

UTA Board of Trustees Meeting

May 8, 2024



Call to Order and Opening Remarks



Pledge of Allegiance



Safety First Minute



Public Comment

- Live comments are limited to 3 minutes per commenter
- Live comments may be heard from in-person attendees as well as Zoom attendees
- For comments via Zoom, use the “raise hand” function in Zoom to indicate you would like to make a comment
- Public comment was solicited prior to the meeting through alternate means, including email, telephone, and the UTA website
- Any comments received through alternate means were distributed to the board for review in advance of the meeting



Consent Agenda

- a. Approval of April 17, 2024, Board Meeting Minutes
- b. Quarterly Disbursement Report - 2024 Vehicle Parts Inventory Spend - Q1 2024
- c. Quarterly Disbursement Report - Non-Inventory Vendors - Q1 2024



Recommended Action (by acclamation)

Motion to approve the consent agenda



Reports



Executive Director Report

- International Bus Roadeo
- Commendation - Steven Crowley
- Commendation - Gerald Crawford, Debra Shannon, and James Sidwell
- Supplemental Service Update



EMPLOYEE RECOGNITION OPERATOR STEVEN CROWLEY



Agenda Item 6.a.

EMPLOYEE RECOGNITION

DEBRA SHANNON, JAMES SIDWELL & GERALD CRAWFORD



Financial Report - March 2024



Monthly Operating Financial Report

March 2024

May 8, 2024



Agenda Item 6.b.

Utah Transit Authority

Agenda Item 6.b.

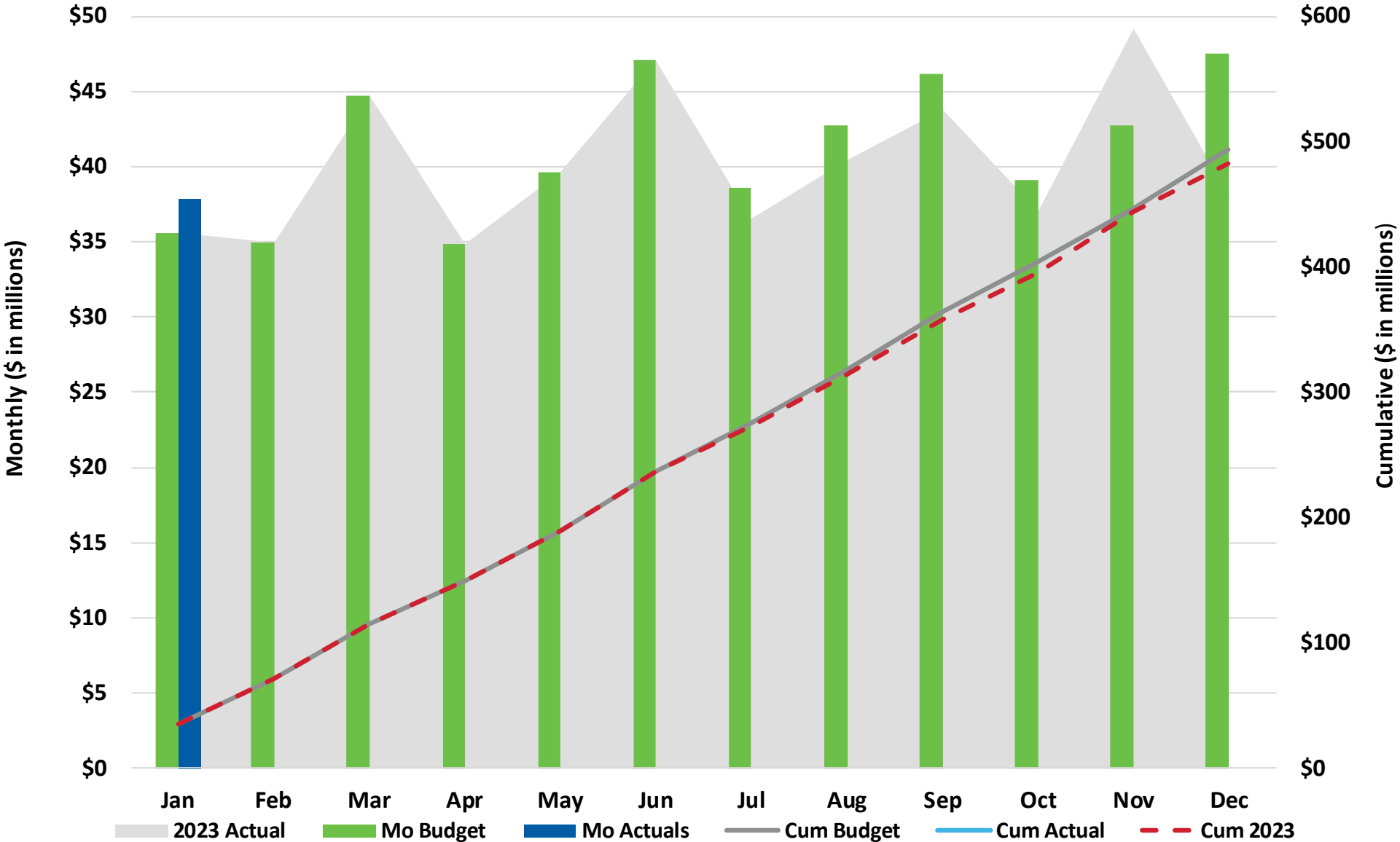
Board Dashboard: March 31, 2024

Financial Metrics	Mar Actual	Mar Budget	Fav/ (Unfav)	%	YTD Actual	YTD Budget	Fav/ (Unfav)	%
Sales Tax (Jan '24 mm \$)	\$ 37.9	\$ 35.5	\$ 2.36	6.6%	\$ 37.9	\$ 35.5	\$ 2.36	6.6%
Fare Revenue (mm)	\$ 3.1	\$ 3.0	\$ 0.12	3.9%	\$ 10.4	\$ 8.3	\$ 2.08	25.1%
Operating Exp (mm)	\$ 31.8	\$ 35.4	\$ 3.64	10.3%	\$ 97.6	\$ 106.2	\$ 8.57	8.1%
Subsidy Per Rider (SPR)	\$ 8.45	\$ 10.78	\$ 2.33	21.6%	\$ 8.86	\$ 10.78	\$ 1.92	17.8%
UTA Diesel Price (\$/gal)	\$ 2.88	\$ 4.03	\$ 1.15	28.5%	\$ 2.79	\$ 4.03	\$ 1.24	30.7%
Operating Metrics	Mar Actual	Mar-23	F/ (UF)	%	YTD Actual	YTD 2023	F/ (UF)	%
Ridership (mm)	3.39	2.87	0.5	18.1%	9.85	8.36	1.5	17.8%
Energy Cost by Type (Avg of 3 Most Recent Months)								
	Diesel Bus (Cost per Mile)				\$ 0.49			
	Diesel CR (Cost per Mile)				\$ 3.99			
	Unleaded Gas (Cost per Mile)				\$ 0.29			
	CNG (Cost per Mile)				\$ 0.31			
	Bus Propulsion Power (Cost per Mile)				\$ 0.79			
	TRAX Propulsion Power (Cost per Mile)				\$ 0.80			

"Sales Tax" lists the amount of sales tax revenue received for the month listed in bold. All other data reflects the month listed in the table title.

