



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, November 20, 2025 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Patrick Lance
Approve Minutes of Thursday, October 23, 2025	Patrick Lance
Administrative Discussion Items	
• Fixed Route/Paratransit Customer Satisfaction Survey	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, January 22, 2026, at 11:15am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Patrick Lance

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – October 23, 2025, at 12:46pm; Microsoft Teams & 110 Watervliet Ave

In Attendance: Mike Criscione, Denise Figueroa, Patrick Lance, David Stackrow, Jaclyn Falotico; Frank Annicaro, Amanda Avery, Lance Zarcone, Jaime Kazlo, Chris Desany, Patricia Cooper, Emily DeVito, Jon Scherzer, Rich Cordero, Kelli Schreivogl, Thomas Guggisberg, Elide Oyanedel, Stacy Sansky, Dave Williams, Jeremy Smith, Sarah Matrose, Keosha Miles, Sarah Seymour, Calvin Young, Mike Williams

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair David Stackrow noted that a quorum was present. Minutes from September 18, 2025, meeting were reviewed and approved.

Administrative Discussion Items

- Jonathan Scherzer gave an overview of our Scooter pilot program that ran September 5 through October 5 in the city of Albany. The program was branded as “Scootember” and promoted on social media and in the community.
- The pilot was a way to gauge community interest in this mobility option and provide another way for people to get around. The pilot consisted of 75 scooters at 10 different hubs throughout the city of Albany. Overall, more than 1,000 trips were taken by 514 customers. The mobile app was downloaded 1,080 times.
- The most used hubs were Clinton Square, Western at Quail, and Nine Pin. The least used hubs were at St. Peters Hospital, Route 9W at Holland Avenue and the warehouse District end.
- Looking ahead, we will determine future operational opportunities and various ways to enhance the branding and on boarding for customers.
- Jaime Kazlo gave the earned media and community engagement report. Over the last month we sent one press release to promote our involvement with the American Cancer Society’s Men Wear Pink campaign and the unveiling of our two pink buses to mark the 10th anniversary of the campaign.
- We participated in several community engagement activities, including providing service for our local veterans for the Leatherstocking honor flight and welcomed guests from the liberty ARC to tour our facility.
- Looking ahead, we will host our annual Veterans luncheon and prepare for the holiday season by unveiling a brand-new gingerbread house design and welcoming students from

local schools to provide holiday music at the Joseph L. Bruno Rail station in partnership with Questar BOCES three.

Next Meeting

Thursday, November 20, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Customer Satisfaction Wave 5/6 Results

Community & Stakeholder Relations 11.20.2025



Methodology

Fixed Route



Targeted customers riding or waiting for the bus throughout the day to obtain a representative sample based on latest CDTA ridership data.



Surveyed every 4th customer to ensure random sampling.



Results are accurate at 95% confidence with a margin of error of **±4.6%**.



451 customers surveyed



6 days in the field
October 14 – 19, 2025



Administered by trained, local surveyors using Android tablets.



Customers were entered into a gift card giveaway as an incentive for completing the survey.



Fixed Route Results Summary

75% of customers are satisfied with CDTA bus service.
Customer NPS is **22**.

Customers are **MOST** satisfied with:

- ▶ Personal security onboard buses (84%)
- ▶ How safely buses are operated (84%)
- ▶ Bus operator helpfulness and courtesy (80%)

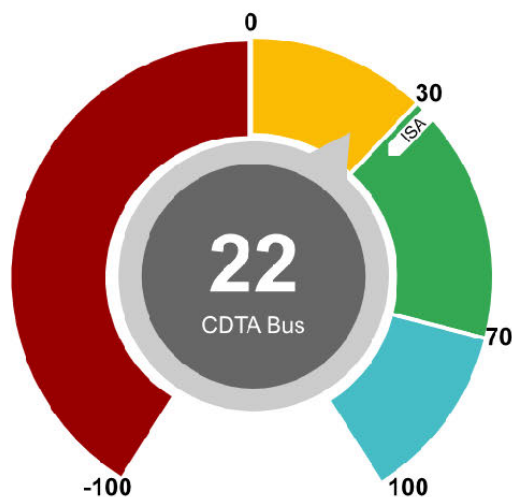
Customers are **LEAST** satisfied with:

- ▶ Bus stop/shelter cleanliness (38%)
- ▶ Access to information about unexpected delays (58%)
- ▶ Personal security at bus stops (63%)
- ▶ Access to information about planned service changes (63%)

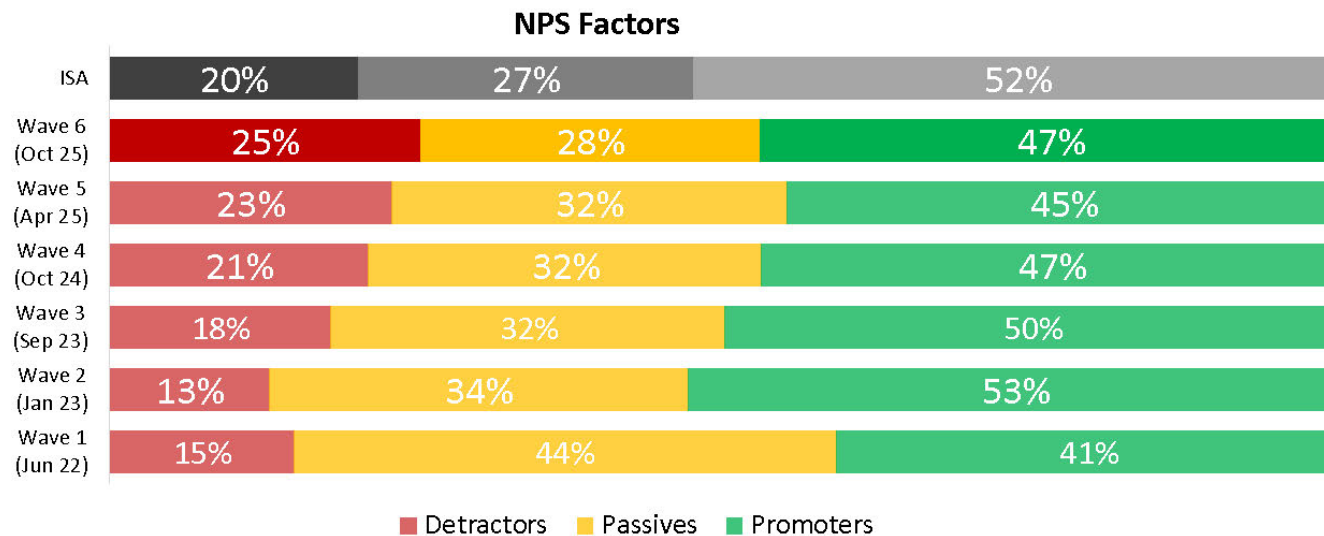
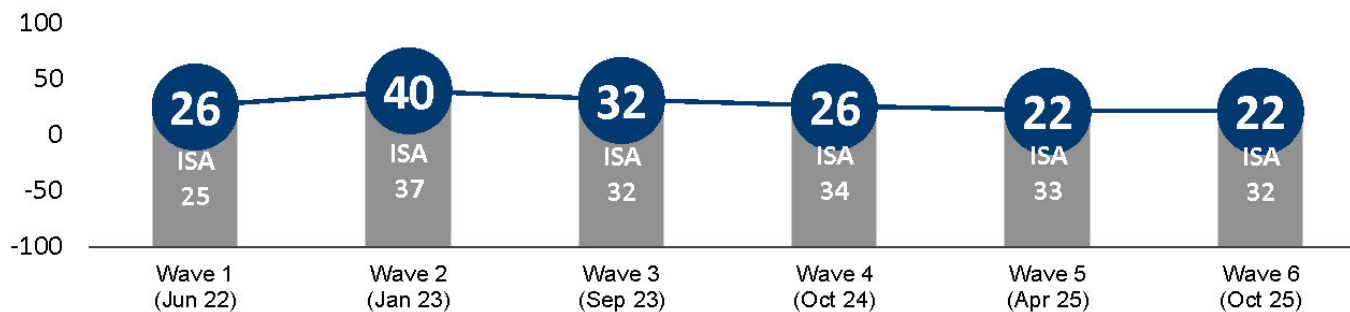
Most Important to Bus Customers

