

## New UTA Mission Statement and Draft Definitions

### **Mission Statement (adopted August 24, 2005):**

**The Utah Transit Authority strengthens and connects communities enabling individuals to pursue a fuller life with greater ease and convenience by leading through partnering, planning, and wise investment of physical, economic, and human resources.**

### **Draft Definitions (June 22, 2005 Draft):**

#### **“UTA strengthens and connects communities” means the Authority**

- facilitates economic development;
- provides environmental benefits to the region and its communities;
- encourages development of community facilities and public spaces;
- enables increased social interactions among citizens;
- promotes community ‘ownership’ of the Authority’s facilities and services; and
- links communities with transit services.

#### **“enabling individuals to pursue a fuller life with ease and convenience” means the Authority**

- increases connections at regional, community, and neighborhood levels;
- promotes walkable communities;
- expands the freedoms and choices of the region’s citizens;
- increases citizens’ accessibility to daily destinations;
- maintains and improves the efficiency of movement at regional, community, and neighborhood levels;
- increases the integration of transit-dependent populations; and
- provides affordable transportation options.

#### **“by leading through partnering” means the Authority**

- takes a stewardship role in nurturing relationships;
- works to build and maintain bridges with partners;
- identifies potential new partners on a continuous/regular basis;
- promotes regional and community ownership of the system;
- cultivates leadership among partners; and
- creates and supports roles for a diverse set of partners.

#### **“by leading through . . . planning” means the Authority**

- provides clear goals and offers guidance to regional and community partners;
- anticipates the growth and development of the region;
- takes initiative to execute and implement transit plans and projects; and
- works with partners to locate, promote, and implement transit-supportive development in a broad planning context.

**“by leading through . . . wise investment of physical, economic, and human resources” means the Authority**

- provides a satisfying work environment for UTA employees;
- creates and maintains mission/goal driven decision making processes;
- maintains an appropriate balance between system expansion and maintenance; and
- continually evaluates and distributes resources for greatest value; and
- effectively manages transit operations and services.