



Utah Transit Authority

MEETING MEMO

669 West 200 South
Salt Lake City, UT 84101

Board of Trustees

Date: 6/22/2022

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

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.

ALTERNATIVES:

N/A

FISCAL IMPACT:

None.

ATTACHMENTS:

None