

UTAH TRANSIT AUTHORITY POLICY

UTA.01.22

DATA QUALITY

1) Purpose

The purpose of this policy is to foster a culture of precision and reliability in data input within Utah Transit Authority's (UTA's) data framework. This policy is dedicated to ensuring that all information is not only accurate and timely, but also relevant and adequate for our specific Data Quality needs.

2) Definitions

"Data Architecture Committee" means the committee within UTA that is responsible for providing guidance and oversight over the data architecture. This committee will review the database design and data model and provide insights. See Appendix A.

"Data Cleansing" means the process of identifying and correcting errors, inconsistencies, and inaccuracies in data to improve its quality.

"Data Custodians" means those responsible for managing data by implementing business rules. Data Custodians are focused on the technical environment in which the data is kept and managed. See Appendix A.

"Data Element Rules" means specifications or fields enforced by applications and databases to ensure capture and adherence to all relevant elements of information.

"Data Governance Council" means the committee within UTA that is responsible for overseeing and managing data-related activities, policies, and strategies. The Data Governance Council ensures Data Quality by defining and implementing governance frameworks such as data standards, data stewardship roles, processes for data lifecycle management, setting compliance and quality benchmarks aligned with organizational policies, regulatory requirements, and industry best practices, and monitoring and enforcing adherence to these frameworks through audits, reporting, and continuous improvement initiatives. See Appendix A.

"Data Governance Steering Committee" means a group of individuals responsible for guiding and overseeing how data is managed, protected, and used within the organization. See Appendix A.

"Data Owners" means a UTA Data Steward, who has decision-making and approval authority over data within their assigned domain. Their responsibilities include defining data standards and classifications for their domain to ensure consistency and compliance, authorizing access and usage of data, including approving data sharing and integration requests, ensuring Data Quality and integrity by validating accuracy, completeness, and timeliness of data, and overseeing compliance with organizational policies, regulatory requirements, and security protocols related to their data domain.

"Data Quality" refers to the process to measure and improve the quality of data. It is measured by

its accuracy, appropriateness, completeness, relevance, timeliness, and Validity in meeting specific needs of the data consumer.

“Data Stewards” are professionals, most often recognized as subject matter experts, accountable for a subset of data. Data Stewards work closely with stakeholders to define and control data. See Appendix A.

“Metadata” means data about data. Metadata describes the characteristics, context, and structure of information, aiding in such information organization, management, and understanding.

“Validity” means the extent to which data accurately represents the real-world object or concept it is intended to measure or describe.

3) Policy

A. Compliance and Responsibility

Assurance of Data Quality will increase trust in data integrity and the value of data, reduce the costs associated with poor Data Quality and improve UTA productivity by reducing redundant efforts.

1. UTA employees will adhere to all aspects of the Data Quality Standard defined in section C and apply the relevant Data Quality requirements defined in the this Data Quality Policy. UTA employees are responsible for maintaining their records and ensuring necessary Data Cleansing activities take place through their day-to-day processes.

B. Metadata Management

Metadata plays a crucial role in organizing, managing, and understanding data within UTA by providing context, structure, and characteristics of information, enabling effective data exchange with external organizations and maximizing the value of shared information with stakeholders. Employees are responsible for ensuring that Metadata is appropriately labeled and structured for efficient use across UTA.

C. Data Quality Standard

All aspects of the Data Quality Standard must be adhered to, and applied consistently, including:

Data Quality Dimension	Definition
Accuracy	Data should be sufficiently accurate for its intended purposes and presented clearly in the appropriate level of detail. Ideally, data should only be captured once, although it may have multiple uses. Accuracy is most likely to be achieved if data is captured as close to the point of service delivery as possible. Information that is based on accurate data provides a fair picture of performance and should enable more effective decision making and resource allocation at all levels.
Appropriateness	The collection and recording of information must fulfill a legitimate business purpose and must be relevant to the purpose of the system in which it exists.

Completeness	Applications and databases will enforce mandatory Data Element Rules where possible, this includes adhering to any mandatory Data Element Rules enforced by the software or tool being utilized. All relevant elements of information should be captured for submission by completing all relevant fields in the electronic systems.
Relevance	Information may be accurate, complete, and relevant when it is first recorded; however, this can change over time. Timely review of data “freshness” is an essential component of Data Quality and therefore should occur within the same frequency as Data Cleansing to reduce the amount of “stale” data in the organization.
Timeliness	Data should be captured as quickly as possible to ensure it is available for review within a reasonable time period. Data must be available quickly and frequently enough to support effective performance management.
Validity	All data may need to be recorded and reported using relevant compliance requirements. Data must conform to the syntax (format, type, range) that was defined. Source data/information must be included to show that it has come from a formal document, report, website, or system.

4) Cross-References

- UTA.01.17 Data Governance
- UTA.01.08 Records Management and Access
- AGCY.01.10 Data Quality Procedure

This UTA Policy was reviewed by UTA’s Chief Enterprise Strategy Officer 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:


 Counsel for the Authority

History

Date	Action	Owner
	Board Reviewed – UTA.01.22 Data Quality	Chief Enterprise Strategy Officer
	Adopted – UTA.01.22 Data Quality	Chief Enterprise Strategy Officer

APPENDIX A

UTA Data Governance Organizational Structure