1. Bus arriving at scheduled time
2. Travel time
3. Fare price

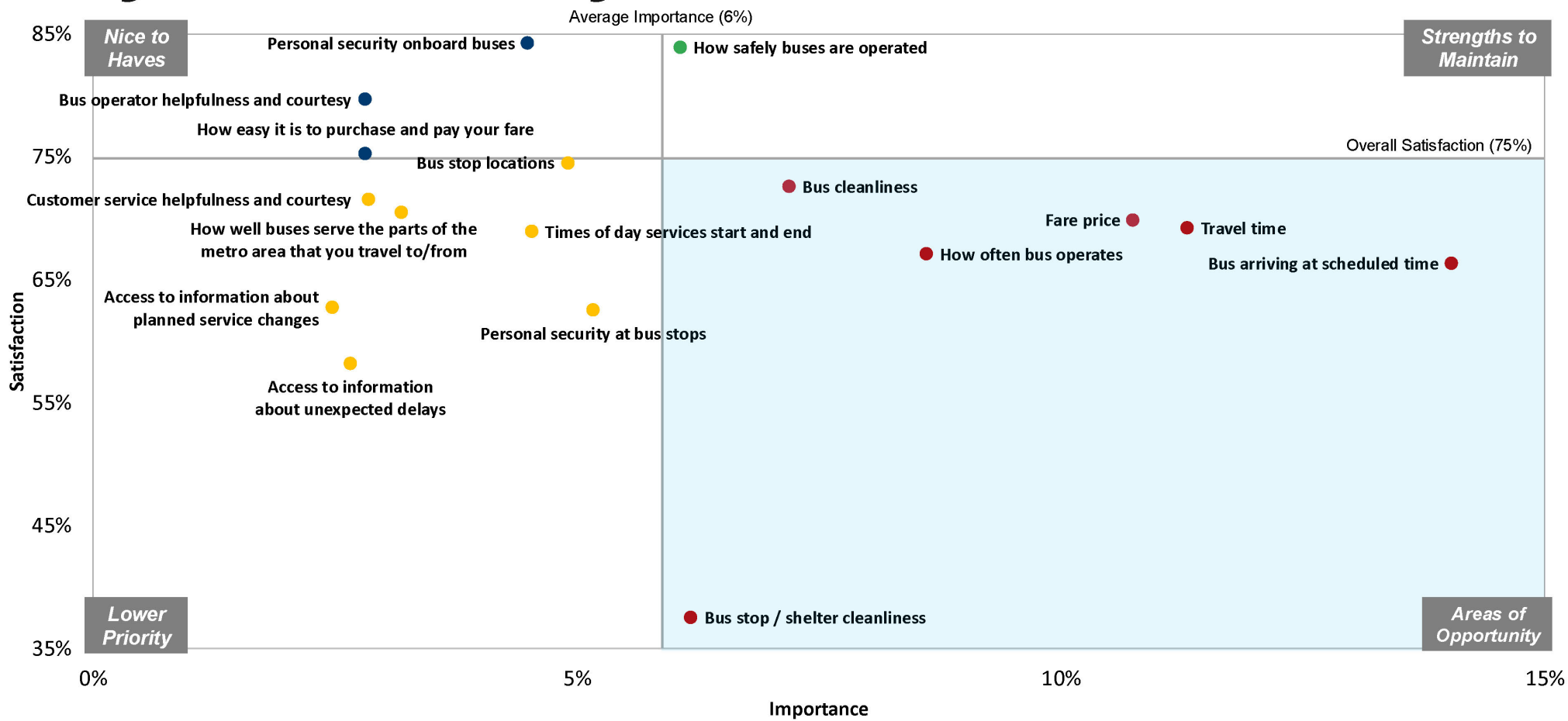
Net Promoter Score



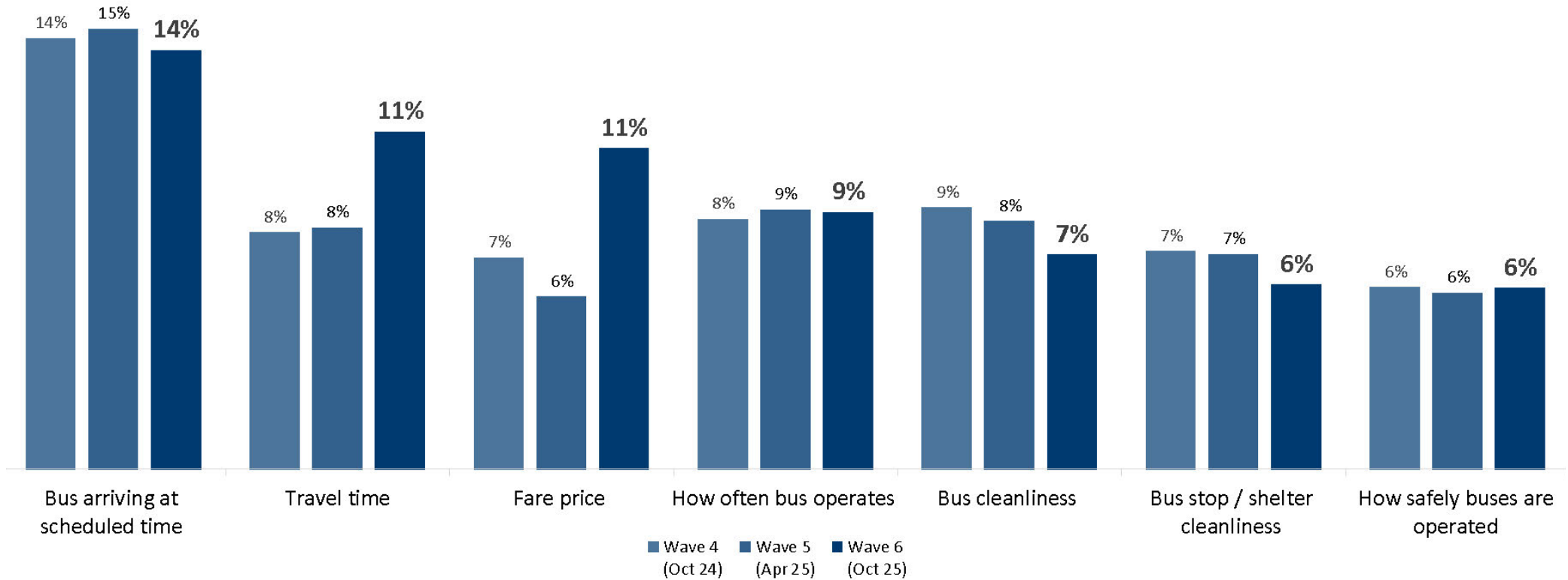
Insight: Over four waves, the proportion of detractors has increased from 13% to 25%



