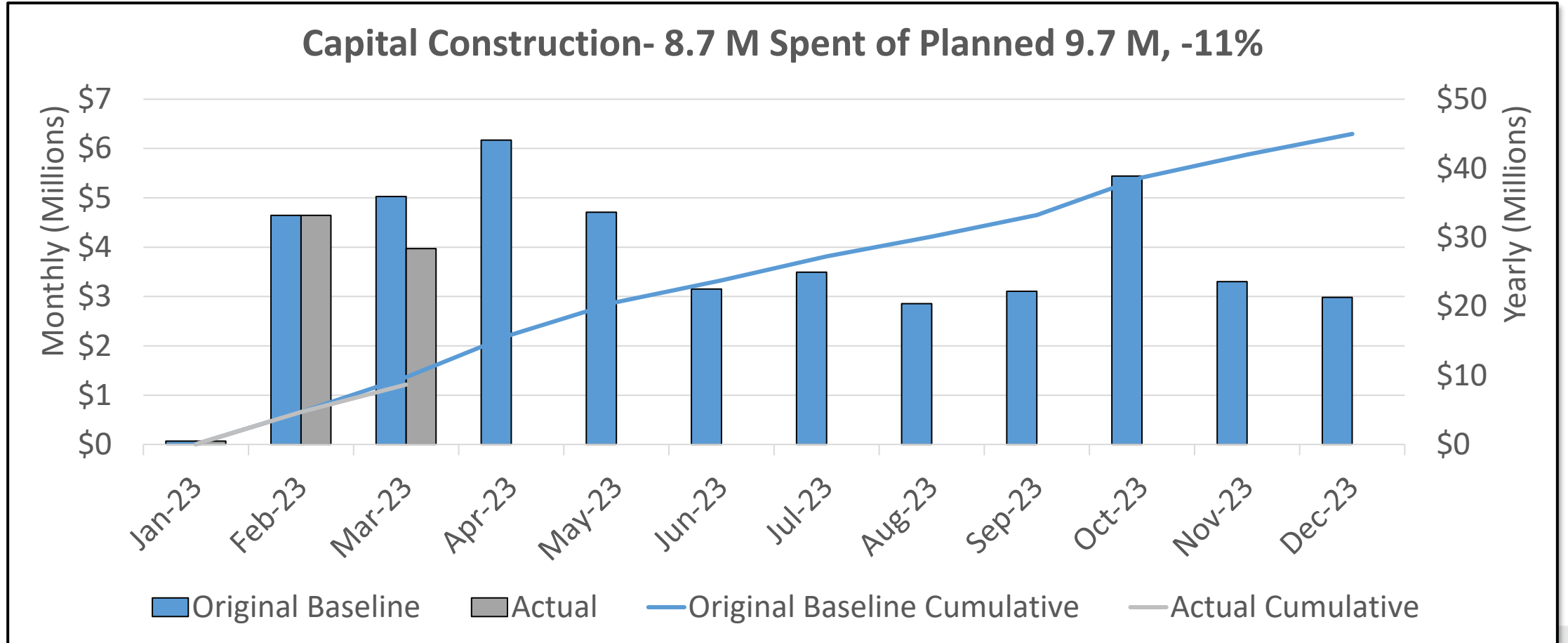


Program Summary

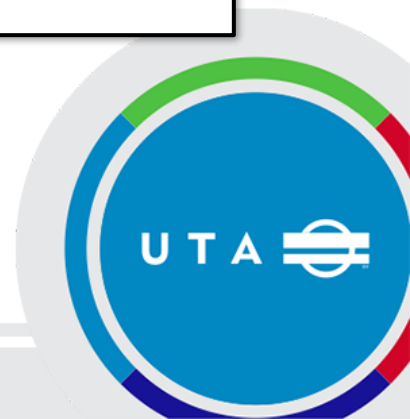
2023 Capital Spending Program Summary- 22 M Spent of Planned 25.8 M, -16%



Capital Construction



Agenda Item 6.b.

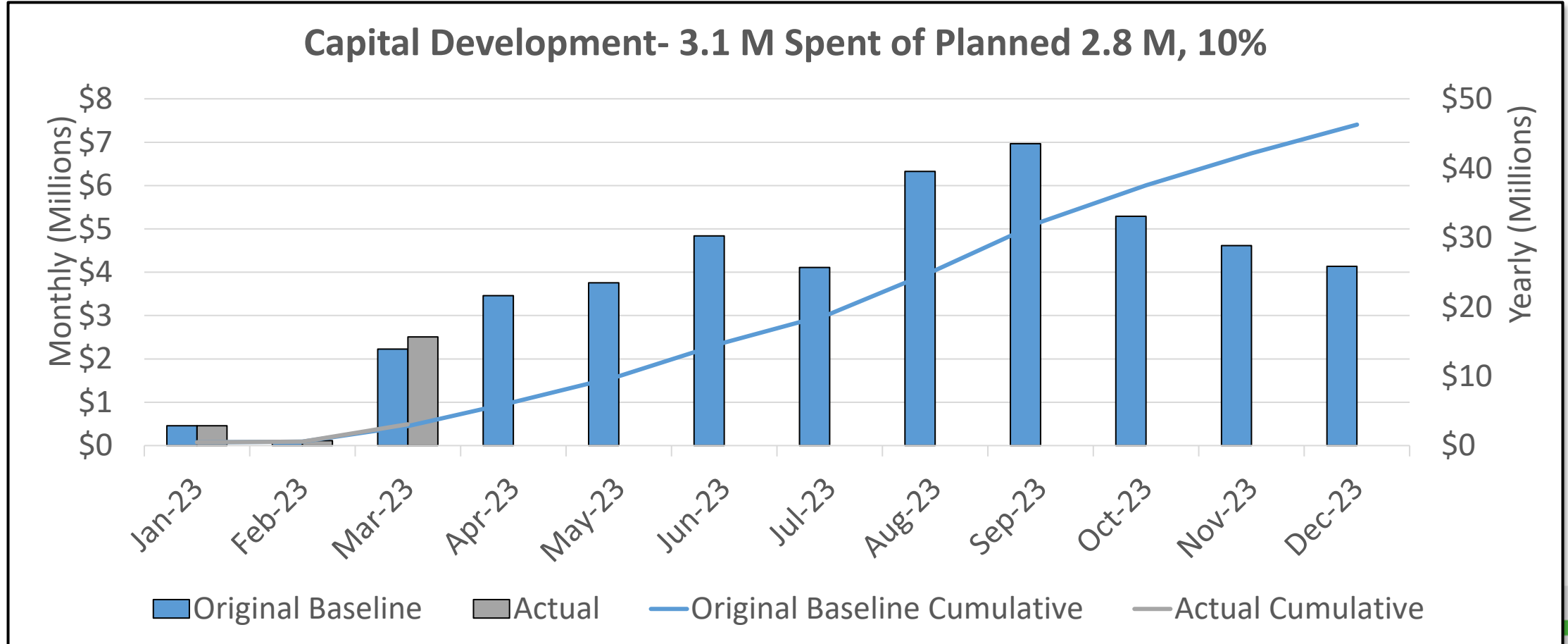


Capital Construction - Project Variance

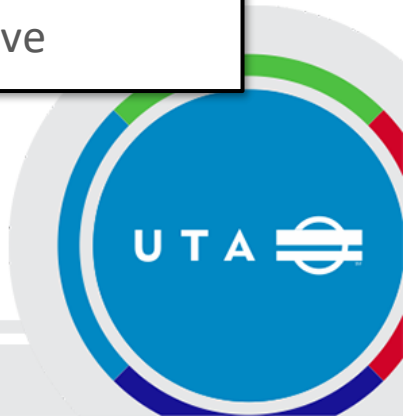
UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
MSP185 -Ogden/Weber State University BRT	4,425,000	3,222,000	(1,202,000)	-27%



Capital Development



Agenda Item 6.b.

