UTA TRAX AMBASSADOR PILOT PROGRAM

UTA IS LAUNCHING A PILOT PROGRAM ON TRAX LIGHT RAIL TO SUPPORT RIDERS, INCLUDING RIDERS EXPERIENCING HOMELESSNESS, ACCESS INFORMATION ABOUT NEEDED RESOURCES. THE PILOT PROGRAM STRATEGICALLY ALIGNS WITH UTA GOALS AROUND EXCEEDING CUSTOMER EXPECTATIONS.

OVERVIEW

The pilot program puts staff directly on TRAX trains to support riders with information and resources. UTA will hire 6-8 part-time staff members who will receive training to best serve the needs of UTA riders and community members.

PROGRAM TIMELINE

Preparation for this program is underway with an anticipated on-system launch in January 2024. A robust evaluation and public engagement effort will be done, to include regular reporting and final recommendations in mid-2024.

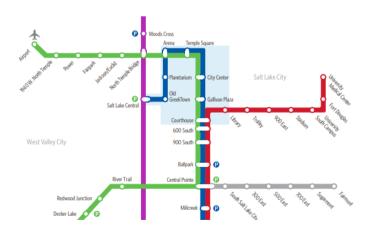
GOALS & ALIGNMENT

Support UTA's goal to exceed customer expectations, by:

- Improving rider perception of safety on TRAX
- Increasing supportive interactions with riders experiencing homelessness and general ridership
- Improving operator support in public interactions on TRAX

PILOT SCOPE

- TRAX Blue Line
- Salt Lake Central to Central Pointe
- 6AM 9AM & 4PM 9PM
- Weekdays





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