



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, April 21, 2022 | 11:15 AM**  
**Microsoft Teams & at 85 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Approve Minutes of Thursday, March 24, 2022	Jackie Falotico
<b>Administrative Discussion Items</b>	
• CDTA Health Center Updates	Kelli Schreivogl
• STAR Customer Survey	Jon Scherzer
• Advocacy and Outreach	Carm Basile
• Monthly Community Engagement Media Report	Jaime Kazlo
Next Meeting: Thursday, May 19, 2022 at 11:15am via Microsoft Teams and 85 Watervliet Ave.	
Adjourn	Jackie Falotico

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – March 24, 2022 at 11:15am; Microsoft Teams**

In Attendance: Jackie Falotico, Mike Criscione, Pat Lance, Denise Figueroa, Mark Schaeffer, Georgie Nugent; Carm Basile, Amanda Avery, Chris Desany, Lance Zarccone, Jaime Kazlo, Jon Scherzer, Vanessa Salamy, Gary Guy, David Williams

**Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie Falotico noted that a quorum was present. Minutes from the February 17, 2022 meeting were reviewed and approved.

**Administrative Discussion Items**

- Jon Scherzer presented on the return of CDPHP *Cycle!* season 6. CDPHP *Cycle!* will return in early April and feature an expanded network, more bikes and updated technology on board the bikes. *Cycle!* bikes will feature a new controller, which will allow riders to access the bikes by a QR code, which will allow for a simpler and quicker way to ride.
- Other highlights of season 6 include service expansion into Menands and Watervliet with connectivity to the rest of the network and new *Cycle!* Access partners, Schenectady County, Rivers Casino and Stewart's Shops.
- Jaime Kazlo summarized the monthly Media Relations/Community Engagement report. CDTA earned 15 media placements in television, newspaper, and radio.
- Stories focused on the State of CDTA event held in early March where our new car share program, DRIVE was unveiled, the planned service expansion into Montgomery County, Transit Worker Appreciation Day and several other community partnerships.
- Carm Basile outlined advocacy efforts by CDTA both on the state and national level with NYPTA and APTA. Efforts have been focused on increased funding for CDTA and transit properties across the state to allow for a deeper and more robust menu of mobility options for customers.
- Looking ahead, Jaime outlined upcoming events which include the return of CDPHP *Cycle!* season 6, Earth Day events and the launch of car share.

**Next Meeting**

Thursday, April 21, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

# CDTA Health Center



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## Summary

- A collaboration between CDTA and CDPHP.
- Located in our Albany Division to give employees access to a health professional for personal and professional reasons
- Professional is pre-employment and 19A physicals, drug tests, etc
- Continue contracting with Workfit Medical, so appointments are split onsite and offsite
- Health Center costs are shared between CDTA and CDPHP



## Timeline

- Health Center opened in October of 2020
- Our original strategy?
- How did Covid-19 change us?



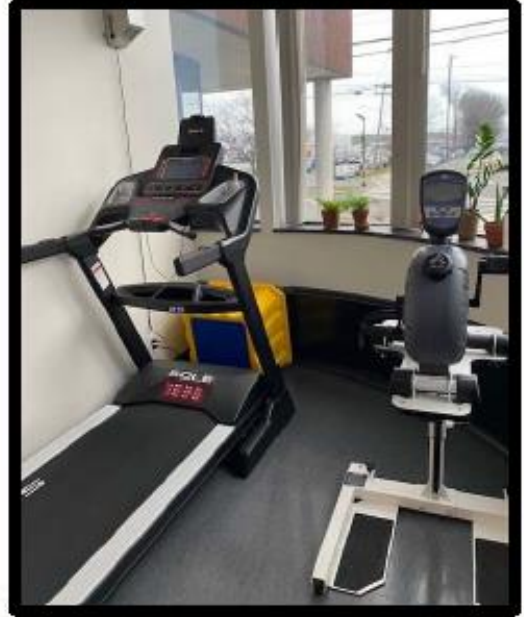
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## Where are we now?

- After 18 months, the center is an essential part of CDTA
- Statistics over the past 6 months
- What's in the works?



