



The Utah Transportation Coalition is working on media relations surrounding city Resolutions. The purpose will be to educate the public on the transportation needs of Utah's cities and counties. The focus will be on needs that are unmet due to budget constraints.

Cities are invited to join in the media relations effort through the following steps:

**1. Schedule the Resolution on your council agenda between the weeks of June 8 & June 15.** Ideally, your council will discuss the Resolution before June 22 (when FY 2015-16 budgets are due). This timing allows you to communicate that current budgets can't meet all of your city's transportation needs.

**2. Provide the following information to the Coalition,** which will be shared with media in a press release:

- Date and time of the meeting when the Resolution is on your agenda
- Contact information for your media contact person (if you are willing to speak to local media on the issue)
- An example of one or more transportation priorities in your community that will go unmet this year due to budget constraints. For example, share some of the unfunded transportation goals listed in your strategic plan.

**The information is due** to the Coalition by **5 p.m. Thursday, June 4.** Please email the info to [whansen@pennapowers.com](mailto:whansen@pennapowers.com) or call **Wendy Hansen at (801) 487-4800 x 125.** Please also copy ULCT's Nick Jarvis on the communication at [njarvis@ulct.org](mailto:njarvis@ulct.org) or call him at 801-328-1601.

**3. The Coalition will issue the press release no later than Monday, June 8.** The release will cover how cities throughout Utah are discussing Resolutions to support action on HB 362. The release will include the information provided by cities in Step 2.

Media will have the option to attend the city council meeting(s) and interview the cities of their choosing. The Coalition will follow up with media after sending the release. To the extent that local media will share their plans to cover the issue, the Coalition will provide a heads up and coordinate with cities.

At the end of June, we'll invite city leaders who pass the Resolution to attend their respective county council meetings. There, the city leaders will present their Resolutions to the county council. Dates and times of county council meetings vary by county. The Coalition will again notify media of this united effort. More details are forthcoming.