



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, January 25, 2024 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, December 14, 2023	David Stackrow
Administrative Discussion Items	
• STAR Customer Survey	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, February 22, 2024 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – December 14, 2023 at 11:16 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: David Stackrow, Jayme Lahut, Pat Lance, Mike Criscione; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Mike Williams, Thomas Guggisburg, Jon Scherzer, Gary Guy, Patricia Cooper, Jeremy Smith, Dave Williams, Saraha Seymour, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Stackrow noted that a quorum was present. Minutes from the October 19, 2023 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer reviewed branding and outreach efforts in Warren County as we continue our merger with Greater Glens Falls Transit. Jon outlined the work that has been done to introduce the community to CDTA. This includes, new bus stop signs, branding buses to CDTA colors, and meetings with key stakeholders in the region.
- Jon also gave an overview of a new service that we will introduce in early 2024. Flex Plus will provide transportation options from the Joseph L. Bruno Rail Station to major points in downtown Albany for travelers.
- This service will fill a transportation gap from the rail station and give customers an easy option. Service will operate on weekdays with a schedule to accommodate morning and afternoon peak travel times. We expect to roll out the service in mid-January 2024.
- Jaime Kazlo provided the earned media and community engagement report. Over the last two months, CDTA earned 40 media placements in television, newspaper and radio. Stories focused on the BRT Purple Line, our Universal Access Agreement with St. Peter's and our work in to merge the Greater Glens Falls Transit system into CDTA.
- CDTA provided transportation to Schenectady County early voting sites, and we were involved with the Troy Victorian Stroll, the Schenectady Holiday Parade and Women of Color awards.
- Jaime outlined social media engagement for the last month. We saw an uptick in followers across all social media channels. Top posts included the Purple Line Launch and the Pink Bus Pull.
- Looking ahead, we will welcome students from Columbia High School to the Joseph L. Bruno station to perform holiday music for customers; we will participate in a Morning of Kindness on December 24, and we will be part of NYPTA's Transit Awareness Day in February.

Next Meeting

Thursday, January 25, 2024 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



*Community & Stakeholder
Relations Committee
January 24, 2024*

STAR Paratransit Wave 3



Methodology

Trained, bilingual surveyors called customers who had taken at least one trip in the previous six months to obtain a randomized, representative sample based on the latest CDTA ridership data. Surveyors called for 9 days, from **September 11-21, 2023**. Customers were entered into a gift card giveaway as an incentive for completing the survey.

372

**CUSTOMERS
SURVEYED**



**LEVEL OF
CONFIDENCE**

±5.1%

**MARGIN OF
ERROR**



Paratransit Results Overview

95% of customers are satisfied with CDTA STAR service.

98% of customers believe CDTA STAR brings value to the community.

Customers are **MOST** satisfied with...

- ▶ Scheduling ease (97%)
- ▶ Safety on the vehicle (97%)

Customers are **LEAST** satisfied with...

