

UTA Strategic Plan Performance Report





UTA Strategic Plan Performance Report

July 9, 2025



Agenda Item 10. a.



Moving Utahns to a Better Quality of Life



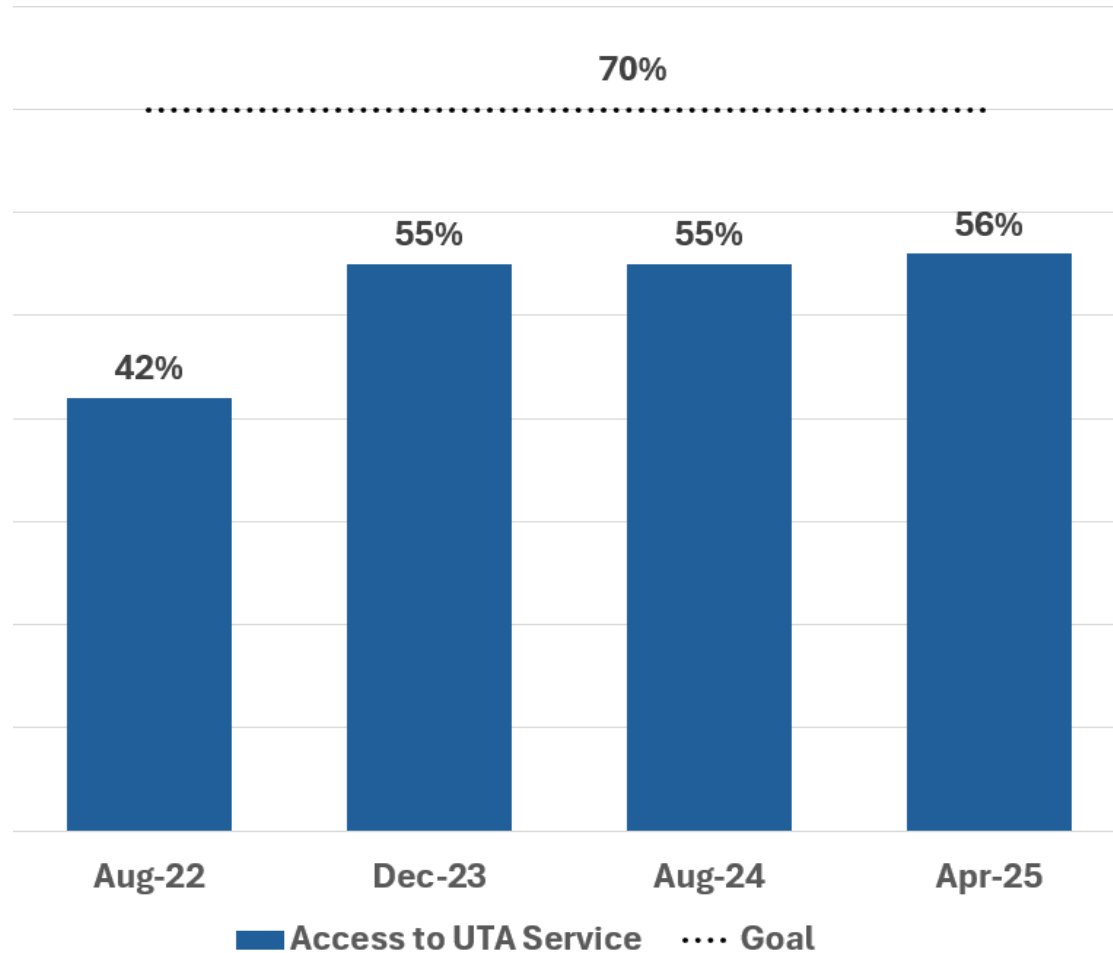
Success Statement: UTA supports community development and sustainability, connecting the Wasatch Front through accessible mobility options, strategic investments, and partnerships.