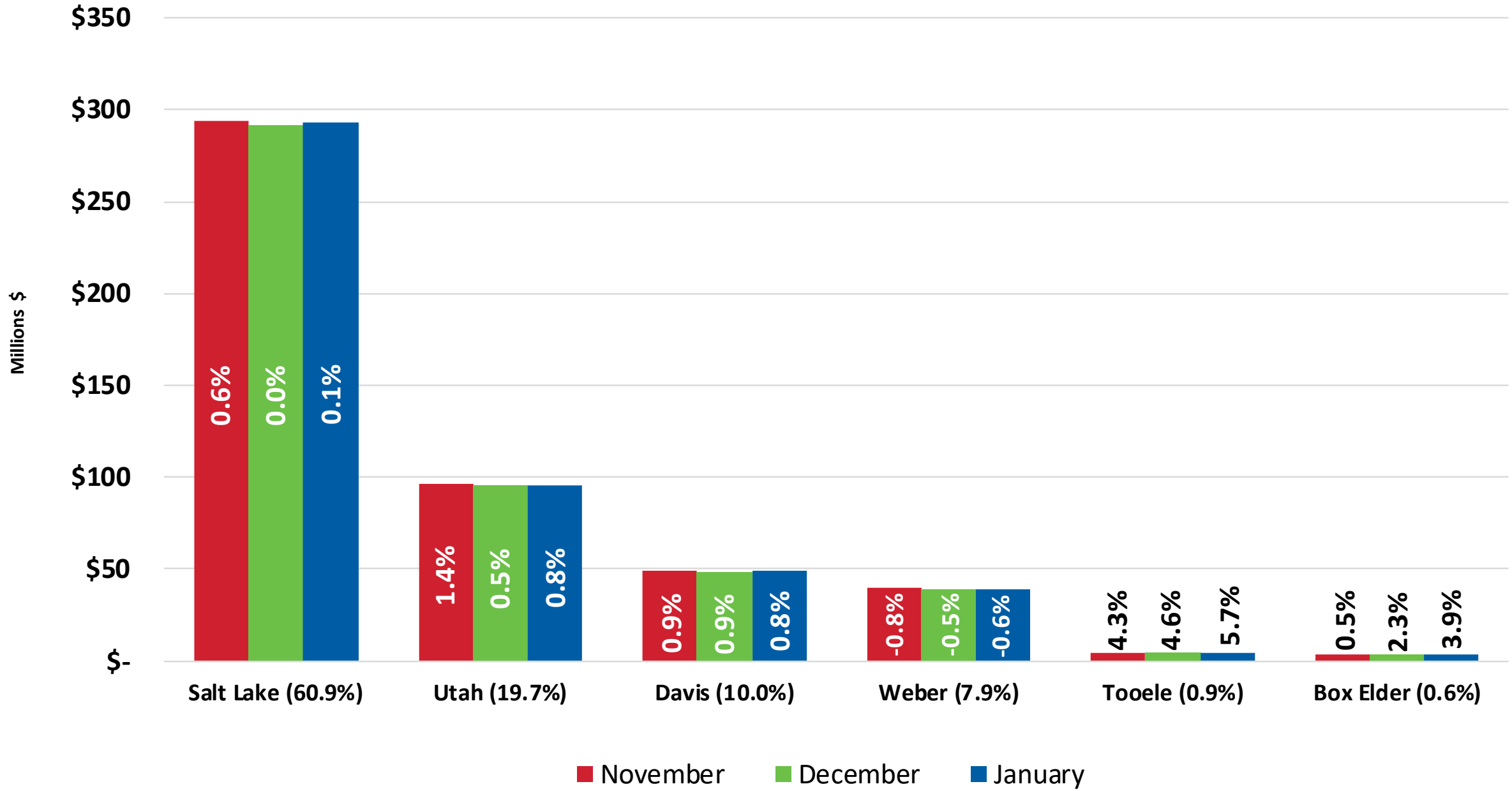
2024 Sales Tax

January Variance \$2.4M Above Budget

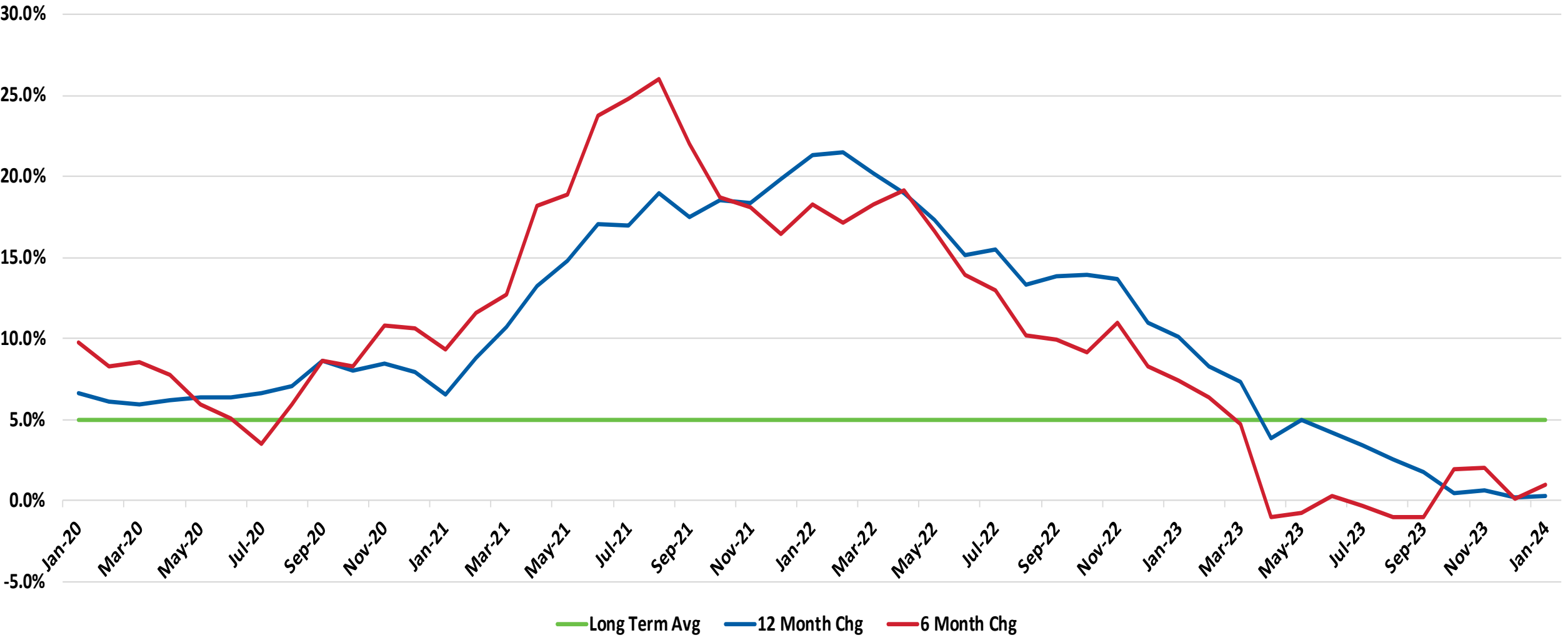


Sales Tax Collections

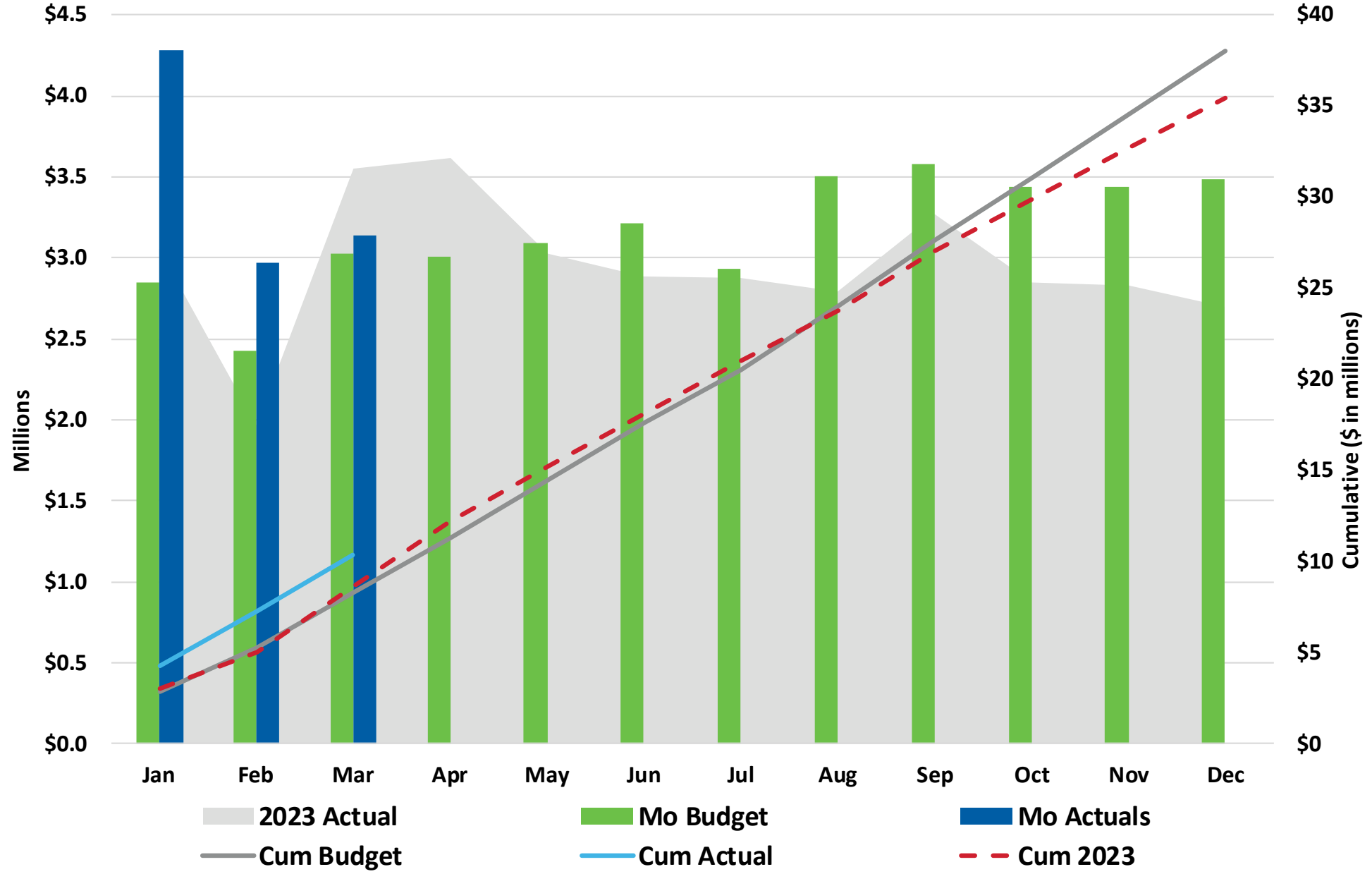
Percentage Change for 12 months ended Jan 31, 2024



UTA Sales Tax Growth 2020 - 2024



2024 Passenger Revenue March YTD \$2.1M > Budget



FTE Report March 2024

 UTA	FTE Report	Mar-24
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		Mar-24 Budget vs. Actual			Vacancy Rate		
Administrative FTE	Budget	Actual	Variance	Vacancy Rate	Prior Month	Start of Year	Prior Year
Admin Depts	633.9	595.5	38.4	6.1%	6.0%	7.1%	10.8%
Operating Depts	384.0	372.0	12.0	3.1%	2.7%	2.5%	6.5%
Subtotal	1,017.9	967.5	50.4	5.0%	4.8%	5.4%	9.2%

		Vacancy Rate			Prior Month	Start of Year	Prior Year
Bargaining Unit FTE	Budget	Actual	Variance	Vacancy Rate			
Admin Depts	47.0	86.0	-39.0	-83.0%	-70.2%	-54.8%	-56.0%
<i>Operating Modes</i>							
Bus	1,078.0	1,060.0	18.0	1.7%	1.1%	3.5%	13.9%
Light Rail	285.0	303.0	-18.0	-6.3%	-5.6%	-4.9%	4.7%
Commuter Rail	103.0	110.0	-7.0	-6.8%	-8.7%	3.9%	-1.0%
Riverside	157.0	153.5	3.5	2.2%	4.8%	4.7%	6.9%
Asset Mgt	186.0	166.0	20.0	10.8%	10.8%	11.4%	10.3%
Subtotal	1,856.0	1,878.5	-22.5	-1.2%	-1.0%	1.8%	9.2%

Total FTE	2,873.9	2,846.0	27.9	1.0%	1.0%	3.0%	9.2%
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March 2024 YTD Financial Results

Agenda Item 6.b.