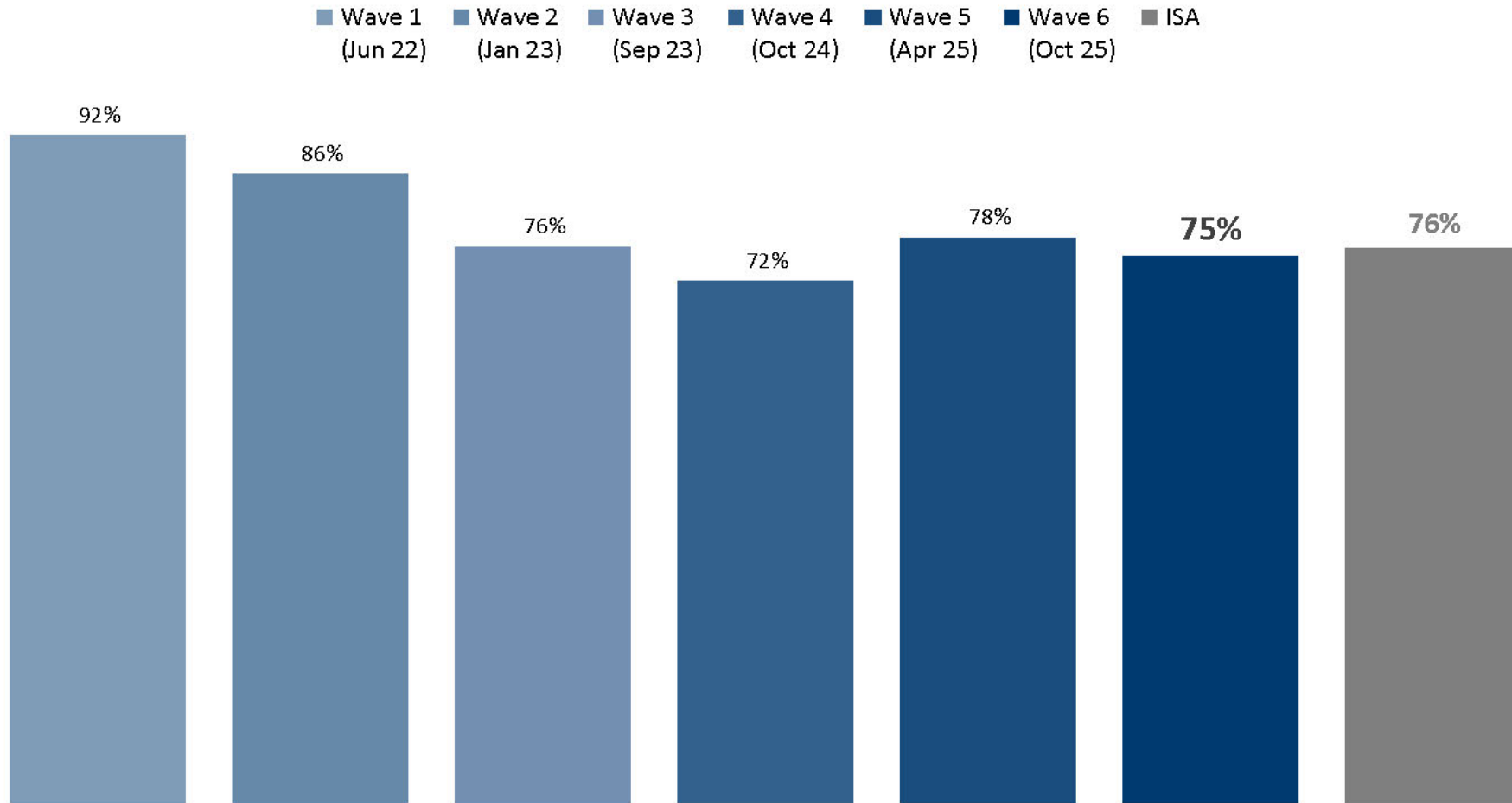
Key Driver Analysis



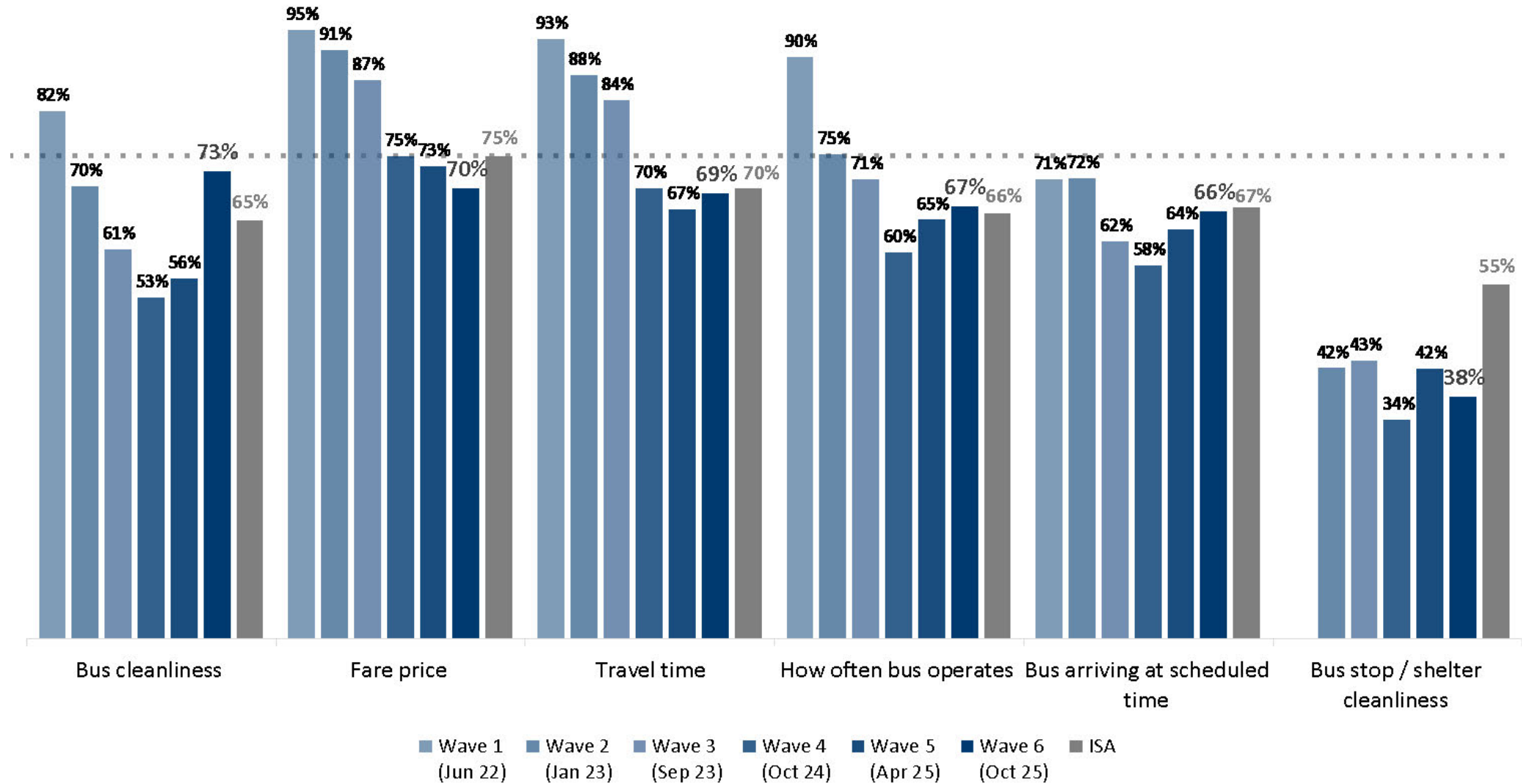
Most Important to Bus Customers



Overall Satisfaction



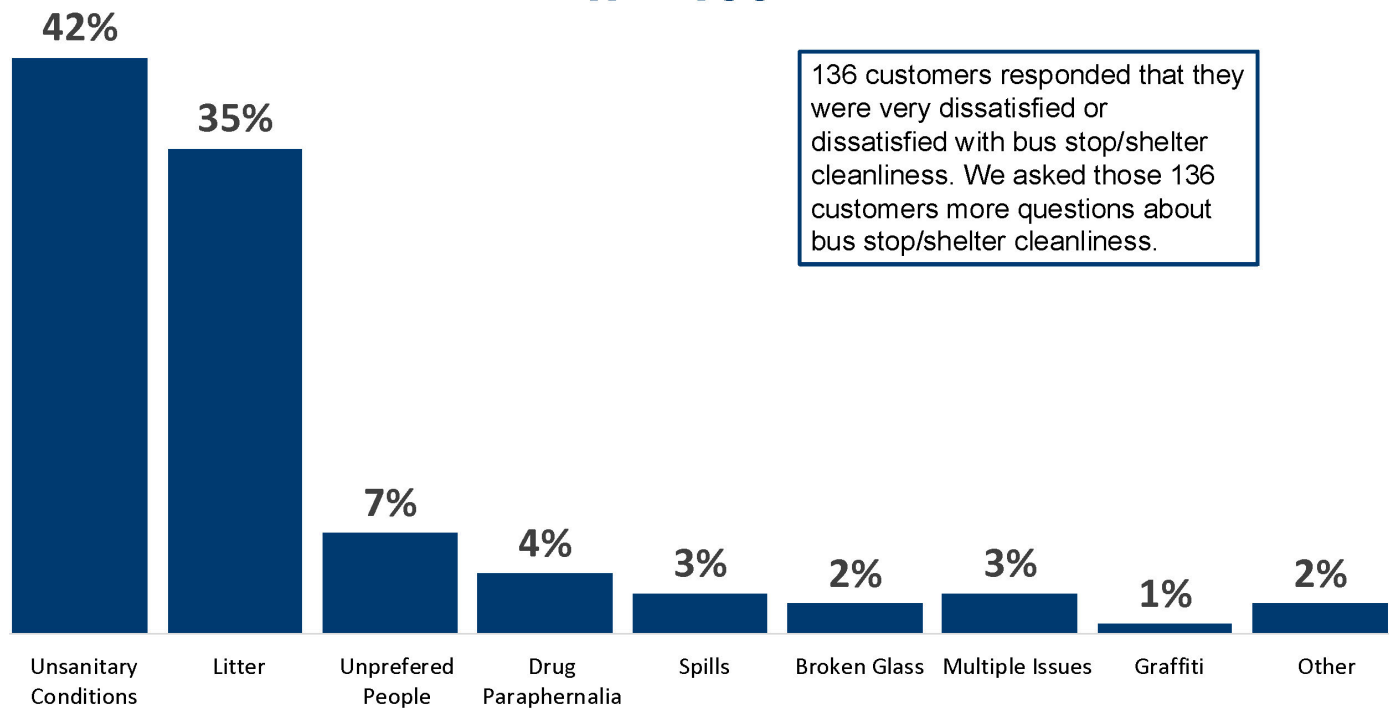
Areas of Opportunity



Stop/Shelter Cleanliness Focus

Which issue do you notice most often at bus stops / shelters? Select one.