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

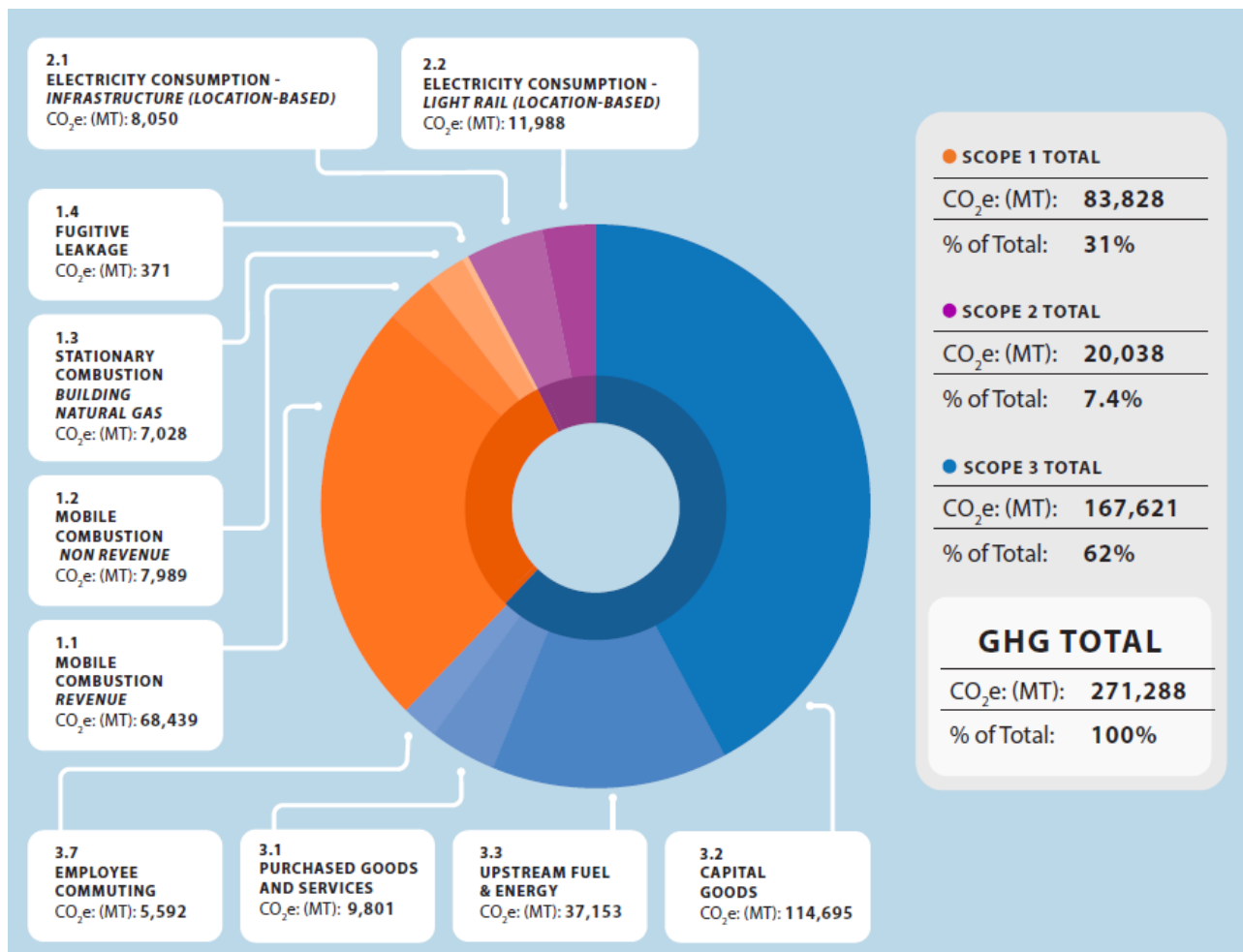


Measure: Percent of Utah population that resides within ½ mile of UTA's service

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

₁ Scope 1 and Scope 2 combined



Moving Utahns to a Better Quality of Life



Launch of Go Route and 200 South Dedicated Lanes



UTA On Demand Opens in West Provo and Orem



