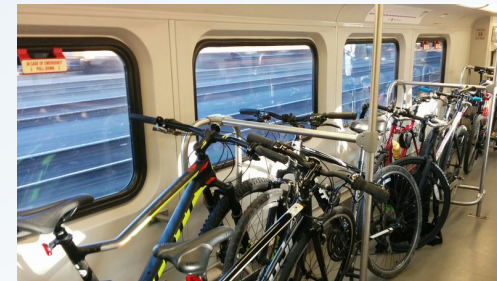


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Emerging Mobility Strategic Planning for the Utah Transit Authority

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Utah Transit Authority



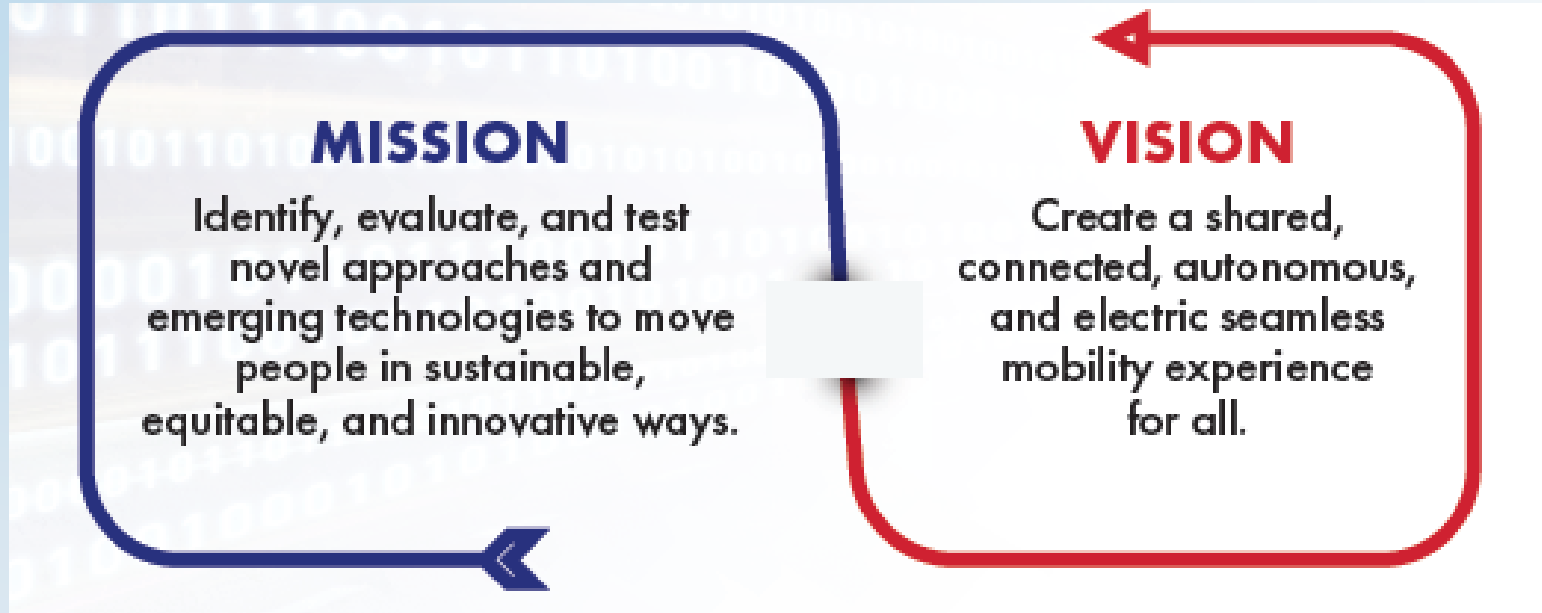
- UTA provides integrated mobility solutions to service life's connections, improve public health and enhance quality of life.
- Operates fixed bus routes, flex buses, express buses, light rail (TRAX), streetcar and a commuter rail train (FrontRunner)
- Serves more than 80% of the state's population
- Strategic Areas of Focus

UTA's Challenge: Innovative Mobility

- Adapt and anticipate impacts of disruptive trends on the system
- Making mobility accessible
- “Focus on the Future” leads to the launch of the Innovative Mobility Solutions group within UTA



UTA's Innovative Mobility Solutions Group



➤ Principles

- Use data to make decisions
- Enhance Customer Experience
- Promote Equitable Access
- Nurture Innovative Partnerships
- Integration into Existing Services and Infrastructure
- Research and Development

Developing the Innovative Mobility Solutions Strategic Plan



- What are the **Goals** of the Innovative Mobility Solutions Group?
- What will the Strategic Plan **Achieve** ?
- What are the **Challenges** faces UTA in innovative mobility?
- What are the **Existing Conditions** and **Trends** ?
- Who are the **Stakeholders** ?
- How will the Innovative Mobility Solutions Group **Measure Outcomes** ?