OPERATING FINANCIALS

Mar 2024 YTD

FISCAL YEAR 2024 Dollars In Millions	YEAR-TO-DATE RESULTS					
	Prior Year Actual	Current Year				
		Actual	Budget	Variance		
Revenue						
Sales Tax (Mar accrual)	\$ 109.0	\$ 117.6	\$ 115.2	\$ 2.4	2.0%	
Fares	8.6	10.4	8.3	2.1	25.1%	
Federal	-	0.0	16.0	(16.0)	-99.8%	
Other *	15.5	25.2	5.6	19.6	349.0%	
TOTAL REVENUE	\$ 133.1	\$ 153.2	\$ 145.1	\$ 8.0	5.5%	
Expense						
Salary/Wages	\$ 41.1	\$ 47.5	\$ 46.9	\$ (0.6)	-1.2%	
Overtime	4.1	3.7	3.4	(0.2)	-6.2%	
Fringe Benefits	21.3	24.6	25.0	0.3	1.3%	
Total Compensation	\$ 66.5	\$ 75.7	\$ 75.3	\$ (0.5)	-0.6%	
Services	7.8	7.0	11.5	4.4	38.5%	
Parts	6.2	7.3	6.5	(0.9)	-13.4%	
Fuel	8.4	6.1	9.0	2.8	31.7%	
Utilities	3.0	2.0	1.8	(0.2)	-9.3%	
Other	2.6	2.6	5.3	2.7	51.1%	
Capitalized Cost	(2.8)	(3.2)	(3.2)	(0.1)	2.9%	
TOTAL EXPENSE	\$ 91.6	\$ 97.6	\$ 106.2	\$ 8.4	7.9%	
Debt Service	20.2	19.2	20.9	1.7	8.3%	
Contrib. Capital/Reserves	\$ 21.3	\$ 36.4	\$ 18.0	\$ 18.3	101.7%	

*Does not include Sale of Assets (\$56.2K) or Non-Cash items

Favorable/(Unfavorable)

Questions?



Capital Program Update March 2024

May 8, 2024



Chief Office	YTD Actual	2024 Budget	% Spent	% 2024 Elapsed
People	\$ 1,170,000	\$ 1,630,000	71.8%	25.0%
Executive Director	267,000	2,448,000	10.9%	25.0%
Planning & Engagement	498,000	6,131,000	8.1%	25.0%
Operations	650,000	6,678,000	9.7%	25.0%
Enterprise Strategy	493,000	9,960,000	4.9%	25.0%
Finance	4,565,000	28,180,000	16.2%	25.0%
Capital Services	20,115,000	209,513,000	9.6%	25.0%
Total	\$ 27,758,000	\$ 264,540,000	10.5%	25.0%



Questions?



UTA Strategic Plan Performance Report





UTA Strategic Plan Performance Report

May 8, 2024



Agenda Item 6.c.



Moving Utahns to a Better Quality of Life



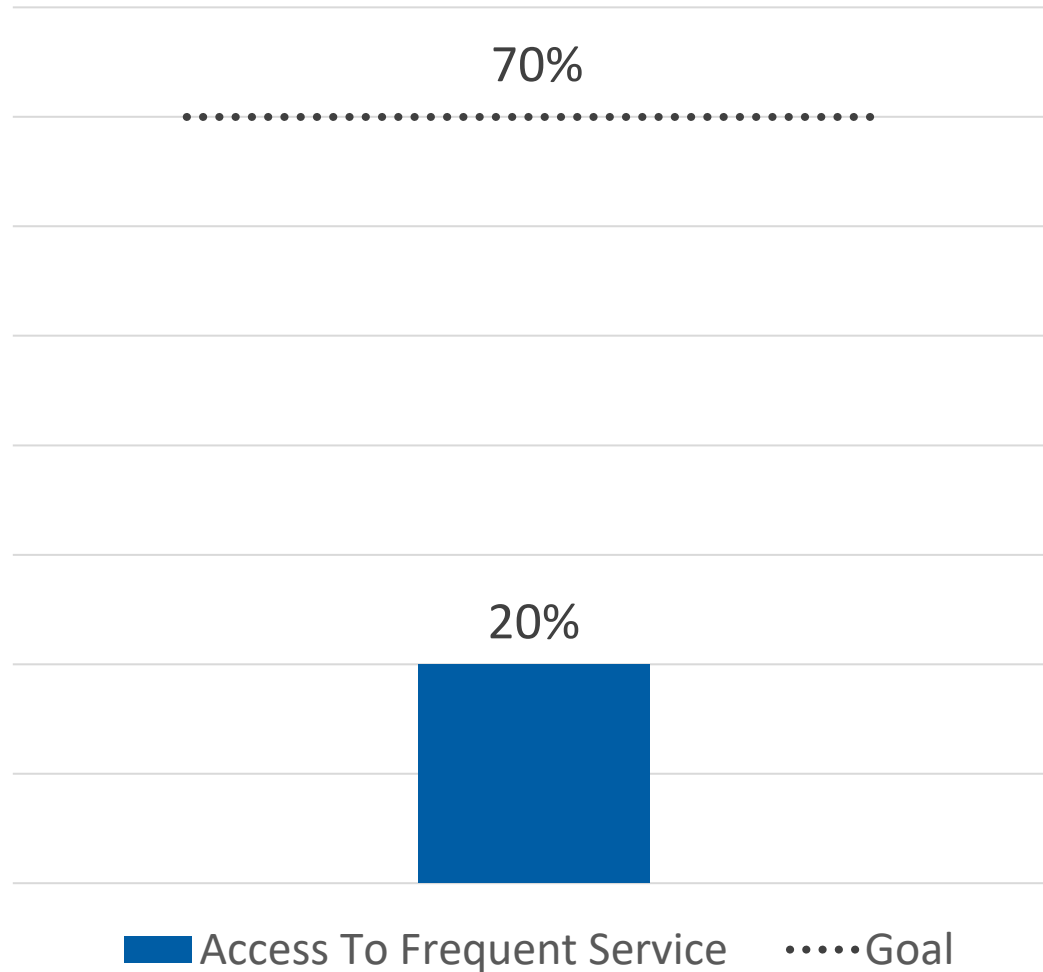
Success Statement: UTA supports community development and sustainability, connecting the Wasatch Front through accessible mobility options, strategic investments, and partnerships.

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 58% of state population have access to any UTA service



Moving Utahns to a Better Quality of Life



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

Consultant on board to develop UTA's sustainability measures and plan, which may include:

- Electricity Usage
- Natural Gas Usage
- Greenhouse Gas Emissions
- Mixed Bus Fleet Composition
(% of alternative fuels vehicles)



Moving Utahns to a Better Quality of Life



OGX all electric fleet. Moved 613,000 passengers in first 8 months.

Agenda Item 6.c.



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:

1 - Increase Net Promoter Score by 45%

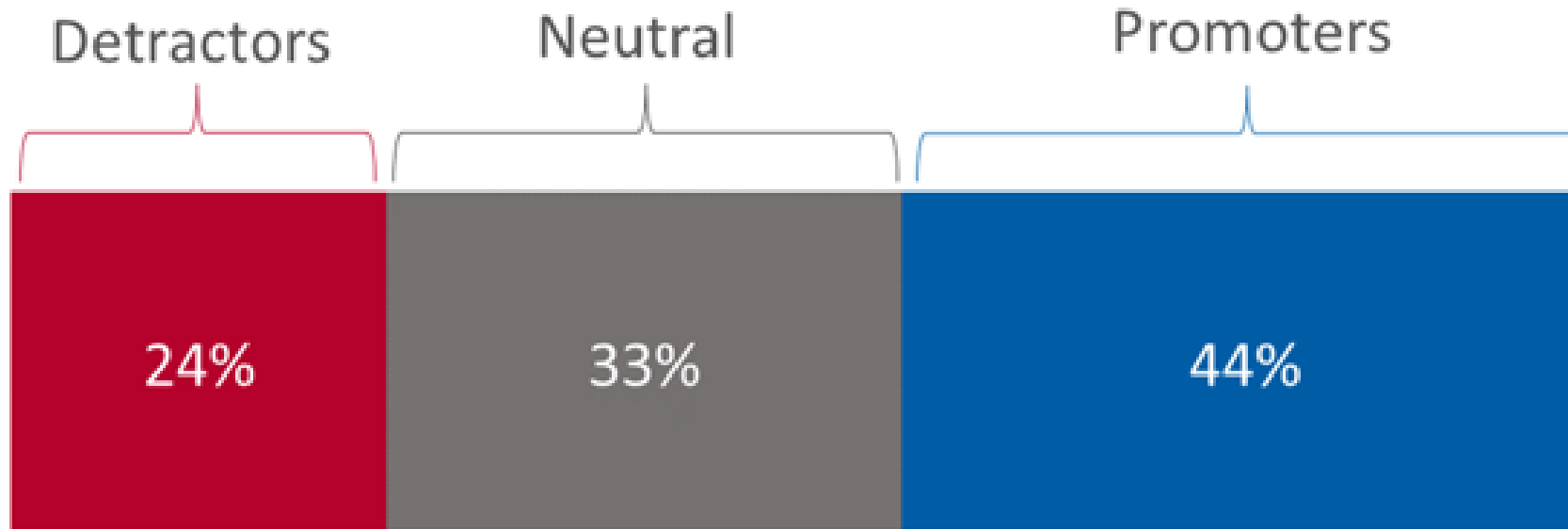


Exceeding Customer Expectations



Measure: Net Promoter Score (NPS)

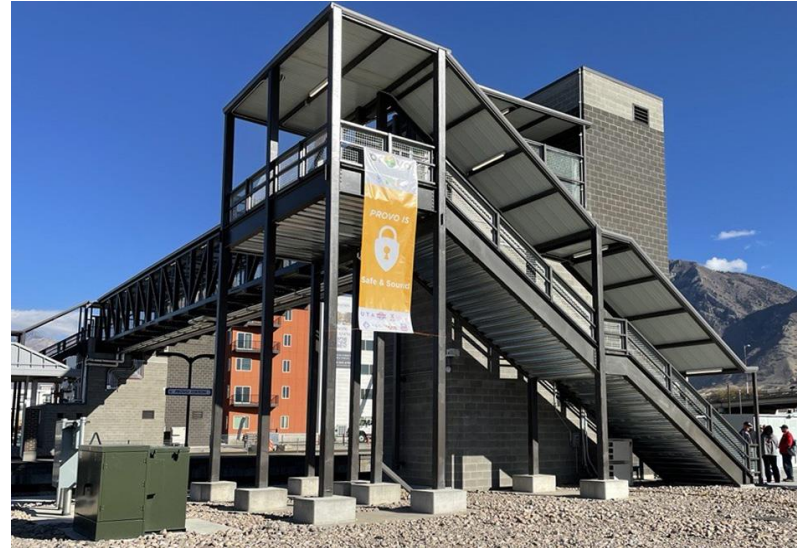
UTA riders' response: "How likely would you be to recommend UTA to your friends and family?"



