

Strategic Plan Minute: Digital Storytelling - Building Community Support





Building Community Support



Strategic Initiative: Digital Storytelling

Top Digital Stories in 2025

- South Jordan Downtown TRAX Opening (34K views)
- Giving Old Trains New Life: FrontRunner's 5 New Cars (22K views)
- Inspecting a Brand-New Bus at Gillig Factory (17K views)

Other Highlights:

4 Digital Stories picked up by local news and broadcast as their own stories!

- Harley K9 retirement
- UTA's 3D printing capabilities
- Adopt-a-Stop
- Radio Tower Holiday Lights



2025 Digital Story Goals

- 108/100: Total Stories
- 14/12: Economic Value focused