

Executive Director Report

- UTA Commendation - 2024 First Place APTA AdWheel Award
- UTA Commendation - Operator James Phillips



UTA Commendation - 2024 First Place APTA AdWheel Award



UTA Commendation

- Received the first place APTA AdWheel Award for Best Electronic Media Education Initiative for its "Road Therapy" ad campaign.
- AdWheel Awards recognize the marketing and communications efforts of APTA's members.
- APTA received 374 submissions across three award categories and five agency size levels.
- UTA's videos were praised for their creativity and relatable content.
- APTA Grand Award winners will be selected from the first-place winners and honored at the 2024 APTA TRANSform Conference in September.



UTA Commendation



UTAH TRANSIT AUTHORITY