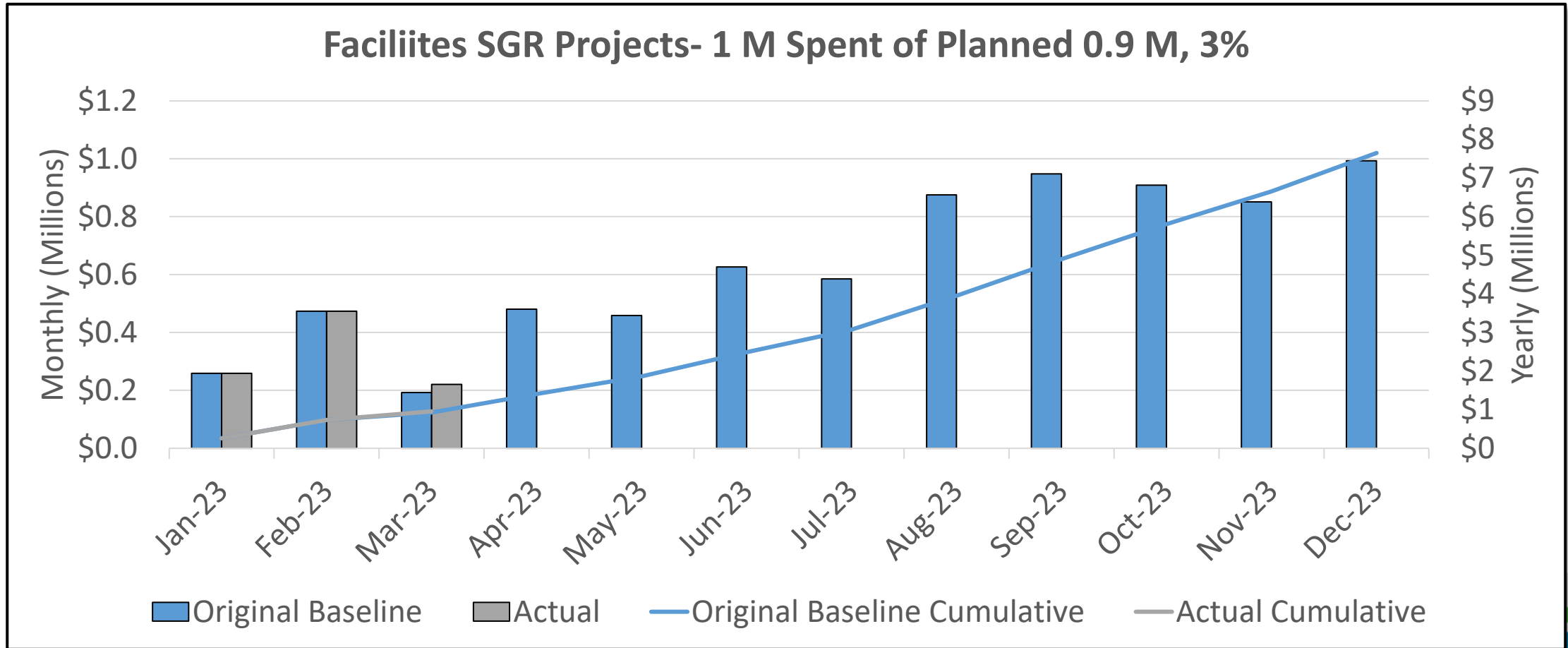


Capital Development - Project Variance

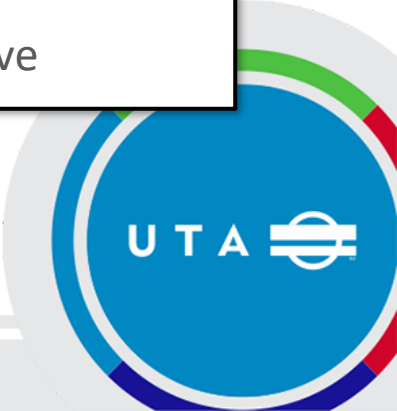
UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
MSP193- Weber County Corridor Preservation	135,000	12,000	(123,000)	-91%
MSP205- TIGER Program of Projects	26,000	864,000	838,000	3200%
MSP252- FrontRunner Forward	(4,704,000)	(4,245,000)	458,000	-10%
MSP259- S-Line Extension	359,000	22,000	(337,000)	-94%
MSP264- South Valley Transit	175,000	4,000	(171,000)	-98%



Facilities/SGR – Projects



Agenda Item 6.b.



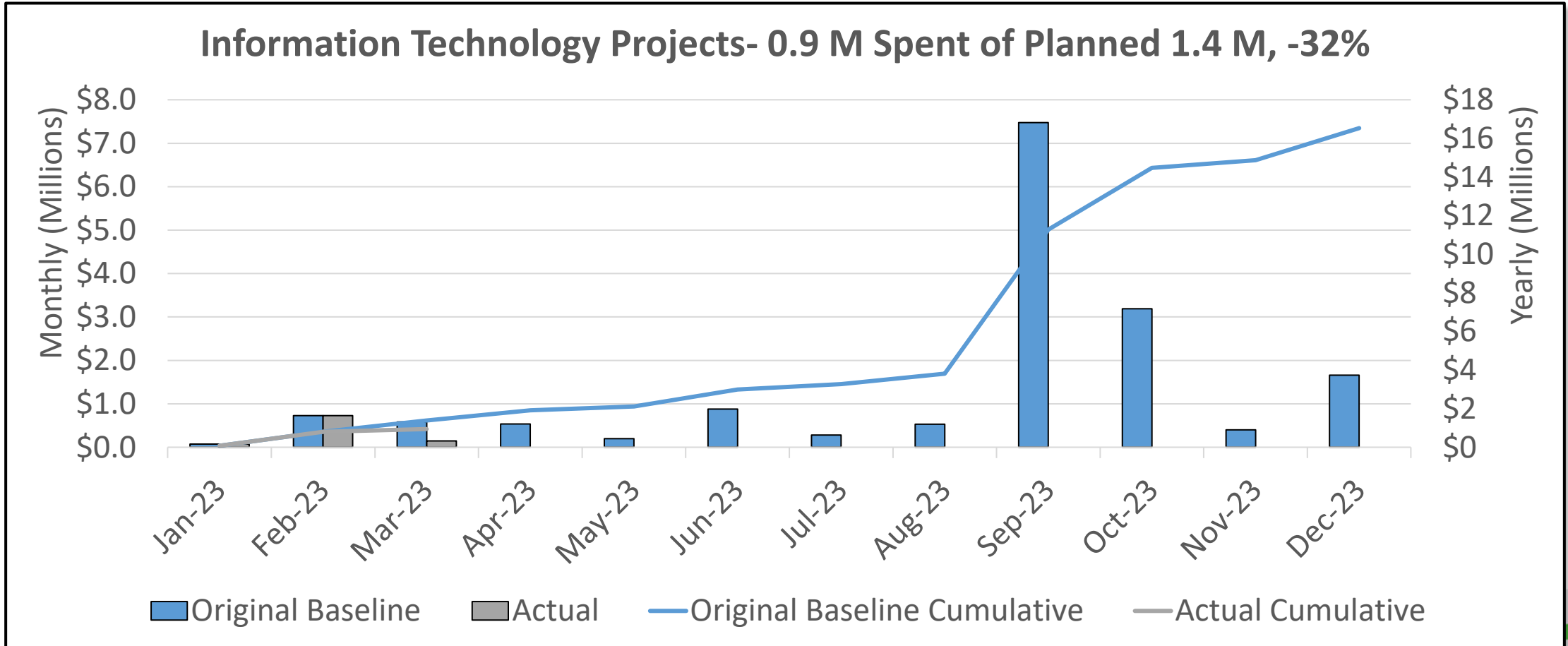
Facilities/SGR - Project Variance

	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
UTA Capital Program Delivery				

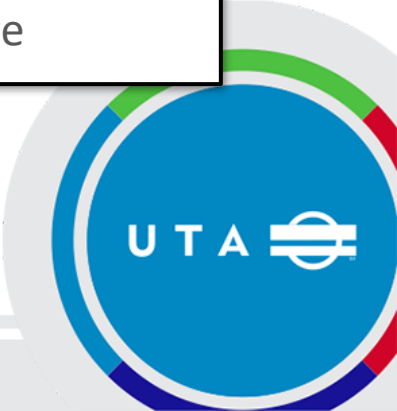
No projects exceeding the +/- \$100K threshold



Information Technology Projects



Agenda Item 6.b.



Information Technology Project Variance Table

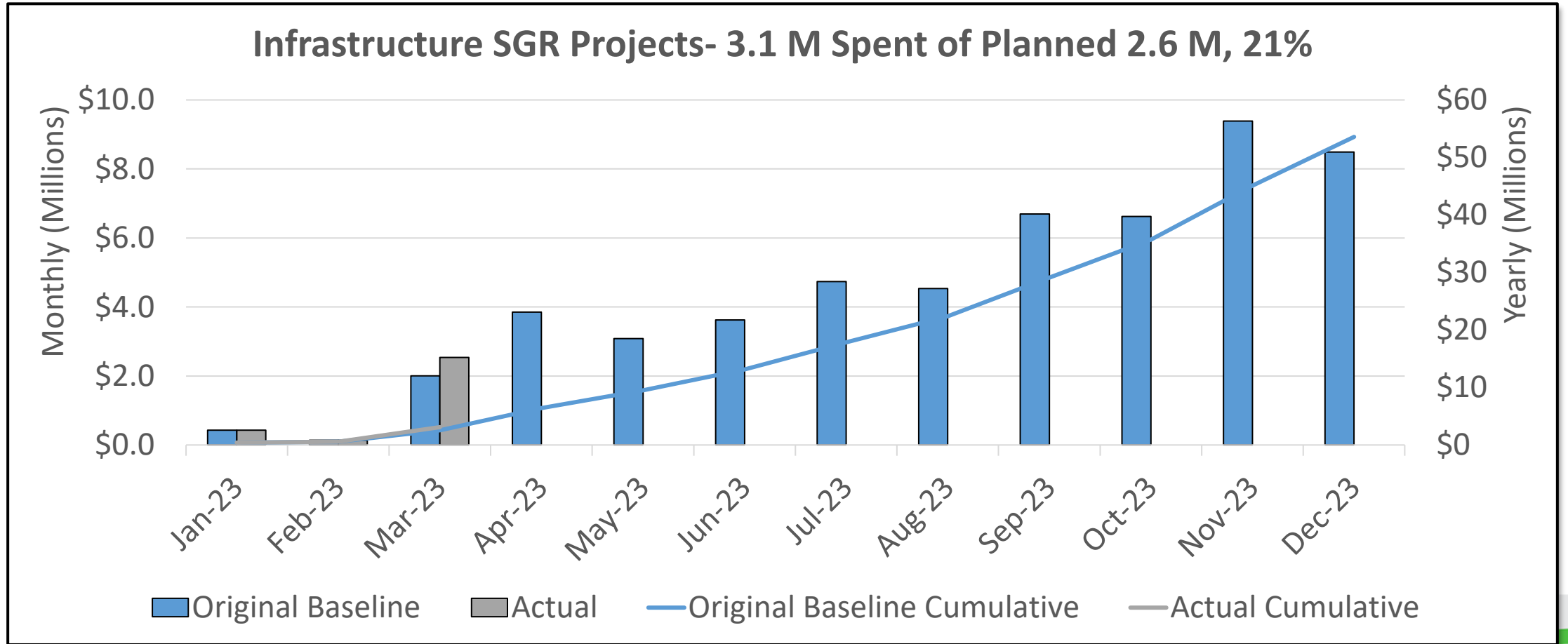
UTAH TRANSIT AUTHORITY

UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
ICI201 -Server, Storage Infrastructure Eq & SW	655,000	314,000	(341,000)	-52%

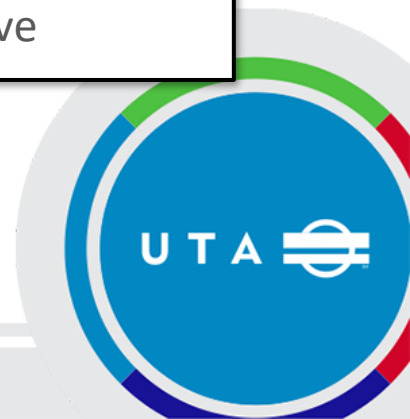
Agenda Item 6.b.



Infrastructure SGR Projects



Agenda Item 6.b.



