

EXECUTIVE SUMMARY

Utah Transit Authority
Strategic Communication Plan



The UTA Strategic Communication Plan helps ensure UTA proactively and purposefully aligns communications with our mission, vision, and five priorities.

UTA MISSION:
WE MOVE YOU

UTA VISION:

Leading Utah's mobility solutions and improving quality of life.

UTA STRATEGIC PRIORITIES:

1. Moving Utahns to a Better Quality of Life
2. Exceeding Customer Expectations
3. Achieving Organizational Excellence
4. Building Community Support
5. Generating Critical Economic Return



THE COMMUNICATION & MARKETING OFFICE

BRAND MANAGEMENT

One of UTA's most valuable assets is our brand. It is imperative to the success of this communications plan that UTA manage our brand by ensuring agency-wide adherence to established guidelines.

MEDIA RELATIONS

While the news and information landscape has drastically changed over the last two decades, relationships with traditional media are critical for a comprehensive communications strategy.

PUBLIC RELATIONS

How UTA presents ourselves through public meetings, events, recognitions, thought leadership, and community partnerships is just as powerful and impactful as paid media and marketing efforts.

DIRECT COMMUNICATIONS

UTA's existing resources for directly communicating with our customers and stakeholders continue to be valuable communication tools, including the website, e-newsletters, YouTube, etc.

MARKETING & ADVERTISING

Well-thought-out and planned marketing and advertising will always be part of a communications plan and strategy for an organization that depends on and serves the public.

SOCIAL MEDIA

The power of social media, including Instagram, Facebook, Twitter, and LinkedIn, is well-established and should continue to be enhanced and expanded to communicate and engage with customers.

INTERNAL COMMUNICATIONS

UTA's best ambassadors are our employees. Keeping employees informed, educated, and current on UTA issues and messaging is crucial for both workforce morale and customer communications.



TOP CHALLENGES TO UTA COMMUNICATION THAT THIS PLAN ADDRESSES:

1. **Lacking one voice:** Multiple sources for UTA communications.
2. **Reactive vs. proactive:** Allowing outsiders to define the UTA message.
3. **Negative perceptions:** Distrust of UTA communications. Public perceptions of lack of convenience, cleanliness, and safety.

GOAL:

Establish UTA as a leading community partner for mobility solutions that protect the environment, benefit the economy, and improve quality of life.

OBJECTIVES:

ESTABLISH ONE UTA VOICE

Implement standardized processes for UTA communications

DELIVER PROACTIVE MESSAGING

Flip the switch from reactive to proactive communications

DEMONSTRATE UTA SUPPORT

Activate the advocates, increase partnerships, share stories

To meet these objectives, UTA will implement three strategic actions:



COORDINATE

Increase collaboration, expand visibility across departments, strengthen communication, and reduce duplicate work.



REPORT

Reporting will help staff improve communication over time, track efforts, and identify better ways of supporting each other.



PROVIDE TOOLS

- Knowledge base (formerly "Clear & Believable Statements")
- Updated glossary
- Calendars for all UTA communications
- Roles and responsibilities (RACI)
- Process and protocol documents (SLA)

KEY MESSAGES

The five Key Messages crafted as part of this plan are grounded in the five UTA priorities and should guide all messaging.

MOVING UTAHNS TO A BETTER QUALITY OF LIFE

KEY MESSAGE #1

UTA moves you/Utahns to a better quality of life by protecting the environment and promoting health.

EXCEEDING CUSTOMER EXPECTATION

KEY MESSAGE #2

UTA strives to exceed customer expectations. UTA services are safe, convenient, reliable, easy, and enjoyable.

ACHIEVING ORGANIZATIONAL EXCELLENCE

KEY MESSAGE #3

UTA strives for organizational excellence in servicing life’s connections.

BUILDING COMMUNITY SUPPORT

KEY MESSAGE #4

Utahns look to UTA to provide mobility solutions and build community partners.

GENERATING CRITICAL ECONOMIC RETURN

KEY MESSAGE #5

UTA provides significant economic benefit for Utah.

*Refer to the full Key Messaging documents on SharePoint or Dropbox for more details about each of these messages.



MONTHLY KEY MESSAGING SCHEDULE

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1					Blue		Blue		Blue
2	Green			Green					
3		Purple						Purple	
4			Orange	Orange	Orange	Orange			
5						Yellow	Yellow		

GUIDING PRINCIPLES OF UTA COMMUNICATION

PRINCIPLE 1: BE COLLABORATIVE

Keep the Communication & Marketing Office involved in your communication efforts. Find more ways to collaborate with internal and external groups.

PRINCIPLE 2: BE PROACTIVE

No one is going to tell UTA's story better than UTA ourselves. Focus on proactive efforts to help elevate UTA's reputation and improve overall communication efforts.

PRINCIPLE 3: BE ON-MESSAGE

This plan contains a set of succinct key messages to support UTA's mission. These should be used in all communication efforts, both internally and externally.

PRINCIPLE 4: BE ENGAGING

Encourage audience engagement when communicating. Use language you could use with anyone, regardless of their understanding of UTA.

PRINCIPLE 5: BE RESPONSIVE

We all expect to hear swiftly from an agency when an issue arises. We also expect to get content directly from the source on a regular basis. This plan aims to do both.

PRINCIPLE 6: BE TRANSPARENT

Always operate in a fact-based, open, and transparent manner in all communication efforts.



NEXT STEPS

O

Open the Dropbox/QR code and review

N

Notice the many proactive tools and use them

E

Employ key messaging in everything you do (presentations, meetings, interactions, etc)

U

Utilize the Communication & Marketing Office, coordinate efforts, and communicate often

T

Track what is working and report back challenges

A

Adapt and find opportunities to improve

QR CODE