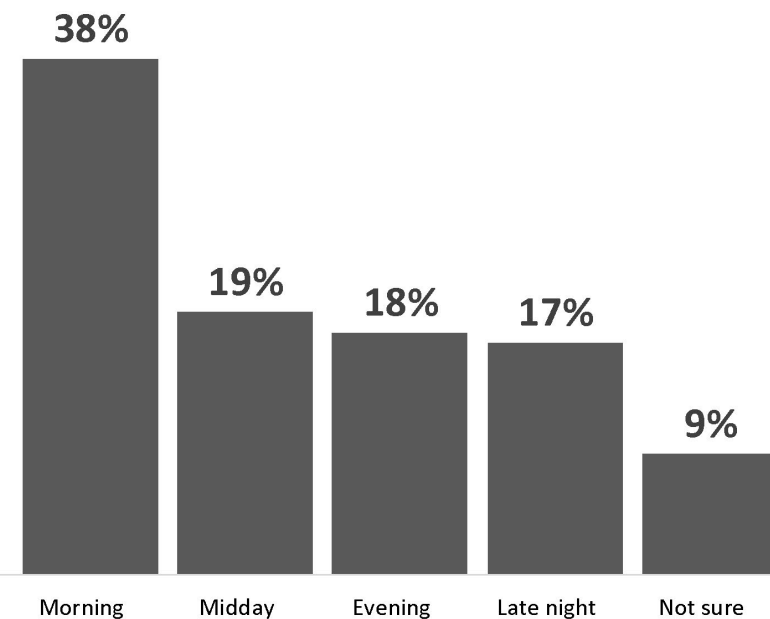
n = 136



136 customers responded that they were very dissatisfied or dissatisfied with bus stop/shelter cleanliness. We asked those 136 customers more questions about bus stop/shelter cleanliness.

At what time of day are bus stops / shelters usually in the worst condition?

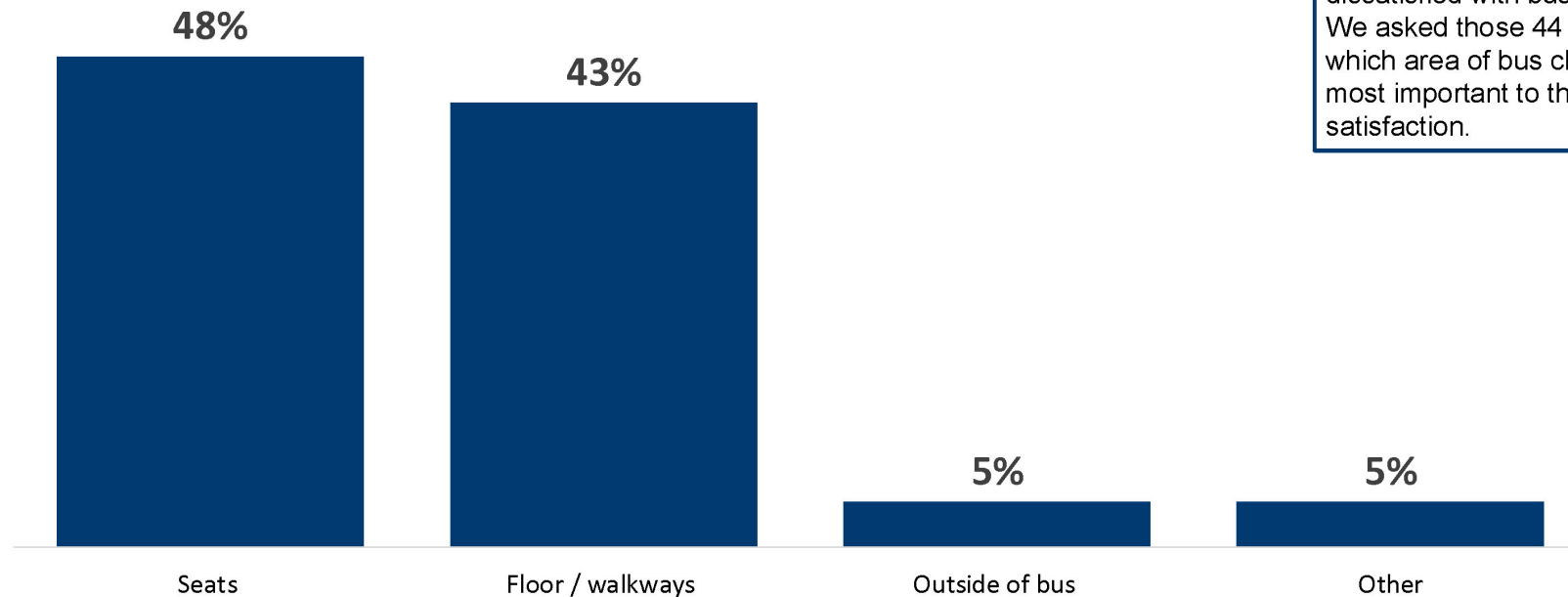
n = 136



Bus Cleanliness Focus

Which area of bus cleanliness is most important to your overall satisfaction?

n = 44



44 customers responded that they were very dissatisfied or dissatisfied with bus cleanliness. We asked those 44 customers which area of bus cleanliness is most important to their overall satisfaction.

Insight: Onboard security and cleanliness perceptions improved but bus stops/shelter perceptions did not

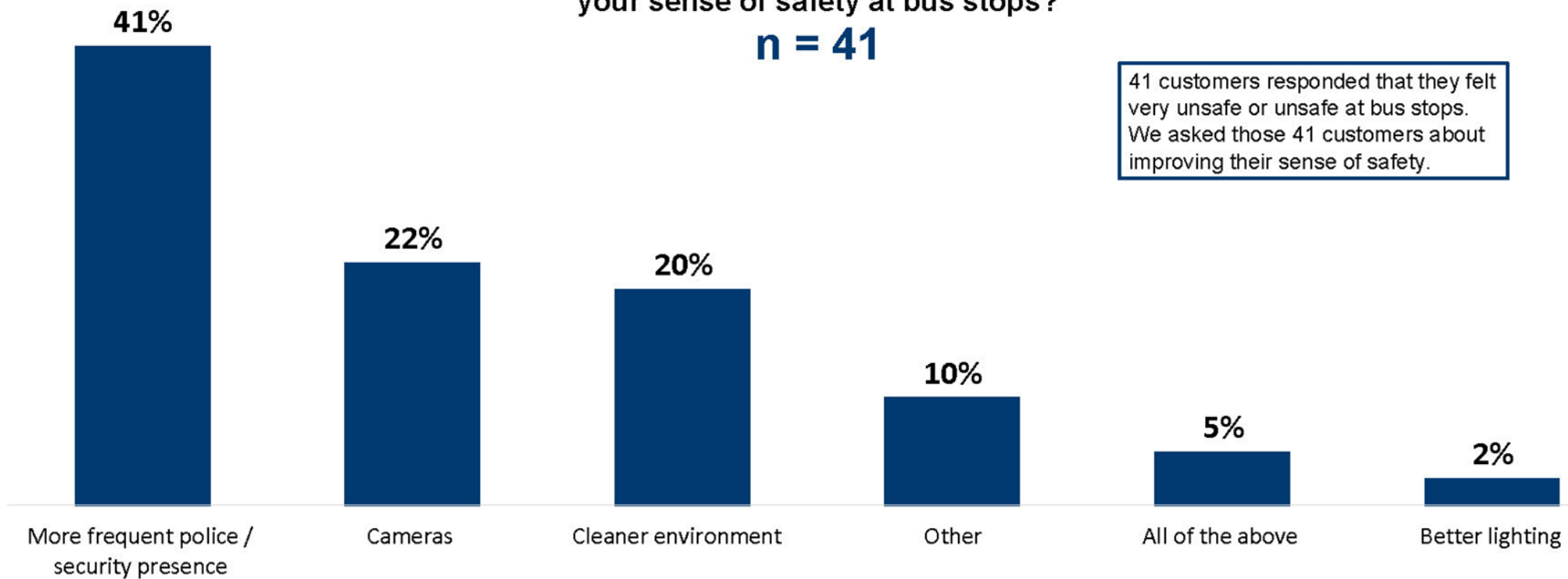


Bus Stop Security Focus

Which of the following would most improve
your sense of safety at bus stops?