Infrastructure SGR - Project Variance

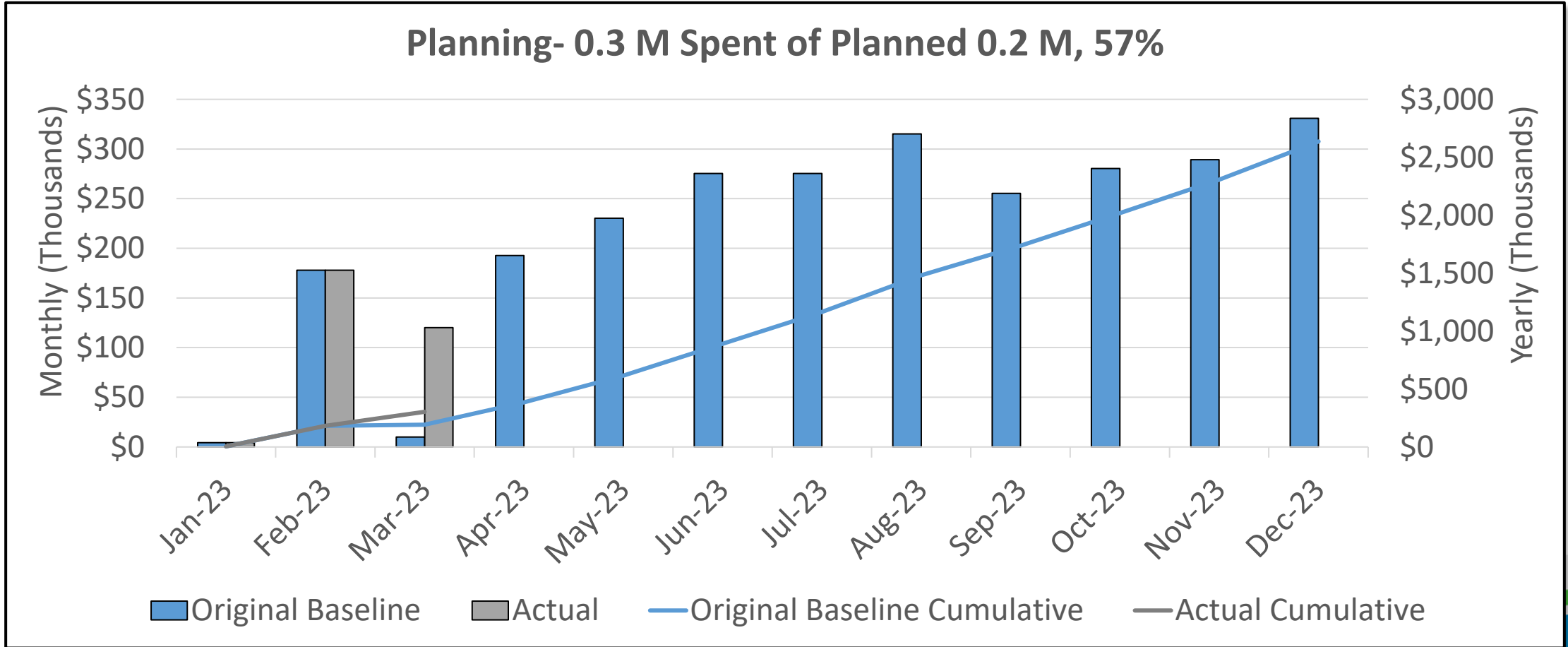
UTAH TRANSIT AUTHORITY

UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
SGR047- Stray Current Mitigation	26,000	126,000	100,000	395%
SGR385- Rail Rehab and Replacement	463,000	870,000	407,000	88%

Agenda Item 6.b.



Planning- 2023 Plan



Agenda Item 6.b.

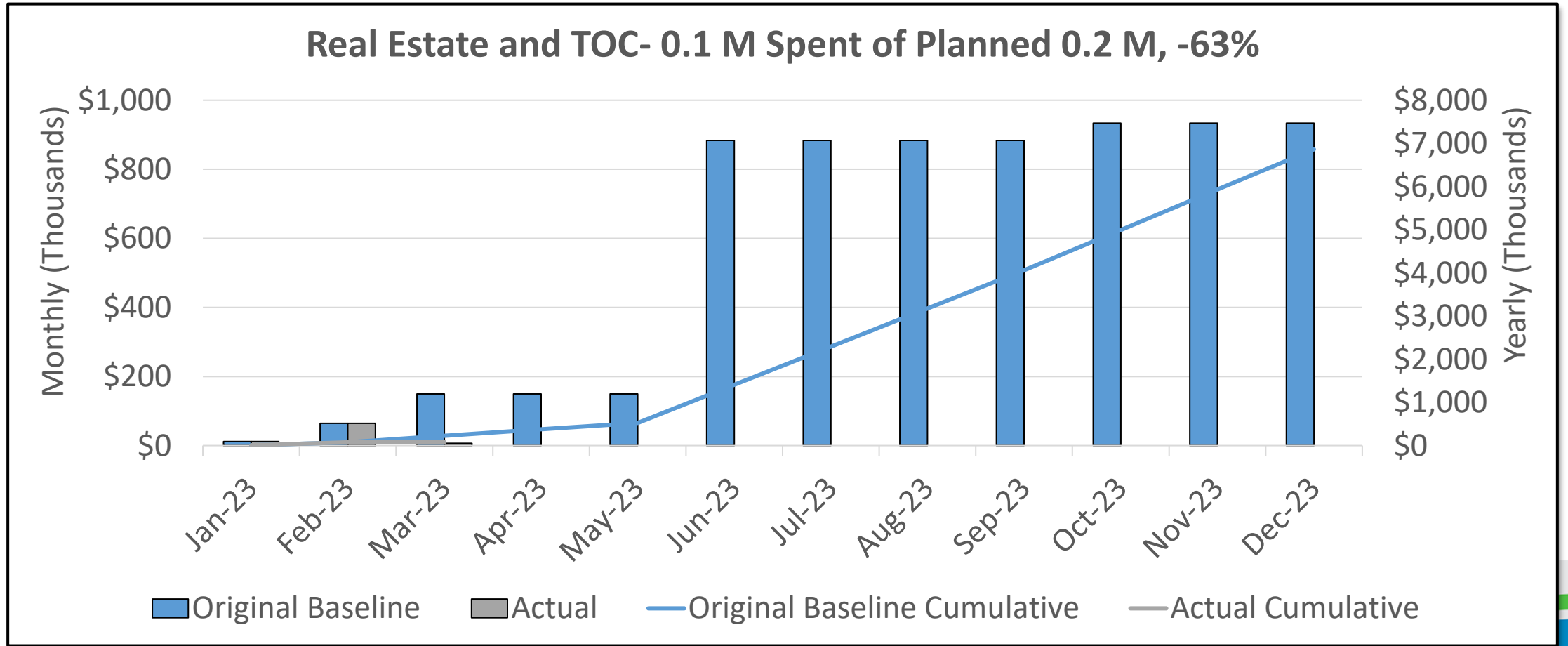


Planning Variance Table

UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
REV234- Tooele County Microtransit & Vehicle Electrification	177,000	297,000	120,000	68%



Real Estate and TOC- 2023 Plans



Agenda Item 6.b.

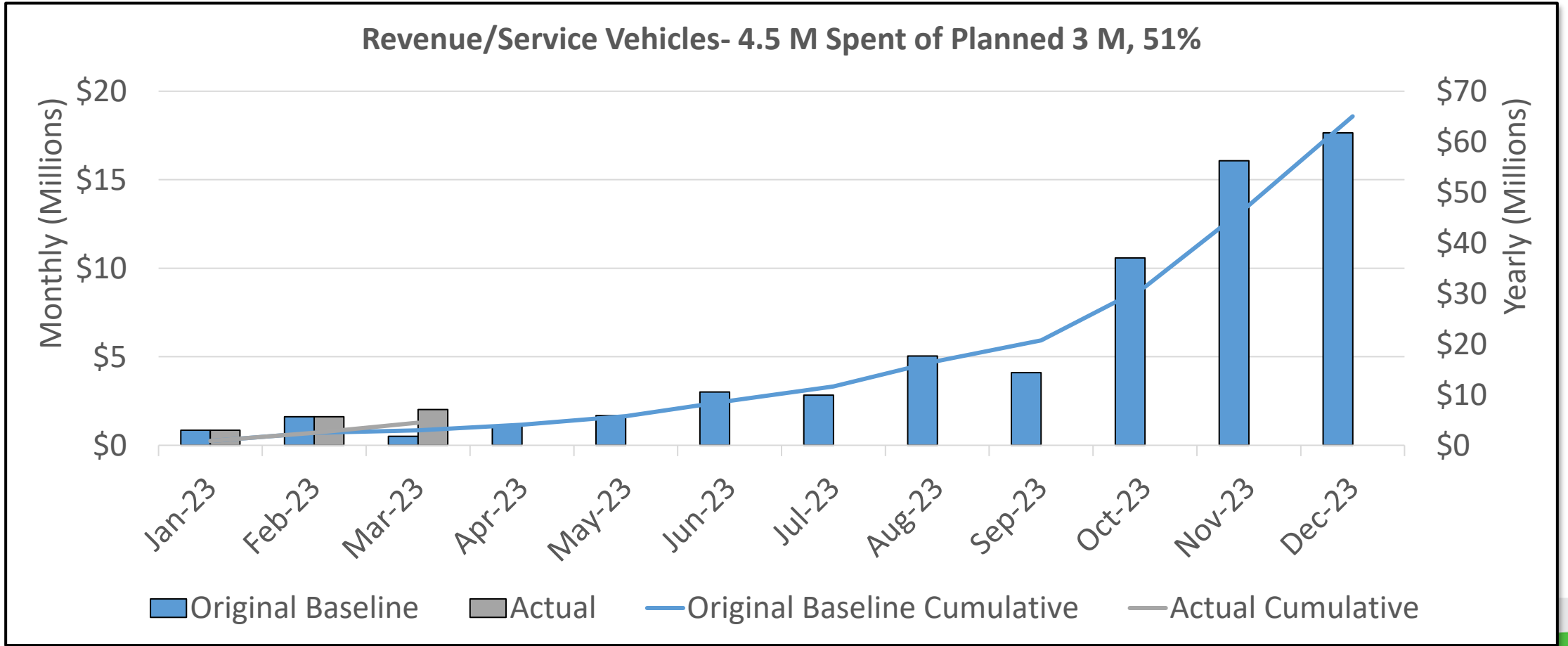


Real Estate and TOC Variance Table

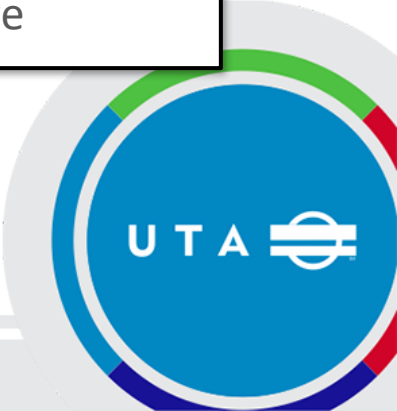
UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
MSP262- SL Central HQ Office	158,000	13,000	(145,000)	-92%



Revenue Service Vehicles



Agenda Item 6.b.