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



Exceeding Customer Expectations



Improvements for rider safety, wayfinding, comfort, and accessibility





Achieving Organizational Excellence



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

Goal:

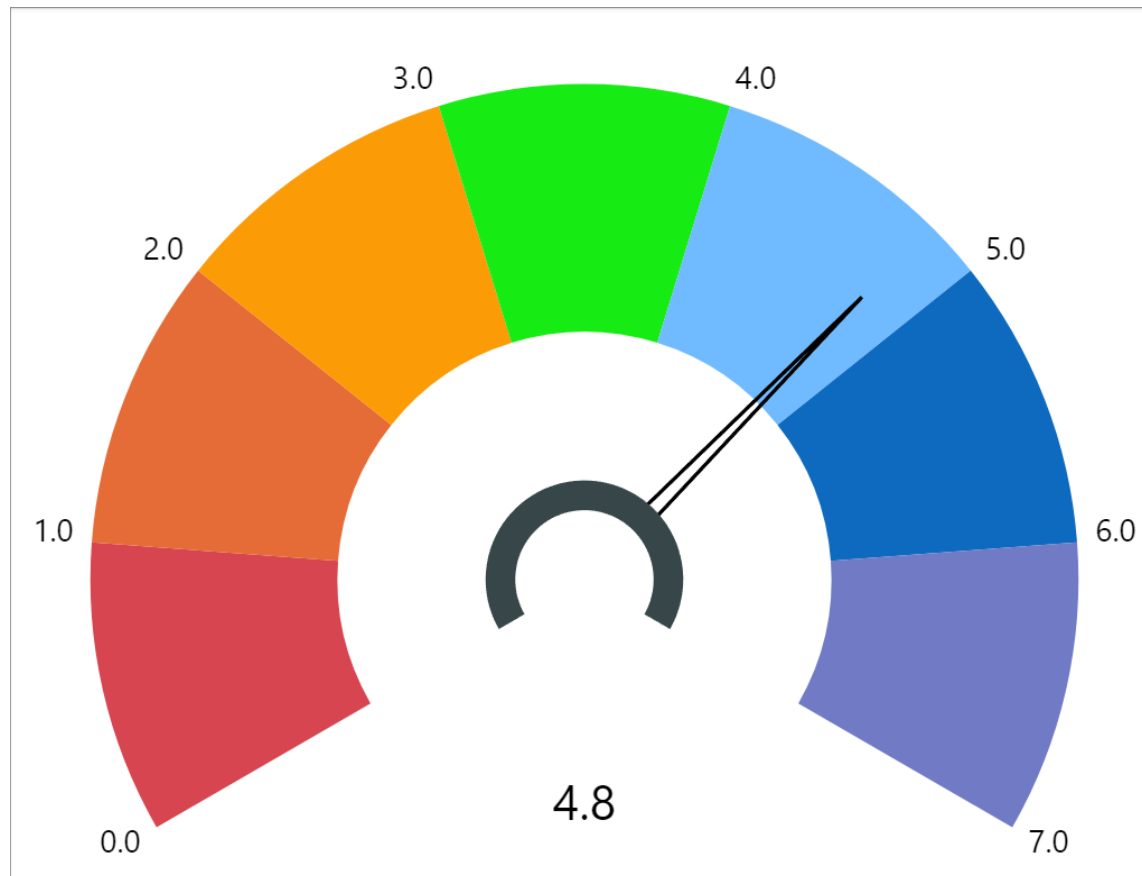
1- Receive industry recognition for operating a dynamic and forward-thinking public enterprise - a nimble, innovative, thriving environment for professional achievement



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



Depot District opening improved working conditions and generated WINS ideas



Building Community Support



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

Goal:

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

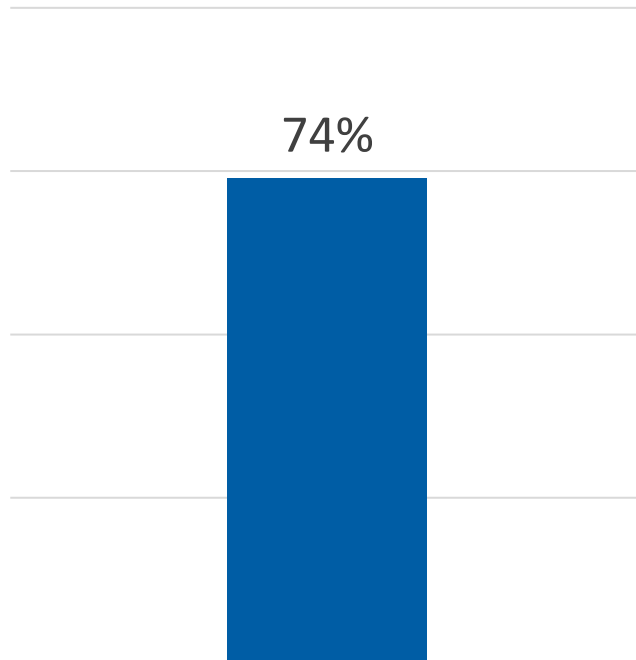


Building Community Support



Measure: UTA Public Image Survey Favorability (2024)

Favorable answers to: "Overall, what is your impression of UTA ? 1-7 scale"



9% increase over 2023

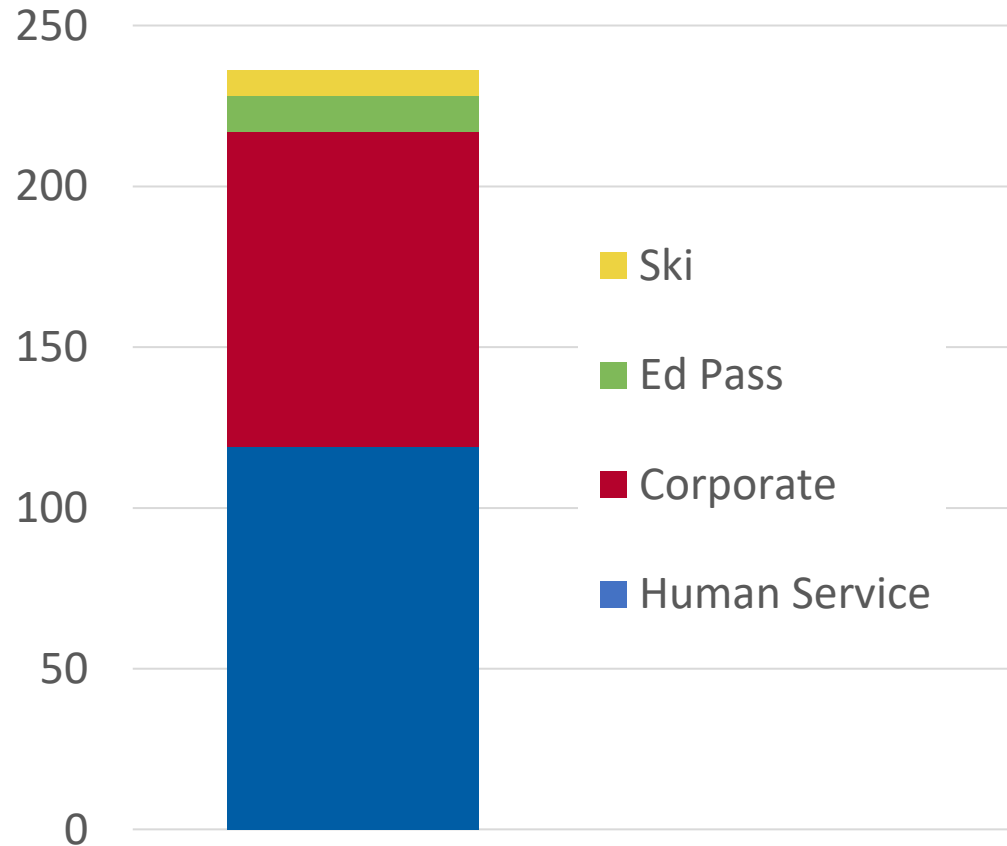
FrontRunner, TRAX, and bus all increased mode favorability score



Building Community Support



Measure: UTA Transit Pass Partners



- 236 Total Pass Partners 2023
- 6 New ECO Pass Partners
- 14 New Human Service Partners



Building Community Support



Salt Lake School District pass partnership extended to caregivers
509,623 trips while creating next generation of transit users



Generating Critical Economic Return



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

Goal:

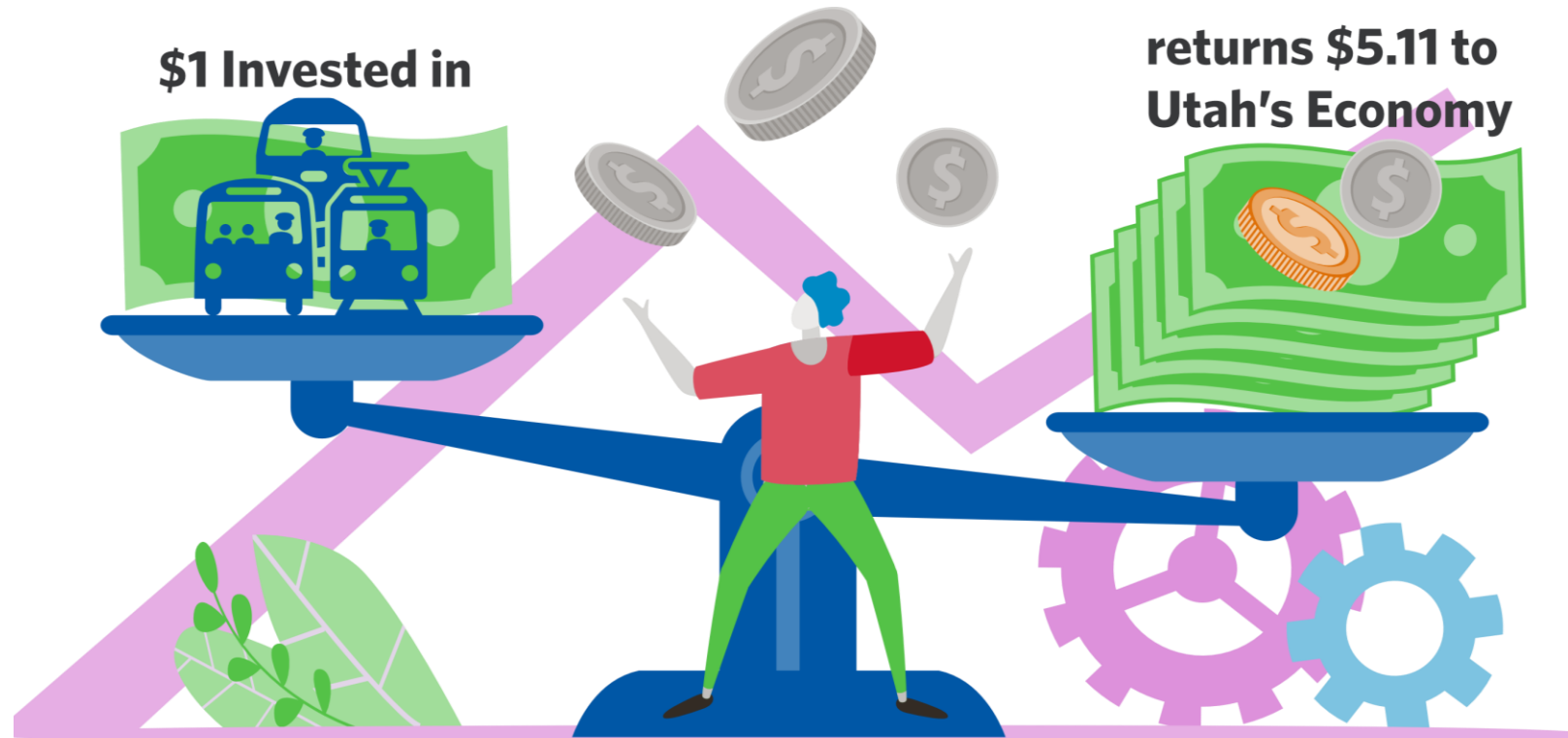
1- Communities across the region and state recognize the economic value and positive return on investment that UTA provides statewide.



