

# UTA Strategic Plan Performance Report

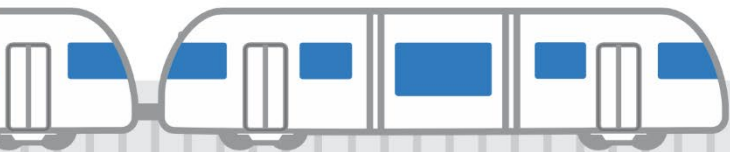


# UTA MISSION AND STRATEGIC PRIORITIES



# Performance Metrics

Quality of Life		Customer Expectations		Organizational Excellence		Community Support		Economic Return	
Goal	Actual	Goal	Actual	Goal	Actual	Goal	Actual	Goal	Actual
70% Access within ½ mile	56% Access to All Day Service	Increase Net Promoter 45%	Current NPS 20% - Awaiting Results for 2025	Mature OE Systems 25%	~65% Increase in Deployment	100 Active Partners Telling our Story	57 Stories Published	Identify Economic Return	\$1 to \$5.11
Reduce Carbon Footprint 25%	Baseline Carbon Footprint of 10,866 metric tons*					PR Score = 54	PR Score = 58 (through July)	12 Stories focused on UTA Economic Return	14 Stories Published



\* Scope 1 and Scope 2 combined

Agenda Item 9. b.