Revenue Service Vehicles – Project Variance

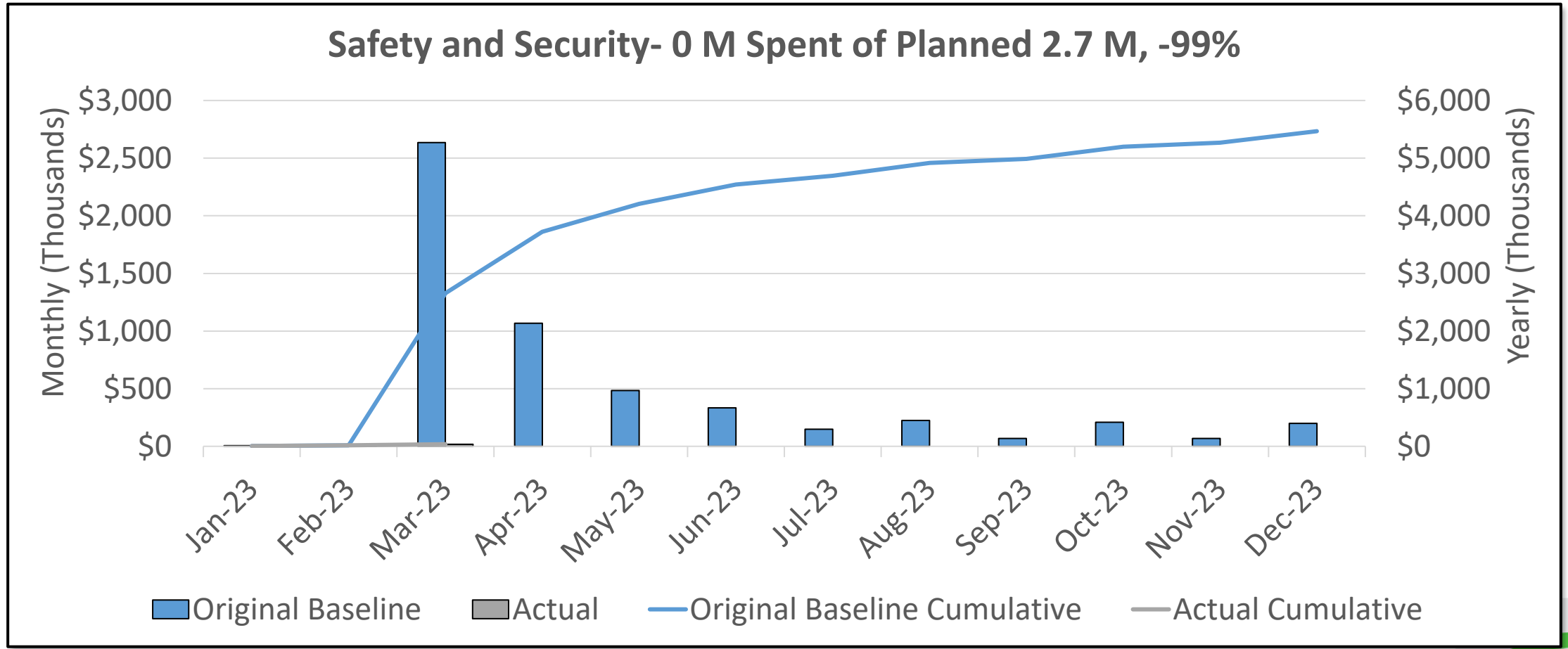
UTAH TRANSIT AUTHORITY

	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
UTA Capital Program Delivery				
REV232- Van Pool Van Replacements		243,000	243,000	
SGR040- Light Rail Vehicle Rehab	1,334,000	2,324,000	990,000	74%
SGR353- Commuter Rail Engine Overhaul	556,000	688,000	133,000	24%

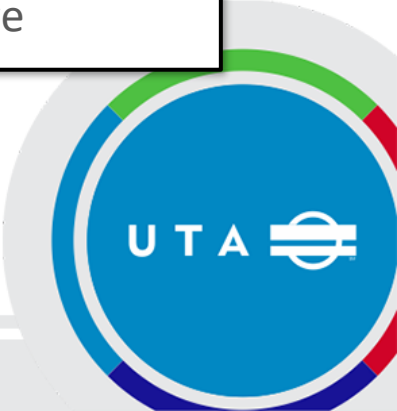
Agenda Item 6.b.



Safety and Security



Agenda Item 6.b.



Safety and Security - Project Variance

UTAH TRANSIT AUTHORITY

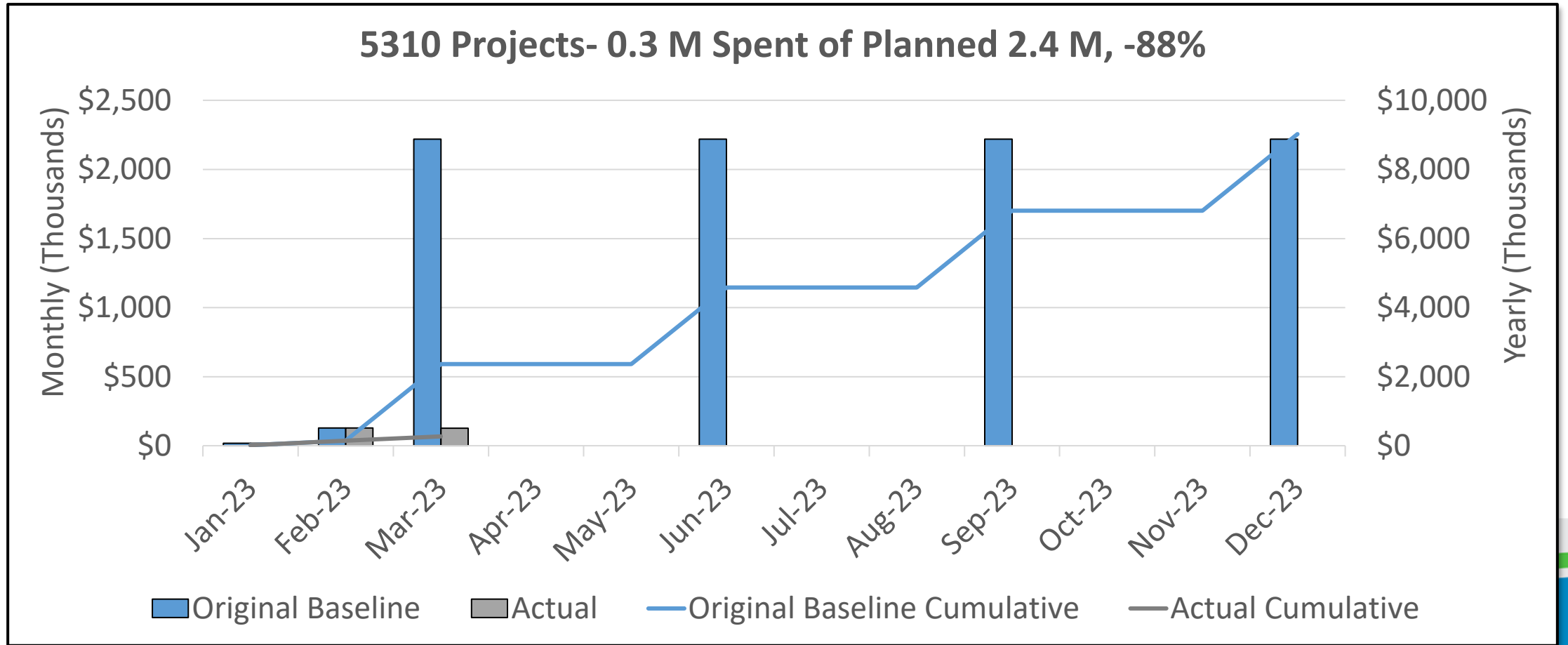
UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
FMA658- Bus Replacement Camera System	2,625,000	3,000	(2,623,000)	-100%

Agenda Item 6.b.



5310 Projects- 2023 Plans

(Highly dependent on sub-recipient activity)



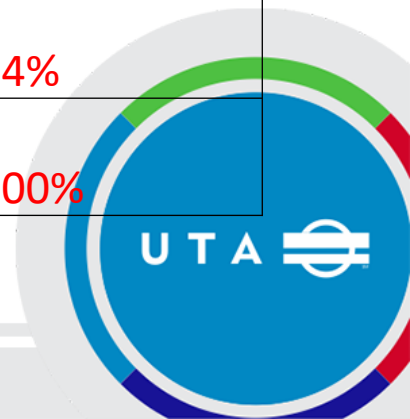
Agenda Item 6.b.



5310 Project Variance

UTA Capital Program Delivery	YTD Current Plan	YTD Actual Expend	YTD Variance \$	YTD Variance %
ICI213- E Voucher Phase 2	104,000	-	(104,000)	-100%
MSP249- FFY 19/20 - 5310 Program - SLC/West Valley (Operating)	129,000	12,000	(116,000)	-90%
MSP276- FFY 2022 - 5310 Program - SLC/West Valley	308,000	-	(308,000)	-100%
MSP277- FFY 2022 - 5310 Program - Ogden/Layton	172,000	-	(172,000)	-100%
MSP278- FFY 2022 - 5310 Program - Provo/Orem	119,000	-	(119,000)	-100%
MSP280- FFY 2021 - 5310 Program - SLC/West Valley	169,000	-	(169,000)	-100%
MSP297- FFY 19/20 - 5310 Program - SLC/West Valley (Capital)	278,000	17,000	(262,000)	-94%
MSP298- FFY 19/20 - 5310 Program - Ogden/Layton (Capital)	157,000	-	(157,000)	-100%

Agenda Item 6.b.