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%



Exceeding Customer Expectations



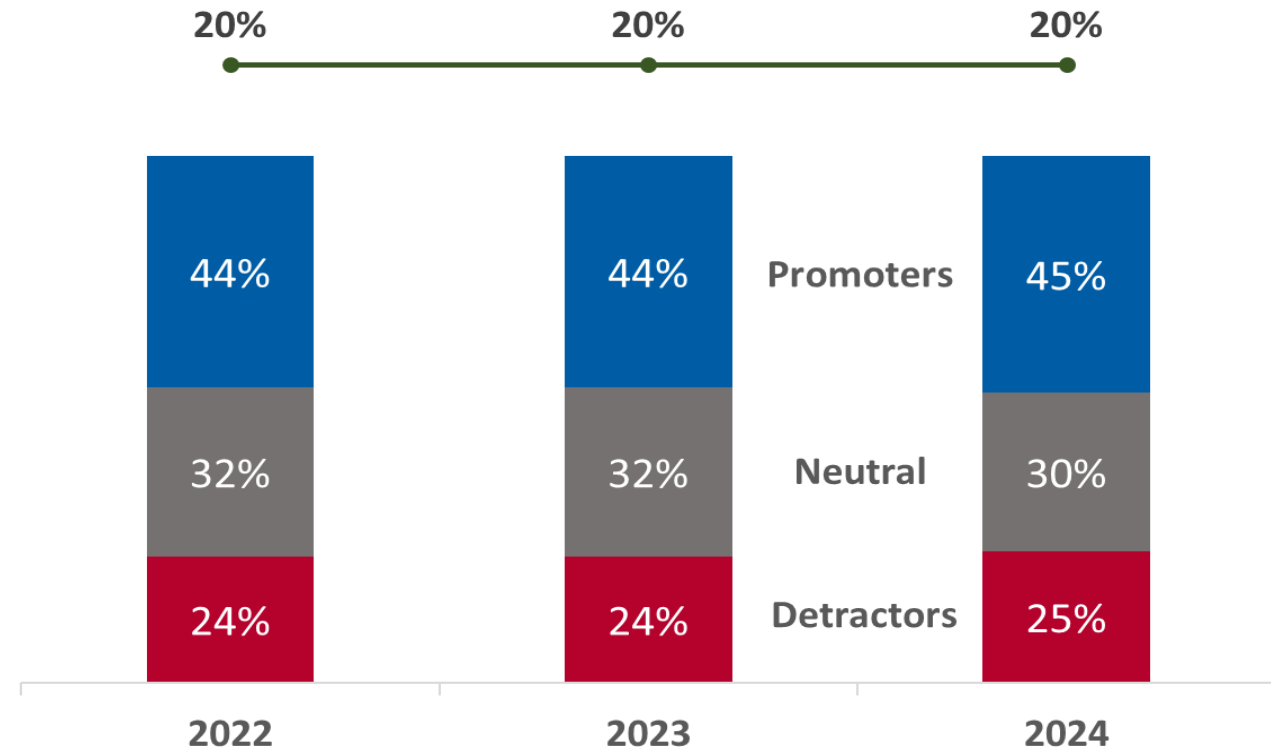
Measure: Net Promoter Score (NPS)

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

UTA 2024 NPS Score = 20.

Benchmarking Peer
Composite NPS = -1%

In 2025 UTA conducted the
survey from April 22nd - May
19th, results expected in late
August.





