



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, February 16, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, January 19, 2023	Jackie Falotico
Administrative Discussion Items	
• Advocacy and Outreach	Carm Basile
• TransPro - Customer Research Update	Jon Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, March 23, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Jackie Falotico

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – January 19, 2023 at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jaclyn Falotico, Patrick Lance, Mike Criscione, Georgie Nugent, Dan Lynch, Jayme Lahut; Carm Basile, Amanda Avery, Mike Collins, Lance Zarcone, Jaime Kazlo, Emily DeVito, Sarah Seymour, Jon Scherzer, Sarah Matrose, David Williams, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Patrick Lance noted that a quorum was present. Minutes from the December 15, 2022 meeting were reviewed and approved.

Administrative Discussion Items

- Carm Basile provided a summary of advocacy efforts for the 2023 legislative season. Meetings with legislators at both the local and state level have begun. Our message of “more money means more mobility” is a central theme of our conversations.
- Jaime Watson provided a 2022 year-in-review report on Communications outreach, media relations and community engagement.
- Throughout the year, CDTA earned 177 media placements in television, newspaper, and radio. The top earning months were May, August, and December with a combined 75 stories earned.
- Stories focused on new products and services and community partnerships. Some of the bigger initiatives contributing to the earned media placements were the start of service in Montgomery County, new Universal Access partnerships and federal investments received by CDTA as part of the Infrastructure Investment and Jobs Act.
- CDTA supported more than 100 organizations and businesses throughout 2022 with meaningful engagement opportunities that allows CDTA to showcase its brand and reach into the communities it serves.
- Jaime outlined goals and initiatives for the 2023 Communication and Community Engagement program. The plan will focus on highlighting new mobility options, community partnerships and new and creative ways to “tell the CDTA story.”

Next Meeting

Thursday, February 16, 2023 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



***Community & Stakeholder
Relations Committee
February 16, 2023***

Customer Research Update



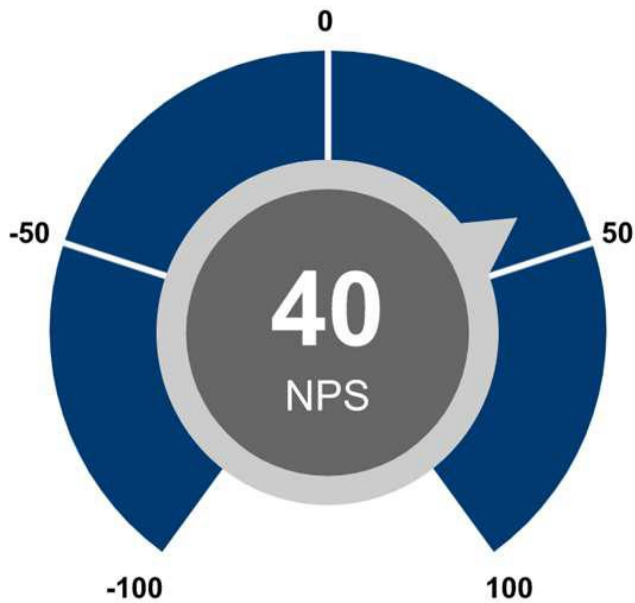
Program Update

- First survey conducted June 2022; second “pulse” study took place in January 2023
- 400+ onboard intercept surveys collected across varying day parts
- Updated research program to address organizational goals
- Additional public surveys include Bus Lane feasibility along with BusPlus Red Line upgrades



Wave 2 Snapshot

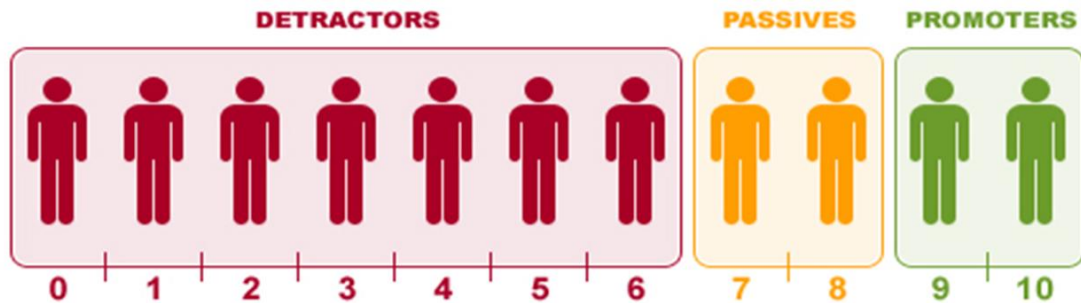
- Customers ranked on-time performance, travel time, frequency and fare price as most important factors
- 86% of customers satisfied with CDTA services, while 33% of those polled believe service has improved this year
- 88% of customers told us the bus gets them to their destination in a reasonable amount of time
- Customers said operator knowledge and courteousness are areas for improvement based on trends



“How likely would you be to recommend riding CDTA to a friend or neighbor?”

