

# **Salt Lake County ILA TRAX Ambassador Program**



## Resolution Details

- Authorizes Interlocal Agreement (ILA) with Salt Lake County
- Maximum Reimbursable Amount: Fifty Thousand Dollars (\$50,000).
- Funds may be used for operational expenses related to the UTA TRAX Ambassador Program
- Term: Effective date of this Agreement through disbursing the maximum reimbursable amount, or June 30, 2028.



# Overview



- Salt Lake County support for TRAX Ambassador Program
- About the Program
  - 12 Front Line Ambassadors
  - 2 Supervisors, 1 Specialist
  - Blue Line focus
  - Monday – Friday
  - AM/PM shifts, plus presence throughout the day
  - Central Pointe to Salt Lake Central



# Purpose & Goals

- Strategic Alignment: Customer Experience
- Improve Perceptions of Safety
- Increase Supportive Interactions with Riders
- Increase Supportive Interactions with Riders Experiencing Homelessness
- Improve Operations Support in Public Interactions



- Foster a welcoming atmosphere, provide resources & information, communicate service needs
- Connect – to our system services; to where they want or need to be; connect as people
- Eyes & Ears – report service concerns, facilitate intervention when needed, rule reminders, assistance during disruption