Exceeding Customer Expectations



Wheel Truing: How To Make a
Train Ride Smooth



Inspecting a Brand-New Bus at
the Gillig Factory



Achieving Organizational Excellence



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

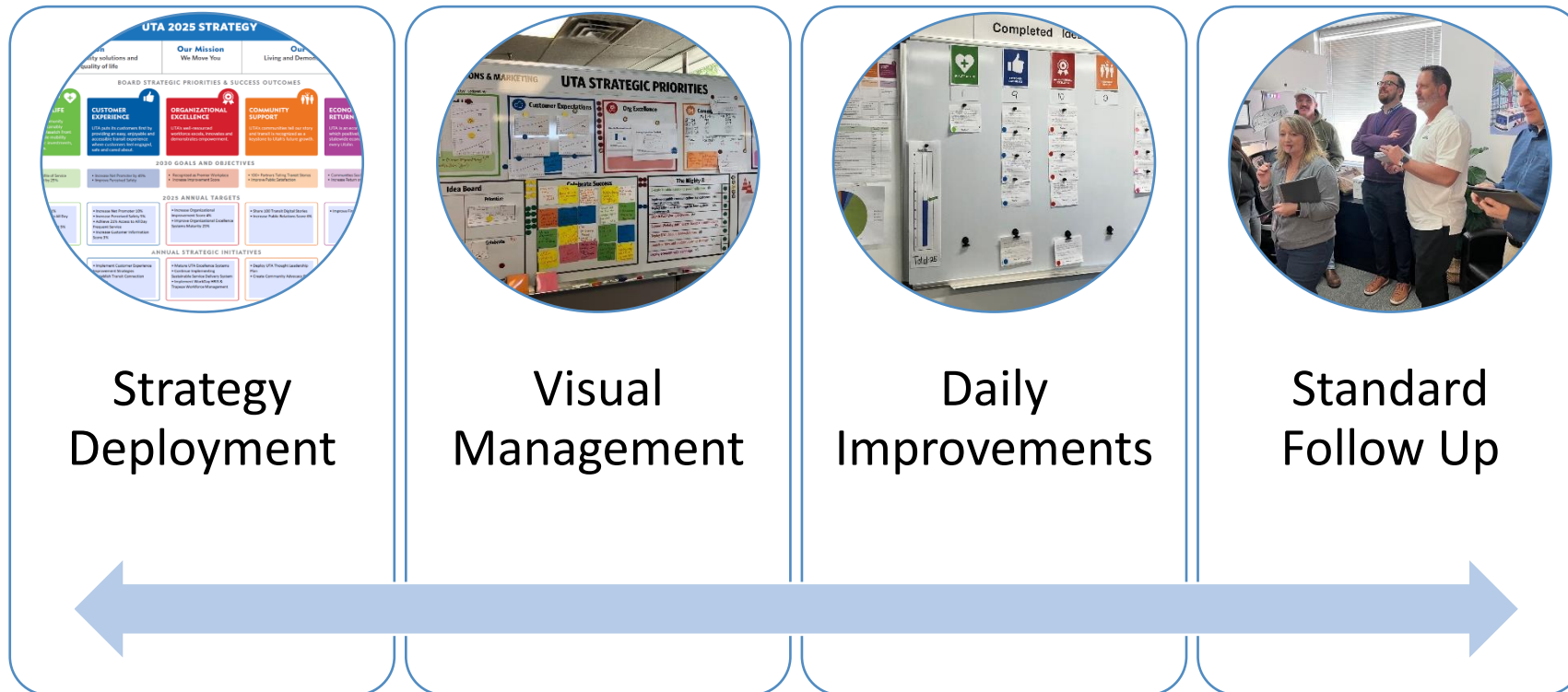
Goal: Receive industry recognition for operating a dynamic and forward-thinking public enterprise - a nimble, innovative, thriving environment for professional achievement



