



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, August 21, 2025 | 11:15 am
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Wednesday, June 18, 2025	David Stackrow
Administrative Discussion Items	
• Customer Focus Group Review	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, September 18, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – June 18, 2025, at 1:03 pm; Microsoft Teams & 110 Watervliet Ave

In Attendance: Dave Stackrow, Jayme Lahut, Pat Lance, Jackie McDonough, Jaclyn Falotico; Frank Annicaro, Amanda Avery, Mike Collins, Lance Zarcone, Chris Desany, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Kelli Schreivogl, Mike Williams, Thomas Guggisberg, Elide Oyanedel, Stacy Sansky, Trish Cooper, Dave Williams, Gary Guy, Jeremy Smith, Jack Grogan, Sarah Matrose

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Dave Stackrow noted that a quorum was present. Minutes from May 22, 2025, meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided an update on our recent customer satisfaction survey that was conducted this spring by our partners at TransPro.
- Over a five-day period in April, TransPro surveyed 564 customers throughout our entire service area who were riding or waiting for the bus. They surveyed every fourth customer to ensure random sampling.
- 78% of customers said they are satisfied with CDTA fixed-route bus service. They are most satisfied with how safely buses operate and least satisfied with the overall cleanliness of bus stops and shelters.
- The results from this wave are higher than our last survey conducted in the fall and still hovering above the industry standard.
- The most important features for customers riding our system are buses arriving at their scheduled time, how often the bus operates, bus cleanliness and travel time.
- Jaime Kazlo provided an overview of the Communications plan for our upcoming fall service changes.
- Service changes are conducted four times a year to keep service levels productive and streamlined. This process is based on ridership trends, customer feedback and community needs.
- With every set of service updates, there are several ways we communicate these changes internally to our employees and externally to our elected partners, community and customers. The communications team will follow this process and begin outreach to all stakeholder groups in early July.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, we earned 14 placements from television, newspapers, and radio with an estimated value of \$20,000.
- Stories included – the start of the Nature Bus, Belmont Trolley Service and a new Historical Display about transportation at the Joseph L. Bruno Rail Station.
- We participated in several community events including, the Albany Police Athletic League Breakfast of Champions, Capital Region Pride Parade and the American Heart Association Heart Walk.

- Internally, we hosted our annual Retiree Luncheon where we welcomed more than 100 retirees and employees, hosted the Operator and Maintenance Roadeo and an employee bus trip to Yankee Stadium.
- Looking ahead, we are participating in the “No Neighbor Hungry” food drive in partnership with Broadview Federal Credit Union and preparing for the start of the Saratoga Trolley on July 10.

Next Meeting

Thursday, August 21, 2025, at 11:15 am via Microsoft Teams and 110 Watervliet Avenue

Customer Focus Group **Review**

Community & Stakeholder Relations **8.21.2025**



Program Overview

We held two focus groups (June 12 & 14) to hear what customers value most, where they encounter challenges, and how CDTA can improve their experience

Each group featured a diverse set of customers including seniors, individuals with disabilities, students, working professionals, and long-time users

- Attendees rely on CDTA for essential trips (work commutes, appointments, errands, and social visits)
- Most participants did not own a personal vehicle and use CDTA as their primary or only means of transportation
- Participants use a combination of modes, including walking, rides from friends, ride hail services and CDTA

Key Findings

- Customers are satisfied with service in urbanized area trunk routes, but less on neighborhood routes
- Customers have mixed feelings on operators:
 - Two specific areas of focus were concern over operators being overworked and ambiguity about when they should intervene onboard
- Specific bus stops in the system need attention from CDTA, local jurisdictions that own infrastructure around CDTA assets, law enforcement, and social services





Findings – Overall Experience

- Service seen as dependable, particularly on core routes, and it has improved in recent years
- While core routes in Albany were reliable, some expressed dissatisfaction with infrequent service – Troy and Colonie – mostly during evenings and weekends
- Customers reported frustration when buses arrive in bunches or significantly off schedule
- Participants want more shelters, benches, and lighting at stops – particularly in Troy and Schenectady – where amenities are seen as lacking
- Participants agreed that it was more challenging using transit during the winter months