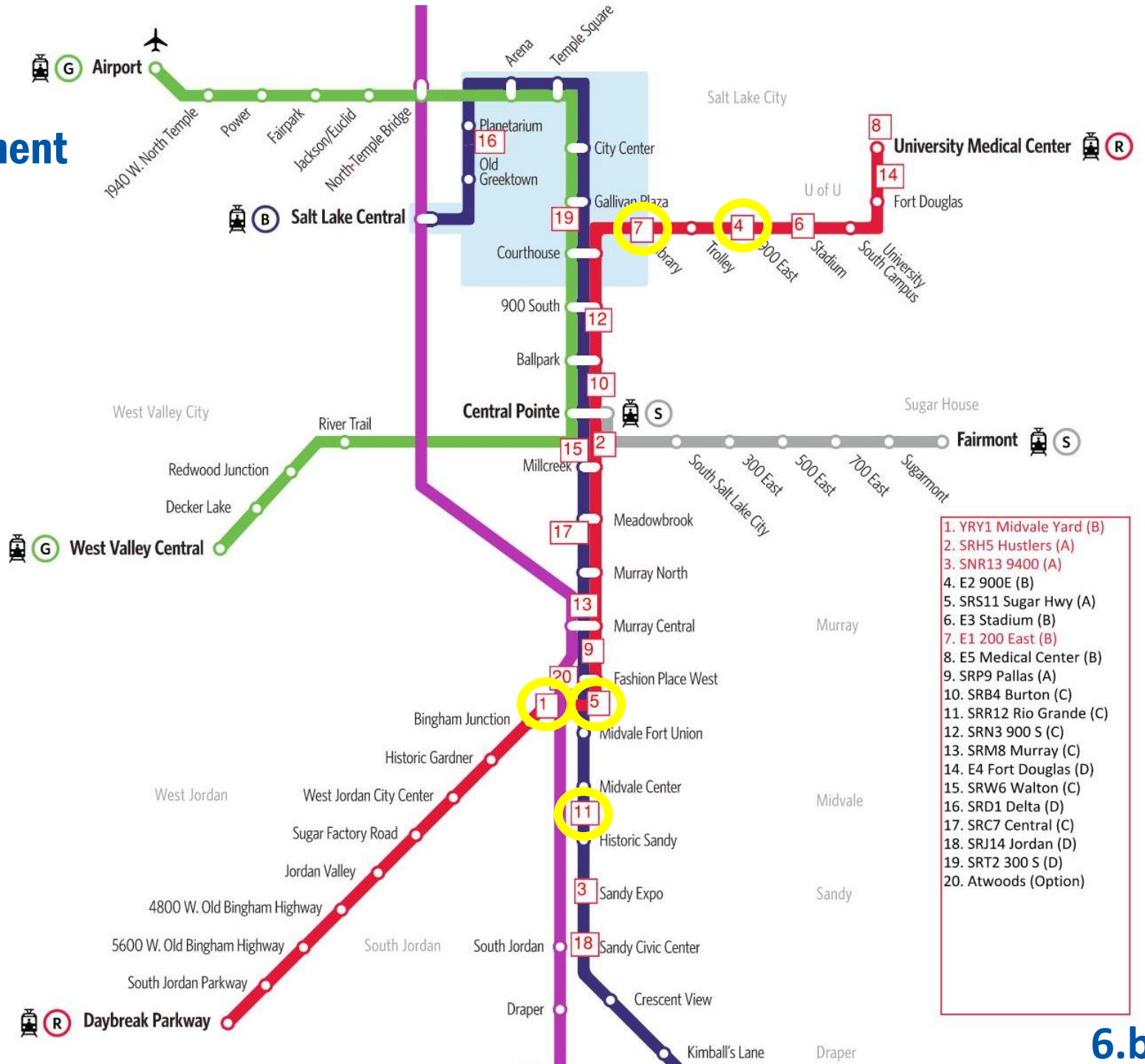
UTAH TRANSIT AUTHORITY

Project Highlights

SGR397- TPSS Rehab and Replacement

UTAH TRANSIT AUTHORITY

- Completed first five Traction Power Substation Rehab locations.
 - 9400 South
 - YRY1
 - E2
 - Sugar Highway
 - E1



Substation Improvements

New DC Feeder Breakers

UTAH TRANSIT AUTHORITY



Old DC Breakers



New DC Breakers
Agenda Item 6.b.



Substation Improvements

New Dielectric Flooring

UTAH TRANSIT AUTHORITY



Old Flooring



New Flooring

Agenda Item 6.b.



Questions?

Agenda Item 6.b.



Discretionary Grants Report

Agenda Item 6.c.



Grants Update – May 2023

Grant Applications Awaiting Selection	Request	Date Submitted
FRA Railroad Crossing Elimination Program – Sharp Tintic	\$13.2M	10/4/2022
FRA CRISI – Sharp Tintic Railroad Connections Project	\$13.2M	11/18/2022
CMAQ/STBG/CRP – MidValley Connector Electric Buses	\$6.9M	12/08/2022
STBG – Westside Express (5600W) Capital	\$5M	12/08/2022
CMAQ - Westside Express (5600W) Operations	\$9M	12/08/2022

Acronym Key:

FRA – Federal Railroad Administration

CMAQ – Congestion Mitigation Air Quality Program

STBG – Surface Transportation Block Grant Program

CRP – Carbon Reduction Program

FTA – Federal Transit Administration

TOD – Transit Oriented Development

Agenda Item 6.c.



Grants Update – May 2023

Grant Applications Awaiting Selection	Request	Date Submitted
STBG – Transit Technical Education Center (TTEC)	\$4M	12/08/2022
CMAQ/STBG/CRP – Ogden On-Route Charging Infrastructure	\$1.4M	12/08/2022
CMAQ/STBG/CRP – Davis-SLC Community Connector Construction (Ogden/Layton \$5M & Salt Lake \$5M)	\$10M	12/08/2022
CMAQ/STBG/CRP – On-Route Charging Infrastructure (SLC)	\$2.8M	12/08/2022
STBG – Mt. Ogden Facility Expansion	\$5M	12/08/2022

Agenda Item 6.c.



Grants Update – May 2023

Grant Applications Awaiting Selection	Request	Date Submitted
FRA – Corridor ID Program – Desert Wind (SLC to Las Vegas) Service Restoration Study (UDOT Applicant)	\$500K	3/23/2023
FRA – Corridor ID Program – Pioneer, Boise to SLC (Boise/IDT Applicant)	\$500K	3/23/2023
FTA Low and No Emission Vehicles – 25 CNG Buses	\$17.1M	4/13/2023
FTA Low and No Emission Vehicles – 20 Electric Buses and Charging Infrastructure	\$27.1M	4/13/2023



Grants Update – May 2023

Grant Applications Awaiting Selection	Request	Date Submitted
FTA Bus and Bus Facilities – Transit Technical Education Center (TTEC)	\$5M	4/13/2023
Total Applications	\$120.7M	



Agenda Item 6.c.



Grants Update – May 2023

Discretionary Grants/Appropriations Selected	Fed Amount
FTA TOD Planning – MidValley Connector	\$360K
FY 23 West Side Express Transit Community Project Funding (CPF)	\$3.5M
FrontRunner Strategic Double Track Project (UDOT) Appropriation	\$486M
FTA Small Starts – MidValley Connector	\$62.8M
FTA – Rail Replacement Grant – 20 Light Rail Vehicles	\$60M
TOTAL	\$612.66M



6.c.



Resolutions

Agenda Item 7



R2023-05-02

**Resolution Approving the Title VI Service
Equity Analysis for August 2023 Change Day**

Agenda Item 7.a.



UTA and Title VI

- Title VI of the Civil Rights Act requires UTA work to ensure there is no discrimination in the delivery of service
- UTA reviews the equitability of all major changes
- An analysis is performed to ensure there are no unintended negative impacts on low-income people and minorities
- The analysis is presented to and approved by UTA's Board of Trustees

Agenda Item 7.a.



Datasets and Analysis Parameters

- Demographic data from the 2017-2021 American Community Survey (ACS) Five-Year Estimates were used to determine who is impacted by the proposed changes
- Demographics of those impacted were compared to the demographics of the service area
- Differences greater than 5% between those impacted by changes and the entire system require further examination and consideration



August Change Day 2023 Proposed Changes Not Analyzed

- 2 Contracted routes with service outside of UTA Taxing District
 - Routes 901* and 902 to be discontinued
 - Salt Lake/Park City service now operated by High Valley Transit
- 5 minor route alignment adjustments or service improvements
 - Routes 1, 9 extended to Orange Street Facility
 - Minor adjustment to Route F570
 - Improve Saturday TRAX and S-Line service to 15 minutes
 - Extend 2 Northbound and 2 Southbound FrontRunner trips
- 3 routes remain temporarily suspended
 - Restoration of routes 39, 201, and 218 continue to be contingent upon available operator staffing resources

**Route 901 was a seasonal service suspended in December 2022 and is proposed to be permanently discontinued as of August Change Day 2023*

7.a.