Achieving Organizational Excellence



Measure: Mature Organizational Excellence Management Systems*



*SISU Consulting OE Mgmt System



Achieving Organizational Excellence



Behind the Scenes: TRAX Substation Upgrades



Inside UTA's Parts Department:
How We Keep Buses Running Smoothly



Building Community Support



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

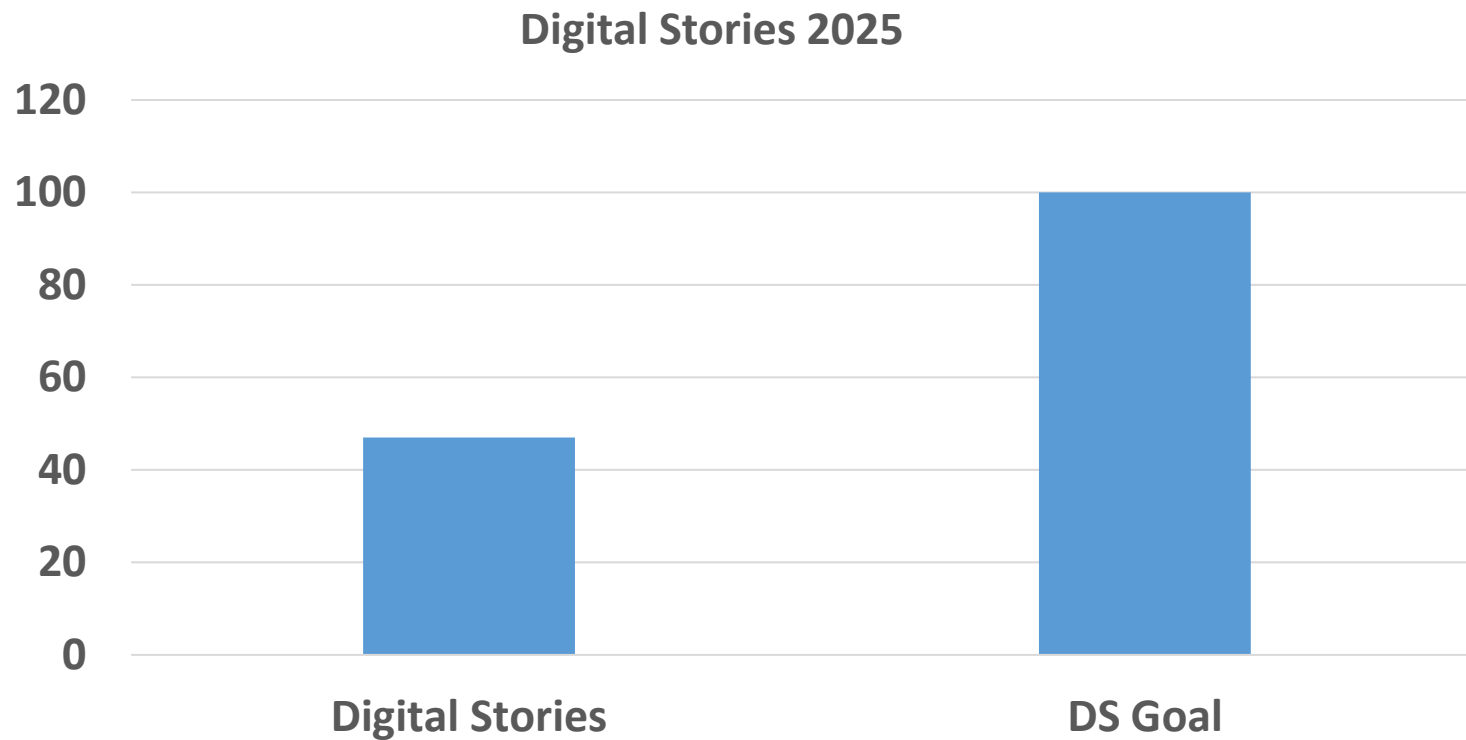
Goal: More than 100 actively engaged formal alliances and affinity groups telling their stories in ways that influence transit-friendly outcomes.



