



U T A

# Utah Transit Authority

669 West 200 South  
Salt Lake City, UT 84101

## Legislation Details (With Text)

**File #:** 22-240  
**Type:** Discussion  
**Status:** Presented  
**In control:** Board of Trustees  
**On agenda:** 6/22/2022  
**Final action:** 6/22/2022  
**Title:** Benchmark Survey Report  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Presentation-Benchmark Survey Report

Date	Ver.	Action By	Action	Result
6/22/2022	1	Board of Trustees	presented	

**TO:** Board of Trustees  
**THROUGH:** Jay Fox, Executive Director  
**FROM:** Andrea Packer, Communications Director  
**PRESENTER(S):** Andrea Packer, Communications Director  
R&R Partners

### TITLE:

**Benchmark Survey Report**

### AGENDA ITEM TYPE:

Discussion

### RECOMMENDATION:

Informational report for discussion

### BACKGROUND:

Each year the Communications & Marketing Department, in coordination with our advertising agency, R&R Partners, conducts a Benchmark Survey to the general public throughout UTA's service area. The survey effort typically starts with focus groups, followed by a telephone survey. As part of the 2021-2022 Benchmark Survey, focus groups were conducted in fall 2021, followed by the telephone survey in January-February 2022.

The Benchmark Survey is a broad survey designed to guide staff's communications and marketing messaging strategy by assessing:

- Overall public perception of UTA as an organization

- Public perception of UTA's services
  - High-level indicators of why people ride / don't ride
  - High-level indicators of the top things that would encourage people to ride
  - Do people see / remember hearing messages about UTA
  - Where do people typically see / remember messages about UTA
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**DISCUSSION:**

The team will make a presentation to the Board of Trustees about the key results from the 2021-2022 Benchmark Survey. Staff will be prepared to answer questions from the Board of Trustees.

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**ALTERNATIVES:**

N/A

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**FISCAL IMPACT:**

None.

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**ATTACHMENTS:**

None