Generating Critical Economic Return



Measure: UTA's return on investment to the state



UTA also adds \$1.9B to the state economy and 79,000 jobs

Source: Metro Analytics



Generating Critical Economic Return



2010

S-Line



2023

S-Line



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

Our Vision
Leading Utah's mobility solutions and improving quality of life

Our Mission
We Move You

Our Foundation
Living and Demonstrating the UTA Way

BOARD STRATEGIC PRIORITIES & SUCCESS OUTCOMES

 <p>QUALITY OF LIFE</p> <p>UTA supports community development, sustainably connecting the Wasatch Front through accessible mobility options, strategic investments, and partnerships.</p>	 <p>CUSTOMER EXPERIENCE</p> <p>UTA puts its customers first by providing an easy, enjoyable and accessible transit experience where customers feel engaged, safe and cared about.</p>	 <p>ORGANIZATIONAL EXCELLENCE</p> <p>UTA's well-resourced workforce excels, innovates and demonstrates empowerment.</p>	 <p>COMMUNITY SUPPORT</p> <p>UTA's communities tell our story and transit is recognized as a keystone to Utah's future growth.</p>	 <p>ECONOMIC RETURN</p> <p>UTA is an economic engine which positively impacts Utah's statewide economy, benefiting every Utahn.</p>
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GOALS AND OBJECTIVES

<ul style="list-style-type: none"> • 70% within 1/2 Mile of Service • Reduce Footprint by 25% 	<ul style="list-style-type: none"> • Increase Net Promoter by 45% • Improve Perceived Safety 	<ul style="list-style-type: none"> • Recognized as Premier Workplace • Increase Improvement Score 	<ul style="list-style-type: none"> • 100+ Partners Telling Transit Stories • Improve Public Satisfaction 	<ul style="list-style-type: none"> • Communities See Economic Value • Increase Return on Investment
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ANNUAL TARGETS

<ul style="list-style-type: none"> * Increase Ridership 5% 	<ul style="list-style-type: none"> * Increase Net Promoter 5% * Increase Perceived Safety 2% 	<ul style="list-style-type: none"> * Improve System Maturity 5% 	<ul style="list-style-type: none"> * Establish Community Support Baseline 	<ul style="list-style-type: none"> * Create Service Value Baseline * Create Perceived Economic Value Baseline
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ANNUAL STRATEGIC INITIATIVES

<ul style="list-style-type: none"> * Establish Sustainable Service Delivery System * Create Future of Light Rail Development Plan 	<ul style="list-style-type: none"> * Detours & Disruptions in the System * Pilot Transit Connection Program 	<ul style="list-style-type: none"> * Improve Health & Safety in the System * Deploy UTA Excellence Systems 	<ul style="list-style-type: none"> * Identify Stories of Economic Value and Agency Stewardship 	<ul style="list-style-type: none"> * Establish Preliminary Strategic Plan for Olympics
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2023 Annual Transit-Oriented Communities Report and Real Estate Inventory



Annual Report to the

UTA Board of Trustees

In compliance with
Board of Trustees Policy No. 5.2 Section B

Transit-Oriented Communities Report and Real Estate Inventory

2023



Board of Trustees Policy 5.2

“The Executive Director must present an annual report to the Board of Trustees that includes an *inventory of real property* and a *summary of property acquisitions and dispositions* occurring since the previous year report. The Authority will classify real property as Transit Critical, Transit-Oriented Development, or Surplus.”



Real Estate Inventory

Land Area	2,384 acres
Properties	828 parcels
Licenses/Leases	3,256



Real Estate Inventory - Categories

Transit-Critical (TC)	2,283 acres
Transit-Oriented Development (TOD)	101 acres
Surplus (S)	0 acres



Real Estate Inventory – Summary of Acquisitions/Dispositions

Acquisitions	24.7 acres
Dispositions	18.9 acres
Net Increase	5.8 acres



Acquisitions

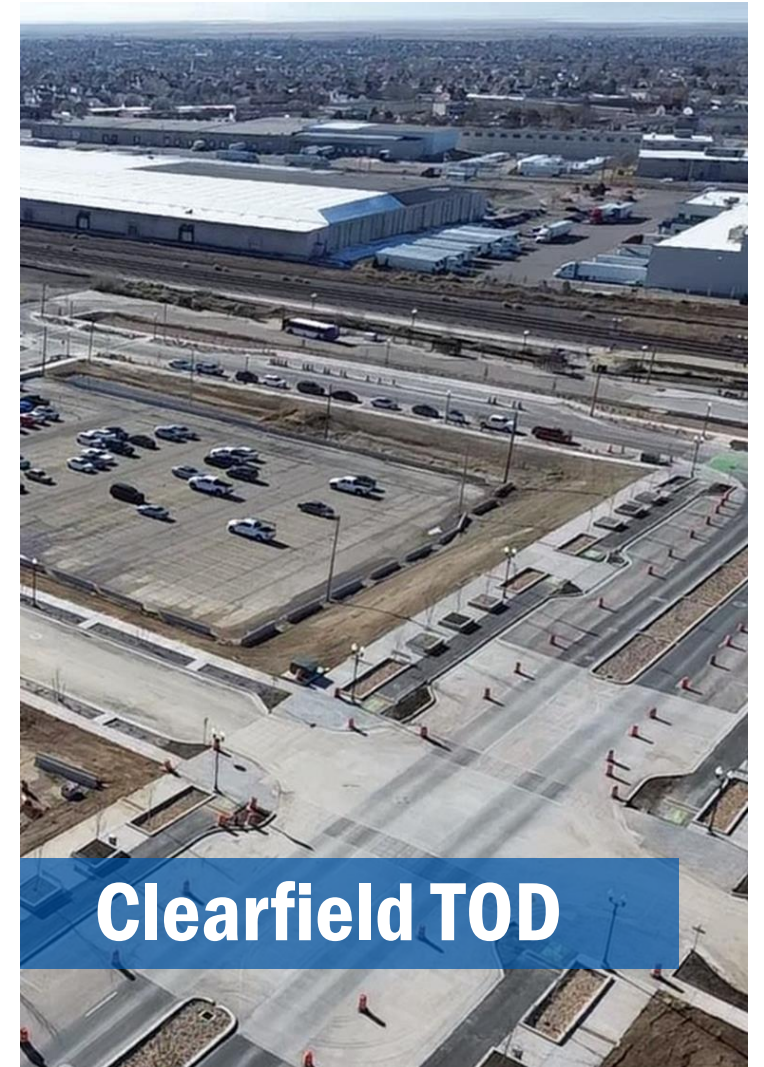


OGX Right-of-Way



Box Elder CO

Dispositions

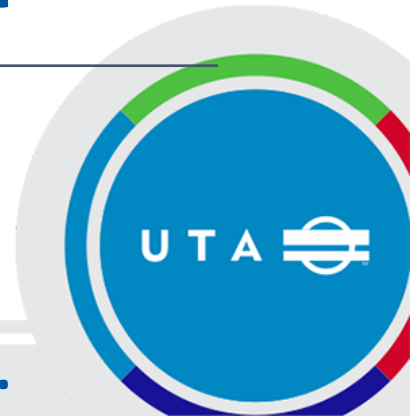


Clearfield TOD

Annual TOD Report – Development Data



Completed or Under Construction	13 development phases
Residential	1,702 dwelling units (126 affordable)
Office	570,000 square feet
Retail/Commercial	50,000 square feet
Hotel	192 rooms



