



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, December 12, 2024 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Dave Stackrow
Approve Minutes of Thursday, November 21, 2024	Dave Stackrow
Administrative Discussion Items	
• Customer Satisfaction Survey	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, January 23, 2025, via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Dave Stackrow

Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – November 21, 2024, at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jayme Lahut, Pat Lance, Jackie McDonough, Michael Criscione, David Stackrow; Carm Basile, Amanda Avery, Mike Collins, Lance Zarcone, Jaime Kazlo, Emily DeVito, Mike Williams, Jon Scherzer, Rich Cordero, Jack Grogan, Trish Cooper, Gary Guy, Jeremy Smith, Thomas Guggisberg, Calvin Young, Kelli Schreivogl, Dave Williams, Elide Oyanedel

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member David Stackrow noted that a quorum was present. Minutes from October 24, 2024, meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided an update on our Universal Access program. He outlined the UA program and the benefits it provides to CDTA and the partners we serve.
- Currently there are nearly 60 UA partners that offer unlimited access to our entire route network, at no cost to the employee. They ride either by swiping their ID or with a Navigator card. Colleges and Universities make up the majority of the UA agreements, followed by hospitals and school districts.
- In fiscal year 2024, Universal Access agreements made up 30% of our total ridership, with revenue hovering around 8 million. We will continue to promote the program and look for new partners to join in 2025.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, CDTA issued three press releases, and we earned 8 placements in television, newspaper, and radio with an estimated value of \$10,000.
- Stories included – a ribbon cutting at our second mobility hub in Troy, free rides for Veterans, on Veterans Day and free rides for the community to the polls on election day. Nearly 3,000 rides were given to veterans and to the polls this year.
- We participated in several community activities and events, including Real Kids Wear Pink Day, Albany County Code Blue Initiative and various Veterans Day parades.
- We continue to see increases in followers across our social media channels. Top posts included information on our pilot scooter program SCOOT and information on how CDTA can connect you to weekend happenings.
- Looking ahead, we will host local students at the Joseph L. Bruno Rail station to perform holiday music throughout December and cut the ribbon on our third mobility hub.

Next Meeting

Thursday, December 12, 2024, at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Memorandum

December 5, 2024

To: *Carm Basile, Chief Executive Officer*

From: *Jonathan Scherzer, Director of Business Development*

Subject: *Customer Satisfaction Survey Wave Four*

Background:

CDTA works with TransPro to provide customer satisfaction reporting throughout our transit system. Trained surveyors targeted every fourth customer riding or waiting for buses to obtain a representative sample based on CDTA ridership data. Surveyors were in the field from October 24-28, 2024. For STAR, surveyors called customers who have taken at least one trip in the previous six months.

Results

One core metric is the Net Promoter Score (NPS), which measures the likelihood that someone will recommend CDTA on a 0-10 scale. A response of 9 or 10 identifies the customer as a Promoter, a 7 or 8 identifies a Passive customer and a response of 0 through 6 identifies the customer as a Detractor. CDTA fixed route service earned a NPS Score of 26, slightly less than the national average of 34.

Other key findings included 72% of customers are satisfied to very satisfied with service (just under TransPro's industry average). The most important aspects of service to customers are on-time performance, bus cleanliness, and frequency of service. Customers are most satisfied with fares and the safe operation of our buses, while they are least satisfied with cleanliness at stops and information about unexpected service changes (trip cuts). Most customers consistently use CDTA service multiple times a week with about half riding for their work commute in addition to accessing education and services. 90% of customers depend on CDTA to travel to/from their destination. We need to follow-up on cleanliness and reliability (when services are changed due to daily adjustments). These indicators have been dropping for the past two surveys.

Paratransit:

STAR earned an NPS of 59, above the national average of 53. 93% of customers are satisfied to very satisfied with service. The most important aspects of service to customers are on-time performance, travel time, and availability. STAR customers are most satisfied with our ability to secure mobility devices, and that lifts and ramps work properly. They are least satisfied with travel time onboard vehicles. 33% of customers using STAR at least one time a week with the most common trip purpose being medical reasons.

We conduct onboard surveys at different frequencies throughout the year with the next issue likely in the middle of 2025. Next up will be our second Employee Engagement survey to gauge how the workforce is doing, scheduled for early Spring.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **12.12.2024**



Earned Media

Press Releases Sent: 4

Total Stories: 10

Total Value: \$



Bike mechanic who is visually impaired enjoys work at CDTA

Kumi Tucker WNYT
December 4, 2024 - 5:44 PM

Albany, N.Y. (WNYT) – CDTA has a fleet of 200 pedal bicycles and 400 electric bikes for its CDPHP Cycle program.

Sometimes the bikes need repairs.

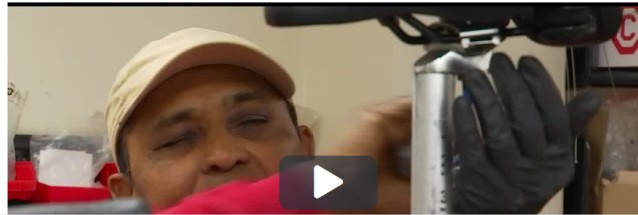
That's where Cyril Phillip Purnwasy comes in, along with head mechanic Joshua Richardson.