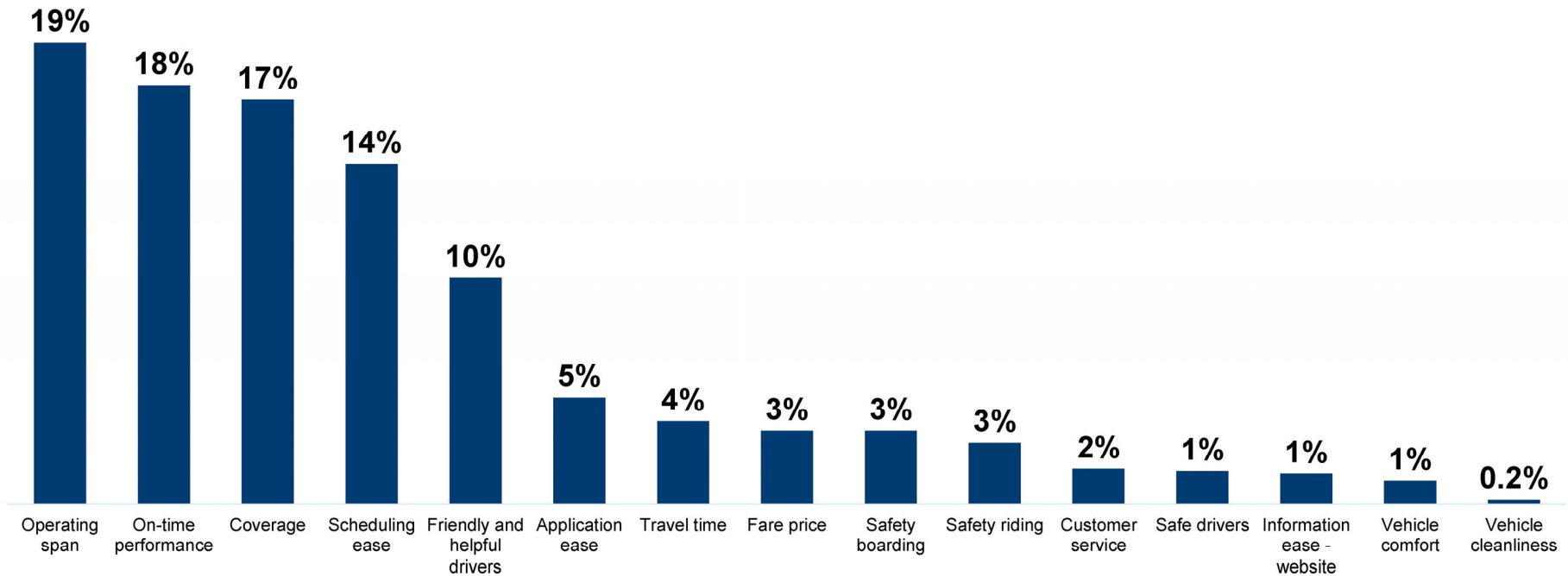
- ▶ Information ease - website (42%)
- ▶ On-time performance (66%)