Findings – Cleanliness

- Participants noted that buses sometimes have stained or dirty fabric seats, detracting from overall comfort and the perception of cleanliness
- Participants noted they encounter buses that smell of urine, particularly on Central Ave routes. “The odor may be coming from homeless people on the bus”
- Participants noted they see trash on buses, including alcohol and drug paraphernalia

Findings – Safety & Personal Security

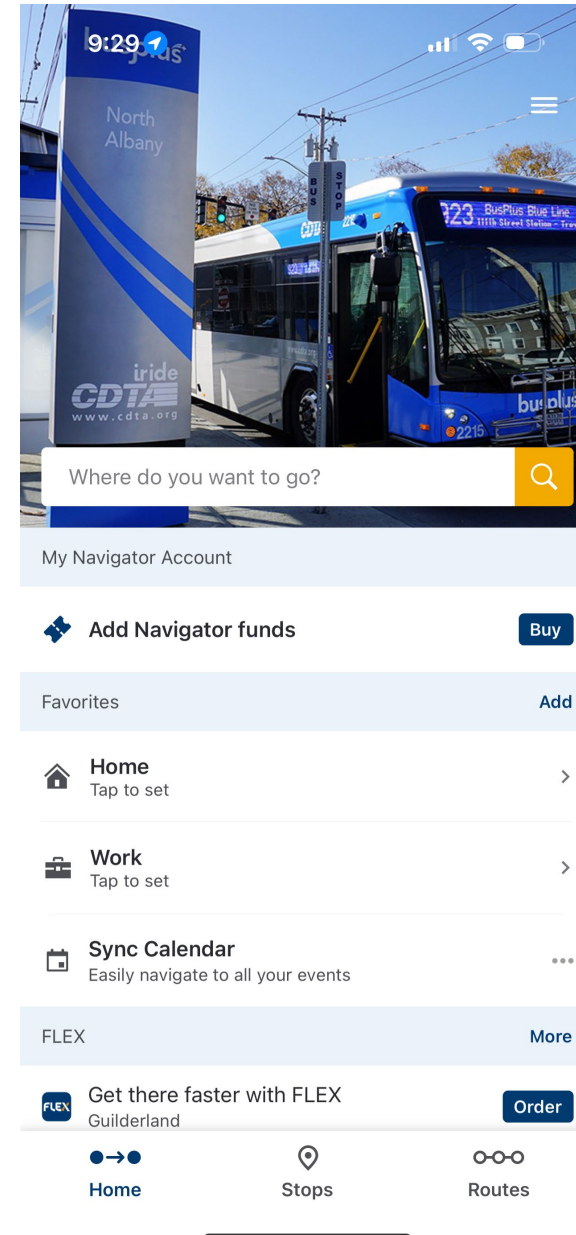
- Concerns were shared about safety at certain stops
- Concerns also expressed about personal security at bus stops with people loitering, and/or using drugs
- Participants raised safety concerns related to drug use on buses, having witnessed overdoses or use onboard, which created a sense of fear and discomfort, while contributing to garbage onboard
- Participants identified at least one intersection that requires a dangerous crossing to access a bus stop

Findings – Information & App Use

- Customers rely on the app and think it has improved
- Some say the real-time arrival data is unreliable

“I don't like the app. Sometimes it will say that the bus has come, but it hasn't come, and it has to know that. And sometimes it will say it's minutes away or that it's coming right now, but if you actually see it, the bus is further away or doesn't come at all.”

- Some emphasized the importance of continuing to provide printable schedules for seniors and those without smartphones
- Some participants mentioned the app isn't as reliable when there are reroutes or service changes
- Suggestions included adding service alerts, clearer route guidance, and more reliable digital updates





