

# 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



[Community@rideuta.com](mailto:Community@rideuta.com)



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