



**UTA Board of Trustee  
Strategic Framework Retreat  
Customer Focus  
July 31, 2013  
8:00 am – 1:00 pm  
UTA Offices  
669 West 200 South, Salt Lake City**

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### **Background**

In 2012 the UTA Board of Trustees adopted corporate goals for 2013. The goals were centered around three areas of emphasis related to the performance and accountability of the organization. For the purposes of the 2020 Strategic Framework, the three areas of emphasis are being used to capture the recommendations from stakeholder groups – the municipalities, the business community, the customers as well as UTA employees and the Board of Trustees.

The three areas of emphasis are:

- **Customer Oriented Performance/Safety**
  - **Sustainability/State of Good Repair**
  - **Livability/TOD/Community Development**
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### **Retreat Agenda**

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| <b>8:00 – 8:30 am</b>   | <b>Breakfast</b>   |
| <b>8:30 – 8:45 am</b>   | <b>Welcome – Trustee Charles Henderson &amp; Chairman Greg Hughes</b>  |
| <b>8:45 – 9:00 am</b>   | <b>UTA Community Interaction Presentation – Matt Sibul</b>   |
| <b>9:00 – 9:15 am</b>   | <b>Introduction of Panelists &amp; Discussion Format – Dr. Barbara Gannon</b> <ul style="list-style-type: none"><li>• <i>From your perspective as a leader in the community, share your comments about UTA service today. What is working? What is not working?</i></li><li>• <i>Looking out to 2020, what do you see in the future for UTA how can UTA respond to those demands?</i></li><li>• <i>What is your strategic ‘wish list’ for UTA services?</i></li></ul>  |
| <b>9:15 – 11:15 am</b>  | <b>Panel Discussion – Facilitated by Dr. Barbara Gannon</b> <ul style="list-style-type: none"><li>• <b>Roger Borgenicht</b> – Co-Chair, <i>Utahns For Better Transportation</i></li><li>• <b>Bill Tibbitts</b> – Associate Director, <i>Crossroads Urban Center</i></li><li>• <b>Chad Mullins</b> – Former Chair, <i>Salt Lake County Bicycle Advisory Committee</i></li><li>• <b>Erin Mendenhall</b> – Acting Executive Director, <i>Breathe Utah</i></li><li>• <b>Leo Masic</b> – Student, <i>University of Utah</i>, Member, <i>Student Alumni Board</i>, Intern, <i>Office of the Governor</i></li><li>• <b>Rev., Dr. France Davis</b> – Pastor, <i>Calvary Baptist Church</i>, <i>Utah Board of Regents</i></li><li>• <b>Pat Boyle</b> – Chair, <i>UTA Committee on Accessible Transportation</i></li></ul> |
| <b>11:15 – 11:45 am</b> | <b>Break</b>   |
| <b>11:45 – 1:00 pm</b>  | <b>Working Lunch – Summary Discussion &amp; Wrap up – Trustee Charles Henderson</b>  |