

# UTA Strategic Plan Performance Report





# UTA Strategic Plan Performance Report

November 13, 2024



Agenda Item 6.e.



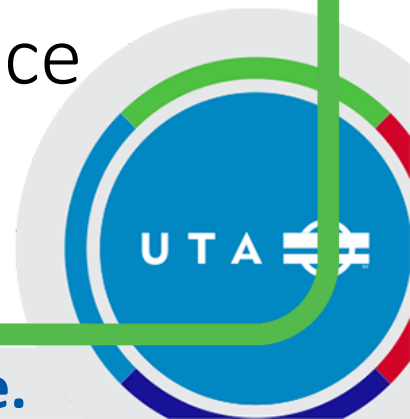
## Moving Utahns to a Better Quality of Life



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

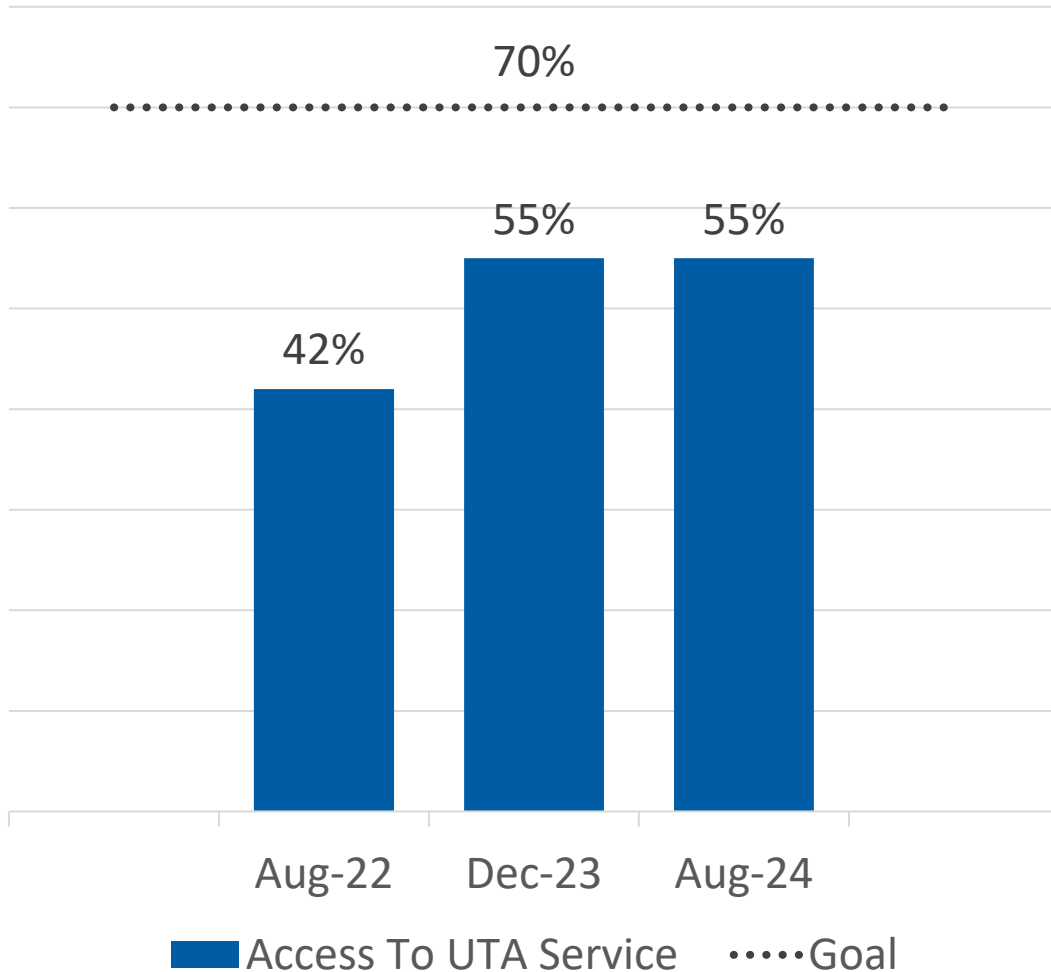
### Goals:

