

The Utah Transit Authority Establishes Credibility Through Decision Lens



THE ORGANIZATION

Utah Transit Authority (UTA). UTA operates a public transportation system throughout the of north-central part of Utah connecting a chain of cities and towns inhabited by approximately 80 percent of the state's population. The Transit Authority operates fixed route buses, express buses, ski buses, three light rail lines, and a commuter rail line.



THE PROBLEM

ANGUISH. Deciding how to allocate funding was a nightmare. It took weeks of meetings and decisions were ultimately made for political reasons rather than rational ones. Further, UTA had just finished a big capital build out, so they had a lot of debt, and were not sure what that would mean for how they carried on in the future.



THE SOLUTION

STRATEGY. UTA wanted a software solution, and specifically they wanted software that could help them decide which projects to allocate funding to and when to implement them. That brought them to Decision Lens. UTA brought together a small implementation team to work with the software, and started with small scenarios, eventually growing as more and more people bought in to the idea.



THE RESULTS

PROFICIENCY. UTA's painful multi-week process was consistently cut to 3-4 days and produced the plan. People at all levels, including executives, now had faith in the decision-making process due to its transparency, and UTA had confidence in its ability to consistently make good choices.