



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

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Approve Minutes of Thursday, August 25, 2022	Jackie Falotico
<b>Administrative Discussion Items</b>	
• 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

## **Capital District Transportation Authority**

### **Community and Stakeholder Relations Committee**

**Meeting Minutes – August 25, 2022 at 12:12 pm; Microsoft Teams & 110 Watervliet Ave**

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 20<sup>th</sup> 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).

#### **Next Meeting**

Thursday, September 22, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



*Community & Stakeholder  
Relations Committee  
September 22, 2022*

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## 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



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## 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%)



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## 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



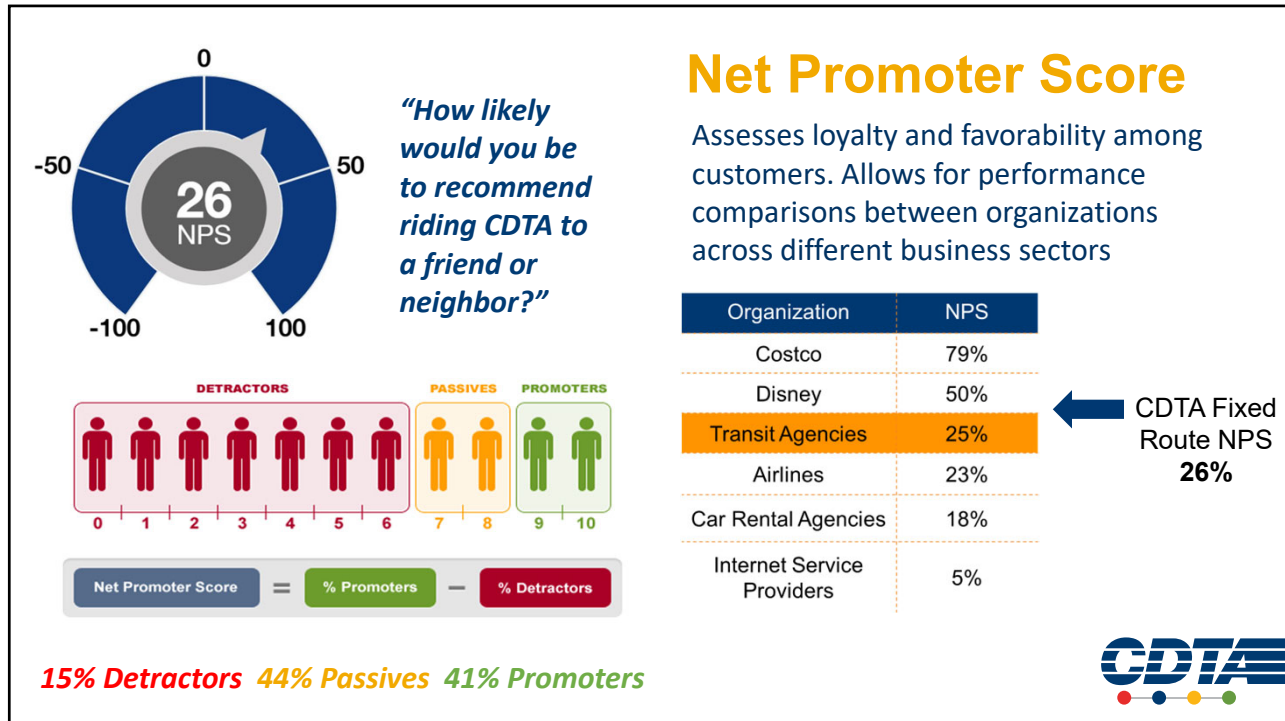
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## Travels & Trip Purpose