Building Community Support



Measure: 100 Digital Stories with External Voice



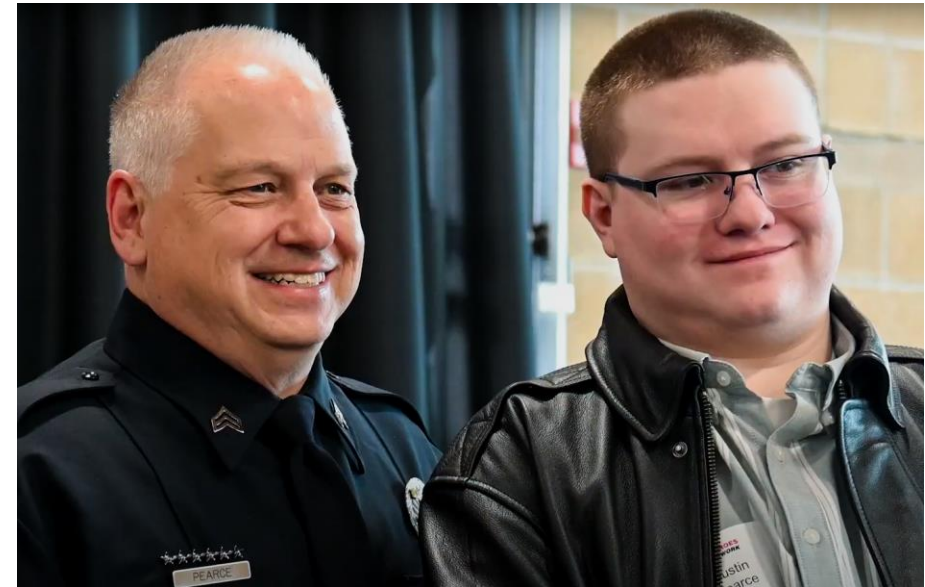
11 of the external voice stories to date are directly related to economic value



Building Community Support



Secretary of Transportation Sean
Duffy Visits UTA



UTA Police Recognized for Invisible
Disabilities Training



Generating Critical Economic Return



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

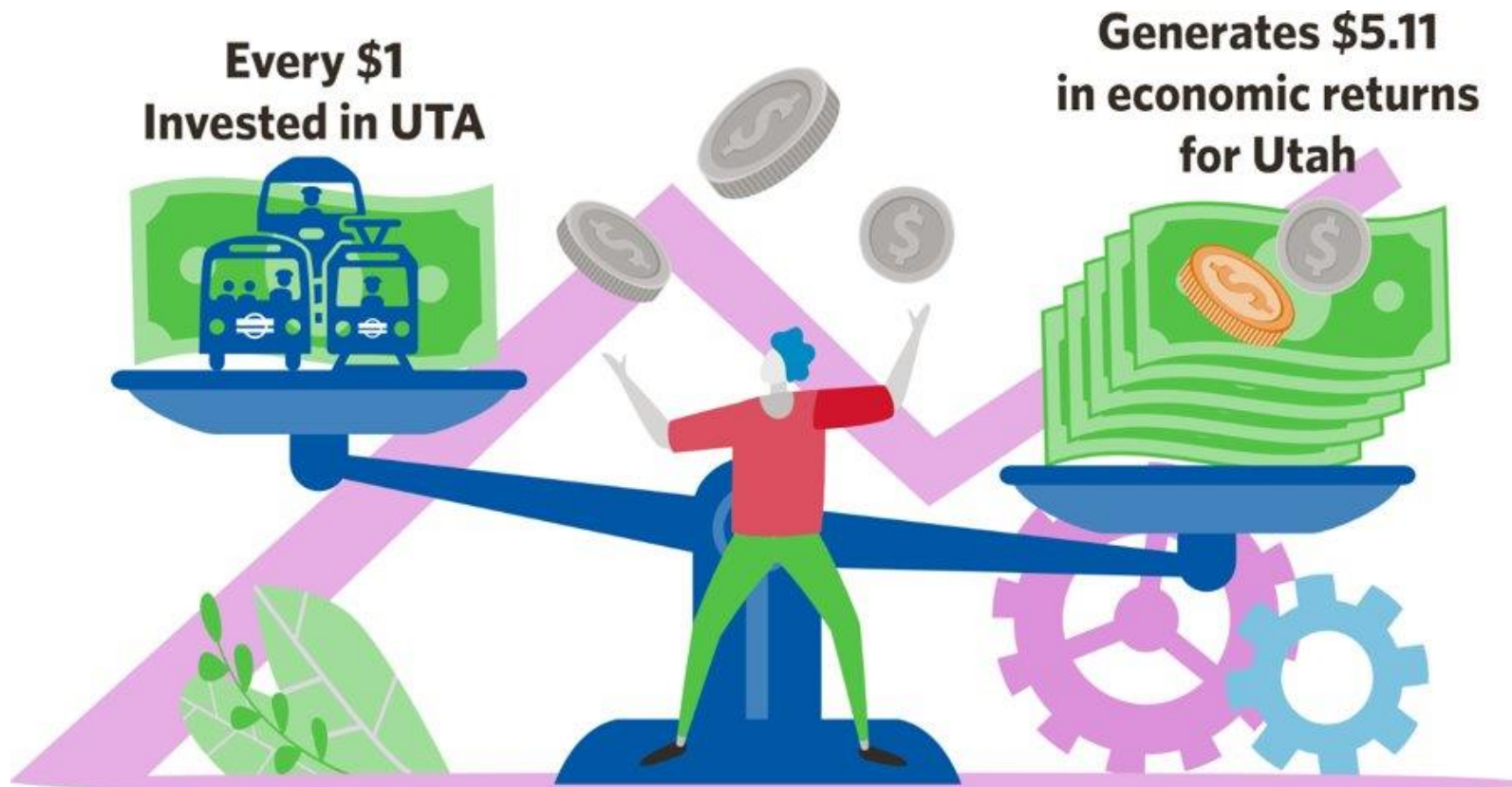
Goal: Communities across the region and state recognize the economic value and positive return on investment that UTA provides statewide.



