



UTAH TRANSIT AUTHORITY 2015 Executive Summary

Dear UTA Stakeholders,

The year 2015 was a milestone year for the Utah Transit Authority. We celebrated 45 years of serving Wasatch Front residents on March 3, 2015, and our ridership exceeded 46 million boardings. More importantly, the UTA Board of Trustees and staff began implementing significant reforms and changes at the agency in a sincere effort to demonstrate our commitment to rebuild public trust and be responsible stewards of taxpayer resources. We want to assure residents of the Wasatch Front they can depend on UTA.

In 2015, the board completed a total compensation study conducted by an independent consultant. As a result of that study, we made several changes to our compensation policies and practices including changing our benchmarking to compare against government, non-profit and transit agencies. Additionally, organizational changes were made to separate the legal and transit-oriented development (TOD) functions, and we are in the process of reevaluating our approach and role with regards to TOD. The board also redesigned and expanded the agency's internal audit function.

Along with our Board of Trustees, there are 2,400 committed UTA team members who work hard every day to serve our customers, operate high quality service and ultimately connect the

communities we serve along 90 miles of the Wasatch Front.

The entire UTA family remains committed to connecting people to their schools, their jobs and their communities safely and efficiently, as well as contributing to better air quality, mobility and economic vitality. We are confident in the future, and you can depend on UTA.

INCREASING & IMPROVING SERVICE

In 2015, UTA focused on improving and expanding service and enhancing the rider experience. In August 2015, as a result of efficiencies and budget savings, the agency added more than \$3 million in new service, including expanded bus routes, more nighttime service, and extended TRAX and streetcar operating hours.

In November 2015, voters in Weber, Davis and Tooele counties approved Prop 1. From the beginning, UTA committed to use the additional funds to primarily increase bus service, and the Board of Trustees passed a resolution committing that Prop1 funds would be used for more frequent service, expanded service hours, additional weekend service and improved customer amenities.

UTAH TRANSIT AUTHORITY Board of Trustees

Robert McKinley, Chair
Representing the municipalities within Salt Lake County and the municipalities of Grantsville and Tooele in Tooele County

Sherrie Hall Everett, Vice Chair
Representing the municipalities within Utah County

Jeff Hawker, Vice Chair
Representing the municipalities within Salt Lake County and the municipalities of Grantsville and Tooele in Tooele County

Jeff Acerson
Representing the municipalities within Utah County

Justin Y. Allen
Representing the President of the Senate

Keith Bartholomew
Representing Salt Lake City

Gregory S. Bell
Representing the Governor of the State of Utah

Matthew Bell
Representing the municipalities within Weber County and the municipalities of Brigham, Perry, and Willard in Box Elder County

Necia Christensen
Representing the municipalities within Salt Lake County and the municipalities of Grantsville and Tooele in Tooele County

Babs De Lay
Representing the Speaker of the House

Charles G. Henderson
Representing Unincorporated Salt Lake County

Danny McConkie
Representing the Utah Transportation Commission

P. Bret Millburn
Representing the municipalities within Davis County

Michael E. Romero
Representing the municipalities within Salt Lake County and the municipalities of Grantsville and Tooele in Tooele County

Troy Walker
Representing the municipalities within Salt Lake County and the municipalities of Grantsville and Tooele in Tooele County

BROUGHT TO YOU BY
PROP 1 *one*

More Sunday Service: UTA added Sunday service to several bus routes to help riders reach weekend destinations. Routes 6 and 516 now provide Sunday service to Salt Lake Central Station to help riders connect with TRAX and other buses. Routes 39 and 45 also now offer Sunday service, increasing weekend public transportation options in Millcreek, Murray and Holladay. Other routes that began offering Sunday service throughout various regions of Salt Lake County include the 21, 54, 220, and 519.

More Frequent Service: UTA increased frequency on several bus routes to increase convenience and schedule flexibility for riders. Route 2X now offers 15-minute service to the University of Utah during morning hours. Route 220 also now offers 15-minute service all day to help riders travel from the east side of the Salt Lake Valley to the University of Utah and other downtown destinations.

In Ogden, Routes 603 and 612 now feature 15-minute service, allowing better connections between the Ogden FrontRunner station and Weber State University. Route 470 began offering improved service to Weber, Davis and Salt Lake counties, with 30 minute service on Saturdays.