- 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 1/2 mile of UTA's service

Currently **20% of state population** has access to a frequent service





## Moving Utahns to a Better Quality of Life

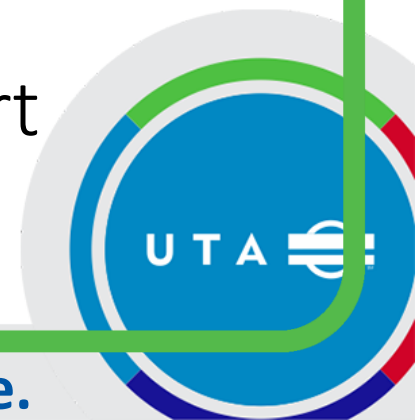


**Measure:** Carbon footprint of UTA vehicles and facilities reduced by 25%

Consultant developing UTA's sustainability measures focusing in two identified areas:

- Carbon footprint
- Water usage

Final report baseline report expected Spring 2025

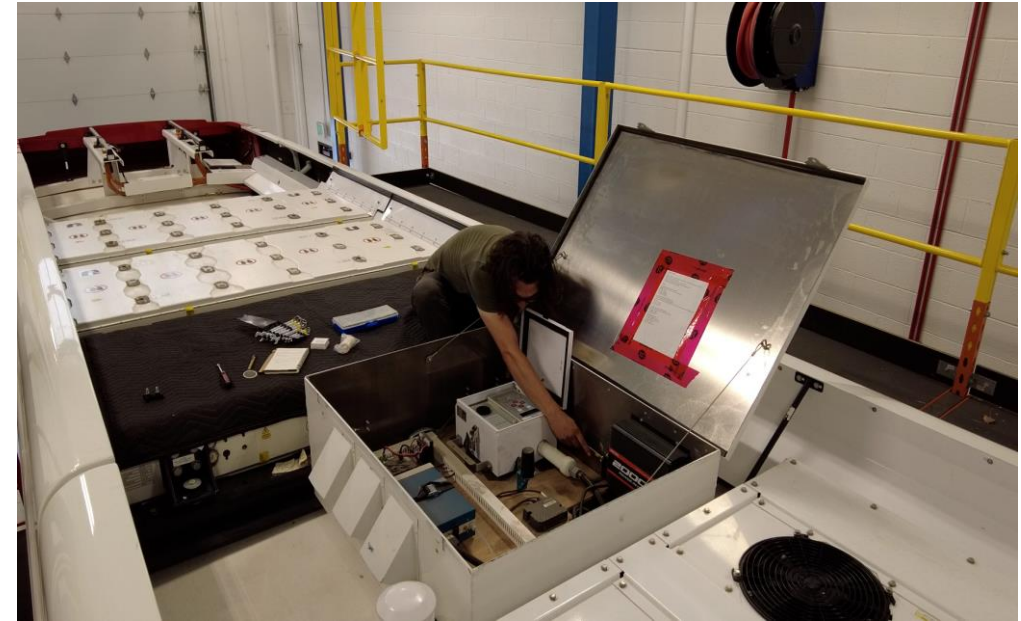




## Moving Utahns to a Better Quality of Life



It's Electric!: Charging Forward with Electrification Partnership



Monitoring Air Quality Using TRAX and Electric Buses





