



# CUSTOMER COMMENTS

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**2025**

**CINDY MEDFORD**  
MANAGER OF CUSTOMER SERVICE

Exceeding customer expectations is a core part of the Utah Transit Authority (UTA) mission. How well UTA meets and surpasses customer needs depends on a clear and accurate understanding of those expectations. UTA's customer service teams play a key role in this by engaging directly with customers. The Customer Service Department is the main point for customers to voice questions or concerns. The feedback roll invites, tracks, documents, investigates, and resolves feedback from customers across UTA's service area. As a public entity, UTA is legally responsible for providing transit services. Therefore, anyone can contact the Customer Service Department by phone, email, through the RideUTA.com website, in person at a UTA Customer Service Center office, or by mailing a letter to ask questions or share comments.

UTA defines the term **customer comment** as an experience, observation, or suggestion conveyed by a customer or constituent to UTA regarding our services. Customer Service staff enter all pertinent information obtained through submitted comments or in-person customer interactions, including customer names and contact information, and a summarized version of the concern into a software program called CMPPro. UTA adheres to internal policies and rules that protect customer privacy and safeguard any customer information collected.

For every comment submitted, staff conduct an internal investigation for cause or consideration. The goal of this process is to resolve concerns and exceed customer expectations. UTA also uses the customer comment data to support decision-making across UTA, including operations, fares, safety and security, planning, analytics and reporting, communications, and accountability.

**The total number of comments received in 2025 was 23,366. Total informational requests: 145,563.**

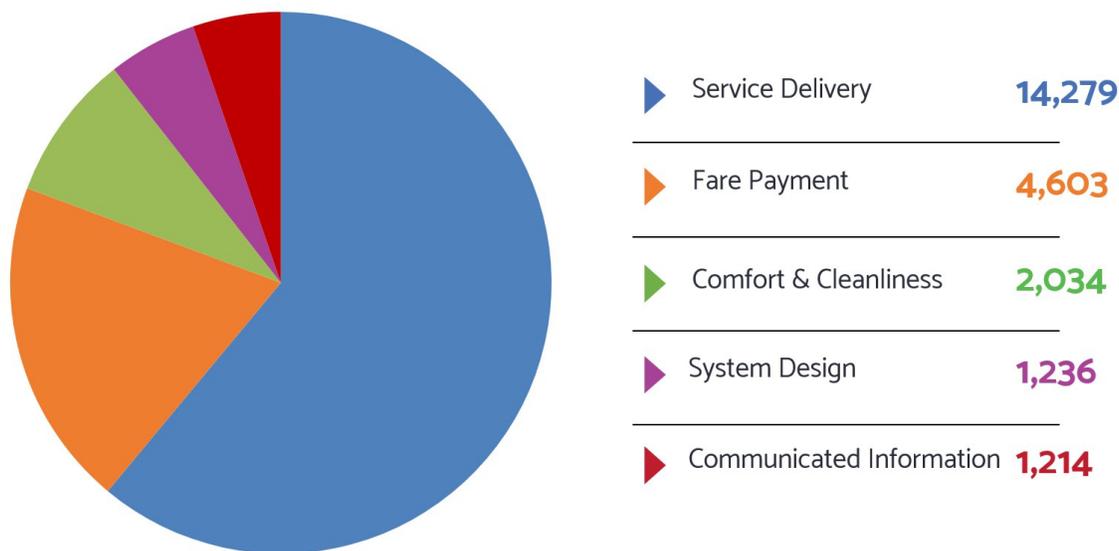
## Comment Categorization

*Figure 1 shows the first level of categorization of feedback into 5 overall groups of customer comments UTA received during 2025:*

- **Service Delivery:** Situations that may arise while a customer is using public transportation
- **Fares:** Comments about UTA fare policy, payments, or pilot programs
- **Comfort and Cleanliness:** UTA property, including vehicles, buildings, transit stations, or stops
- **System Design:** Planning and design of services, including frequency and coverage
- **Communicated Information:** Communication provided to the public digitally, on paper, or through wayfinding signage

Figure 1: Customer Comment Subjects in 2025

## CUSTOMER COMMENT SUBJECTS



### Top 5 Comment Types of Customer Feedback

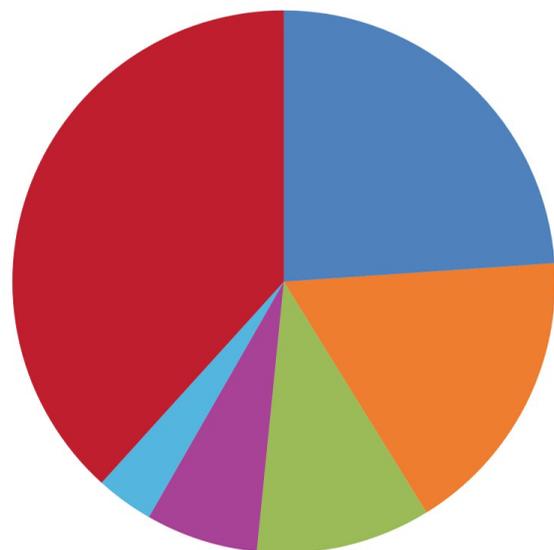
Figure 2 provides another view of customer comments broken down by type of customer experience.