**Moving Utahns to a Better Quality of Life**



Launch of Go Route and 200 South Dedicated Lanes





## Exceeding Customer Expectations



Inspecting a Brand-New Bus at the Gillig Factory



## Achieving Organizational Excellence

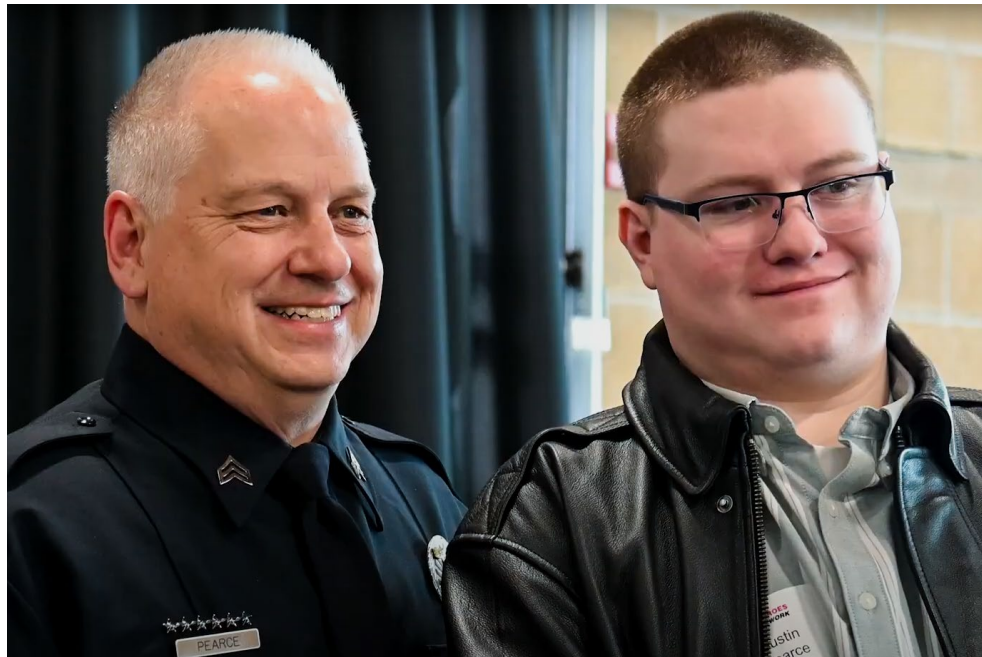


Behind the Scenes: TRAX Substation Upgrades





## Building Community Support



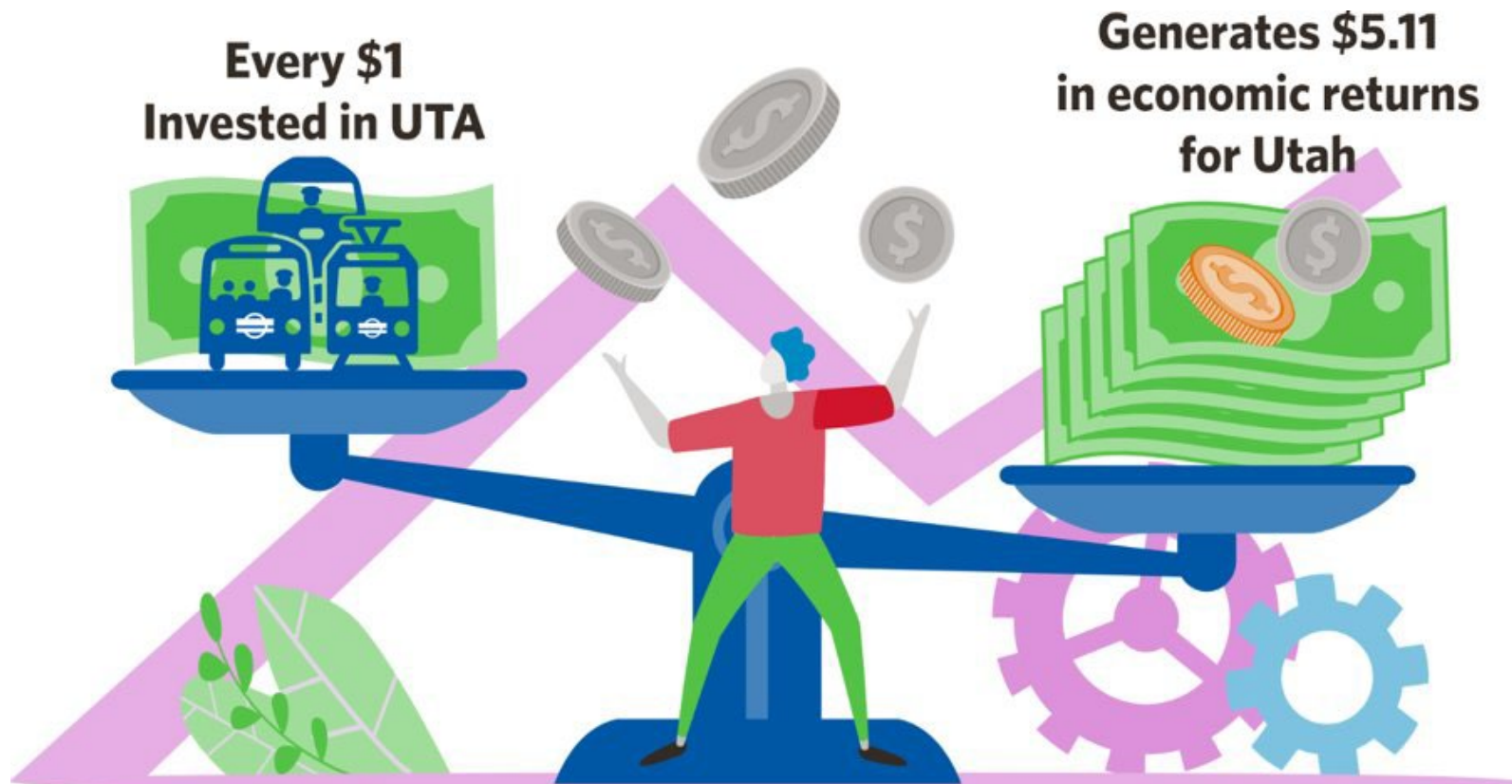
UTA Police Recognized for Invisible  
Disabilities Training



## Generating Critical Economic Return



**Measure:** UTA's return on investment to the state



UTA also adds  
\$9.6B to the  
state economy  
and 79,000 jobs

*Source: Metro Analytics*





## Generating Critical Economic Return



South Jordan Downtown TRAX Opening



UTA Receives \$62.8 Million FTA Grant  
To Build MVX Bus Rapid Transit Line



## What's Next

- Identify priorities from customer experience action plan
- Update customer benchmarking data set
- Launch economic return campaign
- Develop 2026 strategic initiatives aligned to 2026 budget