Most Important to STAR Customers

1. Operating span
2. On-time performance
3. Coverage

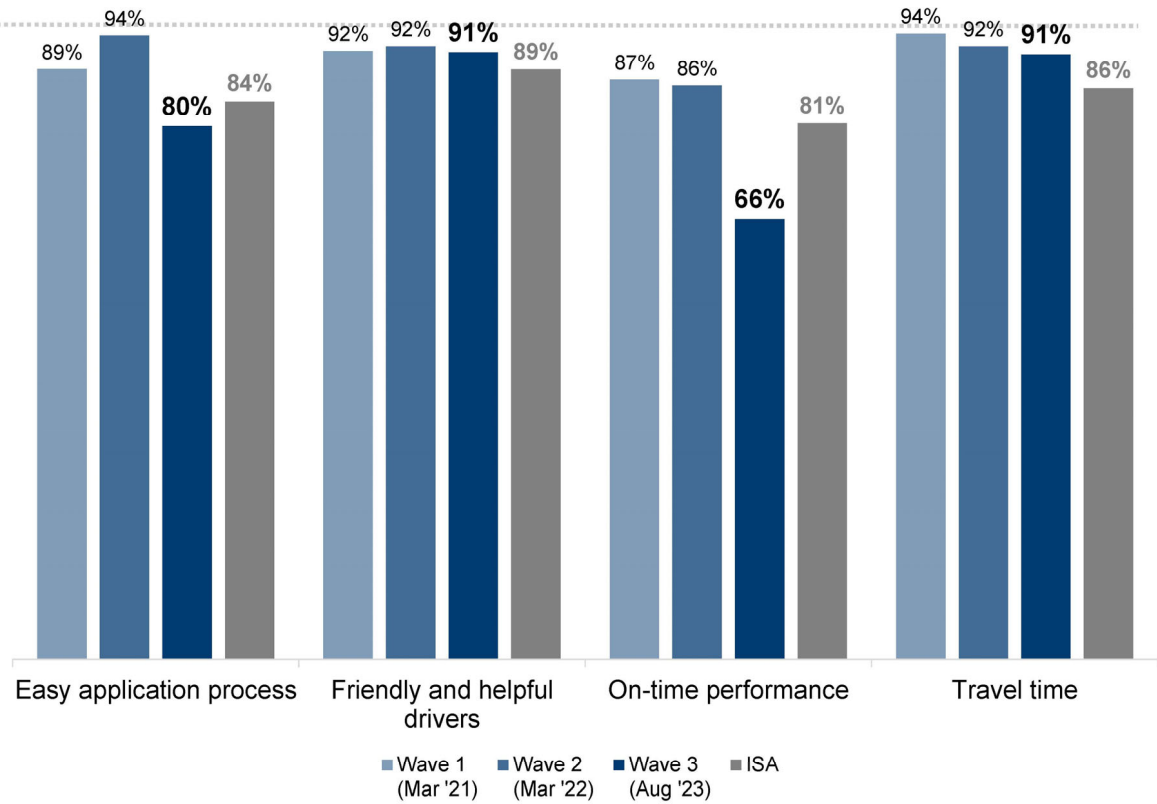


Most Important to STAR Customers



Overall Satisfaction (95%)

Areas of Opportunity



SATISFACTION AND VALUE

Customers rated their overall satisfaction with STAR services. This is above the industry average (90%) and a high mark going back to 2021.



ARE SATISFIED OR VERY SATISFIED WITH STAR



THINK STAR IS VALUABLE TO THE COMMUNITY

The survey shows that almost all customers believe that CDTA brings value to the community. This is consistent with the industry average (98%)

Customers were asked to rate their satisfaction with the overall performance of STAR operators. This is above the industry average (94%)



ARE SATISFIED OR VERY SATISFIED WITH THEIR DRIVERS

Satisfaction with the Most Important Aspects of Service

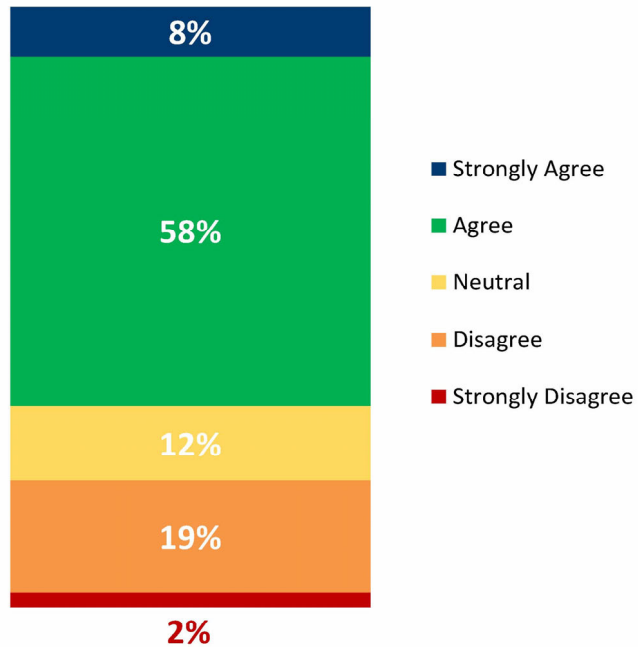
Customers were asked to rank their most important aspects of fixed route service. The top 9 responses are below, in order from top to bottom. They also rated their agreement (**rating "agree" or "strongly agree"**) to the same aspects.