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**CDTA**

**Questions?**



**CDTA**

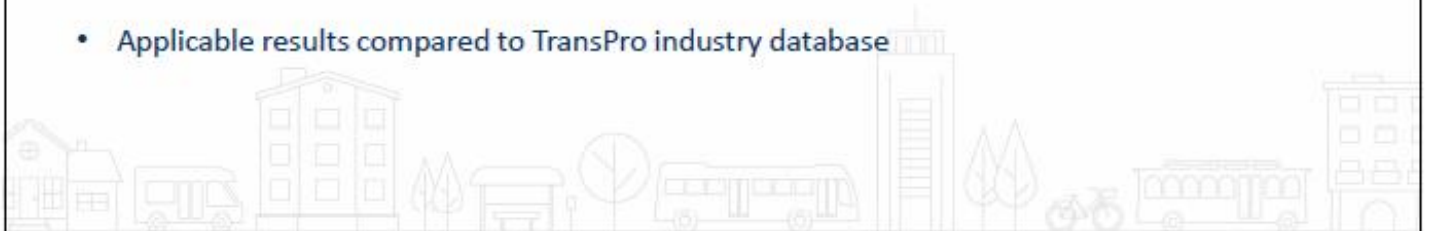
# STAR Customer Satisfaction Survey Review



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## Methodology

- Questions crafted from industry-wide benchmarking
- Informed by Wave One Survey (January 2021)
- Wave 2 of Survey conducted January 5-18, 2022
- 338 phone surveys collected during weekdays (>10% total)
- Applicable results compared to TransPro industry database



# Results Overview

- Operator friendliness, helpfulness and on-time performance most important
- STAR's Net Promoter Score (NPS) increased to 51% following a 29% score in Wave 1
- On-time performance is the second most important factor, BUT is the factor with the lowest level of satisfaction
- Customers most satisfied with vehicle safety (97%), service availability (96%), and vehicle cleanliness (94%)
- Customers least satisfied with on-time performance (86%), ease of scheduling (92%), and travel time (92%)



# Net Promoter Score

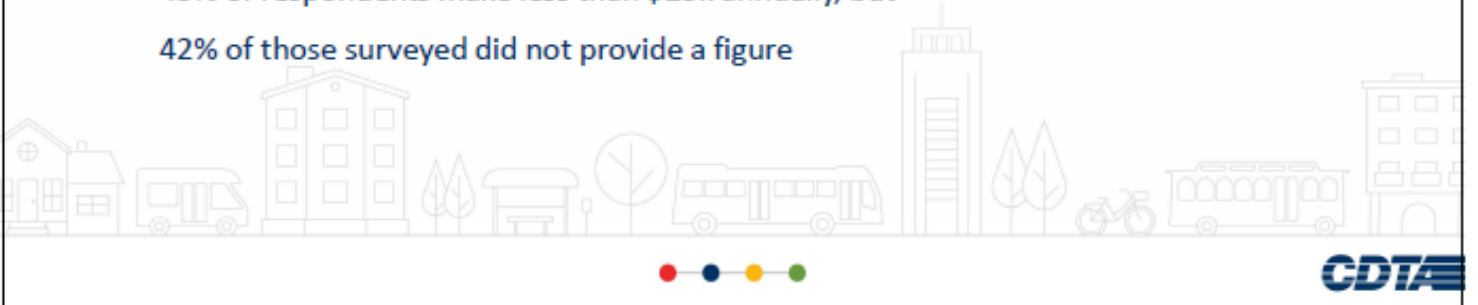
Assesses loyalty and word of mouth favorability among customers  
Allows for performance comparisons between organizations across different business sectors

Organization	NPS
Costco	79%
Transit Agencies (Paratransit)	54%
<b>CDTA STAR</b>	<b>51%</b>
Disney	50%
Airlines	23%
Car Rental Agencies	18%
Internet Service Providers	5%



# Demographics

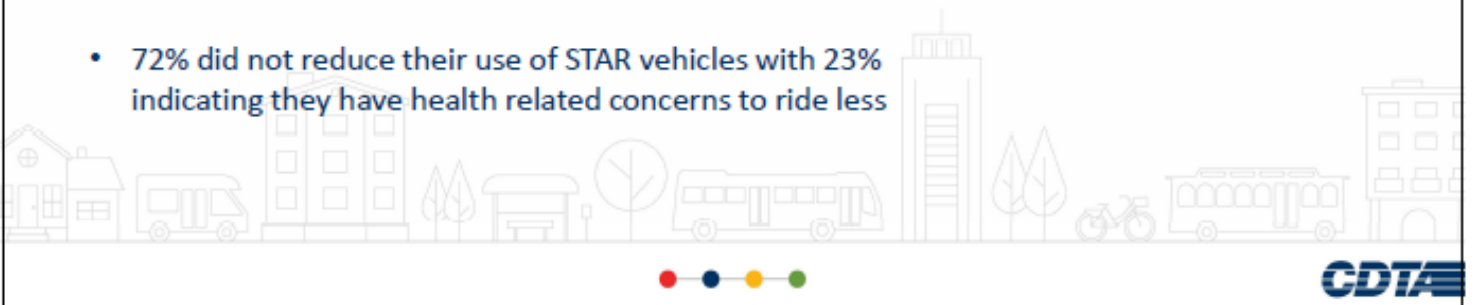
- More than 70% of customers over the age of 50
- Females make up a majority of the respondents (66%)
- Caucasian 57% of respondents, while 26% African American & 5% (Asian, Native American & Spanish)
- 45% of respondents make less than \$25k annually, but 42% of those surveyed did not provide a figure