August Change Day 2023 Proposed Major Changes

- August Change day proposes 5 major changes
 - 1 alignment changes
 - F202
 - 1 new route
 - 603X (OGX)
 - 2 discontinued routes
 - 603, 650*
 - 1 reduction in service
 - 602

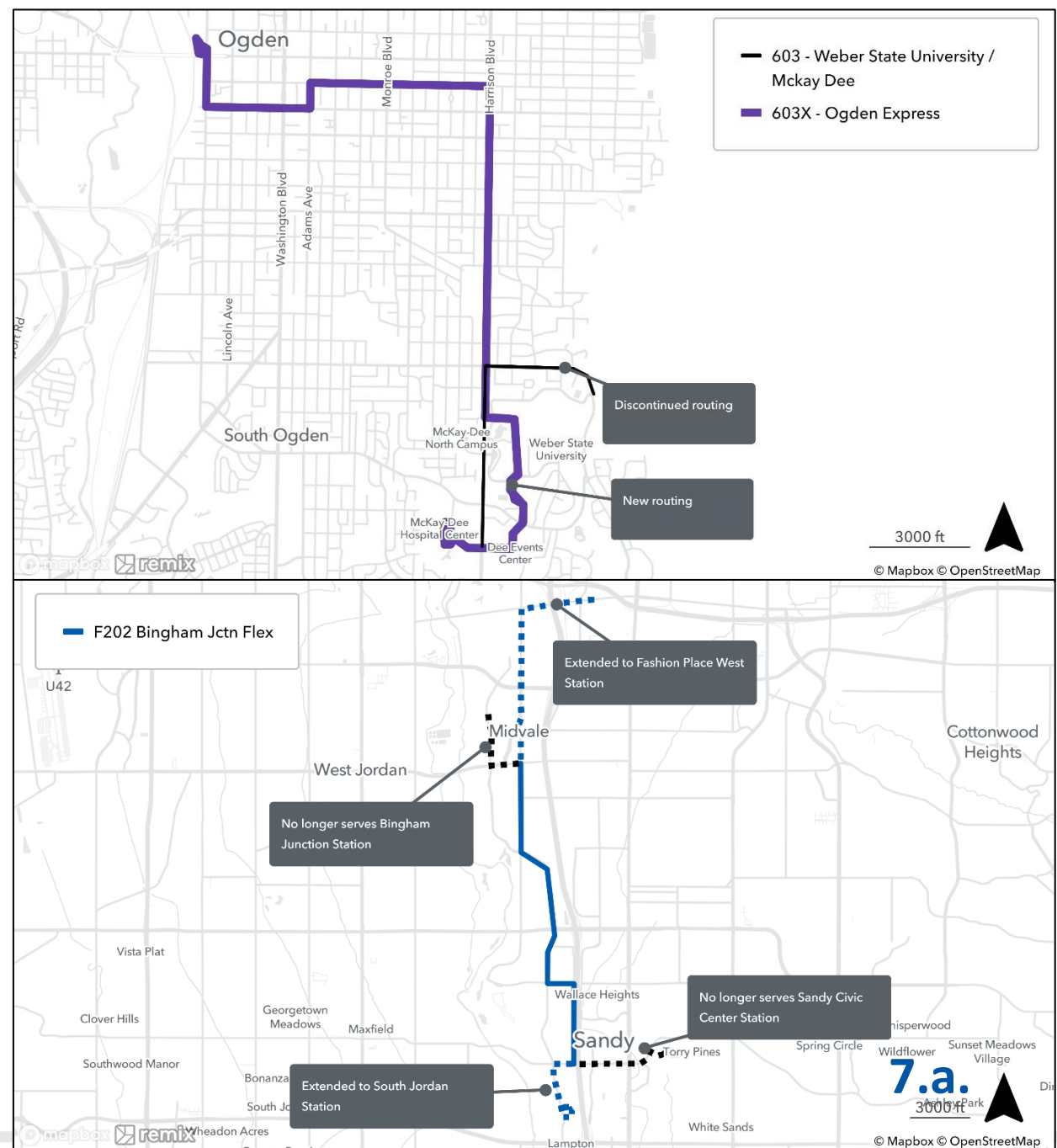
**Route 650 was suspended in Spring 2020 and is proposed to be permanently discontinued as of August Change Day 2023*

Agenda Item 7.a.



Analysis of Changes

- 6 route-level potential findings were identified
 - 3 of disparate impact
 - 3 of disproportionate burden
- 3 potential findings were identified among populations with *loss in access*
 - 2 of disparate impact
 - 1 of disproportionate burden
- All potential findings have substantial legitimate justification to proceed with the proposed changes



Conclusion

- Major changes proposed estimate increased service and access among low-income and minority populations
- All potential findings are either mitigated by other service or justified to proceed due to additional benefits of new service



Recommended Action

(by roll call)

Motion to approve R2023-05-02 Resolution
Approving the Title VI Service Equity Analysis for August 2023 Change Day,
as presented

Agenda Item 7.a.



Contracts, Disbursements, and Grants

Agenda Item 8



Contract: Head End Power Training Module (Wabtec Transportation Systems, LLC)

Recommended Action (by acclamation)

Motion to approve the contract with Wabtec Transportation Systems, LLC,
for the Head End Power Training Module, as presented

Agenda Item 8.a.



Contract: Toyota Sienna Minivans for Rideshare (Tony Divino Toyota)

Recommended Action (by acclamation)

Motion to approve the contract with Tony Divino Toyota,
for Toyota Sienna Minivans for Rideshare, as presented

Agenda Item 8.b.



Contract: Funding Agreement for Provo Pedestrian Bridge TIGER Program Project (Utah Department of Transportation)

Recommended Action (by acclamation)

Motion to approve the funding agreement with the Utah Department of Transportation,
for the Provo Pedestrian Bridge TIGER Program Project, as presented

Agenda Item 8.c.



Change Order: Rewards and Recognition Program Modification No. 4 - Contract Extension (Motivosity)

Recommended Action (by acclamation)

Motion to approve Modification No. 4 - Contract Extension with Motivosity for the Rewards and Recognition Program, as presented

Agenda Item 8.d.



Change Order: On-Call Systems Maintenance Contract Task Order #23-005 - Brake Cut-Out Valve Monitoring (Rocky Mountain Systems Services)

Recommended Action (by acclamation)

Motion to approve On-Call Systems Maintenance Contract Task Order #23-005 with Rocky Mountain Systems Services for Brake Cut-Out Valve Monitoring, as presented

Agenda Item 8.e.



Service and Fare Approvals

Agenda Item 9



Fare Agreement: Special Events Agreement (Utah Asian Festival)

Recommended Action (by acclamation)

Motion to approve the Special Events Fare Agreement with Utah Asian Festival, as presented

Agenda Item 9.a.



Fare Agreement: Special Events Agreement (Utah Pride Center)

Recommended Action (by acclamation)

Motion to approve the Special Events Fare Agreement with Utah Pride Center, as presented

Agenda Item 9.b.



Discussion Items

Agenda Item 10



2022-2023 Benchmark Survey Report

Agenda Item 10.a.



2022-2023 UTA Research

**Presented to UTA Board of Trustees
May 24, 2023**

Presented by:

- Steven Wright, Chief Communications Officer
- Mandy Walsh, Ph.D., R&R Partners
- Jennifer Hughes, R&R Partners
- Christina Lau Billings, R&R Partners

Agenda Item 10.a.



Agenda

- 3 Online Community Discussion Group**
- 6 Annual Tracking Survey**
- 17 Next Steps**

Agenda Item 10.a.



Qualitative Research Objectives

Each year, UTA conducts qualitative research to explore what might inspire greater use of UTA services, including:

- Motivations and barriers to using public transportation more frequently
- How to overcome a pervasive “car culture”
- Messaging and/or communication that might incent more frequent ridership
- **Change in methodology**
 - Focus group → Online community discussion group

Agenda Item 10.a.



Online Community

- **Methodology**
 - Conducted December 2022
 - Three-day online community
 - Welcome activity: Introduction & primary mode of transportation
 - Day 1: Commuting experience, perceptions of UTA & public transportation in general
 - Day 2: Motivations & barriers, designing an ad
 - Day 3: Evaluating Day 2's ads, discussing specific motivators
- **Participant details**
 - N=27
 - Lives in Davis, Morgan, Salt Lake, Summit, Tooele, Utah or Weber County
 - Has ridden public transportation in the past 24 months, but not frequently
 - Mix of demographics

10.a.



Online Community: Key Findings

Barriers	Motivations	Communications
<p>The biggest emotional barrier is association between cars & freedom</p> <ul style="list-style-type: none">• The biggest emotional barrier to overcome is the association of cars with freedom (going where you want and not having to worry about a schedule).• Top frustrations are limited destinations, infrequent/slow service, lack of stations, safety (TRAX), and cost.	<p>Utahns are more likely to ride for leisure than for commuting</p> <ul style="list-style-type: none">• Participants would be most likely to increase usage of public transportation to go downtown with their family or partner.• They would be more motivated to do so if fares were cheaper or free and/or stations were more convenient to their homes and destinations.• Few envisioned increasing usage of public transportation to commute.	<p>As such, compelling messages often highlight the variety of activities in SLC</p> <ul style="list-style-type: none">• The most compelling communications tend to describe all the things you can do in SLC by riding transit.• The next two highest ranked messaging themes involve the benefits of riding transit (e.g., no parking, improving air quality, etc.)



Quantitative Research Objectives

UTA conducts an annual tracking survey to measure public perceptions of the organization and inform strategy.

- Objectives
 - Overall perception of public transportation in general and UTA specifically
 - Understanding the motivations of the infrequent rider
 - Perception of American “car culture”
 - Where people look for information about riding UTA

Agenda Item 10.a.



Annual Tracking Survey

- **Methodology**
 - Telephone and online
 - Conducted January 2023
- **Participant details**
 - N=636; margin of error +/-3.89%
 - Live in Davis, Salt Lake, Utah, or Weber County
 - Mix of demographics (e.g., gender, age, ethnicity, employment, education, etc.)

Agenda Item 10.a.

