

UTAH TRANSIT AUTHORITY POLICY

UTA.04.05

UTA WEBSITES

1) Purpose

This policy ensures that relevant, accurate, and current information is posted on Utah Transit Authority's (UTA's) website for visitors in a manner that meets legal and information security requirements, is trustworthy, and is easy to recognize, navigate, and obtain.

2) Definitions

“*Brand Standards*” means the UTA Brand Standards created and maintained by UTA's Communications and Marketing office.

“*Third-Party Website*” means any website created by or on behalf of UTA, but not owned by UTA, including sites that could be perceived as doing business as UTA or UTA programs. Third-Party Websites include story maps, submission forms, maps, shopping sites, and project pages. Third-Party Websites do not include internal-facing SaaS platforms, password-protected employee portals, or data dashboards intended solely for internal administrative use.

“*UTA Website*” means any website owned by UTA, including rideuta.com, utarideshare.com, letsrideuta.com, utacommutter.com, and any other sites on those domains.

3) Policy

A. The Director of Communications (Director) is responsible for arranging, hosting, and overseeing the maintenance and content of all UTA Websites.

No UTA offices, departments, teams, employees, or contractors may procure, scope, or create a UTA Website or Third-Party Website without written permission from the Director and Information Security Manager. The Director may consult with other Executive Team members as needed.

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B. For each UTA Website or Third-Party Website, the Director or their designee will establish a website structure that promotes UTA's established brand and other communications activities, is easy to navigate, and provides consistent and accurate content. The Director or their designee will determine the most appropriate location for information posted on the site.

C. The Director or their designee will adopt procedures for placing content on, updating and maintaining UTA Websites and Third-Party Websites. Though departments may serve as content owners for their specific subject areas, the Director or their designee will review and edit all public-facing informational content in order to support UTA goals and legal requirements and to ensure accuracy, professionalism, ease of navigation, security, and usefulness of information. The Director reserves the right not to post or to remove any content deemed to be unnecessary, out-of-date, or inappropriate.

- D. Content and administrative rights to any Third-Party Website must be granted to the Web Content Administrator and the Information Security Manager.
- E. The Web Content Administrator will update and maintain content on UTA and Third-Party Websites, as required by law, to ensure that they adhere to Brand Standards, user experience standards, and information security and record-keeping standards.
- F. The Director or their designee will regularly review all pages on UTA and Third-Party Websites to determine their relevance and necessity. The Director may make the decision to remove content that is rarely accessed from UTA and Third-Party Websites, moving such content to UTA’s online public archives, provided such content is not required by law or UTA policy.
- G. The Director or their designee(s) are the only individuals authorized to post content on UTA’s websites or to contact UTA’s web vendors for site changes except where expressly permitted.

4) Review.

This policy will be reviewed every four years.

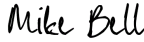
5) Cross-References

- UTA.01.08 Records Management and Access
- Corporate Policy 6.1.14 Social Media
- UTA.01.21 Privacy
- UTA.01.02 Americans with Disabilities Act (ADA) Compliance

This UTA Policy was reviewed by UTA’s Chief of Staff on 03/03/2026, and approved by the Executive Director on _____ . This policy takes effect on the latter date.

 Jay Fox
 Executive Director

Approved as to form and content:

DocuSigned by:


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 Counsel for the Authority

History

Date	Action	Custodian
8/06/2013	Adopted – Corporate Policy 1.1.29 UTA Website	Chief Communications Officer
	Board Reviewed – UTA.04.05 UTA Websites	Chief of Staff
	Revised and Renumbered – UTA.04.05 UTA Websites	Chief of Staff