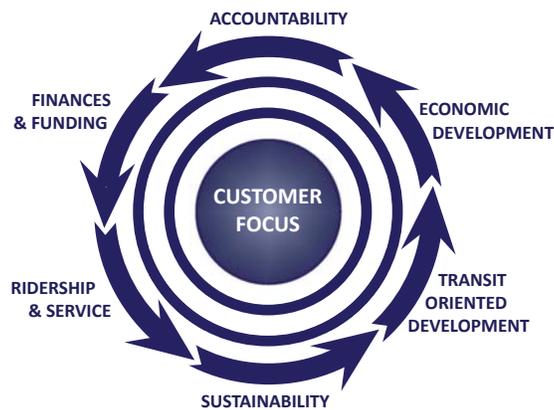


U T A 
2020 Strategic Plan



Key Goal: Customer Focus

Listen, understand and respond to customers wants and needs

A Blueprint for the Future

Strategic Plan Goals:

Finances/Funding

- Support full funding of the Unified Transportation Plan

Ridership and Service

- *With new funding:*
 - Double ridership
 - Increase service 50%
 - Reduce travel time 25%
- New fare products
- First/Last Mile Strategy
- Cultivate new markets
- Attract and retain an effective workforce

Economic Development

- Corporate partnerships
- Support tourism
- Think “globally”
- Promote transit to attract new companies to Utah
- Promote benefits to existing companies

Sustainability

- Air quality partnerships
- Balanced fleet of alternative fuel vehicles
- Fund ‘State of Good Repair’ program

Transit Oriented Development

- Station area planning partnerships
- More Private-public partnerships
- Adopt ‘best practices’

Accountability

- Transparent stakeholder reporting processes
- Public advisory committees
- Defined progress metrics



See the entire Plan at www.rideuta.com