On-time Performance

OTP Satisfaction

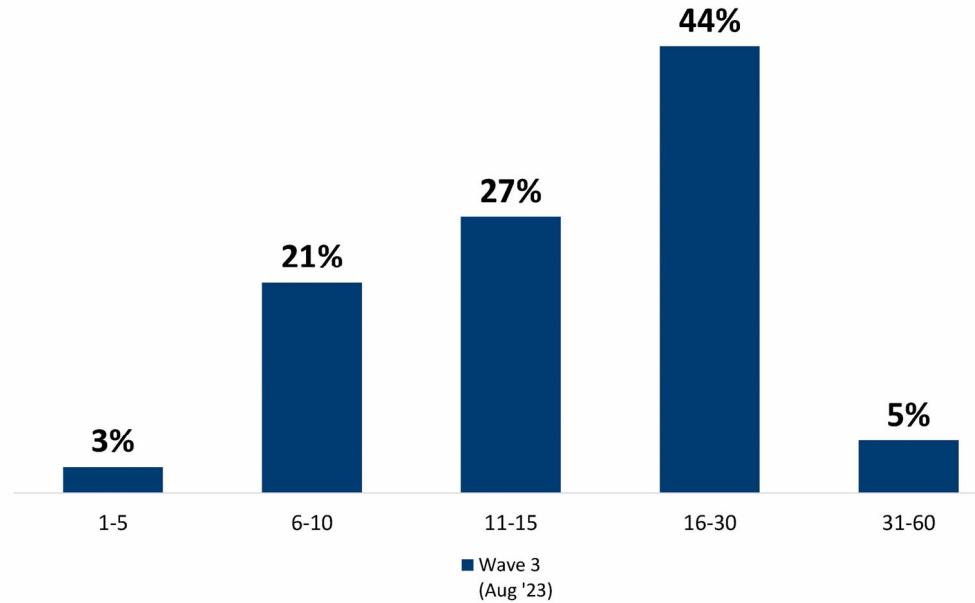
The vehicles usually pick me up no more than 25 minutes after the scheduled pickup time.



How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

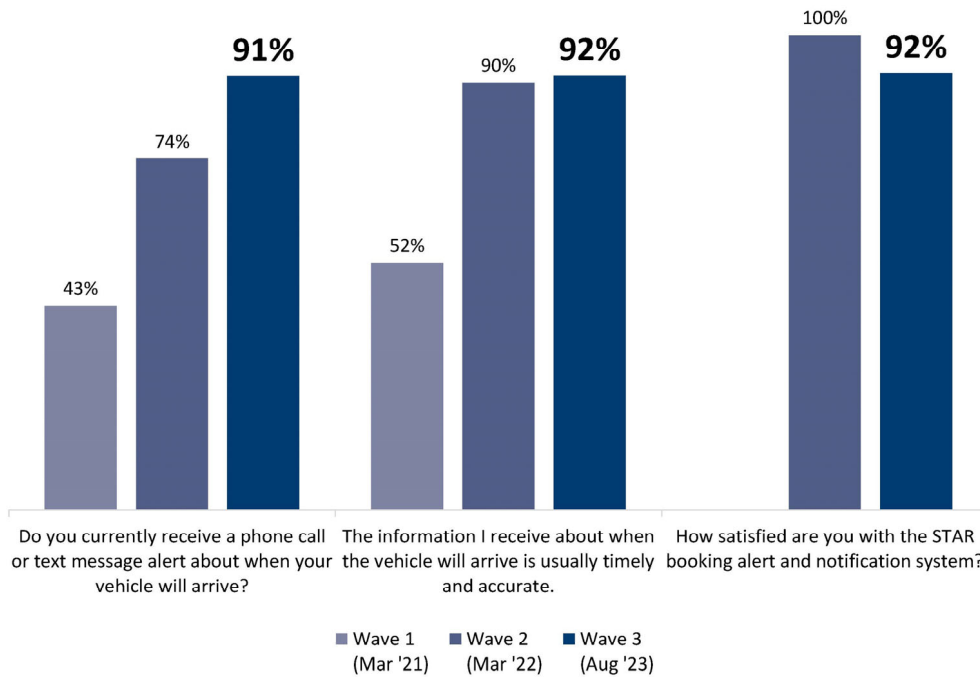
Responses from Disagree and Strongly Disagree only.

