

## UTAH TRANSIT AUTHORITY POLICY

### UTA.04.04

#### CUSTOMER COMMUNICATIONS

1) Purpose

This policy establishes expectations for receiving, recording, and responding to customer communications. Each Customer Communication should be treated as an opportunity to build ridership, to promote a positive image for Utah Transit Authority (UTA), to better understand how Customers use UTA's services, and to gather useful information that assists in improving UTA's operation.

2) Definitions

"*ADA*" means the Americans with Disabilities Act of 1990, as amended from time to time.  
"*Complaint*" means a Customer Communication about a perceived problem or deficiency in UTA's service or operation.

"*CRM*" means Customer Relationship Management, a technology or system that manages and analyzes customer interactions, feedback, and data throughout the customer lifecycle, aiming to improve customer service, drive ridership, and streamline communication and decision making.

"*Customer*" means any individual or entity who submits a Customer Communication or Complaint, regardless of whether they have a direct relationship with UTA. This includes third parties such as government agencies, elected officials, or other stakeholders.

"*Customer Communication*" means feedback, experiences, or opinions of any kind (e.g., an in-person statement, telephone, email, letter or any other means of correspondence) about a UTA service or operation, which may be received by UTA directly from a person or through a third party (e.g., government agency or elected official). It does not mean an inquiry from a person that solely seeks information relating to routes, schedules, or other aspect of UTA's service, nor a formal communication, such a Complaint raised with the Federal Transit Administration, the Equal Employment Opportunity Commission, or a communication relating to a lawsuit or potential lawsuit.

"*Paratransit Service*" means UTA's Paratransit Service ADA program, a UTA service for people with physical, cognitive or visual disabilities who are functionally unable to independently use the UTA fixed route bus service either all the time, temporarily or only under certain circumstances.

3) Policy

A. General Customer Communication or Complaint Procedure

1. Customer Service Department Responsibilities

The Customer Service department will receive all Customer Communications and Complaints, except those related to Paratransit Service. The Special Services service unit is responsible for all Customer Communications and Complaints related to Paratransit Service. Any employee receiving Customer Communications or Complaints unrelated to Paratransit Service must promptly forward it to the Customer Service department. The

Customer Service department is responsible for:

- a. Overseeing the entire response process, including logging, routing, monitoring, handling, and closing out all Customer Communications, regardless of the type or whether an investigation is warranted.
  - b. Providing each Customer who submits a written, phone, or electronic message with a courteous initial response within 24 working hours of receipt, acknowledging the communication.
  - c. Ensuring compliance with UTA's Information Security policy, to the extent Customer Communications deals with electronic messages or the CRM.
  - d. Routing Complaints to the appropriate UTA leader within 12 working hours of receipt.
  - e. Monitoring the progress of Complaint investigations..
2. Operations Leader Responsibilities
- Operations leadership is responsible for investigating Complaints relating to its service.
- a. Operations leadership establishes and maintains a system for investigating Complaints.
  - b. Investigations should begin as soon as possible and must begin no later than 10 business days after receipt of the Complaint, unless special circumstances apply.
  - c. Operations staff members assigned to managing Customer Communications and Complaints are referred to as case handlers. They must:
    1. Make every reasonable effort to provide a prompt and courteous acknowledgment to each Customer who provides a Customer Communication or Complaint to UTA.
    2. Investigate and resolve Customer Communications or Complaints in a fair, prompt, and courteous manner.
    3. Following the investigation, provide a statement for the case creator to follow up with the Customer, if the Customer's contact information was provided, to report on the outcome of the investigation.
    4. Accurately and completely enter all required information related to the Customer Communications or Complaints into UTA's central CRM database, in accordance with standard operating procedure.
    5. Ensure that UTA executives are able to view, summarize, and generate CRM reports by, at a minimum, type, service unit, office, route, date, employee and length of time to resolve.
3. Follow-up and Closure
- a. Once a Complaint investigation is complete or in the case of other types of Customer Communications the appropriate information is retrieved, the investigating employee communicates the outcome to the assigned Customer Service agent, who responds to the Customer and updates the CRM database.
  - b. Every Customer Communication, regardless of type, must be closed out as soon as possible, but no later than 14 working days after receipt, unless special circumstances justify a delay.
  - c. The Customer Service department provides monthly Customer Communication reports to service units and executive offices, and to the Civil Rights Office when applicable.

- d. The Customer Service department identifies emerging trends from recorded Customer Communications and reports these trends to executives.
- e. Executives use the information received from the CRM database to identify service trends and make operational improvements.

B. Civil Rights Complaint Procedure

1. The Customer Service case creator flags all Complaints that allege harassment or discrimination based on a protected class, violations of the ADA or other civil rights laws. Complaint Investigation: Complaints are promptly investigated if sufficient information is provided. Video may be requested if available. Investigations are handled by Service Delivery case handlers for Operations and by the case handlers per the executive office. Investigations are completed as soon as possible, and no later than 10 working days after the Complaint is received by the by the service unit, unless special circumstances warrant more time.
2. Civil Rights Department Involvement: The Civil Rights department may determine the appropriate entity to lead the investigation and provides guidance to the investigating unit to ensure the Complaint is adequately investigated and addressed.
3. Outcome of Investigation: Upon completion, a UTA case creator representative follows up with the Customer, if the Customer's contact information was provided, to report on the outcome of the investigation.
4. Appeal: If a Customer does not agree with the conclusion reached as a result of the service unit's investigation, they may file an appeal with the Civil Rights department as outlined in Section C below.
5. Legal Obligations: This process is intended to satisfy UTA's complaint procedure and due process obligations under the ADA, as well as UTA's general obligations under Title VI of the Civil Rights Act of 1964, and other applicable civil rights laws.

C. Civil Rights Complaint Appeal Process

Customers dissatisfied with the investigation of their civil rights Complaint may file an appeal.

1. ADA-related appeals are submitted to UTA's ADA compliance officer.
2. Appeals involving other protected classes must be submitted to UTA's Title VI compliance officer.
3. Appeals must be submitted in writing within 30 calendar days after receiving a response from the relevant service unit or after the Complaint was originally submitted, whichever is longer. Appeals should include all relevant facts and arguments explaining why the Complaint was not appropriately resolved. Instructions for filing an appeal are available on the UTA website.
4. The Civil Rights Office reviews and responds to appeals in writing within 30 calendar days. All records related to appeals must be maintained in accordance with UTA's Records Management and Access policy, but in no case will records be retained for a period of less than one year.
5. This appeal process is intended to satisfy UTA's due process obligations under the ADA, as well as UTA's general obligations under Title VI of the Civil Rights Act of 1964.

4) Review

In compliance with UTA guidelines, this policy is reviewed every two years, or upon the naming of a new executive director.

5) Cross-References

- 42 U.S.C. § 12101, the Americans with Disabilities Act of 1990
- Title VI of the Civil Rights Act of 1964
- UTA.01.08 Records Management and Access
- UTA.01.20 Information Security

This UTA Policy was reviewed by UTA’s Chief Planning & Engagement Officer on 03/03/2026, and approved by the Executive Director on \_\_\_\_\_. This policy takes effect on the latter date.

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 Jay Fox  
 Executive Director

Approved as to form and content:

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 Counsel for the Authority

**History**

Date	Action	Owner
10/04/2004	Adopted	
01/08/2019	Revised	
	Rescinds – Corporate Policy 5.1.1 Customer Communications	Chief Planning & Engagement Officer
	Board Review – UTA.04.04 Customer Communications	Chief Planning & Engagement Officer
	Adopted – UTA.04.04 Customer Communications	Chief Planning & Engagement Officer