

2016 BUDGET GOALS

In 2013, the UTA Board of Trustees spent several months reaching out to stakeholder groups to learn what was important to them. They listened to elected officials, business leaders, transit advocates, employees, and every-day consumers. This extensive process culminated with the creation of the UTA 2020 Strategic Plan (*see Appendix A*). The 2020 Strategic Plan is a road map that guides the organization as previous goals are reviewed and new goals are developed.

Each year the budgeting process begins with the development of new annual goals. The 2016 budget is a reflection of the Board's 2016 goals. Below are the UTA 2016 Board Goals for your review. We welcome your feedback.

2016 BOARD GOALS				
	<i>2020 Strategic Goal Category</i>	<i>2016 Goal</i>	<i>2016 Budget Initiative</i>	<i>Budget Row Reference Number</i>
Ridership/ Customer Service/ Technology	Customer Focus Ridership & Service Accountability	<ul style="list-style-type: none"> Increase Ridership by 2.5% over 2015 Actual <i>NOTE: This measure is a positive ridership growth trend based on the 5 year moving average of annual ridership, which takes into account the economy, gas prices, etc.</i> 	<ul style="list-style-type: none"> Increased rail, bus and paratransit service Maintain FAREPAY promotion rate Enhance special events service Expand mobility management services FrontRunner Wi-Fi, mobile ticketing app Targeted marketing strategy Optimize service changes 	11 - 14 3 11-14 14 34 17 20
		<ul style="list-style-type: none"> Restore public trust and accountability 	<ul style="list-style-type: none"> Revised policies to strengthen and improve transparency and accountability More public involvement with Service Planning 	20
		<ul style="list-style-type: none"> Leverage technology in fares 	<ul style="list-style-type: none"> Migrate paper passes, tokens and punch passes to EFC 	16
		<ul style="list-style-type: none"> Implement projects identified in the First and Last Mile Study 	<ul style="list-style-type: none"> Station signage, sideways to stations, GREENbike regionalization, bike lane striping to stations 	19, 32, 34
Finances/Funding	Finances/Funding	<ul style="list-style-type: none"> \$12.0 million in non-Small Starts revenue development Investment per Rider (IPR) of \$x.xx* (operating expense – passenger rev)/ridership 	<ul style="list-style-type: none"> Aggressively pursue outside revenue opportunities Increase ridership and passenger revenue, add cost-effective service, and lower administrative costs 	19 3, 11-16, and 17
TOD/Community Development/ Sustainability	Economic Development Sustainability Transit Oriented Development	<ul style="list-style-type: none"> Plan for more transit supportive land use at station areas 	<ul style="list-style-type: none"> Complete two station area plans in coordination with MPOs 	20

**The Investment Per Rider (IPR) goal will be determined in early 2016 after the final ridership figures for 2015 are calculated. Once this final ridership figure is determined the goals will be presented to the Board of Trustees for final approval.*

BUDGET CALENDAR

- | | |
|----------|--|
| 10/14/15 | Planning & Development Committee approves forwarding Tentative 2016 Budget to the full Board for consideration |
| 10/28/15 | Board of Trustees approves Tentative 2016 Budget |
| 10/29/15 | Public Comment period begins |
| 10/29/15 | Tentative budget mailed to mayors, commissioners, legislative leaders and governor |
| 11/18/15 | Public workshop hosted at UTA headquarters from 1:45 p.m. to 2:30 p.m. |
| 11/18/15 | Public hearing at UTA headquarters at 2:30 p.m. |
| 11/30/15 | Public comment period ends. Last day to post comments |
| 12/2/15 | Planning & Development Committee reviews comments and determines any changes to the 2016 budget |
| 12/16/15 | Board of Trustees considers and approves the Final 2016 Budget |

APPENDIX A: 2020 STRATEGIC GOALS

2020 STRATEGIC GOALS

	2020 Category	Goals	2016 Budget Initiative	Budget Row Reference Number
	Customer Focus		All UTA 2020 Strategic Goals have a direct relationship back to the service and experience of our customers/stakeholders	
Finances/Funding	Finances/Funding	<ul style="list-style-type: none"> Support full funding of the 2040 Unified Transportation Plan Retire long-term debt ahead of schedule 	<ul style="list-style-type: none"> Major investment studies includes Core Bus routes, Wasatch Front Central Corridor Study, Redwood Road Study, and Mountain Accord Additional principal payment of \$4.3 million and pension funding above minimum requirements 	19 11-17 and 23
Ridership/ Customer Service/ Technology	Accountability	<ul style="list-style-type: none"> Develop and publish a refined reporting process back to our stakeholders Improve public engagement process Develop the metrics to evaluate progress of the 2020 Strategic Plan 		
	Ridership & Service	<ul style="list-style-type: none"> Double ridership through implementation of the Unified Plan Reduce the average customer trip time by 25% Increase levels of service by 50% New fare products and equitable fare policies Attract, retain, and develop an effective and committed workforce Fully Integrated "First & Last Mile" strategy Find and attract new markets for ridership 	<ul style="list-style-type: none"> Increased rail, bus, and paratransit service. Add Cost-efficient service (van pool, car sharing, and bike sharing) Increased rail, bus, and paratransit service. Continue FAREPAY promotion rates Annually review total compensation approach GREENbike expansion, signage and wayfinding, mobility management, and first mile/last mile projects Mobility management, add cost-efficient service (van pool, car sharing, and bike sharing) 	11 - 15 15 11-15 3 14, 19, 34 14 and 19
TOD/Community Development/ Sustainability	Transit Oriented Development	<ul style="list-style-type: none"> Partner with communities and external stakeholders on UTA station area planning processes Pursue more public-private partnerships to leverage UTA assets in order to generate revenue Host TOD Roundtable sessions with other transit agencies in order to learn and adopt 'best practices' 	<ul style="list-style-type: none"> Complete two station area plans TOD staff aligned to pursue partnerships TOD staff assigned to implement 	19 and 20 20 20
	Sustainability	<ul style="list-style-type: none"> Support clean air initiatives including pass programs and partnerships with other state and local Air Quality groups Fully fund a 'State of Good Repair' program Operate a balanced fleet of alternative fuel vehicles 	<ul style="list-style-type: none"> Fare Pay card, cost-effective service, and new partnerships 2016 Capital plan includes over \$58.7 million for state of good repair projects Replace 5 ski buses, 33 paratransit and 115 rideshare vans 	3, 15, 19 32 32
	Economic Development	<ul style="list-style-type: none"> Partner with corporations looking to support sustainable transportation initiatives Partner with state and other tourism agencies to support transportation alternatives for the tourist industry Connect with the 'global' transportation network Promote transit infrastructure to help economic development agencies attract new companies the Wasatch Front Promote economic benefits of transit to existing companies along the Wasatch Front 		