

Detours and Disruptions Customer Communication Strategy Project



Detours & Service Disruption Communication Project



Image courtesy of KSL News

Project Objectives

What does it look like now?

- Varied processes and communication process and responsibilities between bus and rail, customer service when disruptions occur,
- Inconsistent or untimely, accurate or useful to customers.

What will it look like when we are done?

- Customers are informed promptly
- Customers have access to current, accurate information, including options to finish their journey
- Staff will have clear, consistent processes
- SOP's and guidelines are updated consistent with new processes

How will we know that we have won?

Score at or above average in all our Customer Satisfaction Surveys (ABBG and GOAL) in the areas of access to real-time information and information about alternatives in the event of disruptions to service.

Collaboration

- Executive Committee
- Steering Committee
- HNTB Consulting
- A Working Group consisting of
 - Representatives from every operations service unit
 - IT
 - Police
 - Service Planning
 - Community Engagement
 - Customer Experience
 - Capital Development
 - Safety
 - Communications
 - Transit Control Center
 - Customer Service



Timeline and task to date:

Schedule

Task	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Project Management Plan & Schedule											
Stakeholder Engagement			*			*			*		
Needs Assessment											
Develop Strategy to Address Needs											
Strategy First Draft											
Strategy Final Draft and SOP Outline											

** Presentations to Executive Leadership Committee*

Committee and Work Group meetings
 Internal Interviews
 Peer Agency Interviews
 Working Group Survey

UTA and Peer Agency documentation
 review

Best practices

Join at menti.com | use code 1205 2273

9. What are the best methods to notify customers of planned disruptions? Please rank 1-8.



Join at menti.com | use code 1205 2273

10. What are the best methods to notify customers of unplanned disruptions? Please rank 1-8.



What we have learned

- General themes/subjects that we have heard most often through interviews
 - Unplanned disruptions
 - *Internal Communications Platforms*
 - *Customer Information and Alert Technology*
 - *Resources, Staffing, and Training*
 - *Documentation and Reporting*
 - Planned disruptions
 - *Internal Advanced Notice and Coordination*
 - *External Collaboration*
 - *Community Engagement*
 - General Observations
 - *An SOP and guidelines for Consistent Communication*
 - *Public Communications Channels and Methods*
 - *Feedback and Transparency*

Next steps

- Complete the Needs Assessment narrative document, *July 2024*
- Develop a desired state process flow including prioritized recommendations, and level of effort/cost, *August 2024*
- Use the Needs Assessment and Desired State recommendations to prepare a draft framework and a final list of recommendations, including tasks, works plans, etc., *September – October 2024*