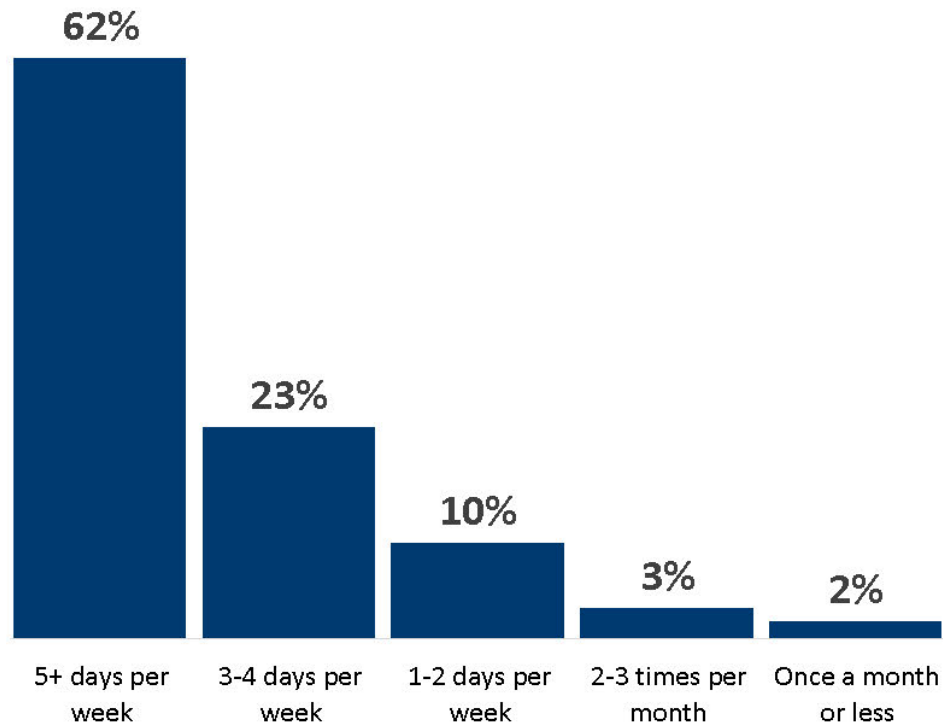
n = 41

41 customers responded that they felt very unsafe or unsafe at bus stops. We asked those 41 customers about improving their sense of safety.

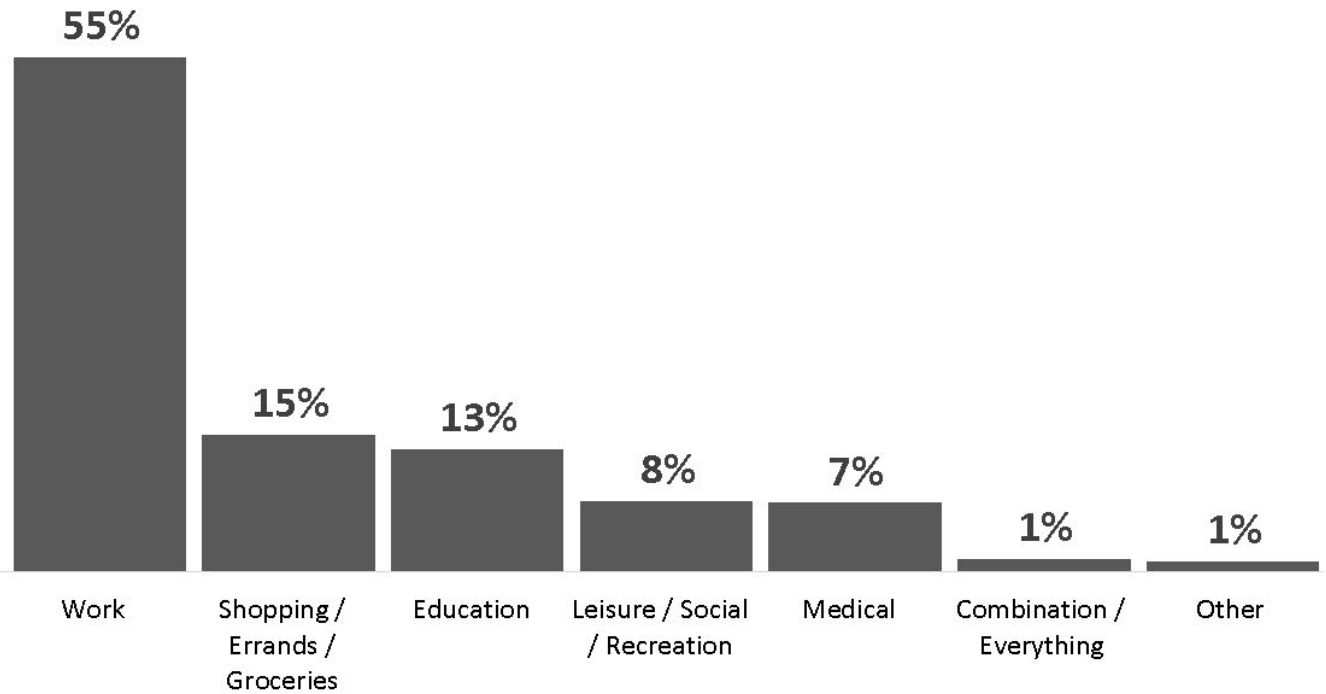


Customer Characteristics

How often do you ride the bus?



What is the primary reason you ride CDTA buses most frequently?





STAR WAVE 5 RESULTS



Methodology

CDTA STAR



Called customers who have taken at least one trip in the previous six months through random sampling.



Administered by trained, bilingual surveyors.



Results are accurate at 95% confidence with a margin of error of **±4.7%**.



436 customers surveyed



8 days surveying between
October 7 – October 14, 2024



Customers were entered into a gift card giveaway as an incentive for completing the survey.



Paratransit Results Summary

94% of customers are satisfied with CDTA STAR service.

Customer NPS is **47**.

Customers are **MOST** satisfied with:

- ▶ Securing of mobility device (100%)
- ▶ Amount you pay to ride STAR (99%)
- ▶ Lifts and ramps (98%)
- ▶ Safety from accidents when getting in and out of vehicle (98%)

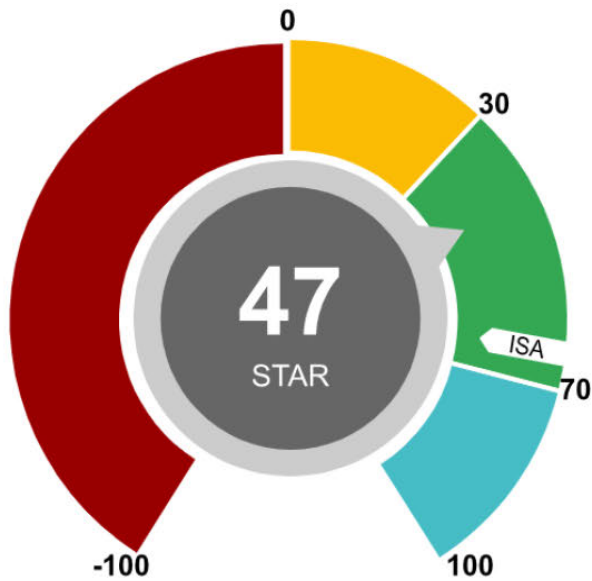
Customers are **LEAST** satisfied with:

- ▶ Travel time (85%)
- ▶ Being able to get a ride for the day and time of your request (89%)
- ▶ On-time pick-up (89%)

