January 15, 2003

Carmen Maldonado, Audit Director
Office of the State Comptroller
Division of Management Audit and State Services
123 William Street – 21st Floor
New York, New York 10038

Dear Ms. Maldonado:

I am responding to the final audit report on the effectiveness of Commuter Choice Programs at the four upstate public transportation authorities. The Capital District Transportation Authority accepts the findings of the audit and has begun to implement recommendations contained in it.

Since the audit was completed, we have increased the resources dedicated to sales and marketing efforts. We hired a Transit to Jobs Coordinator who is responsible for corporate outreach and marketing. This was an audit recommendation, and it has worked well for us. This same person is charged with data collection and program administration as suggested in the audit. We keep active files on businesses interested in the program, those requiring follow-up and others with whom contact should be made. We have increased the frequency of our direct mailings and tracking of their results. This too was an audit recommendation.

We will periodically survey people who use Swiper cards as part of a corporate program. Our first survey will be done in spring 2003. This will give us information about Swiper corporate customers and their travel habits. It may also help us to identify how much more these customers ride buses as a result of the availability of the corporate program.

We have set annual sales targets and plan to work with the New York State Department of Transportation to identify common program goals. We are also considering program studies highlighted in the audit to identify if they have practicality at CDTA.

Our program has been successful and continues to be recognized by companies and employees as a common sense way to get people to work economically and efficiently. We will continue to improve it, and the audit recommendations will help us. We appreciate the time, effort and professionalism of your staff. Thank you.

Cordially,

David M. Stackrow
Chairman

Copy: CDTA Members
Executive Director
Director of Marketing and Information
Transit to Jobs Coordinator

David M. Stackrow
Chairman
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