

Strategic Plan Consultation



Mission Statement



We Move You



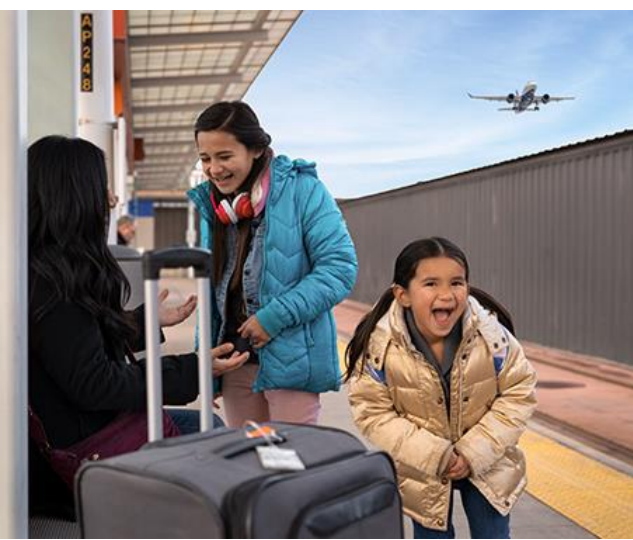
Vision Statement

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



Strategic Priorities and Success Outcomes





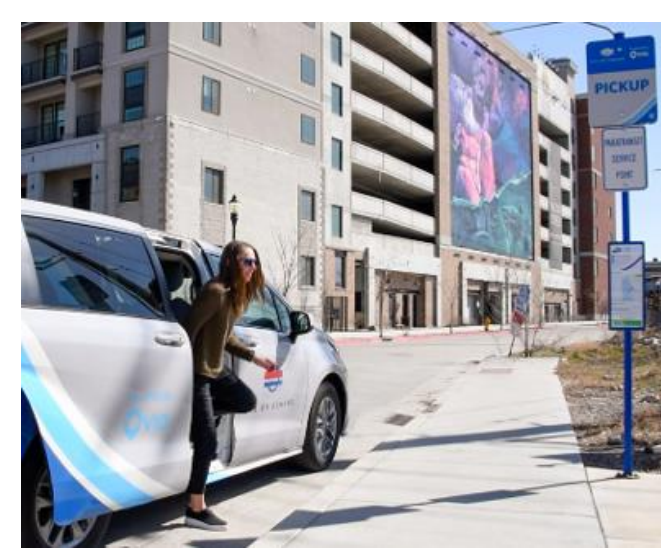
Exceeding Customer Expectations

Customer Experience

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?*)





Moving Utahns to a Better Quality of Life

Community Value

Objectives by 2030:

- **70% of Utahns live within ½ mile of transit service**
- **Reduce carbon footprint of UTA vehicles and facilities by 25%**





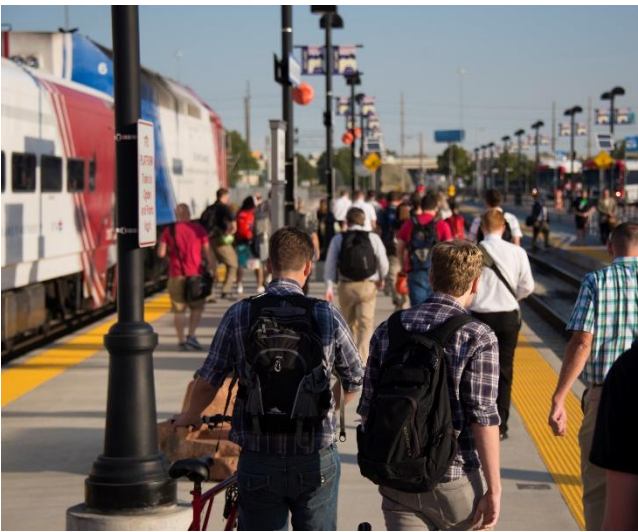
Building Community Support

Community Advocacy

Objective by 2030:

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





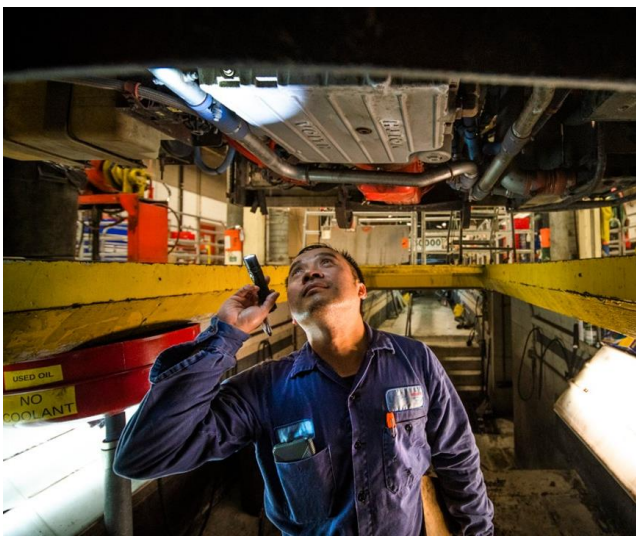
Generating Critical Economic Return

Economic Value

Objective by 2030:

Communities recognizing the economic value and positive return on investment that UTA provides statewide





Achieving Organizational Excellence

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



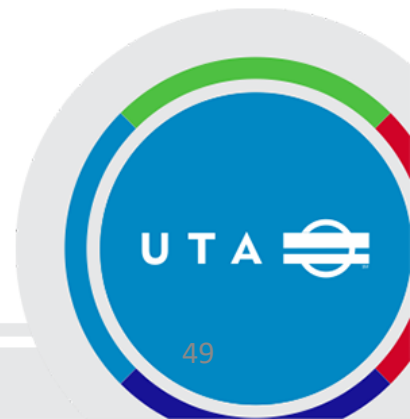
Feedback and Next Steps

Today:

- **Feedback from Local Advisory Council**

Next Steps:

- **November 16 – Transportation Interim Committee**
- **December 7 – Board of Trustees meeting for review of final draft and public comment**
- **December 21 – Adopt the Strategic Plan at the Board of Trustees meeting**



Customer Experience

Community Value

Community Advocacy

Economic Value

Organizational Excellence