## 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%





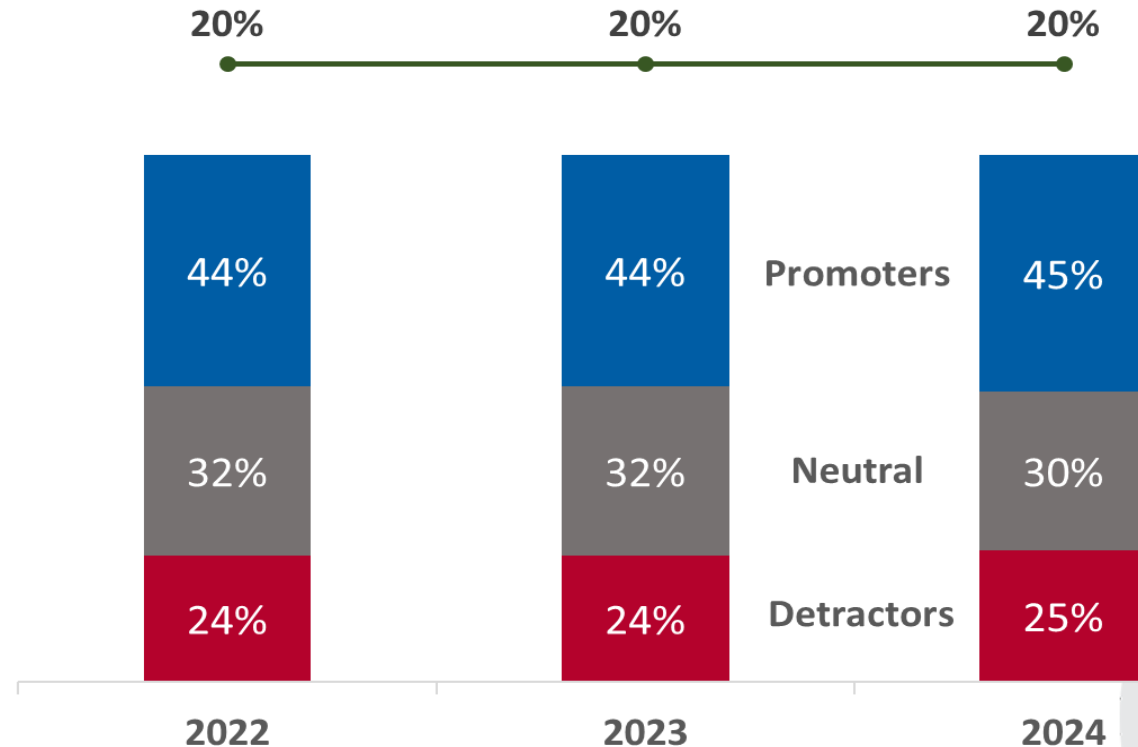
## Exceeding Customer Expectations



### Measure: Net Promoter Score (NPS)

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

UTA 2023 NPS Score = 20.  
Benchmarking Peer  
Composite NPS = -1%







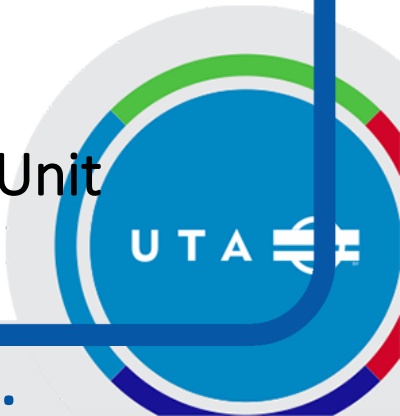
## Exceeding Customer Expectations



A Day in the Life of an FR Train Host



UTA Police Department K-9 Unit





## 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

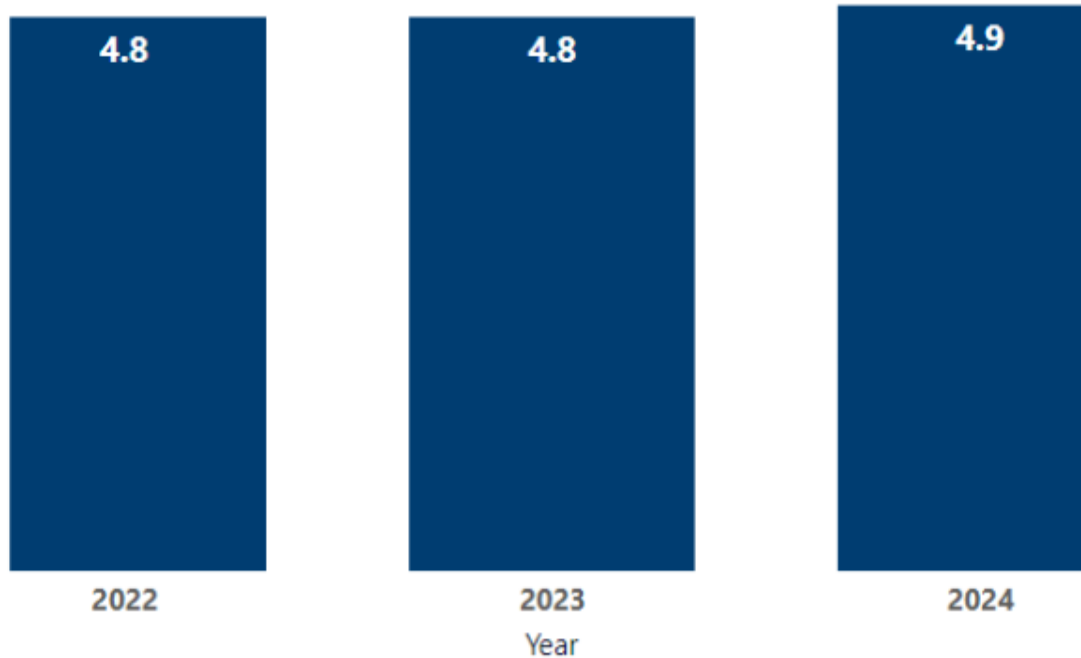




## Achieving Organizational Excellence



**Measure:** Organizational Improvement Score – Employee Engagement



Composite score that reflects employees' beliefs that UTA is getting better and that changes that have impacted them are beneficial