Findings - Operators

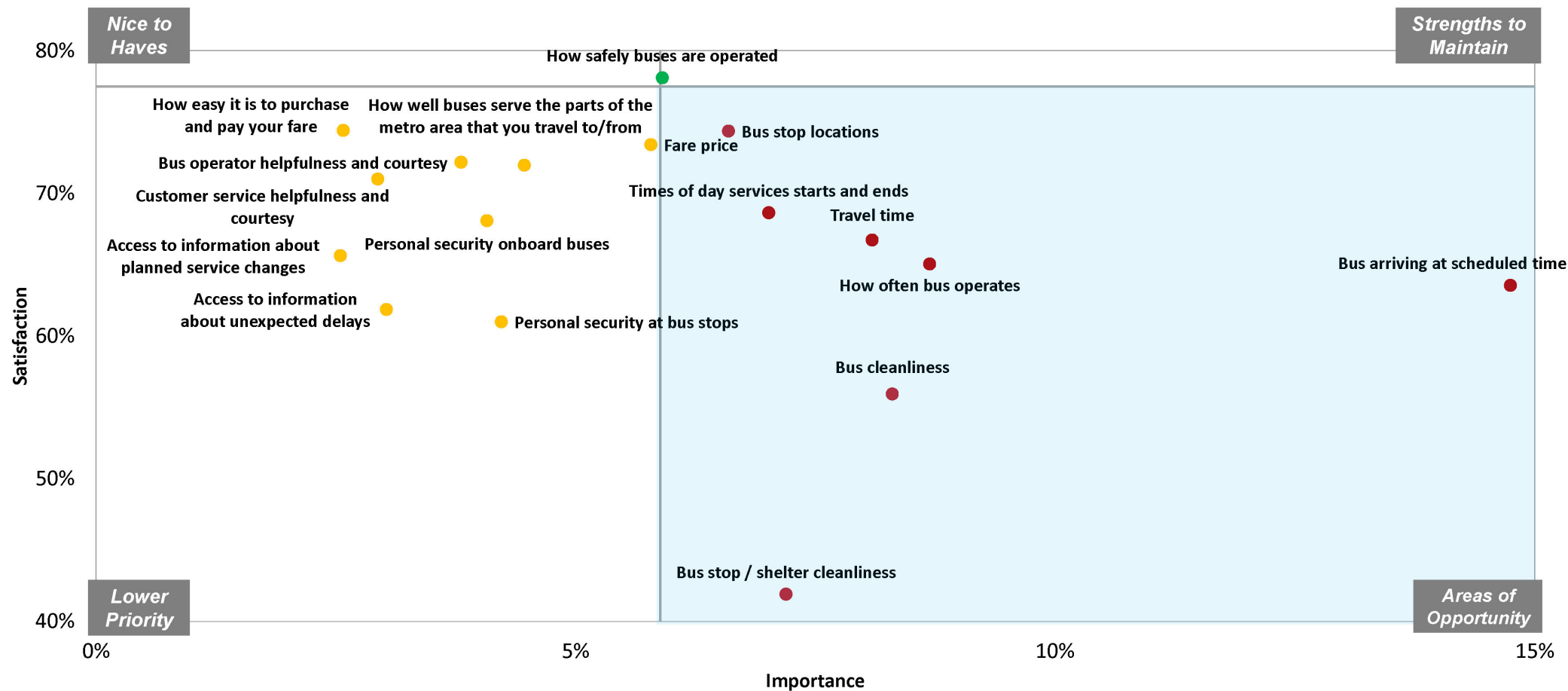
- Operators described as courteous, respectful, and helpful with participants praising their friendliness and professionalism
- A few experiences involved perceived rudeness or lack of knowledge, particularly an inhospitable operator on Route 182
- Perception among participants was that operators appear overworked or stressed, possibly due to long shifts or understaffing – raising questions about morale and its impact on customer service
- Ambiguity around whether operators were required to/should intervene onboard the bus
- Participants reported seeing the operator stop the bus to use the restroom during a run and perceived this as them being overworked and not given an opportunity for a break
- Participants expressed frustration that operators sometimes let people on the bus without paying.

Customer Suggestions

- Streamline or redesign routes for more efficient cross-region travel, particularly between municipalities w/o going through Albany
- More weekend service to East Greenbush
- Analysis for morning service quality on Route #12
- Some mentioned long waits at JLB Rail Station for Fixed Route and Star service
- Major personal security help needed at shelters at Central Avenue and Quail Street
- Add crosswalk at Old Loudon Road to safely access Northbound Route 182 from mall
- A participant suggested a stop at Washington Avenue extension near the medical facilities
- Observe and respond to customer experience at the bus stop by VIA Aquarium in Schenectady