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# Travels & Purpose

- More than 60% of customers use STAR at least weekly, while 30% ride at least 3x per week
- STAR customers most frequently go to medical appointments (46%) then shopping (20%), and work (20%)
- Wave 2 shows a shift in trip purpose with work increasing and medical appointments decreasing
- 72% did not reduce their use of STAR vehicles with 23% indicating they have health related concerns to ride less

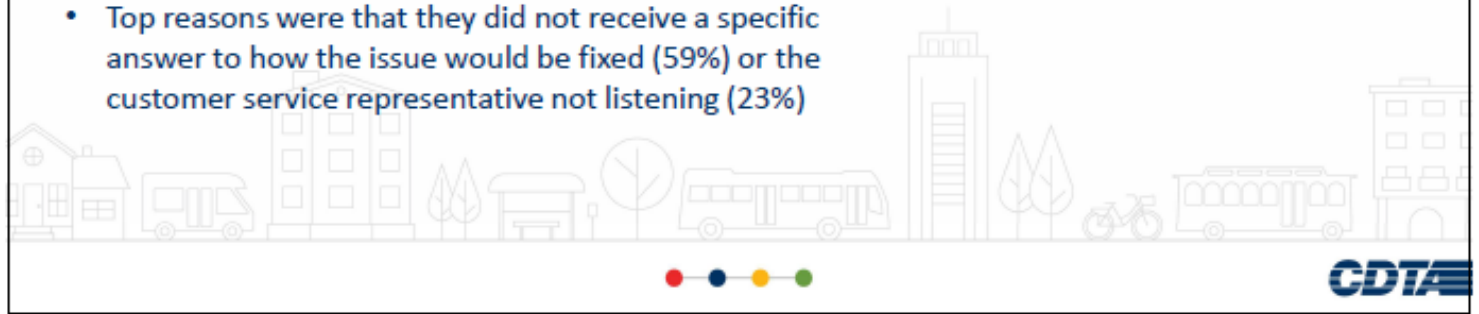


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# STAR Window and Calls

- 94% of customers are aware of pick-up window timing
- 87% of customers aware that no-shows or late cancellations may result in a suspension of service
- 36% of customers did not have their issue resolved by STAR customer service
- Top reasons were that they did not receive a specific answer to how the issue would be fixed (59%) or the customer service representative not listening (23%)



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# What's Important

Operator Friendliness	224
Vehicles Arriving On Time	215
Service Availability	142
Safety on Vehicle	122
Fare Price	121
Easy Trip Scheduling	76
Travel Time	73
Vehicle Cleanliness	35
Timely Resolution of Complaints	5



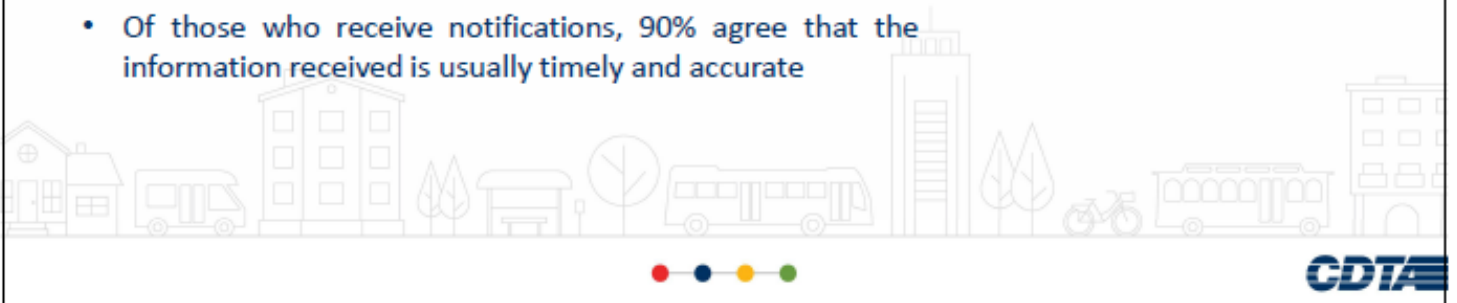
- Focus areas with the highest potential for customer satisfaction increases are at the top of the list (i.e. enhancing cleanliness is good but not likely to drive satisfaction levels up)