n = 77

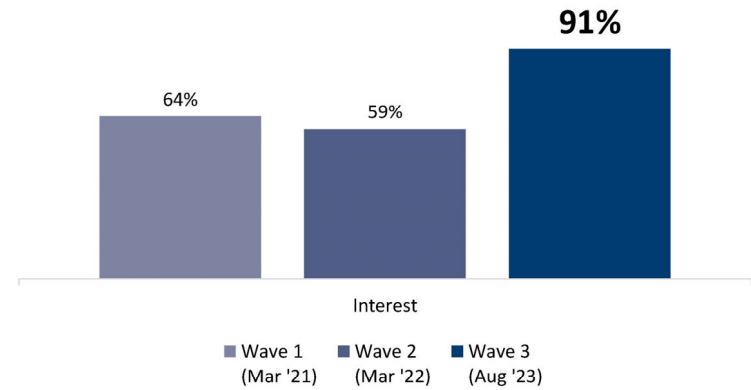


Arrival Notifications

Arrival Notifications Impressions



I would be interested in receiving a phone call or text message alert 15-20 minutes prior to the vehicle arriving.
n = 32



Note: 3 customers responded to the question, “What is your primary reason for not using the alert system?” All 3 chose “I do not want to receive notifications.”



MORE IMPRESSIONS

Notifications



ARE SATISFIED WITH THE BOOKING ALERT AND NOTIFICATION SYSTEM



AGREE THE VEHICLE ARRIVAL INFORMATION IS TIMELY AND ACCURATE

Scheduling Mode

■ Phone (live rep.) ■ Email ■ PASS WEB ■ IVR ■ N/A



Mobility Devices



TRAVEL WITH A WHEELCHAIR, SCOOTER, OR OTHER MOBILITY DEVICE



AGREE WHEELCHAIR LIFTS ARE CONSISTENTLY IN WORKING ORDER



AGREE OPERATORS SAFELY SECURE THEIR MOBILITY DEVICE

THE CUSTOMER

Characteristics



USE STAR AT LEAST ONCE PER WEEK



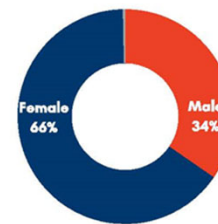
PRIMARY TRIP PURPOSE IS FOR MEDICAL APPOINTMENTS



HAVE NOT REDUCED THEIR USE OF STAR

STAR customers were asked to provide information about their usage of paratransit services. Most (69%) are using STAR service at least once a week.

Demographics

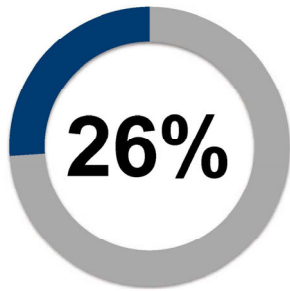


ARE 50+ YEARS OLD

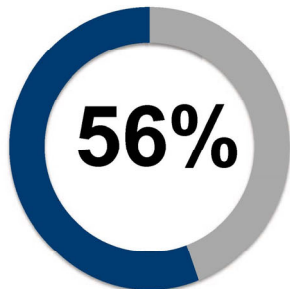
Customers were asked about their demographics including gender, race/ethnicity, age, and annual income.