Generating Critical Economic Return



Measure: UTA's return on investment to the state

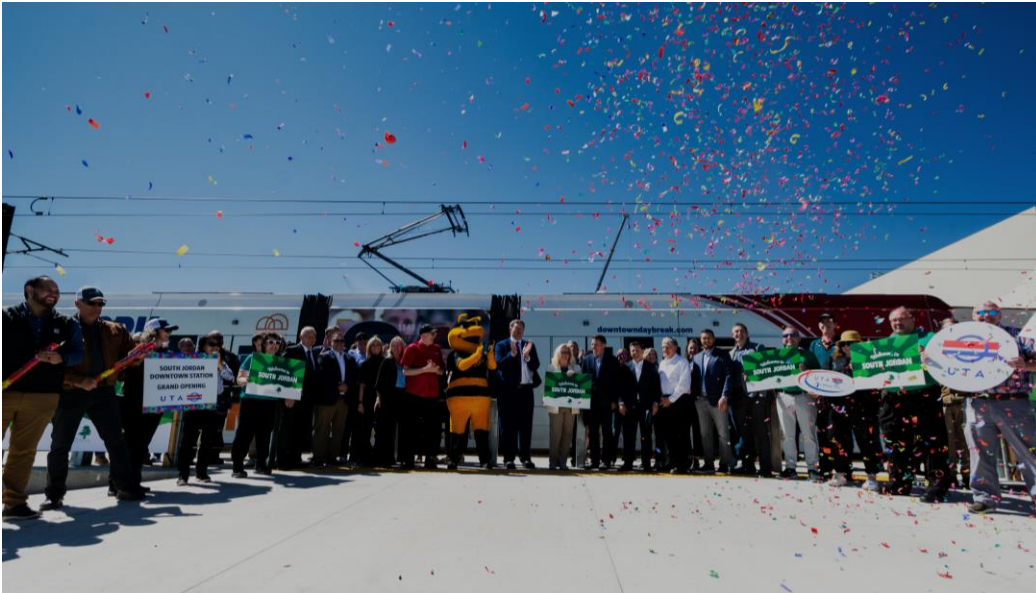


UTA also adds
\$9.6B to the
state economy
and 79,000 jobs

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
- PR launch on economic value report
- Report outs of 2025 one-pager metrics – capture impact and results
- 2026 strategic one-pagers and Leadership Summit
- Develop Employee Voice survey responsive actions



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