

Economic Value of Transit Study



UTA's Economic Value Impact in Utah

Local Advisory Council Presentation
November 2024





Generating Critical Economic Return

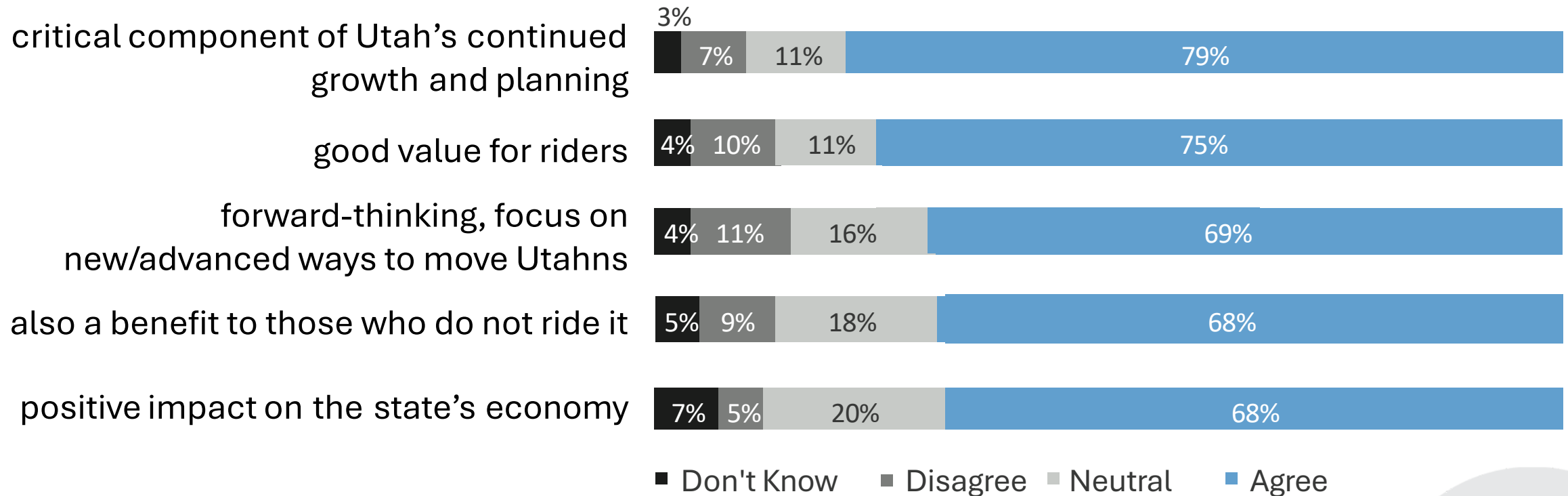


Success Statement: UTA is an economic engine that positively impacts Utah's statewide economy, benefiting every Utahn

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

Agenda Item 6.a.

Current Public Sentiment of UTA's Value to the State



Economic Value Impact Studies (2024)

- **Study Purpose**

- Describe and quantify the contribution UTA's transit services make to Utah's economy

- **Conducted by Metro Analytics from Fall 2023-Summer 2024**

- Consultant was secured in coordination with transportation and economic partners, including MPOs, Kem Gardner, GOPB, UDOT
 - Metro Analytics also provided economic analysis of projects contained in Utah's Unified Transportation Plan





Generating Critical Economic Return

Metro Analytics Economic Value Impact Study (2024)