Customer Service

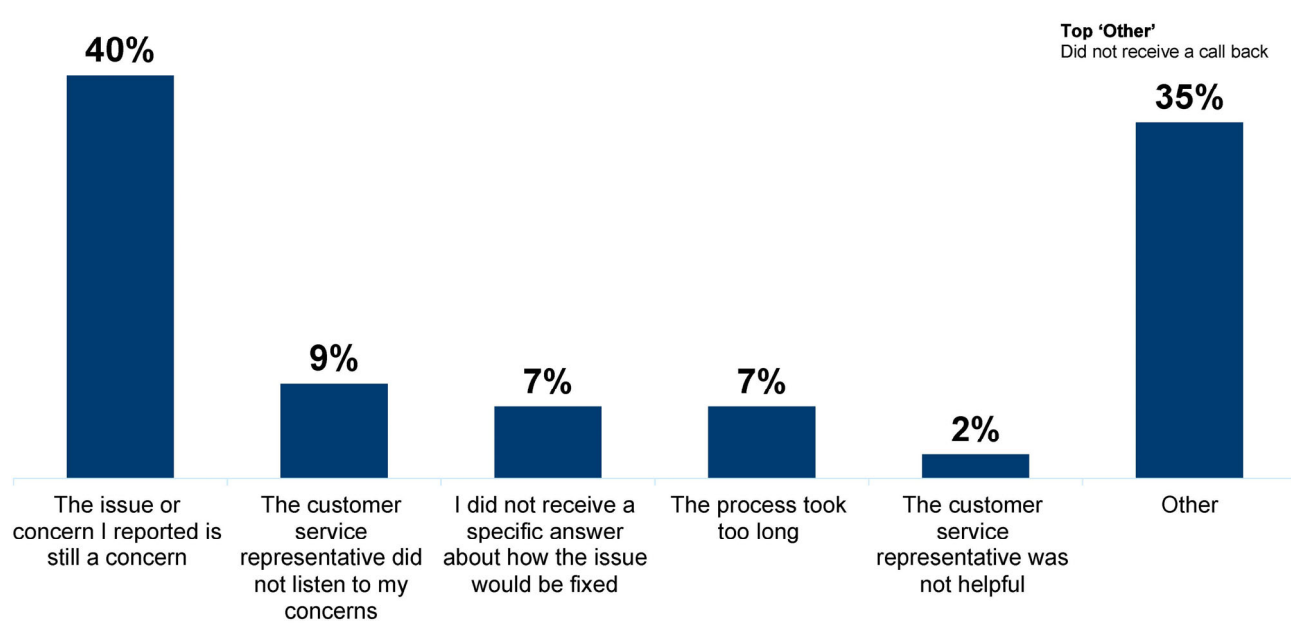
The percent of customers who have contacted STAR customer service in the last three months



The percent of customers whose issue was resolved
n = 97



My question, concern, or complaint was not resolved to my satisfaction because:
n = 43



Thank You





*Community & Stakeholder
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January 24, 2024*

Monthly Earned Media and Community Engagement Report

2023 Year in Review



2023 Earned Media

2023 total stories: 195
Estimated value: \$200,000

2022 total stories: 177

2021 total stories: 205

2020 total stories: 247



Top Earning Months

April/October/November (25 stories each month)

CDTA launches BusPlus Purple Line BRT
CDTA's third BRT will connect customers with downtown Albany, the College of St. Rose, Harriman Campus, University at Mall in Guilderland.
Nov. 6, 2023
Related To: Capital District Transportation Authority (CDTA)

CDTA launches new line to finish long-time plan of connecting the Capital Region
WAMC Northeast Public Radio | By Samantha Simons
Published November 13, 2023 at 12:29 PM EST

St. Peter's Health Partners joins CDTA's Universal Access Program
LOCAL NEWS
St. Peter's Health Partners is the latest organization to join the CDTA's Universal Access program. (photo provided)

CDTA unveils pink buses for Breast Cancer Awareness Month
ALBANY COUNTY
by Jackson Tolbert
Posted: Sep 28, 2023 / 10:51 PM EDT
Updated: Sep 29, 2023 / 03:55 PM EDT

CDTA completes merger with Greater Glens Falls Transit
CDTA began the merger of GGFT earlier this year with the installation of CDTA bus stop signs along GGFT routes.
Jan. 5, 2024
Related To: Capital District Transportation Authority (CDTA)

Rensselaer Rail Station renamed after former Senator Joseph L. Bruno
RENSSELAER COUNTY
by Ren Mitchell
Posted: Oct 3, 2023 / 03:33 PM EDT
Updated: Oct 3, 2023 / 03:35 PM EDT

CDTA offers free rides to Code Blue shelters
by Jana DeCamilla | Tue, November 14th 2023, 12:28 PM EST

CDTA offers free rides to shelters on Code Blue nights. (photo: 6NEWS)