Bus stop improvements on Route 200

Utah County received 15-minute service on route 850, and additional trips were added route 841 to help riders travel between the Orem FrontRunner station and Utah Valley University. Additional service enhancements will debut in future years.

Improved Bus Stops: UTA also worked throughout the year to improve dozens of bus stops throughout the system, increasing accessibility for riders with disabilities and adding amenities like new cement pads and shelters. A new heated shelter was installed, in partnership with Snowbird Ski Resort, to help keep skiers warm as they wait for the bus.

IMPROVING RIDER & PUBLIC ENGAGEMENT

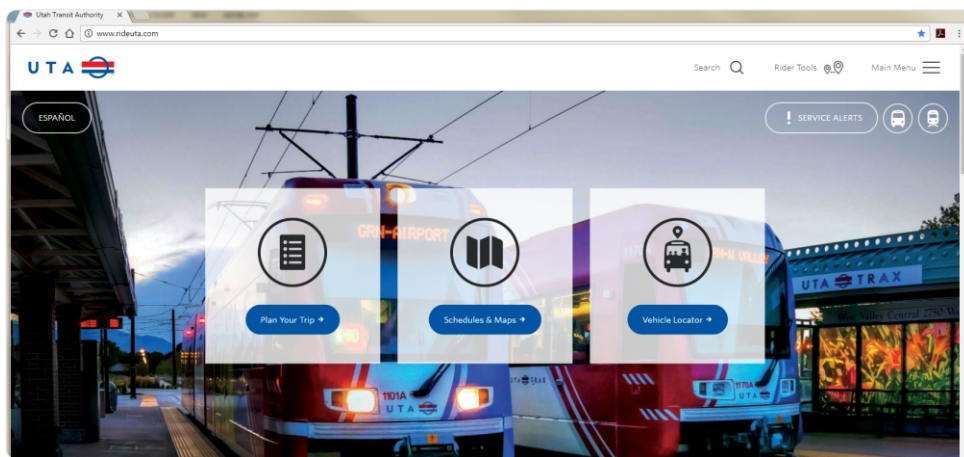
Website Redesign: One of the most

significant efforts UTA implemented last year to provide better information to riders and the public was launching a completely redesigned website developed to help people get information they need to use transit. The new website includes improved functionality and features, including compatibility with mobile devices and more streamlined navigation. The new website also has a new vehicle locator feature, allowing riders to find their bus or train in real time.

Becoming mobile was the most significant improvement to the website. Two-thirds of UTA's 500,000 visits to the website every month are now accessed from mobile devices, making mobile capability critical in this day and age.

The new vehicle locator tool allows riders to quickly see the real-time location of their bus or train on a map and can also be used from a smart phone or tablet. Other improvements include a streamlined design, easier to read schedules and fast access to UTA's Twitter feed, where riders can find service alerts. The site also features prominent links to fares and resources for first-time riders.

Increasing Public Outreach and Input: UTA has diligently focused on improving the agency's communication to riders and the public, as well as increasing the opportunity and ease of providing



New website - rideuta.com

feedback and input. The agency goes above and beyond our policies when we conduct required public comment periods for service changes and other initiatives. UTA has implemented a number of ongoing efforts to provide more information to the public and to seek comment by going out in the system regularly to interact with riders, providing more information through the website – which includes an online comment forum called OpenUTA – and through increased social media activities and engagement.

In fall 2015, UTA embarked on an unprecedented effort to reach out to its riders and ask them about what they most wanted to see from their transit system. The agency hosted 11 open houses throughout its service area, conducted an online survey and hosted a Twitter chat, asking the public to comment on potential service scenarios and to rank the service elements they would most like to see from UTA such as late-night service, weekend service, increased frequency and system amenities. Overall, more than 8,000 people were reached, and hundreds of comments were collected.

To improve outreach to and input from riders and members of the public, last year UTA established the Community

Transit Advisory Committee (CTAC). UTA created the CTAC in an effort to generate more in-depth discussions and feedback on a regular basis about current activities and initiatives taking place within the agency. The CTAC includes about 25 individuals from throughout UTA's service area, with diverse representation from riders, non-riders, business representatives, community stakeholders, bicycle and air quality organizations, students and more.