Cyril is visually impaired.

"I couldn't have asked for anything better," he said. "It's a great environment to work in. It's good out of the weather and I have great people to work with."

He knows bikes, and has experience.

"We were approached with an opportunity. CDPHP reached out to us with an idea. They had a contact at NABA who had a gentleman interested in working with bikes, fixing bikes," said CDTA Mobility Manager Lindsey Bradt.



TIMES UNION

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Capital Region bike-share program hits record high ridership

By Ashley Soebroto, Staff Writer
Nov 27, 2024



Capital District Physicians' Health Plan worker Jibril Ibrahim checks the batteries in the CDPHP CYCLE! electric bikes at a hub on Madison Avenue near the Empire State Plaza in July.

GLAD YOU ASKED

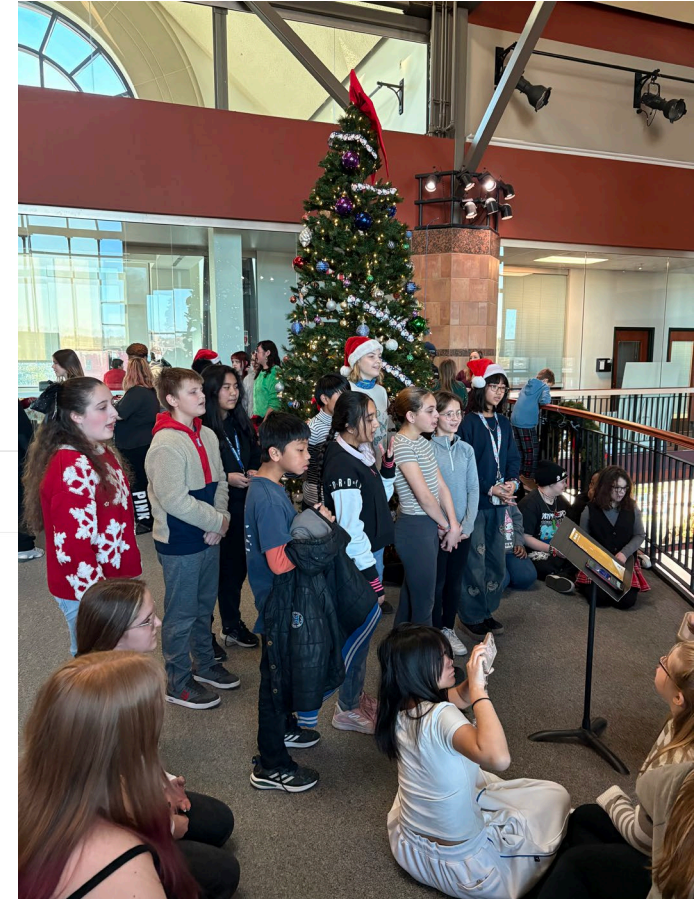
Got a question?
Put a reporter on it.

Ever think of a question that you wish someone would answer? Let us know and we may be able to look into it for you.

What do you want to know about upstate New York?

Write-in:

1 / 2 NEXT



Highlights



Community Engagement


- *Blood Drive at CDTA*
- *Schenectady Holiday Parade*
- *AHA Leaders of Impact campaign*

Social Media Stats

- **Follower Count-**
 - Facebook: 8,208 followers
 - Instagram: 5,685 followers
 - X (Twitter): 4,000 followers
- **Top Posts (Primary Channel: Facebook)**


“Mobility Minute-DRIVE”


“Price Chopper Supermarkets Joins UA”



 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Nov 20 · 🌐


🚗 It's time for another Mobility Minute featuring #DRIVE- the first all-electric, 100% zero emission car sharing service for New York's Capital Region! 🚗

For just \$5 per hour, you can rent a DRIVE car with the first 150 miles included! DRIVE is available in multiple locations, with the Troy Liberty Mobility Hub being our newest addition. Book your ride today at <https://drivecdta.org>.
#rideCDTA #AroundTroy #CarSharing #SustainableTransportation




 **DRIVE**

 Comment as Capital District... 





 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
2d · 🌐



🎉 Exciting Announcement! 🎉

Price Chopper Supermarkets has joined our Universal Access Program, providing nearly 5,000 teammates with unlimited ridership within our network *for free* by swiping a Navigator smart card! This includes stops at, or near, several stores AND the grocery retailer's distribution center. The initiative strengthens the local workforce and enhances the community's connectivity. To learn more, visit <https://www.cdta.org/news/market-32price-chopper-ua>. #CDTAproud #rideCDTA



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  82

7 shares



Looking Ahead

- ***Holiday Festivities at JLB Rail Station***
- ***St. Peter's Mobility Hub***
- ***MHHS Morning of Kindness***

Questions?