

UTA Strategic Plan Performance Report





Moving Utahns to a Better Quality of Life



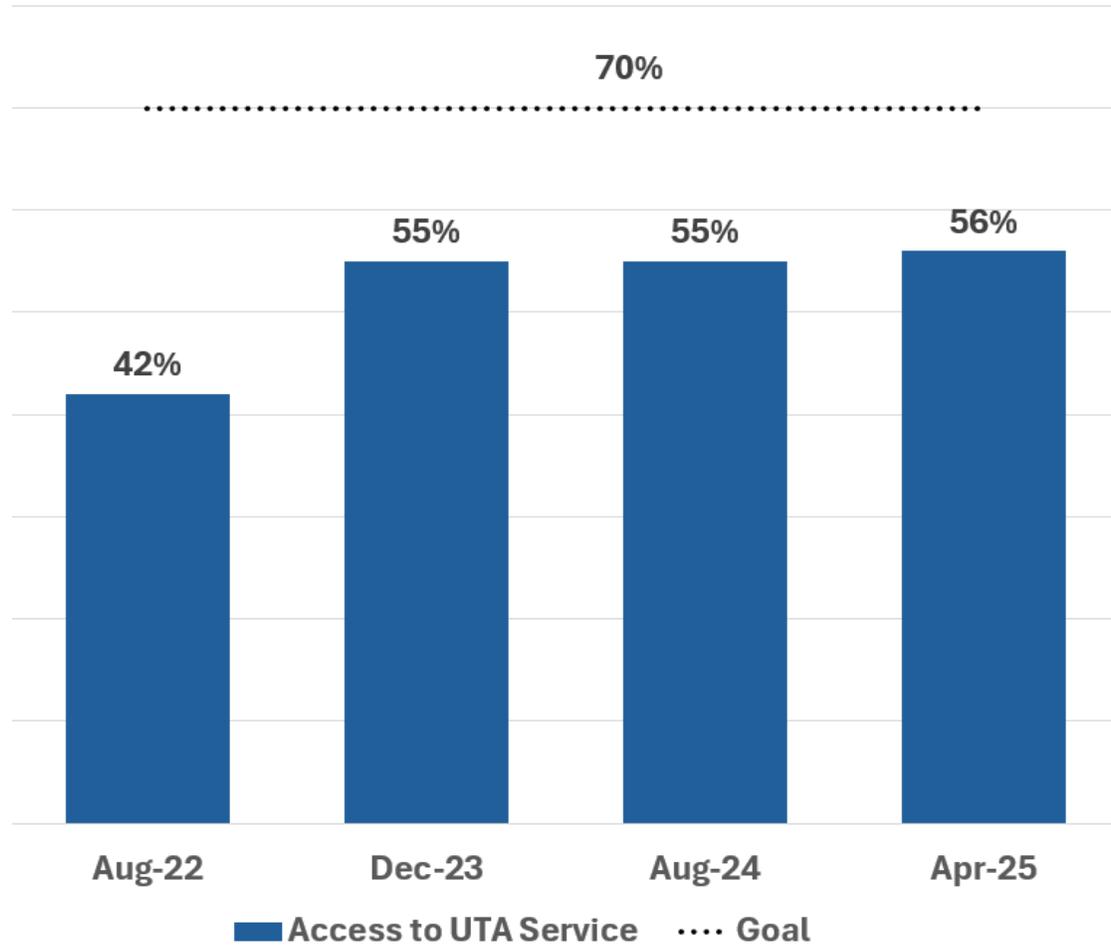
Success Statement: UTA supports community development and sustainability, connecting the Wasatch Front through accessible mobility options, strategic investments, and partnerships.

Goals:

- 1 - 70% of population resides within ½ mile of UTA's service
- 2 - Reduce UTA's carbon footprint by 25%