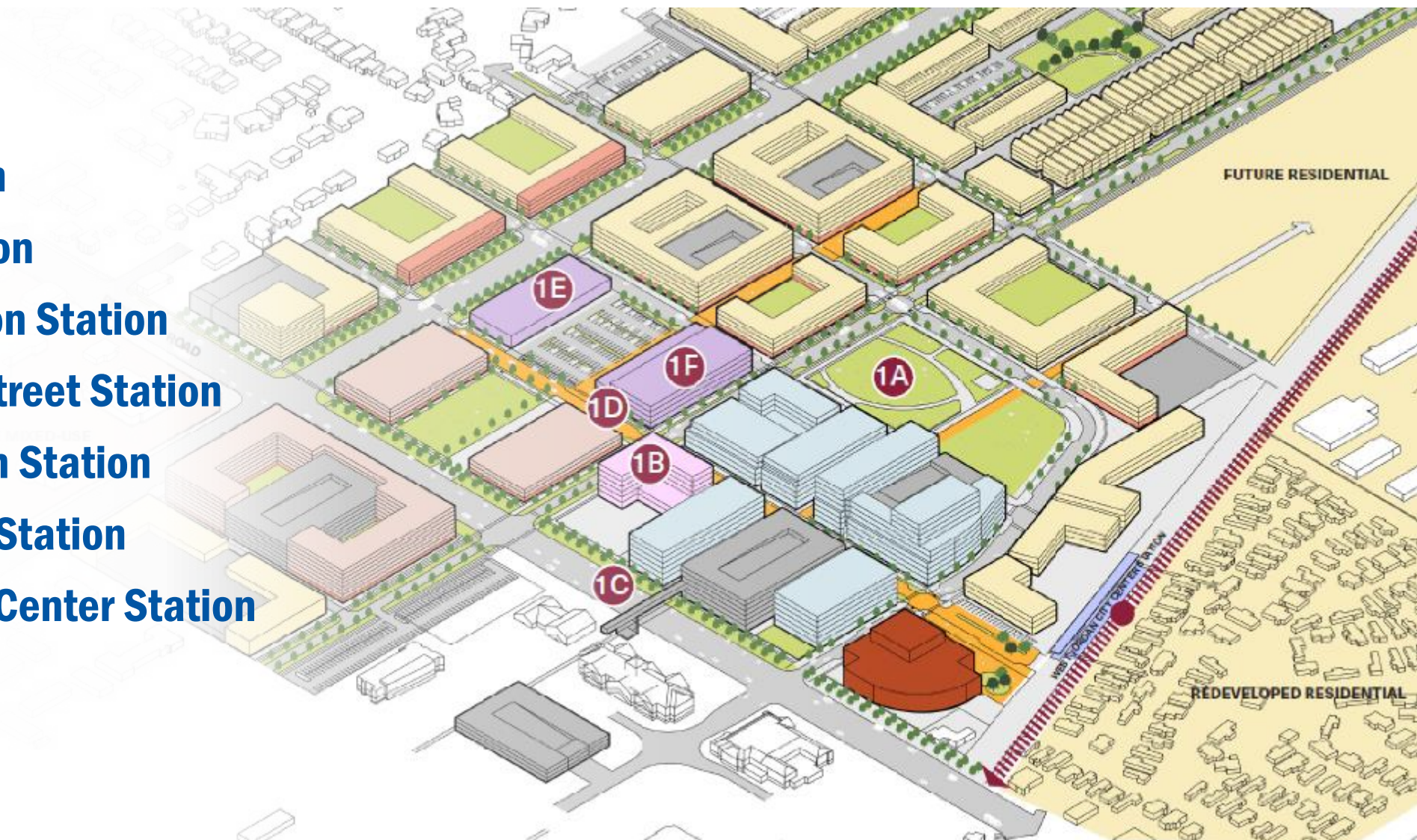
Annual TOD Report – Investment & Return

Private Investment	\$469 million
UTA Capital	\$44.3 million
UTA Return	\$49.6 million



Completed Station Area Plans

- Roy Station
- Clearfield Station
- Farmington Station
- Midvale Fort Union Station
- Midvale Center Street Station
- Bingham Junction Station
- Historic Gardner Station
- West Jordan City Center Station
- Lehi Central



Questions?

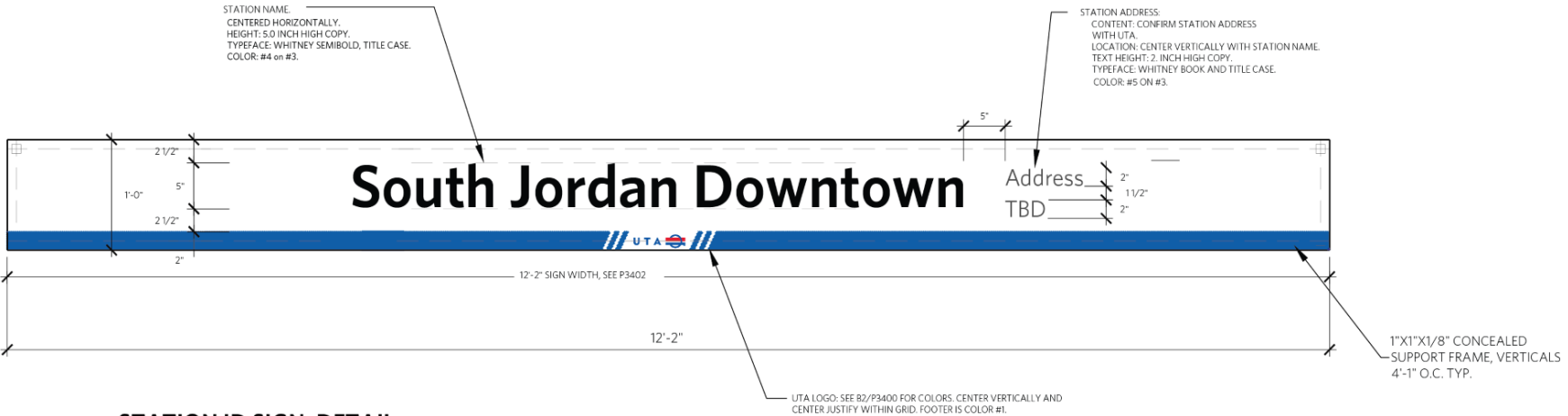


Resolutions



R2024-05-01 - Resolution Approving Light Rail Station Name for TRAX South Jordan Downtown 11000 South Station





STATION ID SIGN: DETAIL



Recommended Action

(by roll call)

Motion to approve R2024-05-01 - Resolution Approving Light Rail Station Name for TRAX South Jordan Downtown 11000 South Station, as presented



R2024-05-02 - Resolution Appointing Robert Lamph as Officer and Comptroller of the Authority



Recommended Action

(by roll call)

Motion to approve R2024-05-02 - Resolution Appointing Robert Lamph as Officer and Comptroller of the Authority, as presented



Oath of Office: Officer and Comptroller – Robert Lamph



Contracts, Disbursements, and Grants



Contract: Vendor Managed Hose and Fittings Supply (LLG Industrials, Inc.)

Recommended Action (by acclamation)

Motion to approve the Contract with LLG Industrials, Inc.
for Vendor Managed Hose and Fittings Supply, as presented



Contract: Paint System and Supplies Vendor Pool (Superior Paint Supply)

Recommended Action (by acclamation)

Motion to approve the Contract with Superior Paint Supply for Paint System and Supplies Vendor Pool, as presented



Contract: Paint System and Supplies Vendor Pool (Industrial Finishes & Systems Inc.)

Recommended Action (by acclamation)

Motion to approve Contract with Industrial Finishes & Systems, Inc.
for Paint System and Supplies Vendor Pool, as presented



Contract: Task Ordering Agreement for Facility Remodel and Reconfiguration Professional Services (Paulsen Construction, LLC)

Recommended Action (by acclamation)

Motion to approve the 3-year Base Contract with Paulsen Construction, LLC for Facility Remodel and Reconfiguration Professional Services, as presented



Contract: Federal Grant Compliance Management Services

(Bailey White Solutions, LLC)

Recommended Action (by acclamation)

Motion to approve the 3-year Base Contract with Bailey White Solutions, LLC for Federal Grant Compliance Management Services, as presented



Contract: Cooperative Agreement for South Jordan Downtown 11000th South TRAX Platform (UDOT and South Jordan City)

Recommended Action (by acclamation)

Motion to approve the with Cooperative Agreement with the Utah Department of Transportation and South Jordan City for South Jordan Downtown 11000th South TRAX Platform, as presented



Budget and Other Approvals



TBA2024-05-01 - Technical Budget Adjustment - Operations Supervisor Positions and Hill Air Force Base Air Show Complimentary Service



Technical Budget Adjustment

TBA2024-05-01



Phase I: Operations Supervisor Headcount Request

- Reallocate \$923,000 within the COO Budget
 - Net neutral to Budget
- Remove technical functions of Supervisors to improve operator experience, retention, alignment, and development; with a focus on our newer operators.
 - Requesting 18 Headcount
 - Dispatchers/Schedulers= 10
 - Voice of the Customer = 2
 - Supervisors = 6



Hill Air Force Base Complimentary Service

- Provide budget authority for complimentary service to Hill Air Force Base Air Show on June 29 -30, 2024
 - \$210,000 funding from Non-Departmental contingency funds
 - Contingency remaining balance will be \$790,000
- Net neutral to Budget



Recommended Action

(by acclamation)

Motion to approve TBA2024-05-01 Technical Budget Adjustment for Operations Supervisor Positions and Hill Air Force Base Air Show Complimentary Service, as presented



Service and Fare Approvals



Complimentary Service Request: Additional Service for 2024 Utah Air Show at Hill Air Force Base

Recommended Action (by acclamation)

Motion to approve the Complimentary Service Request for the 2024 Utah Air Show at Hill Air Force Base and authorize an exception to UTA Policy UTA.04.02 Additional Service, as presented



2024 Utah Air Show Complimentary Service Request



Proposed Additional Service

- FrontRunner Trains:
 - Saturday: 30-minute peak service and 60-minute mid-day service from 7 a.m. – 7 p.m.
 - Sunday: 30-minute peak service and 60-minute mid-day service from 7 a.m. – 7 p.m.
- Bus Service:
 - Utilize 30 additional operators on Saturday and 30 additional operators on Sunday to provide bus shuttles from Clearfield Station onto Hill AFB
 - Service will operate 7 a.m. - 7 p.m.
 - Buses will travel to and from the Clearfield Station along Highway 193, entering and exiting from the South Gate directly onto the base.
 - UDOT will provide assistance with bus priority and traffic signal prioritization.
 - Transit riders will have priority for access to the base.
- Paratransit Service:
 - Utilize Paratransit busses to operate on-demand Paratransit service.
 - Service will operate from 7 a.m. to 7 p.m.



UTA Policy UTA.04.02 Additional Service – Exception

Board of Trustees Policy No.4.1 Fares - Complimentary Service Approval

D. Exceptions

1. Requests for additional transit services that fall outside the scope of this policy may be considered on a case-by-case basis by the UTA Board of Trustees with a recommendation from the Executive Director and the Chief Planning and Engagement Officer.

2. Requests for additional transit services that cannot be accommodated due to resource limitations or other factors will be denied.

B. The Executive Director will present the following to the Board of Trustees for approval:

8. Requests for Complimentary Service



Additional Cost Estimates

The following are additional costs above the baseline associated with the additional service:

- Transit Communication Center Support \$ 3,450
- Supervisor Support \$ 7,938
- Police \$ 21,420
- Rail Service \$ 84,094 - Personnel cost per hour & Vehicle cost per mile
- Bus Service \$ 66,686 - Operator cost per hour & Vehicle cost per mile
- Special Services \$ 14,614
- **Total: \$ 198,202**



Questions?



