

BOARD OF TRUSTEES' STRATEGIC PRIORITIES – ALIGNMENT TO 2018 BUDGET INITIATIVES			
<i>Strategic Plan Category</i>	<i>Goals</i>	<i>2018 Budget Initiative</i>	<i>Budget Row Reference Number</i>
Funding/Financing	Maintaining a state of good repair	Replace 135 vehicles – 29 buses, 2 trolleys, 29 paratransit, and 75 vans	Exhibit B, 3 thru 9
		Rail infrastructure and vehicle overhauls	Exhibit B, 38, 42, 43, 46, 49, and 56
	Retire long-term debt ahead of schedule	Additional principal payment of \$6.1 million	Exhibit A, 22
Strategic Partnerships	Partnering with communities	Provo-Orem TRIP (bus rapid transit)	Exhibit A, 10 Exhibit B, 1
		Increase service to Park City	Exhibit A, 10
		University ticket-as-fare and event sponsorships	Exhibit A, 10 thru 12
		Continue improving ski service	Exhibit A, 10
		Relocating TRAX station at Salt Lake City airport	Exhibit B, 2
Customer Experience	Improve service	6% service increase in Weber and Davis counties - Prop 1	Exhibit A, 10 & 13
		Provo-Orem bus rapid transit revenue service begins August 2018	Exhibit A, 10 & 13 Exhibit B, 1
		Overall 3% increase in bus revenue miles	Exhibit A, 10

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Customer Experience	Better customer experience	Reorganizing internal communications functions and implementing updated plans	Exhibit A, 15 and 16
		Mobile ticketing app, GoRide launch	Exhibit A, 15
		Assessing and improving signage and wayfinding	Exhibit B, 74
		Addition security cameras on the TRAX system	Exhibit B, 32
		Improving outreach and relationship building	Exhibit A, 10 thru 16 and 19
Planning & Long Term Visioning	Develop future maintenance employees	Establish “maintenance mentors” internship program for high school and college students	Exhibit A, 10 thru 13, 16
	Encourage transit innovation	New office of “Innovative Mobility Solutions” to create pilot projects such as Weber/Davis Voucher and Utah Valley Rides projects and electric buses	Exhibit A, 16