Moving Utahns to a Better Quality of Life

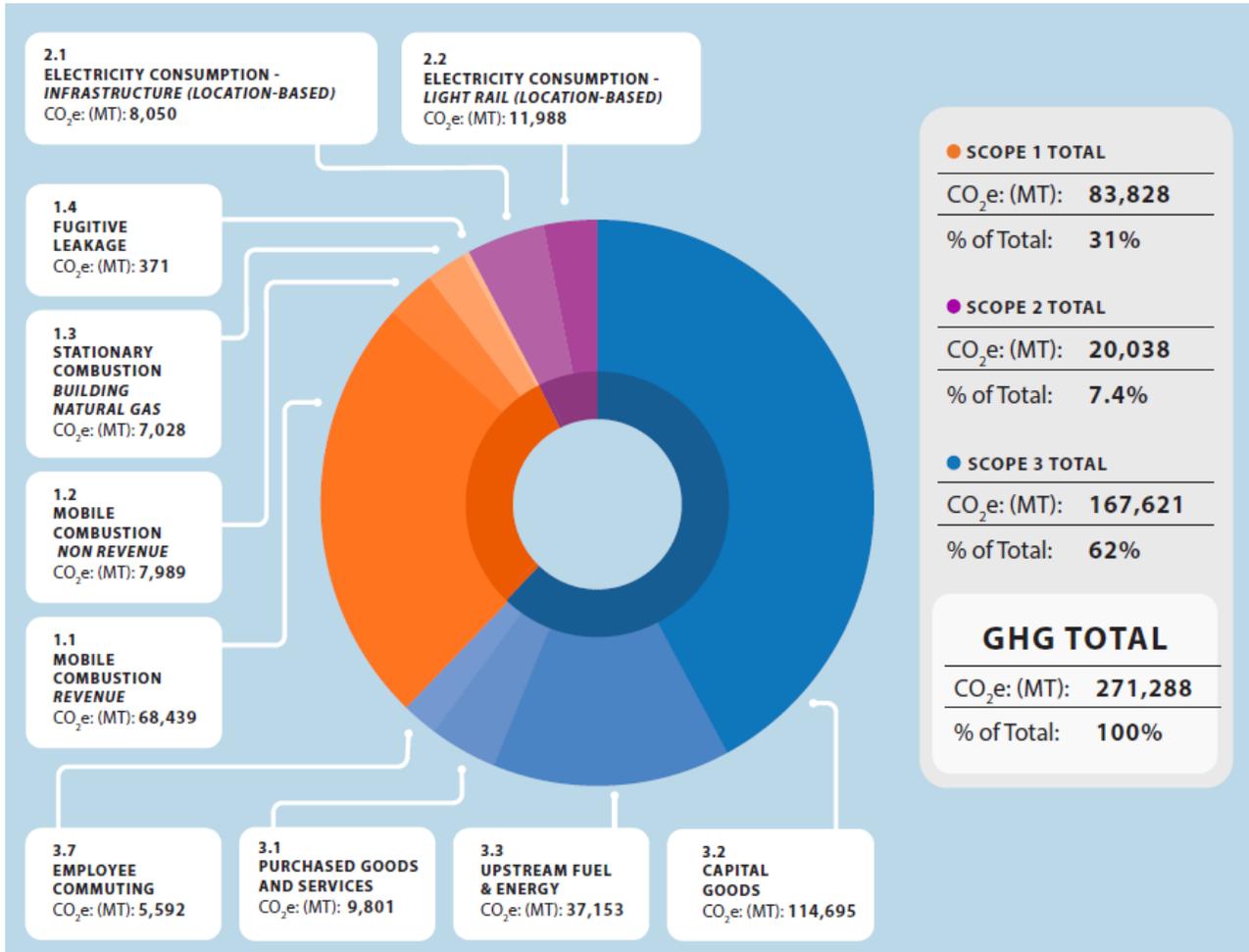


Measure: Percent of Utah population that resides within ½ mile of UTA’s service

Currently **21%** of state population has access to a frequent service



Moving Utahns to a Better Quality of Life



Measure: Carbon footprint of UTA vehicles and facilities reduced by 25%

UTA established a baseline carbon footprint of 103,866₁ metric tons



Moving Utahns to a Better Quality of Life





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.

Goal: Increase Net Promoter Score by 45% (10% every two years)



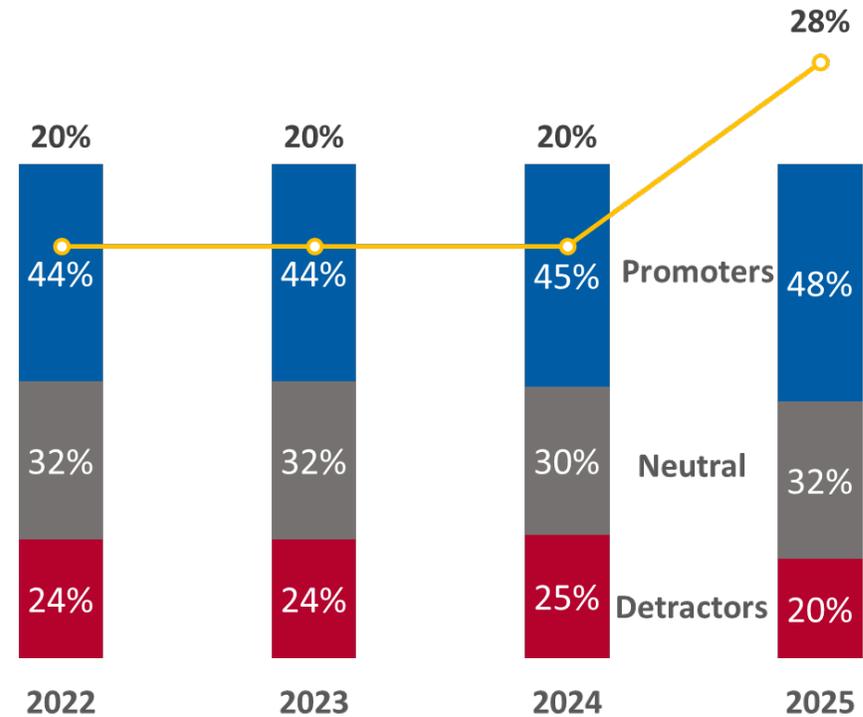
Exceeding Customer Expectations



Measure: Net Promoter Score (NPS)

UTA riders' response: "How likely would you be to recommend UTA to your friends and family?"