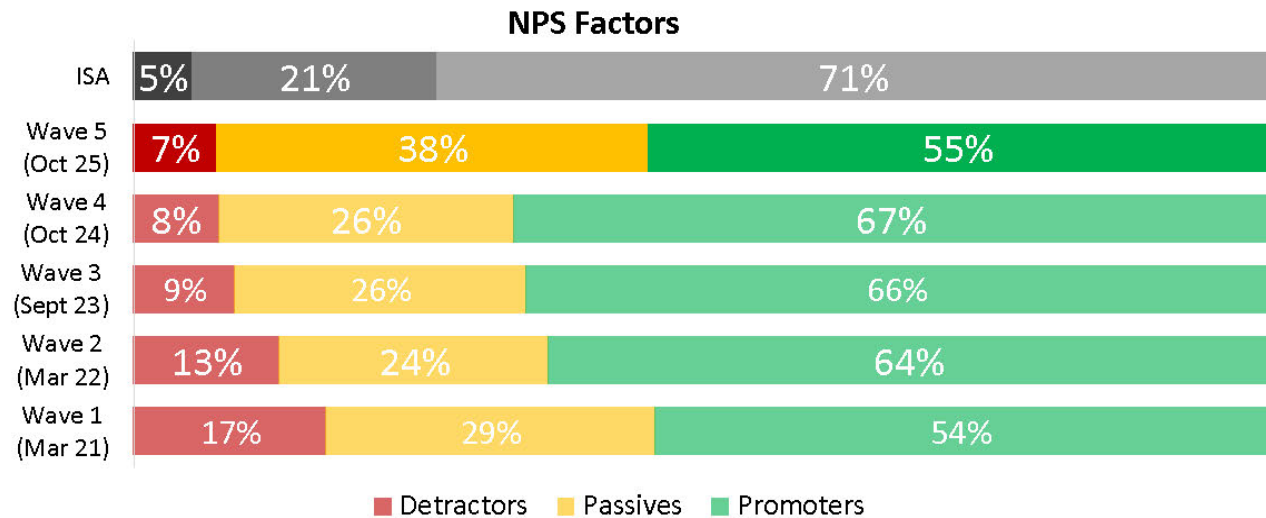
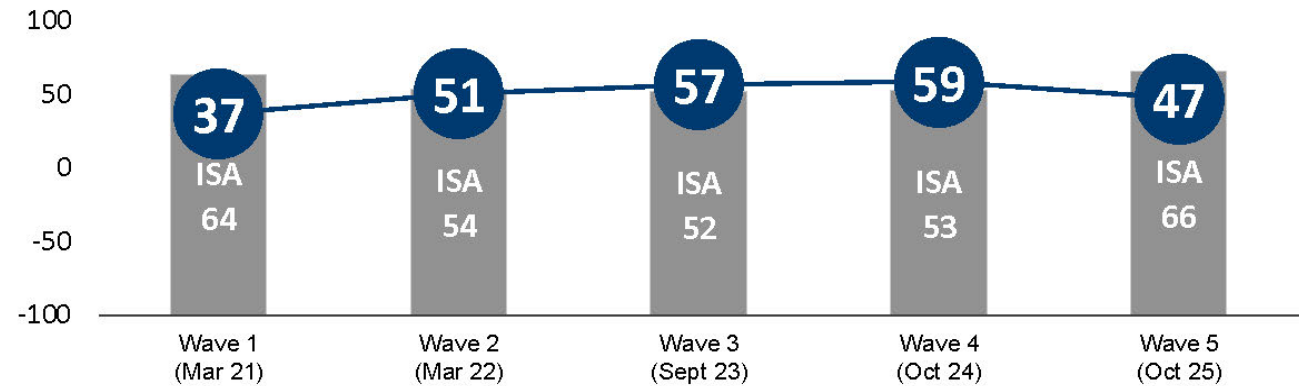
Most Important to STAR Customers

1. On-time pick-up
2. Being able to get a ride for the day and time of your request
3. Travel time

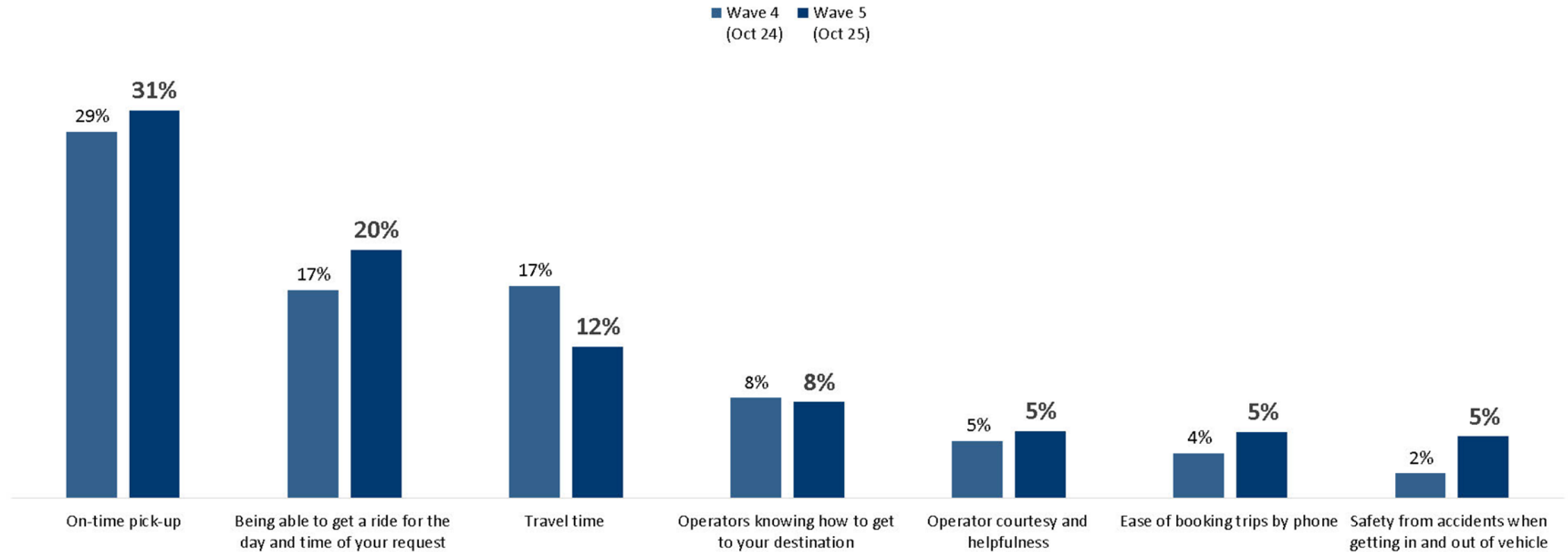
Net Promoter Score



Insight: Drop in STAR NPS driven by a small decline in promoters who are likely less satisfied with travel times