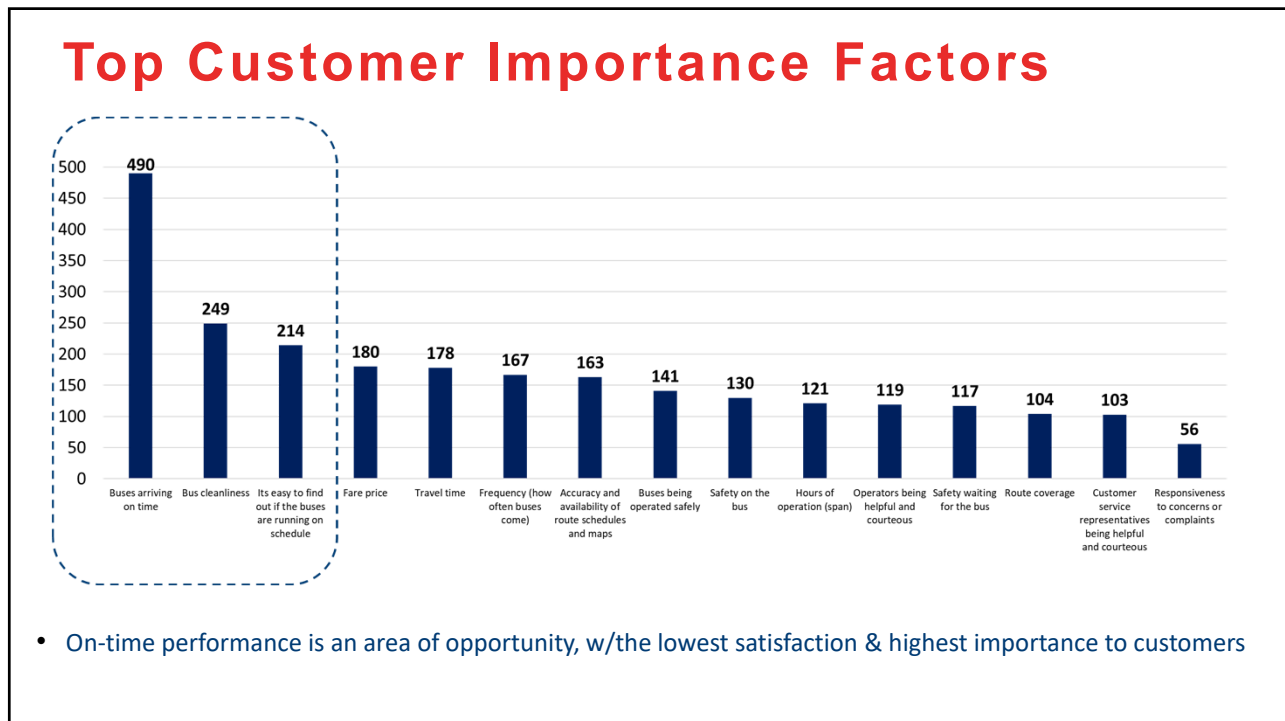
- 90% of customers use CDTA at least 3x per week with 77% using at least 5x per week
- 64% of trips for work, above national avg
- 92% of surveyed are dependent on CDTA
- Of the 8% that are not dependent, convenience (47%) and cost savings (36%) top two reasons for transit use



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## 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



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## 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 Sample Average
- Overall customer satisfaction is 91%, which is 17% higher than Industry Sample Average

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*Thank You*







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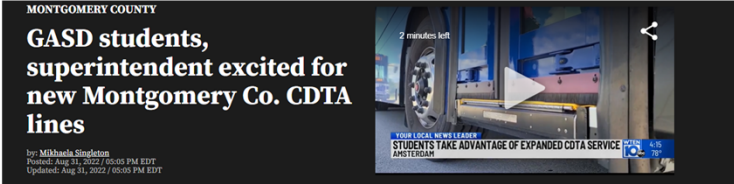
# Earned Media

**Media Relations Metrics  
September 2022**

- Total Stories: 15
- Estimated Value: \$15,000

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# Media Highlights



## CDTA begins charging fares on new Montgomery County rides

By WMTZ  
September 16, 2022 - 12:46 PM



## Montgomery CDTA bus service gets rolling

By Andrew Wain | Sep 1, 2022 | Amsterdam, email newsletter, Featured, Local News, Montgomery County | 0



## CDTA offering free introductory fares on new Montgomery County routes

by WJLB Staff | Sunday, August 28th 2022



## Tuesday panel discussion highlights transportation issues

Regional leaders of Amtrak, CDTA, state Department of Transportation and Albany International Airport take part

Business Staff  
Sep. 15, 2022



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# Community Engagement

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



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# Looking Ahead

- United Way UA Announcement *(September 27)*
- RRS 20<sup>th</sup> 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)*