Net Promoter Score

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



Net Promoter Score = % Promoters - % Detractors

13% Detractors **34% Passives** **53% Promoters**

Organization	NPS
Apple	72
Amazon	51
Transit (Fixed Route)	37
Cell Phone Providers	25
Airlines	12
New York & Company	-1

← **CDTA**





TransDASH

Value Over Volume

New performance dashboard measures value over volume – shifting focus from just ridership and on-time performance to the total impact on communities.

- APTA Rollout in October 2022
- Public Rollout late February 2023
- CDTA one of eight agencies in the first wave of program

TransDash Metrics

- **Customer Value**

- Connectivity
- Ridership
- Satisfaction

- **Community Value**

- Climate
- Congestion
- Health
- Relevance
- Equity

- **Taxpayer Value**

- Economic Impact
- Productivity





Looking Ahead

- **Community Value Survey**
Anticipated Start March 27
- **Workforce Assessment**
Anticipated Start May 1
- **FR Customer Experience Survey**
Anticipated Start September 13
- **Paratransit Survey**
Anticipated to start November

Thank You



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement
Media Report

February 16, 2023



Earned Media



Media Relations Metrics January/February 2023

- Total Stories: 15
- Estimated Value: 15,000+



THE ALTAMONT ENTERPRISE
NEW SCOTLAND

Sign up
 Log In
 Support us

Home
 Podcasts
 Opinion
 Guilderland
 Hilltowns
 New Scotland
 Regional
 Sports
 Community
 Calendar
 Milestones


CDTA plans to bring service back to Voorheesville by mid-February, and later to Altamont

Thursday, January 19, 2023 - 18:31

VOORHEESVILLE — In this instance, the old adage holds true: The squeaky wheel gets the grease.

In November, area residents came to the Voorheesville firehouse to voice their concerns over losing access to [Route 719](#). This week, the Capital District Transportation Authority announced a two-phase plan that will bring a large portion of the route back into service.

The route was closed, like many others, during the height of the pandemic when [weekday ridership](#) of




Enterprise file photo — Michael Koff

Shown is a CDTA bus stop in downtown Albany. The transit authority in August 2021 shut down Route 719 because of low ridership. This week, thanks to local residents' support, parts of the old route will be brought back into service.

SPECTRUM NEWS 10

Capitol Region | FEBRUARY 10, 2023

LATEST NEWS WEATHER & TRAFFIC POLITICS AROUND ALBANY PUBLIC SAFETY PODCASTS OUR JOURNALISTS



Friday, February 10, 2023

THE DAILY GAZETTE
 WHEN CREDIBILITY MATTERS

Woerner, Saratoga Chamber hopes high amid CDTA merger talks

By Tyler A. McNeil | January 14, 2023



Check out our new...
DIGITAL ARCADE

OUTSPELL
 THOMAS A. CROSSBY
 BUBBLE SHOOTER
 AHJONGG

Play Our Puzzles On Line

THE DAILY GAZETTE
 WHEN CREDIBILITY MATTERS
U PICK 'EM
 NFL FOOTBALL CONTEST

MOST READ

NEWS YOUR LOCAL abc NEWS LEADER

Traffic Watch News Sports Jobs Community Video Center About Us


WEATHER ALERT 1 MORE ALERTS

Wind Advisory: Bennington County, Eastern Albany County, Eastern Rensselaer County, Eastern Schenectady County, Montgomery County, Northern ...

LOCAL

Progress is being made on CDTA's Purple Line

by Ben Mitchell
 Posted: Feb 8, 2023 / 02:18 PM EST
 Updated: Feb 8, 2023 / 02:18 PM EST



Pylons can be seen being constructed along CDTA's Purple Line.



Community Engagement

- Emergency Transportation
- FISU World University Games
- Code Blue Efforts



Looking Ahead

- Transit Awareness Month, February/March
- State of CDTA, March 2
- Transit Worker Appreciation Day, March 18
- Employee Awards Dinner, May 13