During 2025, the most frequent customer experiences comments focused on various customer interactions with UTA. **Below are definitions for each of these customer experience sub-categories:**

- **Employee Interactions:** Comment regarding interactions between UTA employees and the customer, as well as driving habits.
- **Reliability:** Include comments about service impacts to the rider, such as early, late or pass-by.
- **Repair Requests:** Reports of damage, vandalism, or garbage at UTA property or services
- **Compliments:** Employee interaction was appreciated by the customer
- **Fare Payment Process:** As customers use our fare systems, they encounter challenges with the type of fare payment or mode, such as FAREPAY accounts and mobile ticketing (does not include ticket vending machines)

Figure 2: Top 5 types of customer feedback in 2025

## TOP 5 TYPES OF CUSTOMER FEEDBACK



▶ Reliability	5,578
▶ Employee Behavior	4,029
▶ Fare Payment Not Working	2,428
▶ Compliments	1,599
▶ Repair Requests	802
▶ Other	8,930

### Examples of Resolved Customer Comments

*The sample comments below express some concerns or questions about UTA's performance. Each comment received diligent follow-up by Customer Service staff to investigate and resolve the issue.*

We lost our son's backpack as we were traveling to the airport for vacation with a group of 8. Jack was SOOOOO very helpful - as he helped track down where it was taken, and got it back to us and kept us updated all along the way!! We got it back just before we needed to get through TSA at the airport! His service was so above and beyond what we had hoped or expected! Thank you, Jack, so much for helping us have a good trip!!!

I just wanted to let you know that I just spoke with Tammy on your Customer service line, and she was phenomenally helpful. She answered all my questions, even repeated questions, and helped me figure out the best way to get to my new job via FrontRunner and the bus, and really took the time to drill in and figure out things that weren't apparent in the system. I was very impressed with her, her patience and kindness, as well as her knowledge

This morning, the train I was on was delayed and then ultimately switched to out of service at a stop before where I needed to go. Despite this, the employees were very helpful and communicative to help everyone know what was going on and how to get where they need to go. It made a potentially stressful situation very calm. Thank you to them!

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I wanted to take a moment to express my sincere appreciation for the outstanding assistance provided by your staff members, Wendy and Shelly.

My son's car was accidentally towed from the South Jordan UTA parking lot, and he was informed that it would cost \$600 to have it released from the impound lot. I contacted UTA and spoke with Wendy, who was very pleasant and took the time to listen carefully to my concerns. She immediately contacted UTA Police to gather more information.

Shortly after, Shelly reached out to me and explained that they believed my son's car had been towed in error. She took ownership of the situation, conducted thorough research, and coordinated directly with the towing company and my son to resolve the issue. Thanks to her efforts, the vehicle was promptly released and returned to the South Jordan parking facility.

Shelly was truly a lifesaver. Her professionalism, compassion, and dedication turned what could have been a frustrating experience into a positive one. I am deeply grateful for her help and for the excellent customer service demonstrated by both Shelly and Wendy.

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I would like to thank and recognize Officer Gleason for his call back to me after I notified UTA about a woman who was in distress and was stripping her clothes off at Trax's Greek Station today. He was patient and forthcoming in addressing my concerns and questions. His empathy for the woman and perspective were caring and refreshing. You need more officers like him.

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Lost my son having a bad week gave your driver a hard time I just want to apologize to the guy but as I was getting off the bus he talked to me letting me know everything would be OK then he let me know he was dealing with cancer and that my life would get better I just want him to know I thank him listening to his words stopped me from killing myself I just kept thinking this guy has cancer an driving around the city dealing with our bs I really needed his words this morning

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Donavin is an amazing bus driver. He is so kind, generous, and attentive to the patrons, helping in every way he can and smiling while doing it. I've been taking the bus for many years and have never met someone as Great as him. It's not just a morning, either; it's every morning I see him. Thank you for hiring someone who adds to UTA's amazing service

## **Fare Payment Issues:**

FAREPAY Reload on Website: The customer has been trying to reload their FAREPAY card but is having issues on the farepay.rideuta.com website. The most recent reload showed a "processing" error, and then the screen disappeared. The customer needs to add funds to ride and wants to know what to do next.

New Validator Issue: The new ticket validator does not provide audio feedback when reading the fare card. The old fare reader had that feature. Waiting to see the response on the small screen of the new ticket validator when there's a long line of people behind you is not practical. It is easy to keep the card over the reader until it gives audio feedback while the person is in motion. Only if there's a negative or error sound will someone step aside and try again without holding up the line. Please put that feature back on.