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# Customer Service

- 74% of STAR customers agree that their calls are answered promptly (Numbers have improved w/full staffing)
- 91% of customers satisfied with the overall quality of STAR
- 74% of STAR customers receive notifications about vehicle arrival (via text, email or phone)
- Of those who receive notifications, 90% agree that the information received is usually timely and accurate



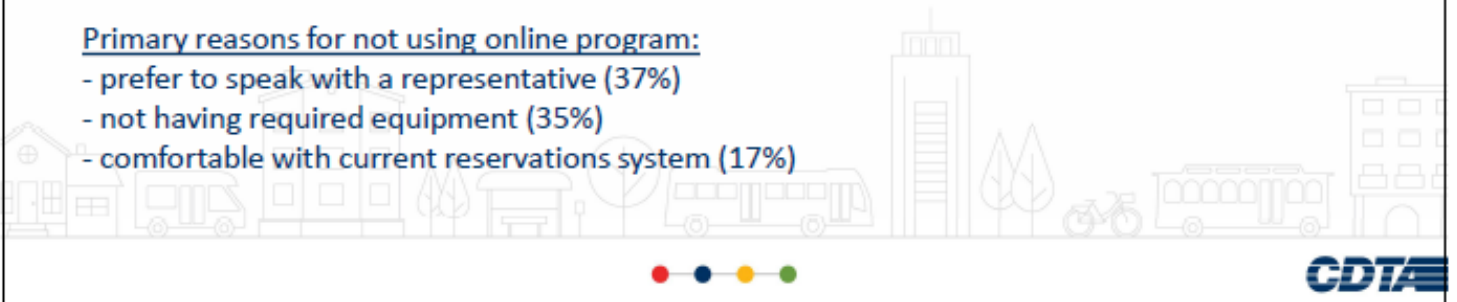
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# New Features

- 59% of STAR customers who do not receive alerts are interested
- Primary reason STAR customers do not choose the alert system is that they do not want to receive the notifications (70%)
- 81% of STAR customers that receive alerts are more satisfied
- 8% of STAR customers use Online Booking to schedule trips
- 11% of STAR customers willing to consider using online booking

## Primary reasons for not using online program:

- prefer to speak with a representative (37%)
- not having required equipment (35%)
- comfortable with current reservations system (17%)



# Payments

- 48% of STAR customers currently using a cashless option to pay for trips – (91% higher than Wave 1)
- 43% of STAR customers interested in a cashless option
- 8% of STAR customers not interested in a cashless option to pay for trips
- Top reason why respondents unsure or not interested is they are more comfortable using cash (67%)
- Recent customer letter with free ride offer resulted in 110 new registrations for STAR Debit prepaid program



# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement Media Report

April 21, 2022



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## Earned Media

### Media Relations Metrics 2022

- Total Stories: 20
- Estimated Value: 20-25k



# Media Highlights

## IN FOCUS

### CDTA CEO examines the current state of mass transit and its future

BY JODIE KENNY - NEW YORK STATE  
PUBLISHED 10:30 AM ET APR. 16, 2022



Most people across Upstate New York commute by car, but public transportation plays a vital role for those who don't. Carm Basile is CEO of the Capital District Transportation Authority, or CDTA. He says that, in Albany alone, there are 20,000 people who don't drive. But, he says, buses aren't the only solution.

Public transportation groups like the CDTA are increasingly focused on mobility over transit, giving people options to get around that don't involve buses, or even motor vehicles at all – bikes, for example. Back in 2017, the CDTA partnered with health provider CDPHP to create the CDPHP Cycle bike share program. It's been a big success, as was the pilot program for a similar CDTA service allowing people to borrow electric scooters, which will be officially rolled out soon. Basile says that finding new ways to move people around like this has a big role to play in the future of public transportation. That's why the CDTA is rolling out a new program this summer, specifically aimed at people who want to do the driving themselves and just need a car to do it.

To learn more, watch the full interview with CDTA CEO Carm Basile on our website or the Spectrum News App. And be sure to tune in for a look inside the biggest issues impacting Upstate New York, on In Focus with JoDee Kenney – every Sunday on Spectrum News 1.

### SCHENECTADY COUNTY CDTA, Schenectady County announce new partnership



### CDTA buses rolling into Montgomery County this fall

By Ashley Green | Apr 10, 2022 | Associated Press Local News, The Record, Times of Andover and Times Free Press



# Community Engagement

- NABA Visionary Gala
- Dr. King Career Fair Transportation
- Kipp Swimming Program
- Rensselaer/Albany Emergency Transportation



# Looking Ahead

- Earth Day News Conference, April 22
- Schenectady Mobility Hub Announcement, April 25
- Return of CDPHP *Cycle!* Season 6, end of April
- Montgomery County Expansion Announcement, May 2

