



2022–2030 STRATEGIC GOALS AND OBJECTIVES



We Move You

The Utah Transit Authority moves Utah to a stronger economy, a cleaner environment, increased mobility, greater access to opportunity, and a better quality of life—all driven by safe, reliable transportation

THESE FIVE STRATEGIC PRIORITIES MAKE IT HAPPEN





Leading Utah's mobility solutions and improving quality of life

Goals & 2030 Objectives

MOVING UTAHNS TO A BETTER QUALITY OF LIFE

70% of Utah's population (75% of UTA's service area) resides within one-half mile of UTA's transit service, and the carbon footprint of UTA vehicles and facilities is reduced by 25%

EXCEEDING CUSTOMER EXPECTATIONS

Achieve a 45% increase—10% every two years—in UTA's Net Promoter Score (How likely would you be to recommend UTA to your friends and family?)

ACHIEVING ORGANIZATIONAL EXCELLENCE

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

BUILDING COMMUNITY SUPPORT

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

GENERATING CRITICAL ECONOMIC RETURN

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

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**IMPROVE
CONFIDENCE
AND SAFETY**

DEMONSTRATE WORKFORCE EMPOWERMENT

Fully resourced
and innovative
employees

Recognized for
operational excellence

OBJECTIVE
Industry recognition
as premier
workplace

INCREASED RIDER SATISFACTION

OBJECTIVE
Achieve a 45% increase in Net Promoter Score

GREATER VALUE OF TRANSIT

OBJECTIVE
100+ engaged
partners telling
transit's story

OBJECTIVE
Communities recognize UTA's economic value

OBJECTIVE

The carbon footprint of
A vehicles and facilities
reduced by 25%



CLEANER AIR
AND ENVIRONMENT



GOAL
BUILDING
COMMUNITY
SUPPORT

Expanding STATE'S TAX BASE

GOAL
GENERATING
CRITICAL ECONOMIC
RETURN

OBJECTIVE
70% of Utahns live within one-half mile of transit service

Increase job growth and access

STRATEGIC LAND USE AND DEVELOPMENT

Every \$1 invested in public transportation generates \$5 in economic returns



GREATER ACCESSIBILITY AND EASE OF USE

Increase mobility

Engage

AND ACTIVATE AMBASSADORS

MORE STAKEHOLDERS TELLING TRANSIT'S STORY

STRATEGIC LAND USE AND DEVELOPMENT

Goals and 2022 Benchmarks

At UTA, our vision is to lead Utah's mobility solutions and improve the quality of life for every Utahn. These goals, objectives, and measures of success are how we will partner with communities to achieve that vision.



Moving Utahns to a Better Quality of Life

Primary 2030 Objectives

70% of Utah's population (75% of UTA's service area) resides within one-half mile of UTA's transit service, and the carbon footprint of UTA vehicles and facilities is reduced by 25%

Success Statement

UTA supports community development, sustainably connecting the Wasatch Front through accessible mobility options, strategic investments, and partnerships.

Currently in 2022

- 56% of Utah Population and 71% of UTA service area within one-half mile of UTA transit
- Electricity Usage = 17.9M Kilowatt Hours
- Natural Gas Usage = 90.2K Dekatherms
- Greenhouse Gas Emissions = 92.7K CO2 Metric Tons
- Mixed Bus Fleet Composition (% of alternative fuels vehicles): In 2022 = 7%, Goal by 2030 = 28%



Building Community Support

Primary 2030 Objective

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

Success Statement

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

Currently in 2022

- 2022 UTA Benchmark Survey Overall Satisfaction = 72%
- UTA Partner Relationships = 351
 - Municipalities/Counties = 89
 - Transit Pass Partners = 212
 - Memberships and Affiliations = 50



Exceeding Customer Expectations

Primary 2030 Objective

Achieve a 45% increase—10% every two years—in UTA's Net Promoter Score. (How likely would you be to recommend UTA to your friends and family?)

Success Statement

UTA puts its customers first by providing an easy, enjoyable and accessible transit experience where customers feel engaged, safe and cared about.

Currently in 2022

April 2022 Net Promoter Scores:

- UTA TRAX = 26, UTA Bus = 10
- "I feel safe and secure on the vehicle" = 74% TRAX and 85% Bus



Generating Critical Economic Return

Primary 2030 Objective

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

Success Statement

UTA is an economic engine which positively impacts Utah's statewide economy, benefiting every Utahn.

Currently in 2022

American Public Transportation Association (APTA) 2020 Report:

- Every \$1 invested in public transportation generates \$5 in economic returns.
- Home values were up to 24% higher near public transportation than in other areas.
- Every \$10 million in capital and operating investment in public transportation yields over \$30 million in increased business sales.
- Every \$1 billion invested in public transportation supports and creates approximately 50,000 jobs.



Achieving Organizational Excellence

Primary 2030 Objective

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

Success Statement

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

Currently in 2022

- UTA is one of the 50 largest workplaces in Utah.
- UTA Engagement Survey, Organizational Improvement Score = 4.8 (Scale of 1 to 7)



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Learn more at
rideuta.com/strategicplan