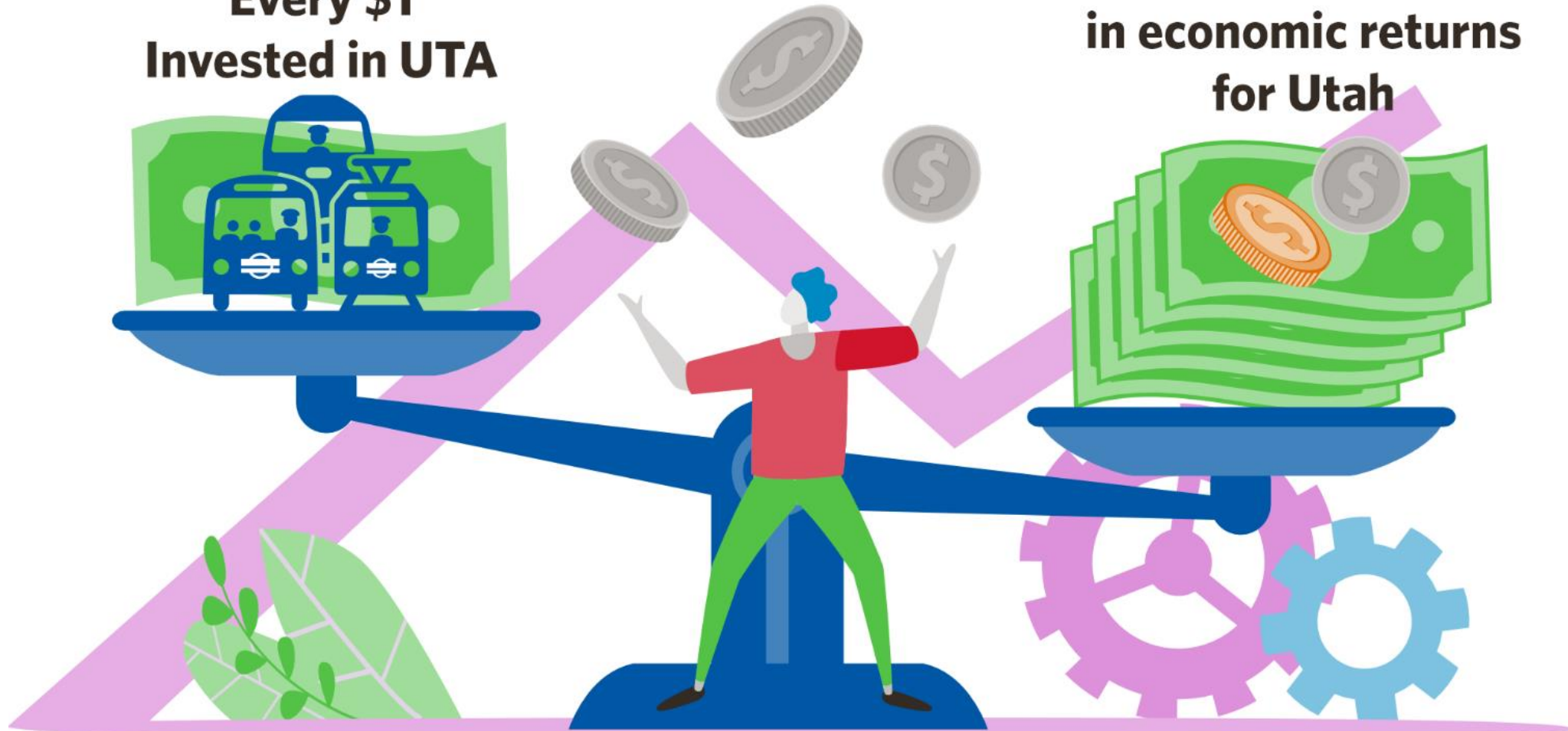
UTA benefits Utah's economy.

The economic return of UTA investment and operations generates jobs, spending, travel savings, and business and tax outcomes that benefit the entire state of Utah.

UTA Return on Investment (2023)

Every \$1
Invested in UTA

Generates \$5.11
in economic returns
for Utah



Benefit to Utah Economy (2023 Annual Return)



\$9.6B more
generated in goods
and services due to time
and mileage savings



\$377M
generated tax
revenue in Utah



\$1 = \$5.11
ROI



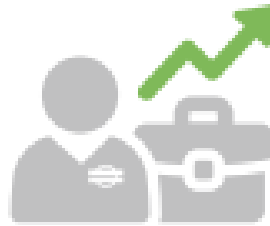
Jobs Access and Creation (2023)



79,000 jobs
directly and
indirectly created
and supported



24,000 accessed jobs because of transit
31,500 more jobs created through their earning/spending



13,500 jobs created for UTA employees,
suppliers, and other related businesses,
earning **\$334M** and stimulating **\$1.1B** in sales



10,000 jobs created
from transportation savings



\$2.9B annual household income earned





Generating Critical Economic Return

Metro Analytics Economic Value Impact Study (2024)



Non-users benefit the most from transit.

UTA services reduce traffic congestion on freeways and in towns, benefitting everyone on the road through fewer miles traveled, fewer hours on the road, fewer car expenses, less tax dollars to road repairs, quicker travel times, less stress, access to more employers (and choice in employment), and cleaner air.

Travel Efficiency Savings – e.g., Time, Fuel, Maintenance, Air Quality Costs (2023)



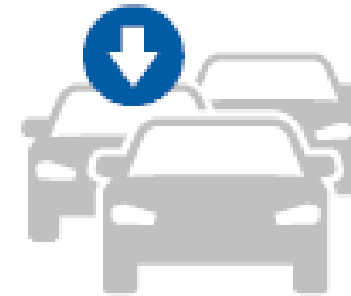
\$717M

combined households
and business travel
efficiency savings



\$595M

household travel
expense savings



\$1 = \$1.27

return on
transportation savings





Generating Critical Economic Return

Metro Analytics Economic Value Impact Study (2024)



Investing in UTA benefits Utah's economy.

The positive impacts of transit performance greatly outweigh the taxes and fares collected to support the system. Investment in transit services yields a higher net impact than if that funding were returned to its sources in Utah's economy.

Agenda Item 6.a.

Protecting Other Investments



Higher ROI

on Utah's roads, highways,
and property and land
values



Example of Visible Economic Impact

UTAH TRANSIT AUTHORITY



Agenda Item 6.a.





10-year anniversary of S-Line reflects connection of transit and economic development





Generating Critical Economic Return

Metro Analytics Economic Value Impact Study (2024)



Economic impact is one part of transit decision-making.

Economic impact is one of many factors in choosing to invest in UTA public transit. Factoring it in can help prioritize and plan future investment for maximum benefits to Utah's economy.

Sharing UTA's Economic Value

- Results meetings with stakeholders
- Materials and UTA Strategic Plan website development
- Conference presentations and displays
- Media, social media, digital stories of economic impact 2024-2025
- Economic value campaign 2025
- Public image survey 2026

Infusing key findings into daily communication