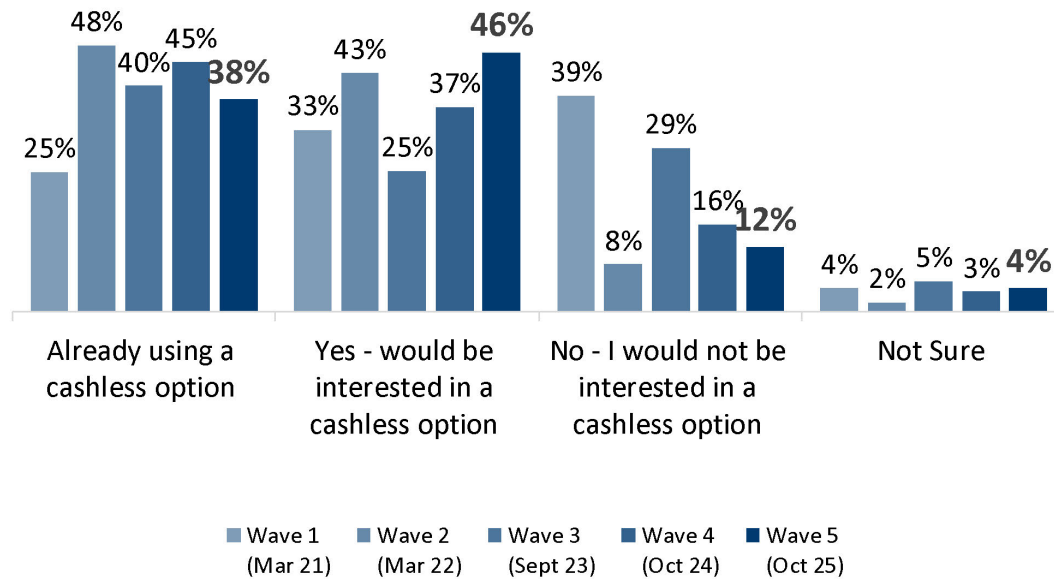


Most Important to STAR Customers



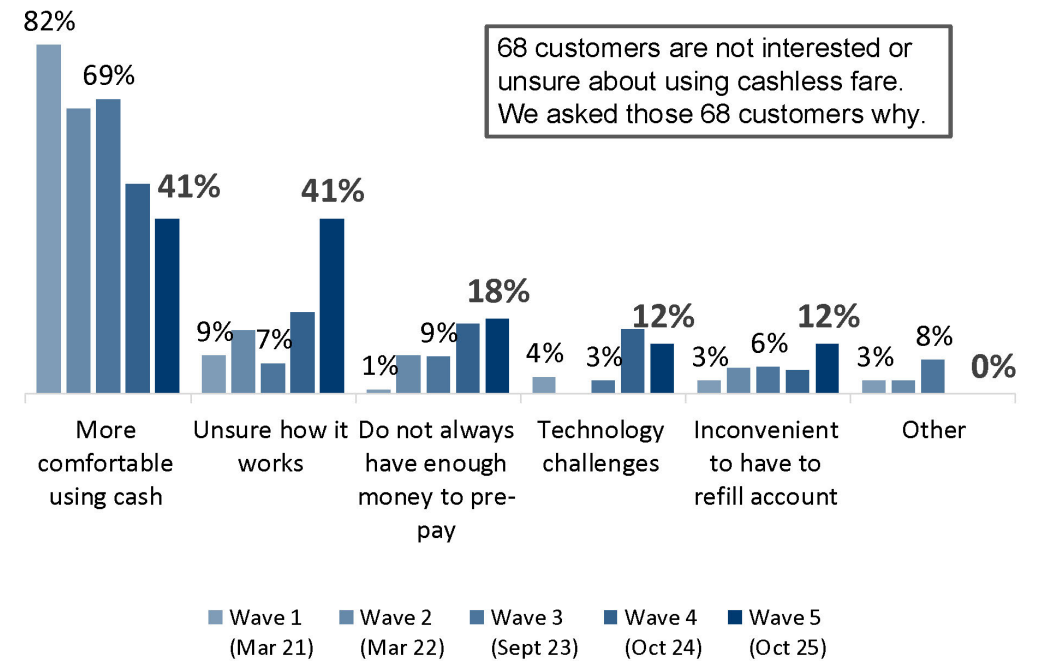
Cashless Fare

Would you be interested in using a cashless option for paying for trips?



What are the reasons you are unsure or not interested in a cashless option? (Select all that apply)

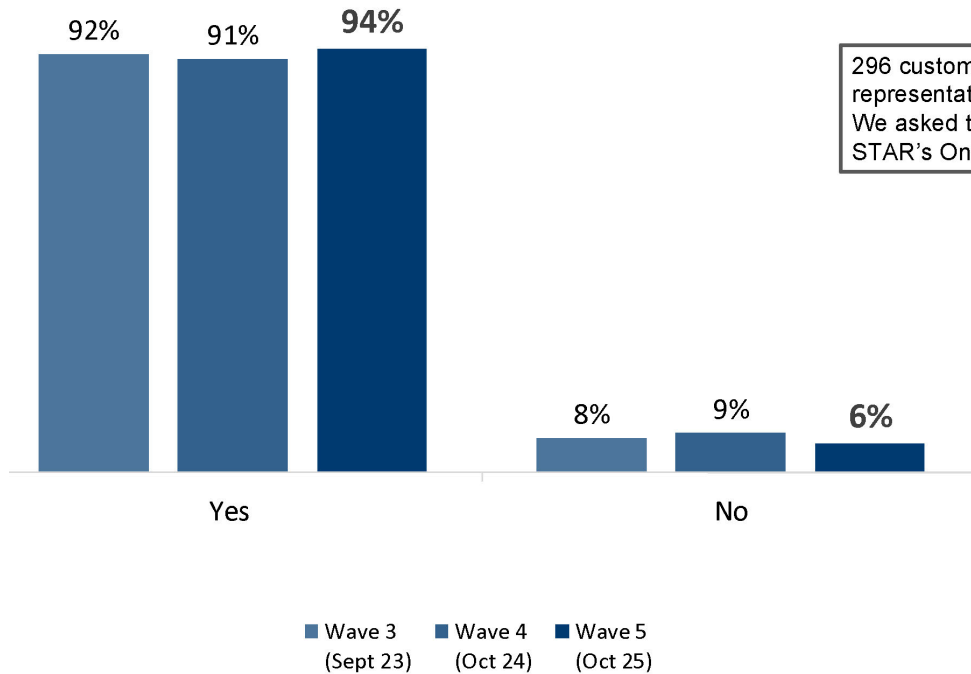
n = 68



Online Booking Platform

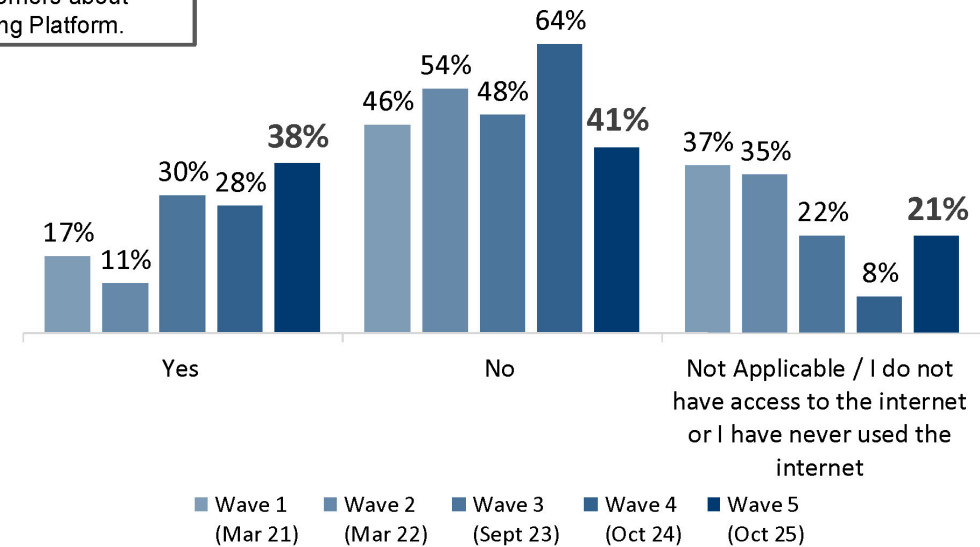
Are you aware that you can schedule your trips online through STAR's Online Booking Platform?

n = 296



Would you consider using the website/online program to schedule your ride vs. calling to schedule?

n = 296



296 customers talk to a live representative to schedule their trips. We asked those customers about STAR's Online Booking Platform.

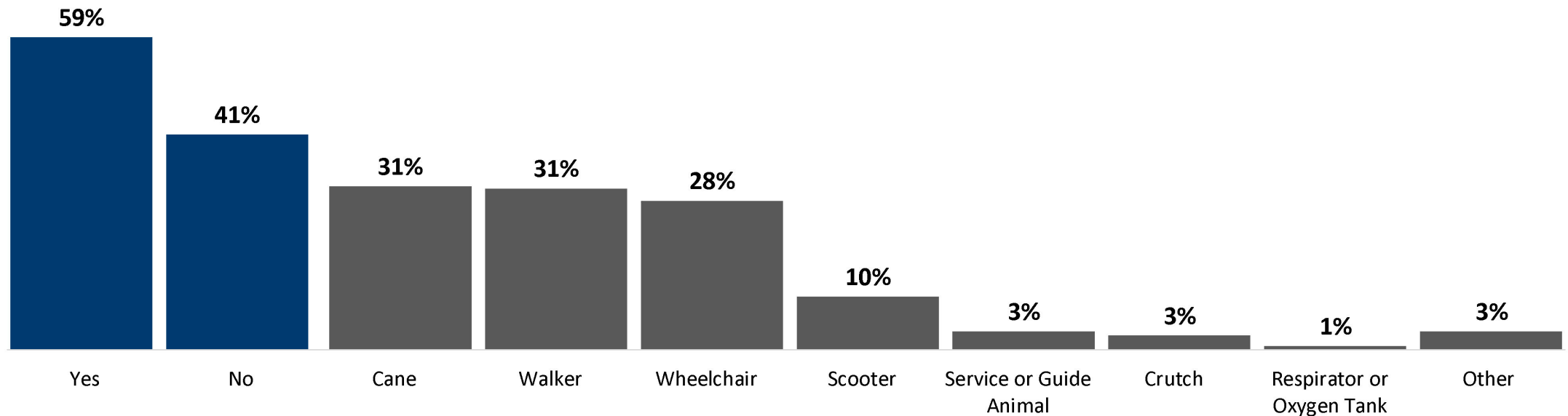
Mobility Device Usage

Do you travel with a mobility device?

What type of mobility device(s)?
Select all that apply.

n = 258

258 customers use mobility devices.
We asked those 258 customers what
type of mobility devices they use.