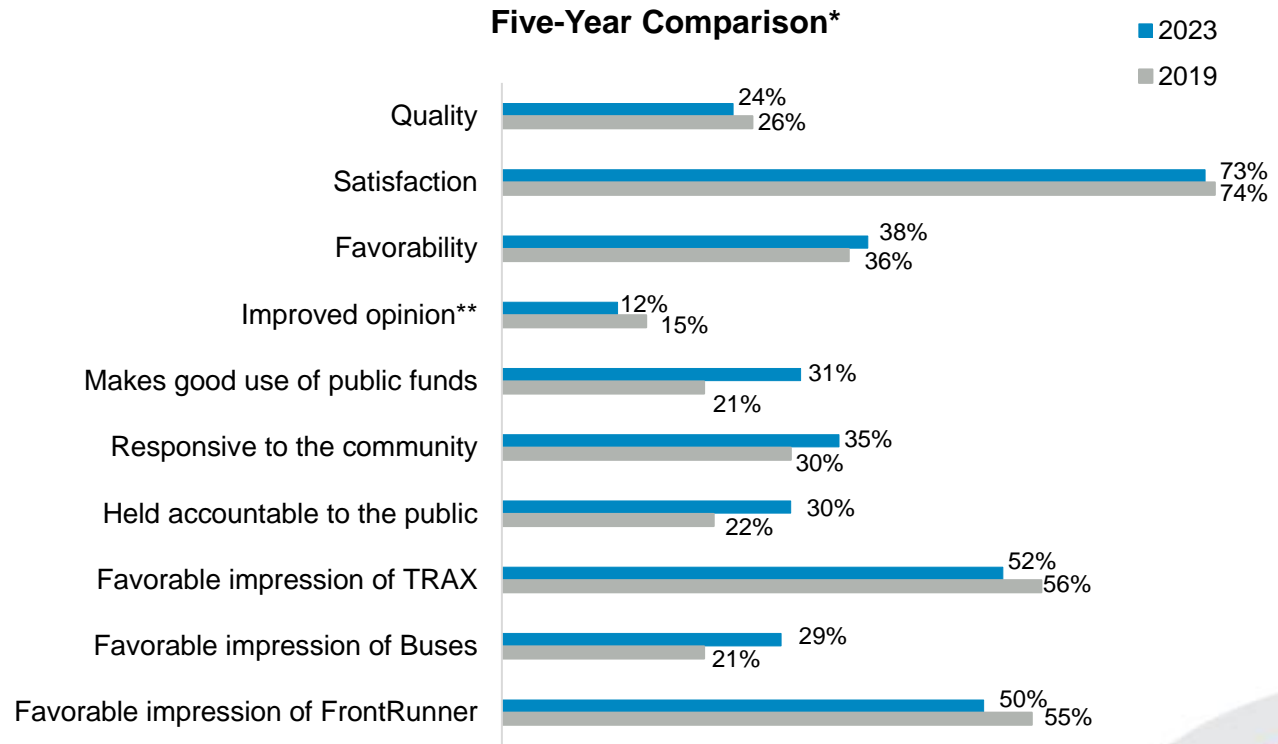


Tracking Survey: Key Findings

Favorability	Corporate Citizen	Impressions
<p data-bbox="428 354 896 518">UTA has seen a slight decrease in favorability YOY, but well over half of respondents still hold a favorable impression</p> <ul data-bbox="417 562 896 925" style="list-style-type: none"><li data-bbox="417 562 896 665">• Most are satisfied with public transportation along the Wasatch Front.<li data-bbox="417 746 896 925">• Utahns' opinions of UTA are largely staying the same – more than ¾ indicated their opinion had not changed in the last six months.	<p data-bbox="1009 354 1488 518">While UTA experienced a slight decrease in “corporate citizen” ratings YOY, they remain higher than in 2021</p> <ul data-bbox="1009 562 1488 925" style="list-style-type: none"><li data-bbox="1009 562 1488 704">• Three in ten Utahns agree UTA makes good use of public funds, is responsive to the community, and is held accountable to the public.<li data-bbox="1009 782 1488 925">• Very few organically mention corruption, scandal, or executive wages – most believe UTA is doing a fairly good job in the state.	<p data-bbox="1689 354 2135 472">Utahns' impressions of individual UTA services have held steady in previous years</p> <ul data-bbox="1658 515 2168 803" style="list-style-type: none"><li data-bbox="1658 515 2168 618">• Utahns are relatively favorable towards UTA services, and most would feel positive about riding.<li data-bbox="1658 701 2168 803">• Utahns' impressions of FrontRunner have increased the most over the past year, with TRAX close behind.



Key metrics have improved and/or held steady in the last 5 years.



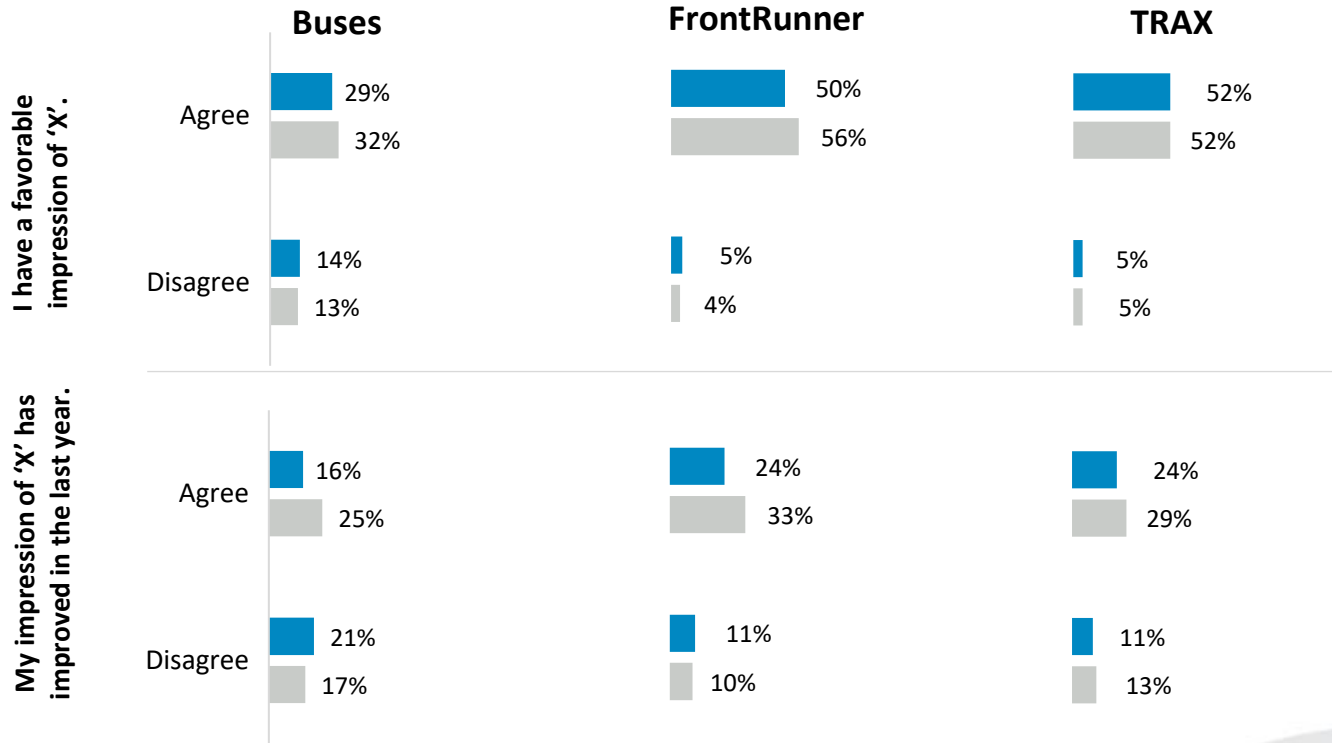
*2023: N=636; margin of error +/-3.89%; 2019: N=611, margin of error +/-4%

**Improved opinion: those who selected "improved"



Overall perceptions of UTA's services remain consistent YOY.

2022 n = 600 2023 n = 636

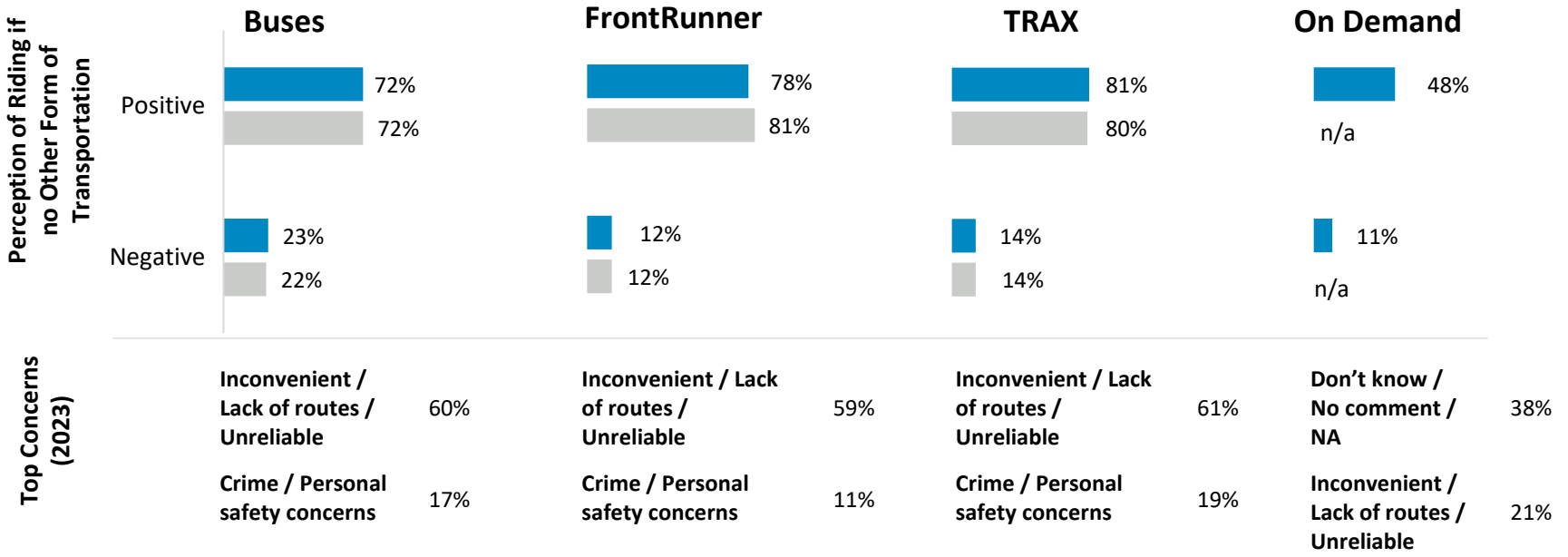


Agenda Item 10.a.



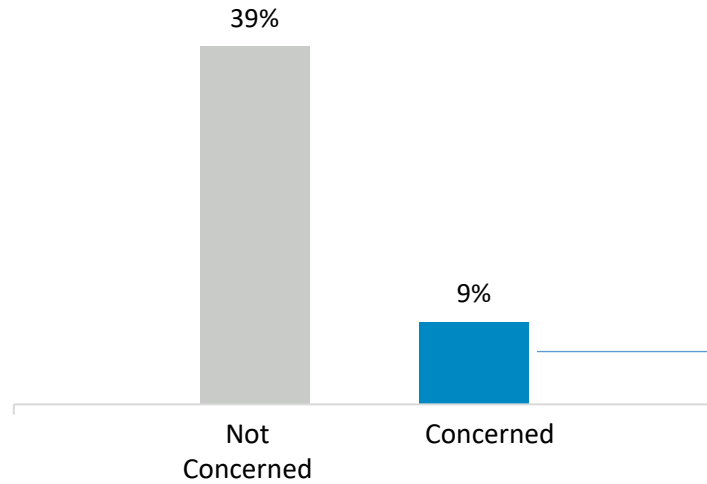
Given no other form of transportation, Utahns generally feel positive about using UTA's services.