Fare Agreement: Special Events Agreement (Utah Arts Festival)

Recommended Action (by acclamation)

Motion to approve the Special Events Agreement with Utah Arts Festival, as presented



Discussion Items



2023 Annual Sustainability Report



2023 Annual Sustainability Report

669 West 200 South
Salt Lake City, Utah



Agenda Item 12.a.

Documenting **HOW** UTA is “Moving Utahns to a Better Quality of Life”



2023 Sustainability



2022	2023	% Change from 2022 to 2023
Total Emissions 96,527 Metric Tons (facilities and all transit)	Total Emissions 98,201 Metric Tons (facilities and all transit)	Change from 2022 +1.7%*
Natural Gas Use 82,435 Btu/sq.ft. (facilities)	Natural Gas Use 81,934 Btu/sq.ft. (facilities)	Change from 2022 - 0.6%
Energy Use 12.95 kWh/sq.ft. (facilities)	Energy Use 12.67 kWh/sq.ft. (facilities)	Change from 2022 - 2.2%
Electric Buses 3	Electric Buses 31	Change from 2022 + 933%
Total Ridership 31,439,582	Total Ridership 35,059,930	Change from 2022 + 11.5%

*In 2023, the square footage of UTA's facilities increased by 9.4% and their fleet traveled 3.7% farther



The Highlights

UTAH TRANSIT AUTHORITY



Agenda Item 12.a.



We Move You— Sustainably

UTAH TRANSIT AUTHORITY



Agenda Item 12.a.



2023 UTA Public Image Survey Report



2024 UTA PUBLIC IMAGE SURVEY

May 8, 2024

Study Overview

Objectives: Awareness, Perceptions & Usage

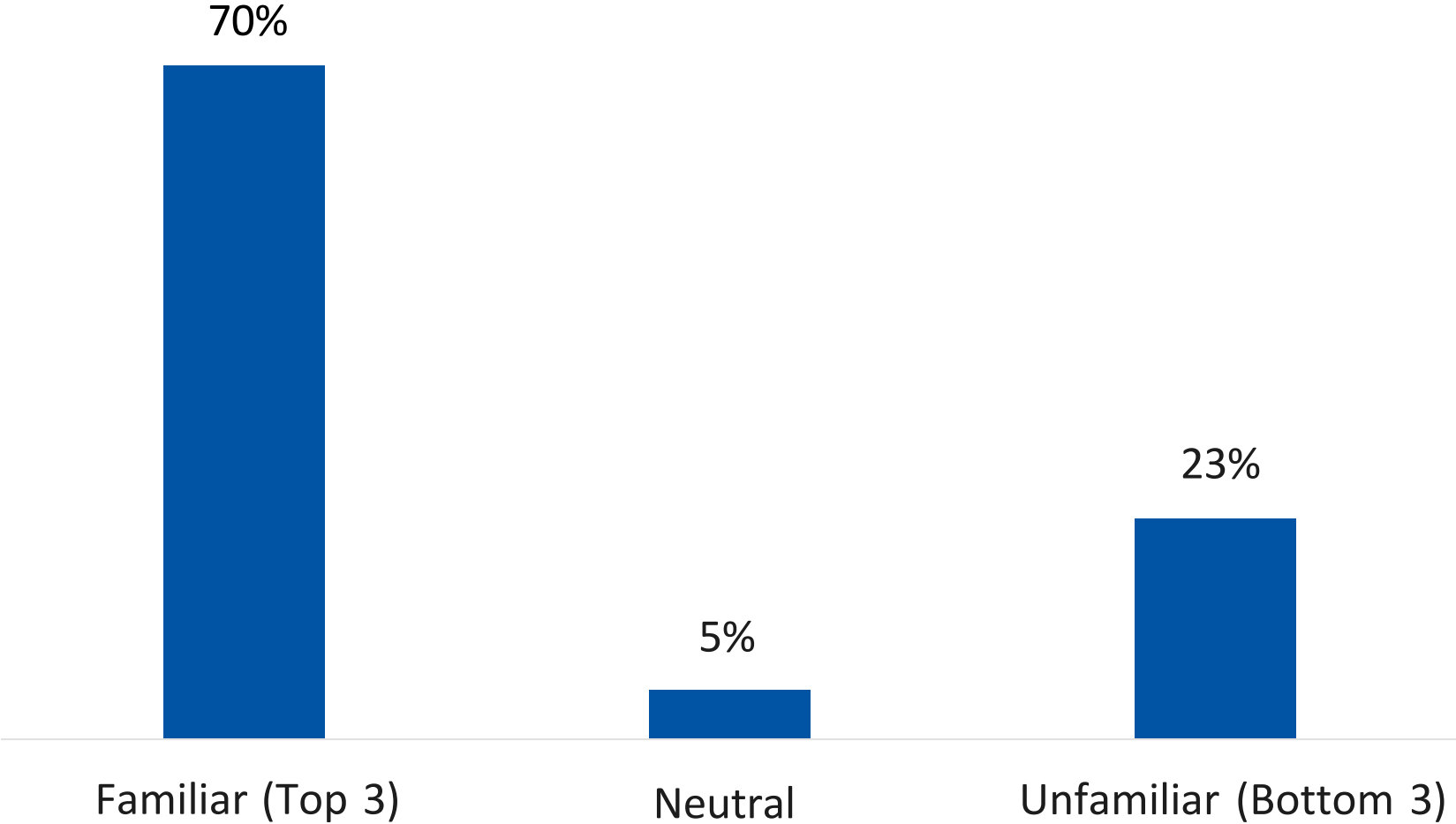
- General perception of UTA
- Identify why people ride/don't ride
- General perception of UTA value
- Strategic insights into focus segments (BIPOC, 18- to 34-Year-Olds, Non-Riders)

Methodology

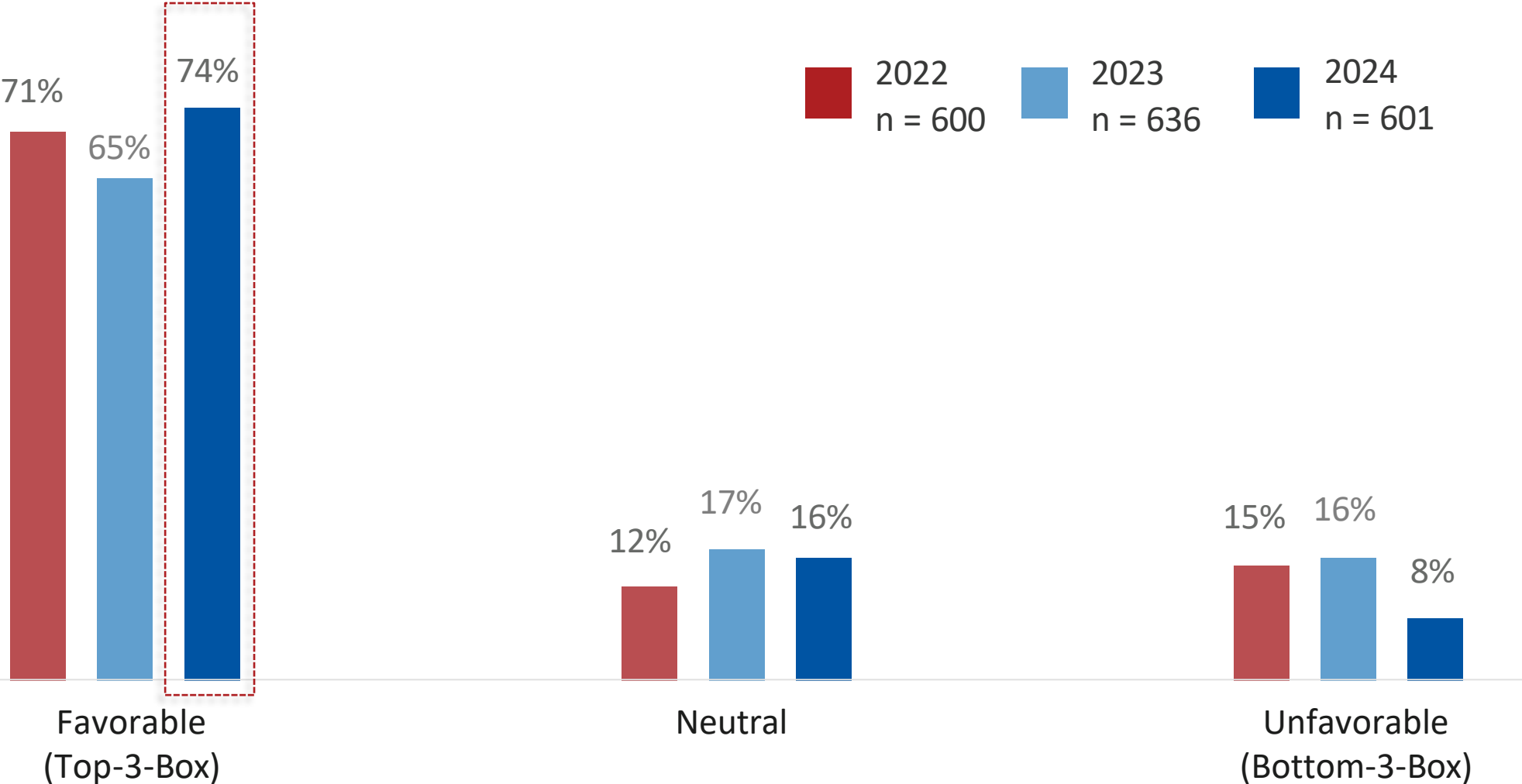
n=601 survey respondents, margin of error +/- 4%

- Surveyed six counties (Box Elder, Davis, Salt Lake, Tooele, Utah and Weber)
- Demographics*:
 - Female = 63% / Male = 35% / Non-Binary/Self-Identify = 1%
 - Balanced mix of respondents aged 18+, employment status, education
 - BIPOC oversample: n=105 (17% of total)

Familiarity with UTA is High



Utahns Have Increasingly Favorable Views of UTA



Agenda Item 12.b.