A CULTURE OF OPERATIONAL PERFORMANCE

Efficient & Reliable Service: UTA is committed to operating high quality service focused on efficiency and reliability. The most important measure of UTA's efficiency is the amount of tax subsidy to transport a passenger. Called "Investment per Rider" (IPR), this figure is calculated by taking net operating expense minus passenger revenue, then dividing that number by agency ridership.

Significant efforts were made in 2015 to improve the reliability of UTA's bus and rail system.

Safety First: Continuing efforts that began the previous year, UTA replaced the concrete edges on its older platforms in 2015, which had deteriorated after 15 years of use and exposure to the elements. The platform edges were replaced by longer-lasting materials, ensuring platforms will remain in good condition for many years to come.



Safety First – safety call boxes are placed at 50 rail stations

Another safety improvement implemented in 2015 was the installation of safety call boxes on 50 TRAX and FrontRunner platforms. The boxes, which are operated by a simple button and allow passengers to talk into a hands-free microphone, allow riders to connect directly with the UTA Transit Police Department 24 hours a day, seven days a week. UTA installed the call boxes to improve emergency response time by providing a direct connection to the transit police, which saves valuable minutes in case of an emergency.

Bond Refinancing: One of UTA's most important, ongoing goals is ensuring the wise use of taxpayer funds. UTA management is constantly looking for creative ways to save money and improve the agency's financial stewardship and stability. In January 2015, the agency made a move to save more than \$77 million over the next 24 years through its



CNG vehicle

largest-ever bond refinancing.

In 2008, UTA began constructing its largest capital project – the FrontLines 2015 program – which is comprised of the West Valley, Mid-Jordan, Airport and Draper TRAX lines and FrontRunner commuter rail between Provo and Salt Lake City. UTA bonded to complete the project, with the financing to be repaid through a combination of sales tax revenues and federal grants.

Taking advantage of falling interest rates, UTA decided to refinance \$831.6 million of these bonds, providing the agency with a more manageable debt-service schedule. The savings are earmarked for early repayment of UTA debt. As an additional benefit, Standard and Poor's recognized UTA's efforts by upgraded the agency's subordinate debt from A to A+.

PREPARING FOR THE FUTURE

Provo-Orem Transportation Improvement Project (TRIP): The Provo-Orem TRIP is a transit, road, bicycle and pedestrian improvement project designed to meet growing transportation needs in Orem and Provo. The project is a partnership between local municipalities and state agencies, including UTA, the Utah Department of Transportation, Mountainland Association of Governments, Provo City, Orem City and Utah County. Community benefits from the project include reducing vehicle trips, supporting the economy and providing transportation choices.

In 2015, the project received environmental clearance from the Federal Transit Administration, and the project team procured a final designer and a contractor. Groundbreaking on the 10.5 mile project is anticipated for summer 2016, followed by an 18-month construction period. The project is

expected to be operational by early 2019.

Fare Policy: In July 2014, UTA launched the Fare Analysis Project, a comprehensive effort to study UTA's fare policy, including consideration of distance-based fares. The project included an unprecedented research and outreach effort to gather input from riders, non-riders, elected officials and community stakeholders about UTA fares and interest in a distance-based fare structure.

The year-long research effort included two online surveys, stakeholder interviews, a public telephone survey, an onboard survey and multiple focus groups.

During this extensive outreach, UTA heard several consistent themes that people want transit fares to be simple and easy to understand, in order to reduce confusion or barriers to riding. People also emphasized they wanted fares to be predictable, stating they didn't want to have to think too much when calculating their transit fare. Participants also stated the importance of affordability and making paying fares easy and convenient.

Based on the feedback, the project team reported to the UTA Board of Trustees and recommended against implementing a distance-based fare structure. UTA is continuing to study its fare policy and is evaluating alternative fare structure scenarios, with a plan to develop and present a comprehensive fare proposal in 2017 for public comment and board approval.

As UTA continues to evaluate future fare



TRAX at Daybreak Station

scenarios, the agency continued the 20 percent discount available to riders who use FAREPAY, UTA's electronic reloadable fare card, and in 2015 the discount on bus was increased to 40 percent. FAREPAY has been a great success since launching in 2013 and is now available online and at over 300 retail locations throughout the region. Riders love the convenience of using FAREPAY, and it now accounts for nearly 6 percent of UTA's total ridership.



UTAH TRANSIT AUTHORITY
669 West 200 South
Salt Lake City, Utah 84101

rideuta.com    rideuta