2022 n = 600 2023 n = 636

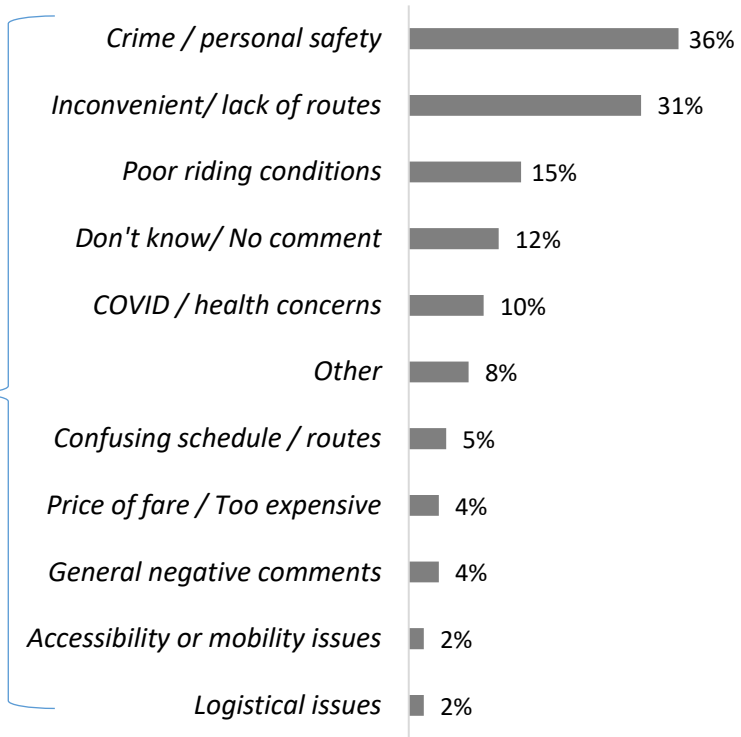


While in the minority, concerns center on crime and inconvenience.

Level of Concern with Riding UTA

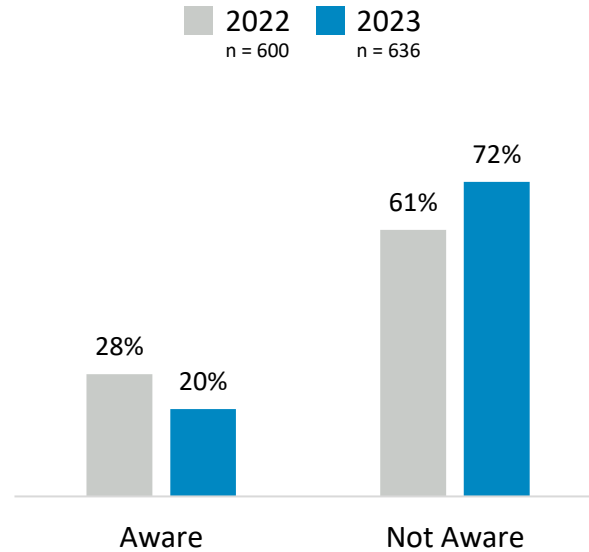


Reason for Concern

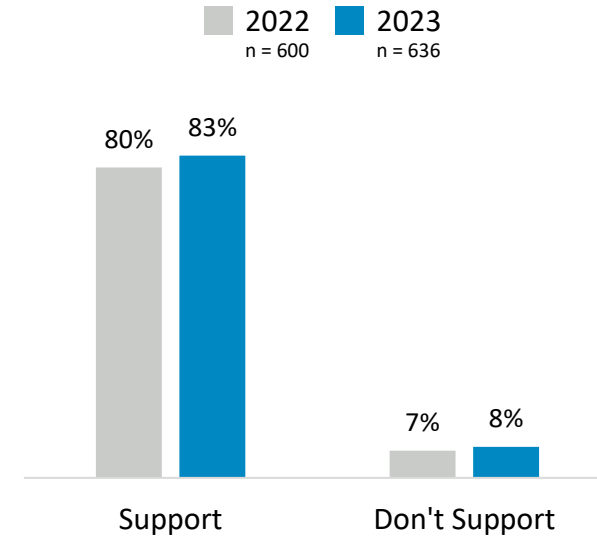


While Utahns are less aware of UTA's innovation efforts, support levels have slightly grown.

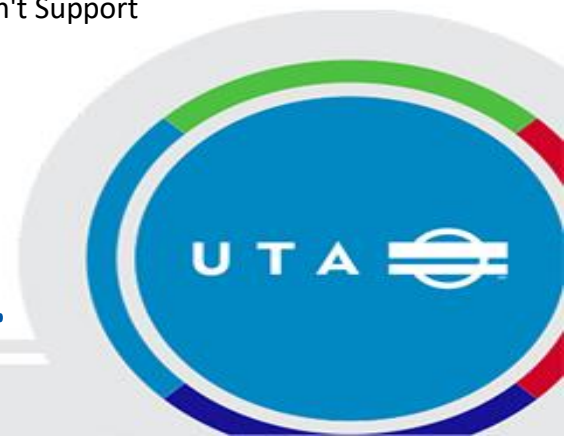
Awareness of UTA's Innovation Efforts



Support of UTA's Innovation Efforts



Agenda Item 10.a.



Some of the primary barriers to riding involve changing work habits.

Commuting is evolving

- Only about half of Utah public transportation users travel to a work location outside the home at least 3x weekly.

Car dependency persists

- Car culture and perception of freedom, convenience and flexibility

Other frequently cited hurdles

- Perception that public transportation is potentially limiting (time, location)
- May not meet their current needs (stations, routes)
- Somewhat expensive



Our audience's riding motivators are evolving.

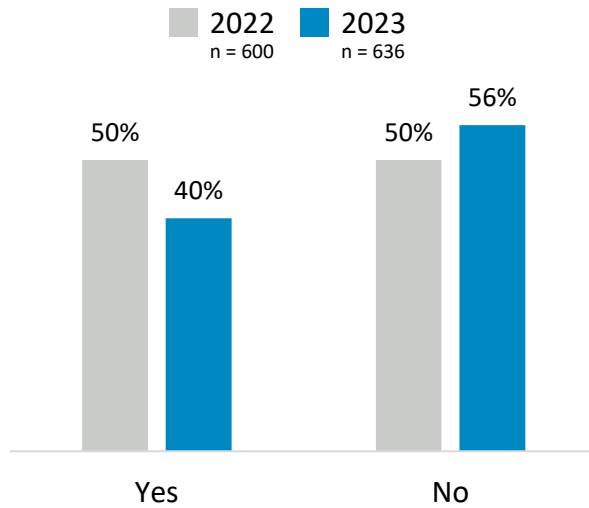
- Increased interest in taking transit downtown, for special events, riding for fun/exploration, and doing it with family or partner
 - Few envision increasing use to commute
 - Would ride more if fares were cheaper/free and stations were more convenient
- Growing interest in the broader benefits of public transportation
 - Better for the world: clean air, less pollution
 - More enjoyable experience: no need to find parking, enjoy time and have more fun with friends/family
 - Short- and long-range personal benefits: save time/money, saving wear and tear on vehicle

Agenda Item 10.a.

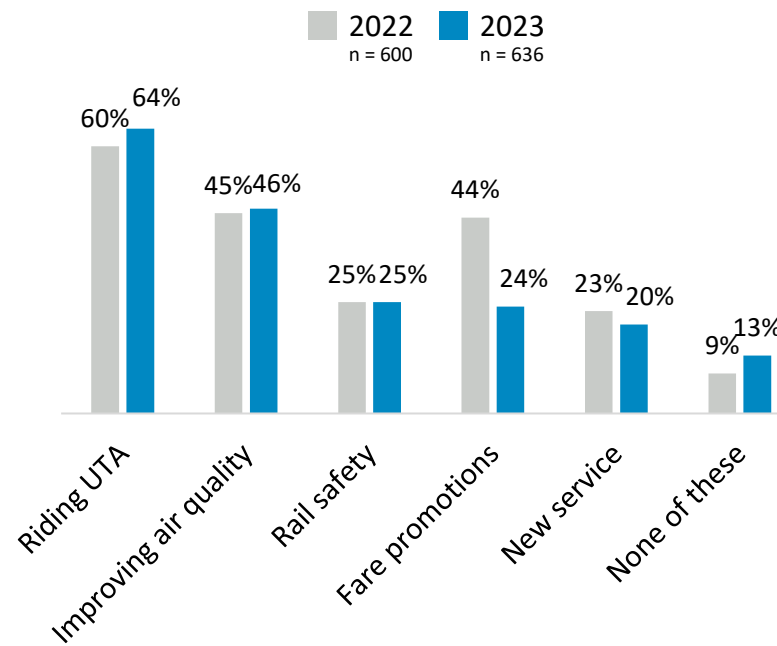


Utahns tend to recall ads about riding UTA and improving air quality.

Seen/Heard UTA Ads in Past 6 Months



Awareness of Specific Messages



Agenda Item 10.a.



Next Steps

- Creative concepting for the 2023 "We Move You" brand campaign is currently in development, using insights and strategy gleaned from this year's research
 - Emphasis on the benefits of riding UTA
 - Reminding potential riders how much easier any trip can be
 - UTA can transform any day while also making our community a better place to be
- Review alignment of survey questionnaire to priorities measured per the 2030 Strategic Goals & Objectives

Agenda Item 10.a.



Thank You

Agenda Item 10.a.



Other Business

- a. Next Meeting: Wednesday, June 14, 2023, at 9:00 a.m.

Agenda Item 11.a.



Closed Session

- a. Strategy Session to discuss Collective Bargaining

Agenda Item 12.a.



Recommended Action

(by acclamation)

Motion to move to closed session to discuss Collective Bargaining

Agenda Item 12.a.



Closed Session

Agenda Item 12.a.



Open Session

Agenda Item 13



Adjourn

Agenda Item 14