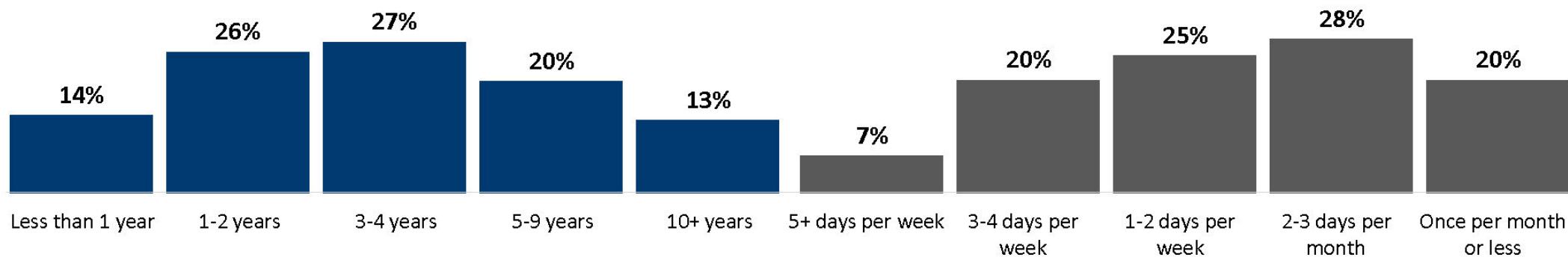




Characteristics

How long have you been using STAR Paratransit?

How often do you use STAR Paratransit?





Action Items

Cleanliness

- Customers have access to report issues at shelters via QR code
- New Partnership with City of Albany DGS
- Shelter crews have increased cleaning schedule (3x per day)
- UAlbany AI pilot to capture and classify shelter conditions

Safety & Security

- Updated shelter/station messaging with sticker and QR Code
- Quality assurance onboard intercepts – Phase 2 of the Fare Evasion Campaign (Fair Fares Ambassadors)
- Partnerships with the Albany County Sheriff's Office & police departments
- New Code of Conduct focused on rider behavior and safety
- Exploring new technology for customers to report concerns

Paratransit Fare Media

- Creating additional cashless option

Communications and Marketing

- Fare Evasion Campaign messaging to media and customers
- Internal messaging to employees regarding police partnerships
- Communicating to customers about updated reporting at shelters



THANK YOU!



Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **11.20.2025**

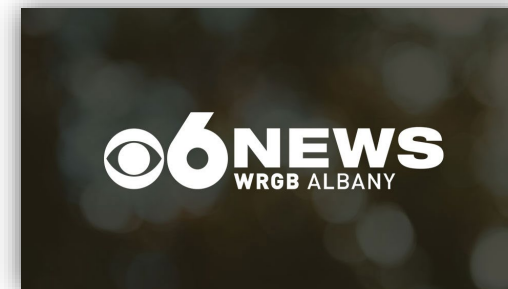


Earned Media

Press Releases Sent: 3

Total Stories: 12

Total Value: \$12,000




Highlights

NEWS

Photos: Albany firefighters defend title at CDTA's Pink Bus Pull

By [Will Waldron](#), Staff Writer
Oct 18, 2025



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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:

6NEWS

NEWS WEATHER BUFFALO PLUS COMMUNITY GAME CENTER WATCH LIVE

Comment

Share

Those who served ride free on CDTA Monday

The Capital District Transportation Authority (CDTA) will operate on a weekday schedule in observance of Veterans Day, Monday, November 11, 2024. The Northway Xpress (NX) and Thruway Xpress (TX) commuter services will not run. Those services will resume on Tuesday, November 12, 2024. FLEX and FLEX+ will run on a weekday schedule. As a thank you to Capital Region military veterans, active-duty military, National Guard and Reserve for their service, all service men and women with valid military identification can ride all fixed-route service for free on Monday, November 11. [Qualified military Veterans](#) are eligible for CDTA's Half-Fare Veterans program year-round.

WAMC

NORTHEAST PUBLIC RADIO

WAMC Morning Edition

NEXT UP: 9:00

News

Northeast Report

End of the line for some CDTA service in Saratoga?

WAMC Northeast Public Radio | By [Aaron Shellow-Lavine](#)
Published November 12, 2025 at 4:17 PM EST

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4:18

WTEN

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CLOSINGS

There are currently 2 active closings. Click for more details. >

COMMUNITY

CDTA to implement service changes effective November 30

by: [Cassie Abel](#)
Posted: Oct 27, 2025 / 10:58 AM EDT
Updated: Oct 27, 2025 / 06:30 PM EDT



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ALBANY, N.Y. (NEWS10) — Starting November 30, the Capital District Transportation Authority (CDTA) will be implementing service changes for many routes in the Capital Region. According to the CDTA, the changes include reducing or eliminating bus routes.

Social Media Stats

Follower Count- All platforms up

- Facebook: 9,448 followers
- Instagram: 6,623 followers
- Linked In: 2,293 followers
- X: 3,900 followers

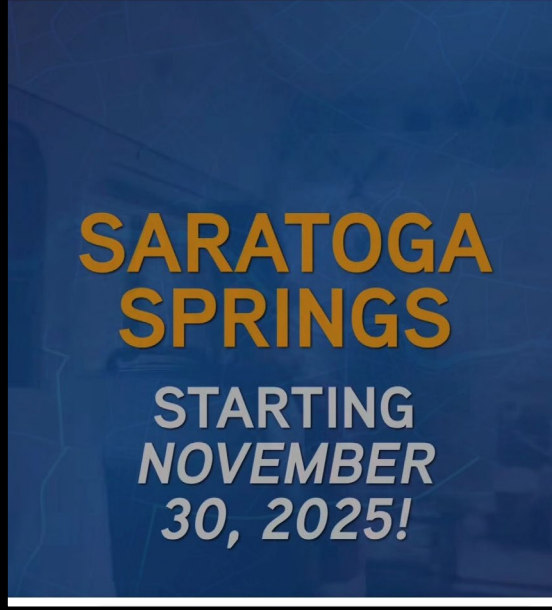


Capital District Transportation Authority - CDTA
Posted by Allison Choi
Oct 29 · 🌐


Learn how easy it is to ride with FLEX!

FLEX is available in Guilderland, Southern Saratoga County, and starting November 30, 2025, we are launching FLEX in Saratoga Springs!

Our point-to-point service makes traveling fast, efficient, and smooth. To learn more, visit CDTA.org/FLEX. [#HereToGetYouThere](#) [#CDTAConnectsUs](#) [#rideCDTA](#)



SARATOGA SPRINGS
STARTING
NOVEMBER
30, 2025!

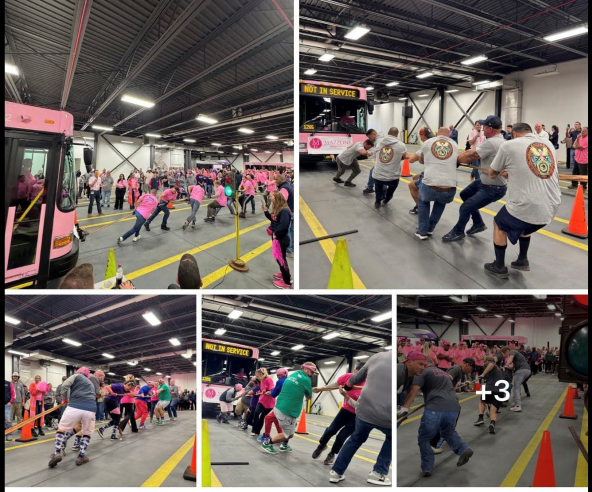


Capital District Transportation Authority - CDTA
Posted by Hootsuite
Oct 17 · 🌐

🎀 2025 CDTA Pink Bus Pull Recap 🎀

In proud partnership with the American Cancer Society, we'd like to extend a heartfelt thank you to everyone who joined us for this year's CDTA Pink Bus Pull in support of [#BreastCancerAwarenessMonth](#)! Hosted at our CDTA Headquarters, the event brought together teams from across the community to raise funds and awareness in the fight against breast cancer.

👉 Teams pulled together—literally!—to move one of our iconic pink buses in a race against the clock, all while supporting a cause that touches so many lives.



Internal Events

- *Trunk or Treat*
- *Veterans Luncheon*
- *Schenectady Pink Event*





Community Engagement

- ***Gold Star Family Trolley***
- ***Saratoga Flex Meeting***
- ***CEG Annual Meeting***



Looking Ahead

- ***Schenectady County Holiday Parade***
- ***Holiday Festivities at JLB Station***
- ***Fare Compliance Campaign***

Questions?