CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, September 22, 2022 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item | Responsibility
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Call to Order | Jackie Falotico
Approve Minutes of Thursday, August 25, 2022 | Jackie Falotico

Administrative Discussion Items
- Advocacy and Outreach | Carm Basile
- Customer Satisfaction Survey Results | Jon Scherzer
- Monthly Community Engagement Media Report | Jaime Kazlo

Next Meeting: Thursday, October 20, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Ave

Adjourn | Jackie Falotico
In Attendance: Jackie Falotico, Jayme Lahut, Georgie Nugent, Denise Figueroa, Mike Criscione, Dan Lynch, Joe Spairana, Pat Lance, Dave Stackrow; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Vanessa Salamy, Jeremy Smith, Trish Cooper, Jon Scherzer, Thomas Guggisberg, Gary Guy, Emily DeVito, Stacy Sansky, Ross Farrell, Sarah Matrose, Nick Chenard, Dave Williams, Jack Grogan

**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 June 23, 2022 meeting were reviewed and approved.

**Administrative Discussion Items**
- On advocacy, Carm discussed our continued efforts in ensuring customers and operators are safe on buses. The mask mandate is straining these relationships.

- Our top-of-the-line air purification systems are working making masks redundant; we are working with elected leaders to see if the mandate can be relaxed.

- Jaime Kazlo summarized the Media Relations/Community Engagement report. CDTA earned 25 media placements in television, newspaper, and radio since July.

- Stories focused on our expansion into Montgomery County, college students returning to the region, electric buses, and the expansion of Universal Access, with new partners such as the Downtown Albany BID.

- Some of our community engagement activities and events have included, the Schenectady Early Election Trolley service, a Championship Trolley to the airport for the Albany Patroons, and Amtrak Transportation during the Central Warehouse issue.

- Jaime outlined upcoming events, which include a 20th anniversary celebration at Rensselaer Rail Station, and the annual CDTA Pink Bus Pull for the Real Men Wear Pink Campaign (American Cancer Society of the Capital Region).

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Customer Satisfaction Survey Results
Results Overview

- Survey conducted June 7-14, 2022
- 400+ onboard intercept surveys collected across varying day parts
- 95% of customers believe CDTA provides value to the community
- 91% of customers satisfied with service
- Results compared to industry database, containing data from a variety of peer transit agencies

Key Data Points

**Most Important Elements of Bus Service**
- On-time performance
- Bus cleanliness
- Ease of finding buses running on schedule

**Customers MOST satisfied with...**
- Buses being operated safely (95%)
- Fare price for service (95%)

**Customers LEAST satisfied with...**
- Buses arriving on time (71%)
- Responsiveness to complaints (76%)
Demographics

• 70% of customers with Household income less than $50k
• Even split between Male & Female (46%)
• Caucasian – 43%
• African American – 40%
• Hispanic – 8%
• 63% of customers under the age of 40

Travels & Trip Purpose

• 90% of customers use CDTA at least 3x per week with 77% using at least 5x per week
• 64% of trips for work, above national avg
• 92% of surveyed are dependent on CDTA
• Of the 8% that are not dependent, convenience (47%) and cost savings (36%) top two reasons for transit use
Net Promoter Score

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

<table>
<thead>
<tr>
<th>Organization</th>
<th>NPS</th>
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<tbody>
<tr>
<td>Costco</td>
<td>79%</td>
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<tr>
<td>Disney</td>
<td>50%</td>
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<td>Transit Agencies</td>
<td>25%</td>
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<td>Airlines</td>
<td>23%</td>
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<tr>
<td>Car Rental Agencies</td>
<td>18%</td>
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<td>Internet Service Providers</td>
<td>5%</td>
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CDTA Fixed Route NPS 26%

15% Detractors 44% Passives 41% Promoters

Top Customer Importance Factors

- On-time performance is an area of opportunity, with the lowest satisfaction & highest importance to customers
Satisfaction Metrics

• 71% of customers satisfied with on-time performance, the lowest satisfaction area

• 93% of customers satisfied with travel time, 19% higher than Industry Sample Average

• 70% of customers accept the bus arriving 1-5 minutes beyond schedule time

• 82% of customers agree that buses are clean, 22% higher than Industry Sample Average

• 88% of customers feel safe waiting for their bus, while 94% feel safe riding the bus

Final Thoughts

• 90% of customers agree it’s easy to find out if buses are running on time, 14% higher than Industry Sample Average

• 92% of customers agree it’s easy to get information about CDTA’s services

• 95% of customers satisfied with CDTA’s fare price, 16% higher than Industry Sampled Average

• Overall customer satisfaction is 91%, which is 17% higher than Industry Sample Average
Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement Media Report

September 22, 2022

Earned Media

Media Relations Metrics September 2022

• Total Stories: 15
• Estimated Value: $15,000
Media Highlights

- GASD students, superintendent excited for new Montgomery Co. CDTA lines
- CDTA offering free introductory fares on new Montgomery County routes
- Tuesday panel discussion highlights transportation issues

Community Engagement

- Labor Day Parade- ATU participation
- Italia Fest in Amsterdam
- Mississippi Day Celebration
- Carrot Festival-Stuff the bus
Looking Ahead

• United Way UA Announcement (*September 27*)

• RRS 20th Anniversary Photo Op (*September 29*)

• Black Nurses Coalition Breast Cancer Walk (*October 8*)

• Guilderland Big Truck Day (*October 8*)

• Real Men Wear Pink Bus Pull (*October 21*)