Innovative Mobility Solutions Strategic Plan Development Process

1. Review the existing system and documents
2. Conduct public and private stakeholder engagement
3. Identify challenges and trends for UTA
4. Develop case studies from similar agencies, noting best practices
5. Develop measurable goals
6. Develop metrics to measure success
7. Finalize Strategic Plan

Opportunities and Goals

UTA 2040 Strategic Focus Areas	IMS Opportunities	IMS Goals
Customer Experience	Additional Multimodal Options	<ul style="list-style-type: none"> » Launch and operation of AV Shuttle pilot and public education campaign » Launch and operation of Public-Private Partnerships for identified needs, including FMLM, existing and future service increase needs, and inefficiencies in the UTA network
	Service Integration	<ul style="list-style-type: none"> » Launch and operation of MaaS platform » Develop IMS-inclusive planning process as part of the UTA Five-Year Mobility Plan
Leadership and Advocacy	Improved Safety	<ul style="list-style-type: none"> » Innovative mobility education campaign » Advocate for, and develop, safer and cleaner mobility options
	Data Management	<ul style="list-style-type: none"> » Gather data onto standardized platform / permitting program » Enhance Performance/Transparency Dashboard
Access to Opportunity	Expand UTA's Transit Network	<ul style="list-style-type: none"> » Equitable access to opportunities for all users » Ensure partnerships enhance transit service for all
	Sustainable Land Use Changes	<ul style="list-style-type: none"> » Develop dynamic curb design and pricing scheme » Transit mobility hub development and support TOD strategies
Strategic Funding	New revenue streams	<ul style="list-style-type: none"> » Study innovative financing approaches; Roadway User Charging, Development Impact Fees, and congestion charging » Engage in legislative conversation regarding TNC tax reinvestment
	Grants and Partnerships	<ul style="list-style-type: none"> » Pursue external grants » Municipal, academic, and business partnerships
Workforce of the Future	Build and Innovative Agency	<ul style="list-style-type: none"> » Attract varied talent in innovative mobility services » Engage current UTA employees in preparing for IMS » Create internal training and succession plans for new mobility capacity building
	Attract New Businesses	<ul style="list-style-type: none"> » Economic growth around mobility hubs » Become a testbed for the future of mobility

UTA's Microtransit Pilot

- UTA's purpose for implementing Microtransit
- Process for implementing Microtransit

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Photo Source: The Salt Lake Tribune

WSP's Role

- Developed RFP
- Vetted potential providers
- Conducted outreach to users
- Developed pilot framework

Mobility as a Service

Mobility as a Service is the integration of mobility options into a single, seamless platform - where users can plan, pay for, and access *all* of their transportation needs without a personal vehicle



WSP's Role

- Work with UTA, UDOT, and University to create grant proposal for American Dreams Initiative
- Develop proposal for MaaS pilot, including potential partners and funding



Autonomous Vehicle Shuttle


Autonomous Shuttle Pilot

A partnership between:  

Experience the future of transportation.
Take a ride on Utah's first completely autonomous shuttle!

The Utah Department of Transportation (UDOT), in partnership with the Utah Transit Authority (UTA), is excited to launch an Autonomous Shuttle Pilot in the state of Utah. The autonomous shuttle will give the public its first look at a completely autonomous vehicle (AV) – meaning there is no driver, steering wheel, or pedals.

This pilot is the technology testing period, which will last for a year starting in April of 2019. The autonomous shuttle will move to different communities throughout the pilot and we invite you and your friends and family to ride the shuttle and provide your feedback on what you think of autonomous technology and what you thought of your shuttle ride. You'll have the opportunity to help influence the future of transportation in Utah.



ON TOUR
Find out when the autonomous shuttle is coming to your community.

NEXT TOUR STOP--
NOVEMBER | Mountain America Expo Center >



[TOUR MAP & LOCATIONS](#)

[SEE EVENT PHOTOS & VIDEOS](#)

We want your feedback.
Tell us what you think about the autonomous shuttle.

[SHARE YOUR COMMENTS](#)

Watch the Video



WSP's Role

- Developed standard operation procedures
- Developed safety plan
- Conducted interagency workshop
- Maintaining website
- Evaluation

Thank you!

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