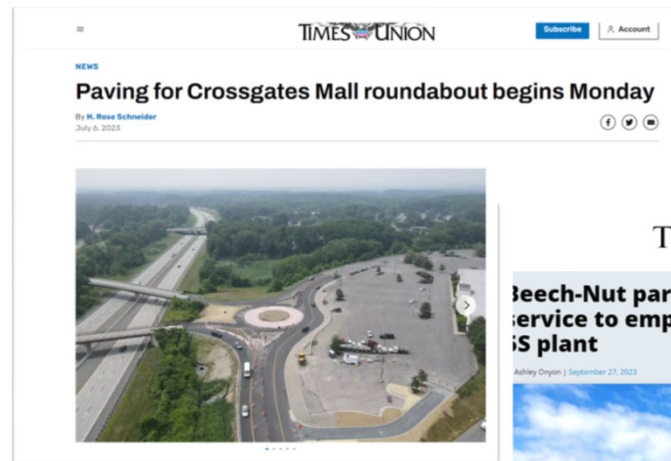
Capital Region — CDTA Tuesday announced a new partnership with the Homeless and Travelers Aid Society (HATAS) to offer free rides to homeless individuals going to shelters on a Code Blue night.

23rd Annual Dr. Martin Luther King, Jr. Career Fair happening Thursday
NEW YORK NEWS
by Jamie DeLine
Posted: Apr 5, 2023 / 05:17 PM EDT
Updated: Apr 5, 2023 / 05:35 PM EDT



Major Story Lines

- Capital Projects
- Expansion of services
- Partnership development
- Community impact



Community Engagement

- More than 100 events/community partners
- Focus on education, access and community
- Expanded and diversified support



Social Media

Follower Count

- Facebook: 7,200 followers
- Instagram: 4,862 followers
- X (Twitter): 4,400 followers

Top Posts (Primary Channel: Facebook)

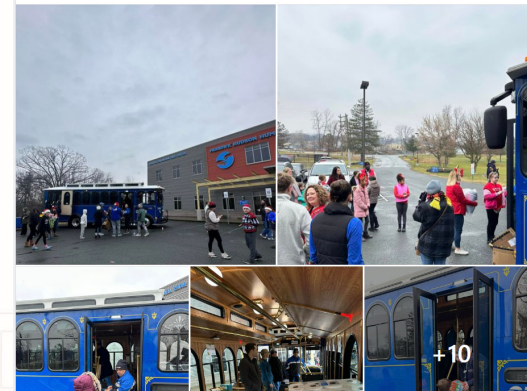
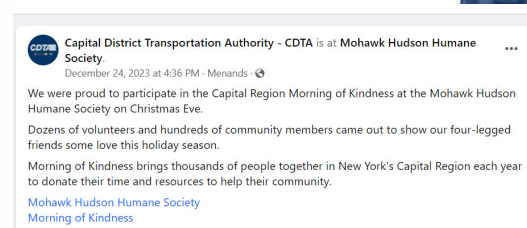
- “Morning of Kindness” 12/24
 - Shares: 4
 - Reach: **2,132**
 - Engagements: **83**
- Warren County Expansion Reminder 12/18
 - Reach: **2,921**

Marketing Strategy

- Throughout December, we focused on building brand awareness for the expansion into Warren County, connecting with new customers, and reinforcing CDTA as a community partner.

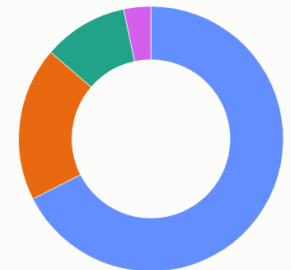
2023 Year in Review (all networks)

- 1.7k posts (up 85%)
- Roughly 3 million impressions
- Page/profile reached 2.5 million users (up from 1.2 million in 2022)



Post reach > Post type

- Photo post
- Story
- Carousel album
- Reel



2024 Communications Strategy

- Promote innovation
- Highlight partnerships
- Explore new and creative ways to tell the CDTA story



Thank You