## Achieving Organizational Excellence



UTA Drives Innovation with 3D Printing



Youth Mentor Day





## 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.

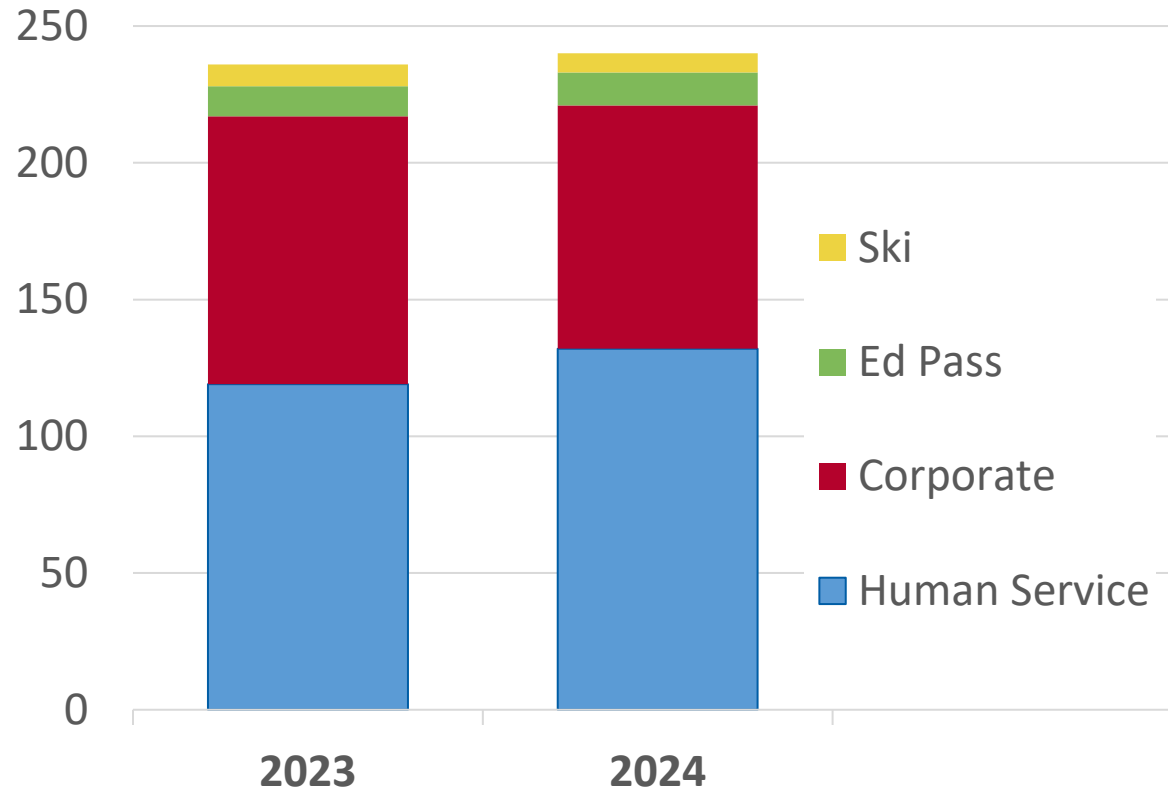




## Building Community Support



### Measure: UTA Transit Pass Partners



- 240 Total Pass Partners YTD 2024
- UTA Pass Partners +4 YTD 2024
- 12 ED Pass Partners





## Building Community Support



Vehicle-to-Everything (V2X)  
Technology



United Way of Salt Lake  
Day of Caring 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.



UTAH TRANSPORT AUTHORITY





## Generating Critical Economic Return

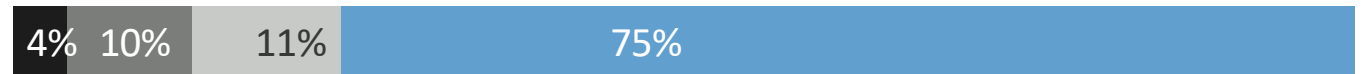


### Current Public Sentiment of UTA's Value to the State

critical component of Utah's continued growth and planning



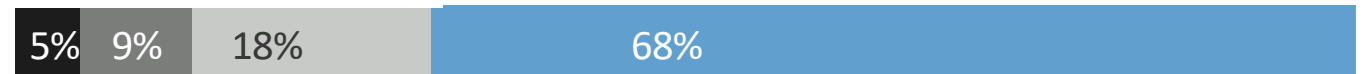
good value for riders



forward-thinking, focus on new/advanced ways to move Utahns



also a benefit to those who do not ride it



positive impact on the state's economy



■ Don't Know ■ Disagree ■ Neutral ■ Agree





## Generating Critical Economic Return

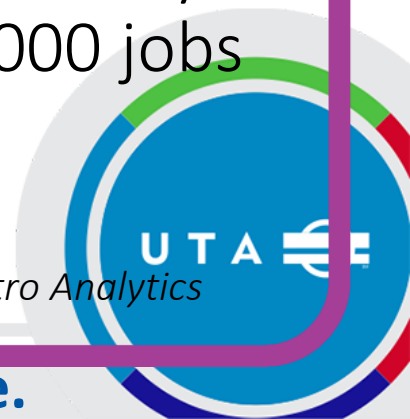


Measure: UTA's return on investment to the state



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

Source: Metro Analytics





## Generating Critical Economic Return



Ready to Move the World Again!



Midvalley Express (MVX) Construction

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## What's Next

- Website enhanced presence of results, stories under each priority
- Strategic Plan results business card, presentations
- Report outs of 2024 one-pager metrics – capture impact and results
- 2025 strategic one-pagers and Leadership Summit
- Trustees review of strategic plan and metrics
- Next update Q1 - other surveys coming, CX Action Plan



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