Ticket Vending Machine Not Accepting Card Payment: I was at the station and needed the FrontRunner that was coming at 12:24. Your machine was not accepting my credit card. It kept asking for a PIN, and my card is a debit and credit card. After several attempts, it finally gave me a ticket.

Overcharged: The customer states they rode from Murray Central Station to Provo Central Station on October 1st but were charged \$9.70 instead of \$5.50. They state they made sure to tap on and off at both stations. They state they checked the website but didn't see that their card falls under the numbers listed on the website for the replacement. They state they would like their replacement card mailed to them.

## **Reliability Issues:**

Late Bus: The customer was very frustrated about the bus being late and that it's always late. It was supposed to arrive at Amazon at 5:57 PM, and because it was late, they missed their transfer to the FrontRunner.

No Show Bus: I have been riding the bus here since 2018, when I moved to SLC. I always raved about the bus to others, noting how timely and reliable it was compared with other cities I have lived in. However, that has changed this year. In the last month or so, this is the second no-show I have experienced, and another time the bus broke down at my stop. I keep having to spend money on a taxi to work because my bus runs only once an hour, and I can't wait for the next one. It is getting increasingly difficult to take the bus here. As a lifelong supporter of public transit, I find this very frustrating, especially since one of the reasons we chose to buy the house was its proximity to a bus route I could take to work. I would really appreciate a reply explaining what has changed this year and whether there's

any likelihood of bus reliability improving in the future. Thank you. As a side note, I texted my bus stop number, as the sign suggests, to see when it would arrive, and the system told me it was not a valid ID. So you might want to check on 155065.

Crowded Bus: The customer reported that on Friday, the bus was extremely overcrowded. The situation was so severe that other passengers chose to get off and find alternative transportation home. The customer also mentioned that bus loads have been unusually high lately, making travel uncomfortable and unreliable.

Late TRAX Train: The customer called to report that, following the UTA football game on Saturday around midnight, they had to wait approximately 30 minutes for a TRAX train. The customer requested an explanation for the delay and noted that many people were left waiting in the cold.

Pass by: The customer stated that she is an ADA customer and partially blind, with a guide dog. She reported that the driver often passes her at the stop, which is hard to see. The customer stated that she would like reflector tape placed on the stop so she can be picked up when the bus arrives. She mentioned that she has offered to put the tape up herself, but the driver told her it requires a special kind of tape. The customer added that she flashes her light and that her dog has blinkers.

### **Employee Behavior:**

Driving Habits: Customer states that the ride was very rough, and the driver was slamming on the brakes hard, pushing him forward in the seat and causing others to spill their drinks. It seemed like it could have been smoother. It triggered a past experience in which his wife had gone through the windshield of a car. Customer provided the vehicle number.

Driving Habits: A bus pulled out in front of me in a roundabout. I honked, and he waved at me. I followed him through the roundabout to get the bus number to file this complaint. He pulled up alongside me and said, "I was going a little fast?" My truck is so old that is impossible. He was reckless and arrogant and will undoubtedly kill someone some day.

Attitude or Poor Interaction: Customer reported that when she boarded at 500 E Garden Ave, the bus pulled far away from the curb, and she had a stroller. The op didn't offer to lower the bus or ramp. When she exited at 500 E 3300 S, she asked for the ramp, and he acted like he couldn't hear her. She asked again, and nothing. She exited with a baby in her arms, pushing the stroller off. She also asked if he could let her off at 3300 S, and the op said, "you can pull the string".

Driving Habits: The ride was jerky and uncomfortable, making me feel nauseated. The driver was pumping the accelerator instead of holding it steady, causing a constant forward-and-backward rocking for the passengers. I don't know whether the bus was having mechanical trouble or if it was the driver's behavior, but I've never had this issue before, even though I take the bus several times a week. It was very unpleasant.

Attitude or Poor Interaction: I wanted to report that the trainer on this bus acted more like a school bus driver. She kept telling the person who was driving that you should know this, then kept threatening to take him back to the office. She had no patience and was not very helpful to the person learning.

Attitude or Poor Interaction: The customer states that when he called in and discussed his concern with the previous agent, she was very dismissive of his feelings, seemed to side with the driver, kept making excuses for the driver, and sighed heavily throughout the call. Finally, the customer said Thank you for your time and disconnected the call.

### **Repair Request:**

Offensive Sticker: There is a paddle marker with a four-letter slogan sticker on the Trax-Line eastbound 400 S @ the 700 E left-turn lane. The sticker is offensive and disrespectful to local commuters. The Trax-Line paddle marker should be replaced. Please schedule regular checks of paddle marker signage in your system.

Light Out: The parking lot light has been out for over a year. It is the main, large light closest to the Station in the parking lot. This is at Farmington Station.

Garbage Can: Customer states that the trash can at the Ballpark Station on the south end of the platform is overflowing. Customer states the station could also use a pressure wash. Customer states they do not want a call back.

Broken Shelter Glass: Customer reports that the bus stop shelter has no windows, so the seats are wet when she arrives. She would like the glass replaced.