Increase in Perceived Benefits of Public Transportation

“We Move You” 2023 Brand Campaign Messaging:



Gas Savings
From 38% to 52%
14% Increase YoY



Reduces Parking Hassles
From 31% to 46%
15% Increase YoY

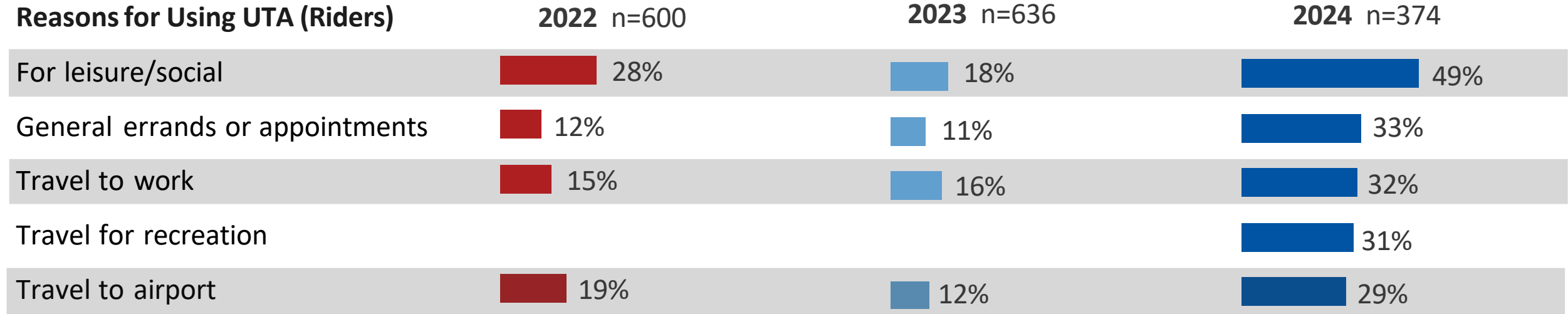
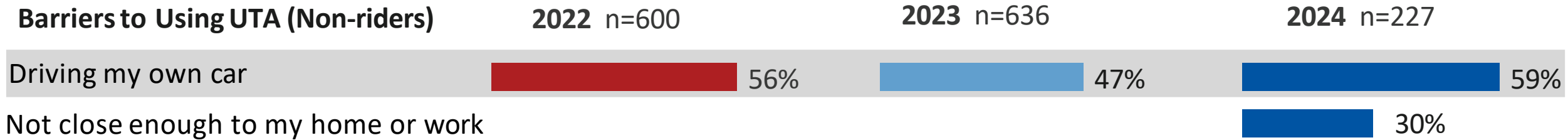
Accessible Transportation for All
From 32% to 51%

Safe Transport During Bad Weather
From 30% to 40%

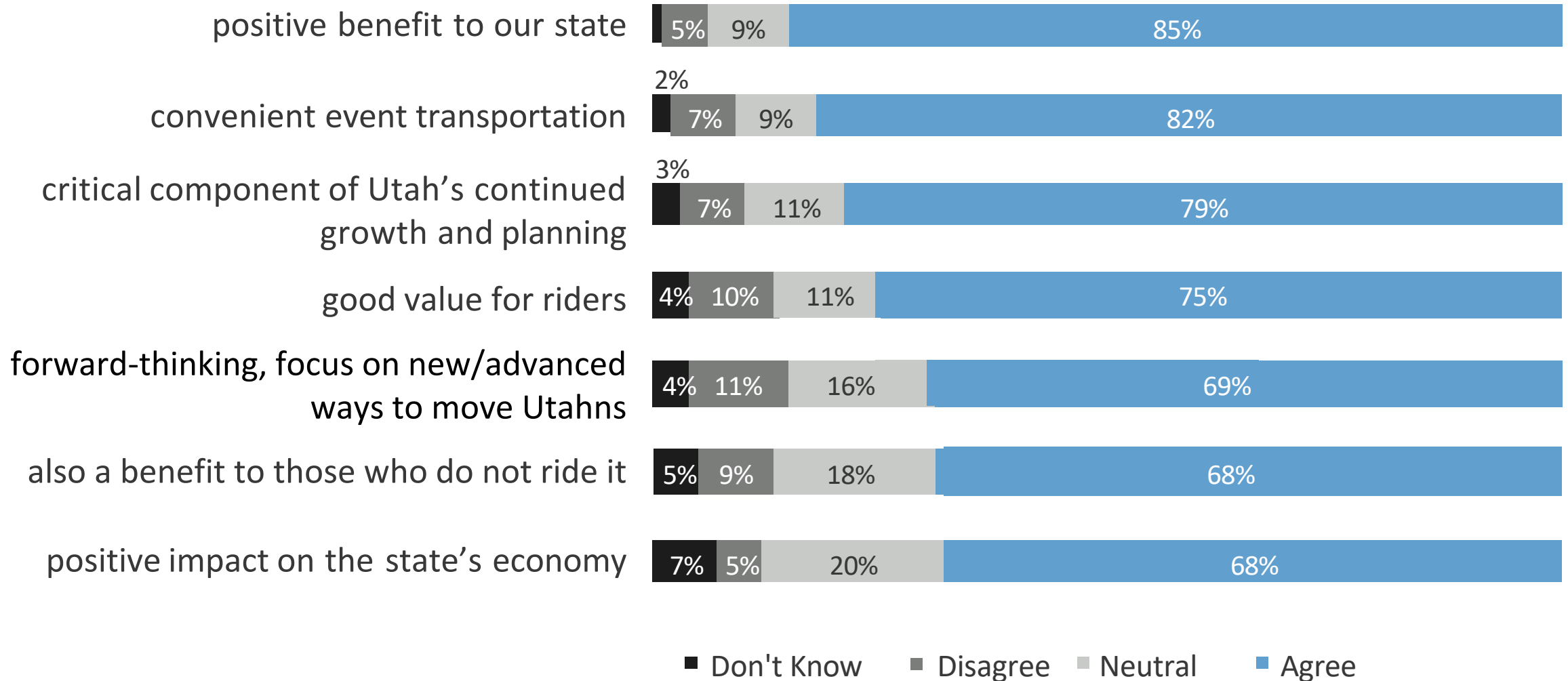
Areas for More Messaging:

Reduces Traffic Congestion 50% From 51%
Better for Air Quality 45% From 50%

Personal Car Ownership Remains Top Barrier to Riding

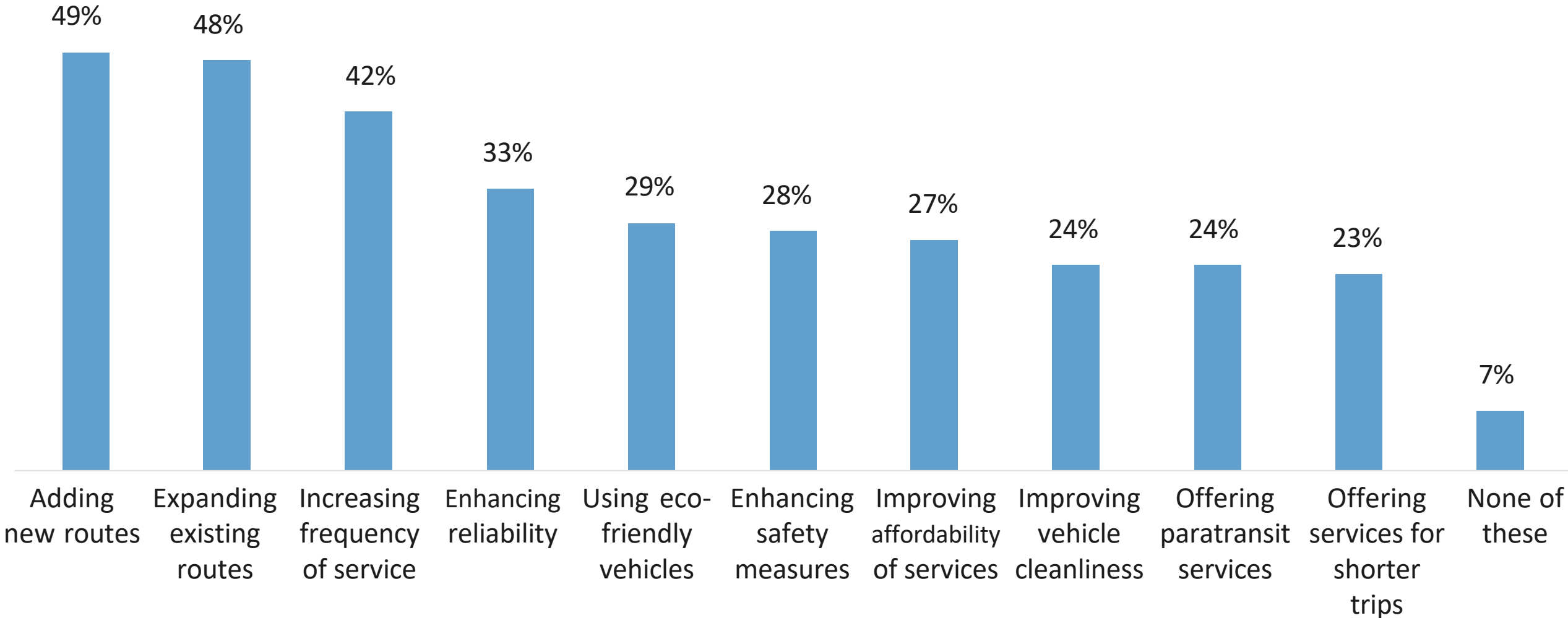


Utahns Generally Believe UTA is of Great Value to the State



Adding/Expanding Routes Most Noted Improvements

In which of the following areas do you feel UTA has improved in recent years?



Key Takeaways

- 1 Utahns continue to grow more familiar and more favorable toward UTA and its services, regardless of ridership. Buses show significant growth in favorability compared to 2023.
- 2 Utahns are increasingly seeing the benefits of public transportation and UTA. More are riding for leisure and infrequent uses.
- 3 There remains an opportunity to communicate the benefits of UTA for non-riders. With survey questions aligned with on-board and rider survey efforts, this survey could be a non-rider evaluation.
- 4 Utahns agree that UTA is a value to the state and benefits Utah's continued growth. Specifically, the community-centered benefits (e.g., accessible transportation) are of great value to Utahns.
- 5 More education and awareness of UTA's economic impact and use of public funds could help Utahns who are indifferent or negative to these measures.
- 6 Opportunity to improve rider perception among BIPOC individuals and target marketing messages in geographic locations.

Other Business

- a. Next Meeting: Wednesday, May 22, 2024, at 9:00 a.m.



Adjourn