UTA 2025 NPS Score = 28.
Benchmarking Peer
Composite NPS = -1%





Exceeding Customer Expectations





Achieving Organizational Excellence



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

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



Achieving Organizational Excellence



Measure: In September 2025, UTA was the recipient of the APTA Outstanding Public Transportation System Award





Achieving Organizational Excellence



In October, UTA brought home three major honors at the Utah Transportation Conference





Building Community Support



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

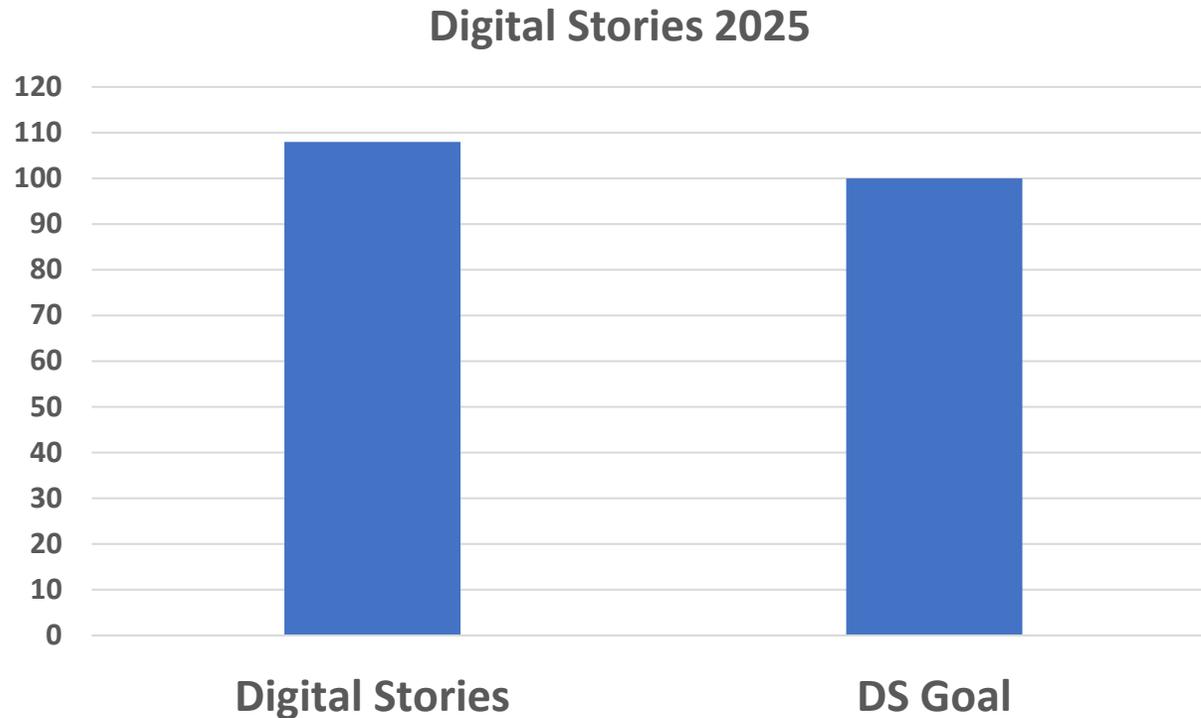
Goal: More than 100 actively engaged formal alliances and affinity groups telling their stories in ways that influence transit-friendly outcomes.



Building Community Support



Measure: 100 Digital Stories with External Voice



Primary Goal = 100
Digital Stories

2025 total = 108

Secondary Goal = 12
with an Economic Value
focus

2025 total = 14



Building Community Support





Generating Critical Economic Return



Success Statement: UTA is an economic engine that positively impacts Utah's statewide economy, benefiting every Utahn.

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



Generating Critical Economic Return

Measure: UTA's return on investment to the state



S-Line Impact:

- \$2 Billion new investments in corridor from Sugar House to South Salt Lake.
- New residential, commercial, and cultural developments.
- S-Line extension construction to begin early 2026 and service in 2027.
- All from an initial investment of \$26M





Generating Critical Economic Return



Campaign Impact:

- 5th Most Impactful PR Campaign of 2025
- 100% Positive Media Sentiment
- 11 Pieces of Coverage



What's Next

- 2026 ET strategic one-pagers submitted for annual goals
- Adopt new strategic plan by end of year

