

Strategic Plan Minute





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9/11/24



Agenda Item 6.b.



Building Community Support

Strategic Communications Plan

- Finalized UTA Strategic Communications Plan
- Hired a UTA Public Information Officer
- Increased UTA storytelling via social media



Search



An Unprecedented Study: Monitoring Air Quality Using TRAX and Electric Buses



Utah Transit Authority

7,964 followers

2w · 🌐

Last week, UTA celebrated the 34th anniversary of the Americans with Disabilities Act (ADA). This groundbreaking legislation continues to empower members of the disability community with equal access and opportunity and remains a cornerstone of civil rights in the U.S.

To better meet the needs of our community members, UTA has created a citizen advisory group called the Committee on Accessible Transportation (CAT). The CAT plays a crucial role in advising UTA on accessibility issues within our system. Members' unique perspectives and insights are instrumental in our continuous efforts to improve rider experiences, making each journey more comfortable and enjoyable.

[#ADA34](#) [#WeMoveYou](#) [#RideUTA](#)
[#americanswithdisabilitiesact](#)

