

# Transit Education Overview



# **Transit Education & Information: Overview of UTA Programs Supporting Communities, Riders, & Potential Riders**



# Travel Training Program

- Support riders and potential riders by providing individualized and group education and hands-on experiential training on how to ride UTA independently and confidently
- Complimentary program, open to all



# Ambassador Programs – TRAX, SGR/Event, CS Airport Team



- TRAX Ambassadors:
  - Addressing perceptions of safety
  - Helping people feel confident
  - Reporting system concerns and improvements
- SGR/Event Ambassadors:
  - Help navigate the system during disruption or high-traffic times
- Customer Service Airport Team:
  - Connect with potential riders at airport
  - Provide directions and information on how to ride



# Customer Service & Community Engagement Support

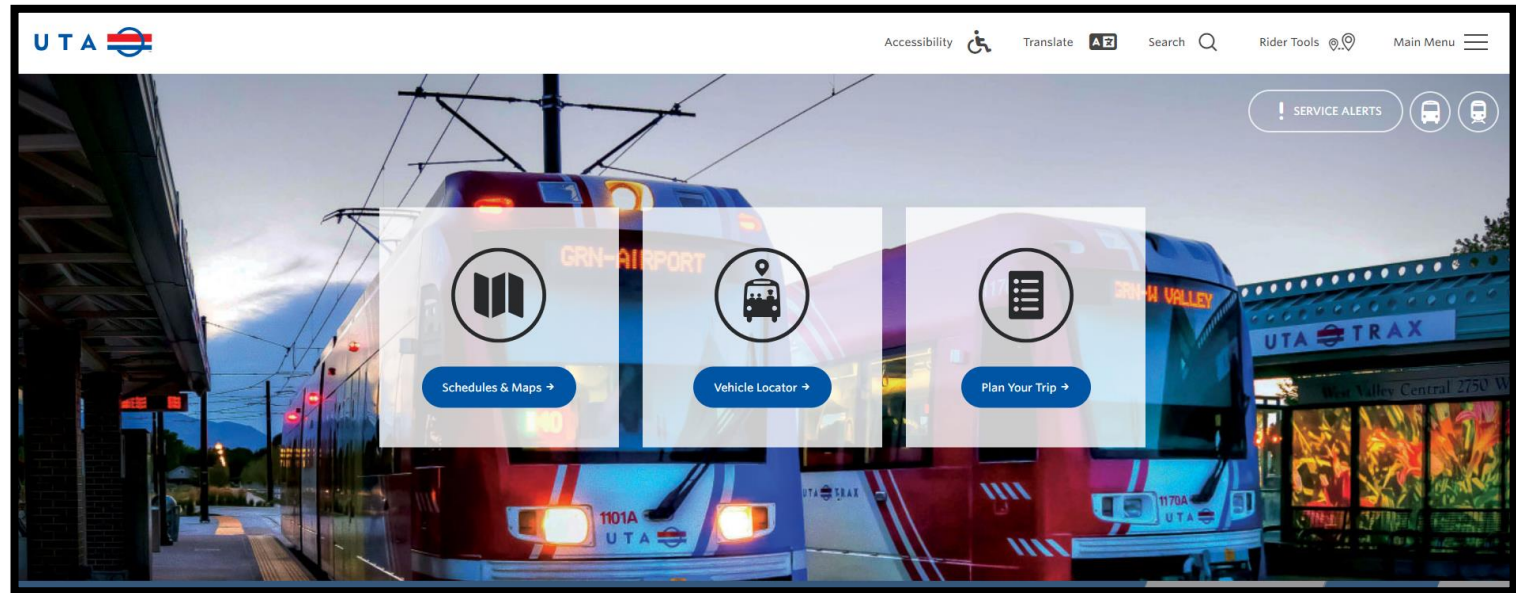


- Strategic Community Engagement Events:
  - Over 100 events in 2024, connecting with communities across the service area
  - Providing information on how to ride, what to know
  - Community Guest Pass Program
- Other Programs that Support Riders & Potential Riders:
  - Field Trip Program
  - Adopt A Stop
  - Community Advisory Committee (and CAT Committee)
  - Resource Library development
- Customer Service Support:
  - Trip Planning
  - General resource for questions, concerns



# Marketing & Communications Information Sharing

- General information for the public, including potential riders
- Media channels
  - YouTube RideUTA
  - X, Facebook, Instagram, etc.
- How-to information
  - General
  - Ticket As Fare
  - User “How to” video – YouTube
- Safety Information



# Fare Program Partners



- Ed & ECO Pass Partners
- Work with organizations with pass programs to educate their workforce on UTA
- Back to School events participation to support students and Ed pass users in riding UTA



# Customer Experience Action Plan

- Making customer experience improvements
- Convenience
- Safety
- Addressing barriers





# Questions & Discussion