Key Driver Analysis





Action Items & Progress

Cleanliness

- Consider non-fabric seats for vehicles
 - Look for ways to clean buses at terminals/layover
 - Create operator report so cleanliness to remedy issues
- (2/3 of fleet has transitioned away from fabric)
(Reviewing best approach, resource challenge(s))
(Under review for quality assurance & protocols)

Safety and Personal Security

- Work w/law enforcement & social services for bus stops
 - Similar concept for onboard intercepts where possible
- (Colonie Police Department Pilot program)
(Coordinate closely with Tech Valley Security)

Communications and Marketing

- Ad campaign to tell customers what to do if not feeling safe
 - Coordinate with local colleges & produce a welcome video
 - Ad campaign showing we cares about operator quality of life
- (Reviewing options to enhance messaging)
(Content calendar inclusion for Fall 2025)
(Working “humanization” into marketing tactics)

Organizational Processes

- Adjust customer survey as needed to probe deeper
 - Integrate into planning cycles to reinforce strategic use
 - Consider more focus groups to identify changes and/or issues
- (Next survey due late fall 2025)
(Daily work and analysis with these focus areas)
(Add to TransPro schedule of services)



THANK YOU!



Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 8.21.2025



Earned Media

Press Releases Sent: 6

Total Stories: 12

Total Value: \$11,000



Highlights

CDTA trims bus schedules in response to \$2.7M deficit

The Capital District Transportation Authority will implement changes over the next year; some timetable tweaks and service cuts begin Aug. 24.

By **Steve Hughes**, Staff Writer
Aug 7, 2025



CHRIS CHURCHILL

Churchill: This CDTA decision is a bad one

Capital District Transportation Authority buses will no longer enter Stuyvesant Plaza, forcing some Avenue

By **Chris Churchill**, Columnist
Aug 9, 2025



NEW GLENS FALLS/SARATOGA COMMUTER BUS STARTING AUGUST 25TH [UPDATED]

[News Home](#) [More from Local News](#)

Tuesday, July 29, 2025 at 10:49 AM

By Rick Harrington



Capital District Transportation Authority

CDTA announces a new bus route to bridge gap in service.



FTA Administrator Visit





Community Engagement

- *August service changes*
- *Albany Fourth of July service*
- *OGS Kids Day at the Plaza*

Social Media Stats

Follower Count-

- Facebook: 8,463 followers
- Instagram: 6,086 followers
- Linked In: 2,221 followers

Top Posts (Primary Channel: Facebook)

“Upcoming Job Fair”

- 17,317 views
- 67 reactions
- 0 comments/25 shares


“We Heard You”

- 17,185 views
- 199 reactions
- 6 comments/41 shares

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Upcoming Job Fair - Mechanics needed! 🔧

Help us move the Capital Region forward and apply to CDTA! We are holding a job fair on August 21 from 2-6PM at our Albany headquarters (110 Watervliet Ave, Albany NY, 12206). Come view the bus garage, have an onsite interview and learn more about CDTA. View our open positions here: <https://www.cdfa.org/apply> #HereToGetYouThere #rideCDTA




cdta.org
Apply | www.cdfa.org

Learn more

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🌟 It's your story, and we're #HereToGetYouThere. 🌟

No matter where life takes you, CDTA has a mobility solution to drive you forward. We operate fixed-route, paratransit, commuter and on-demand service, as well as car share and bike share programs. #rideCDTA #StayConnectedWithCDTA #CapitalRegion



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👂 We heard you! 🗣️

CDTA will launch Route 713 that will connect Downtown Glens Falls and Downtown Saratoga Springs with weekday commuter service starting August 25, 2025! We are excited to offer the region's first transit solution designed to offer improved access to employment, services, and recreation between Saratoga and Warren Counties with even stronger connections to the Capital Region's transportation network.

Click here to see the new schedule: https://www.cdfa.org/sites/default/files/15596_CDTA_Route%20713_11in%20qr%20spot.pdf #rideCDTA #HereToGetYouThere



WE HEARD YOU
Ride **Route #713**, connecting Downtown Glens Falls to Downtown Saratoga Springs!

CDTA

Internal Events

Albany



Troy





Looking Ahead

- ***CDTA Job Fair***
- ***Route #713 Ride Along***
- ***APTA Transform Conference***
- ***Men Wear Pink Campaign***
- ***NYPTA Conference***

Questions?