

Connecting Communities with Smart On-Demand Transit Solutions

The Challenge

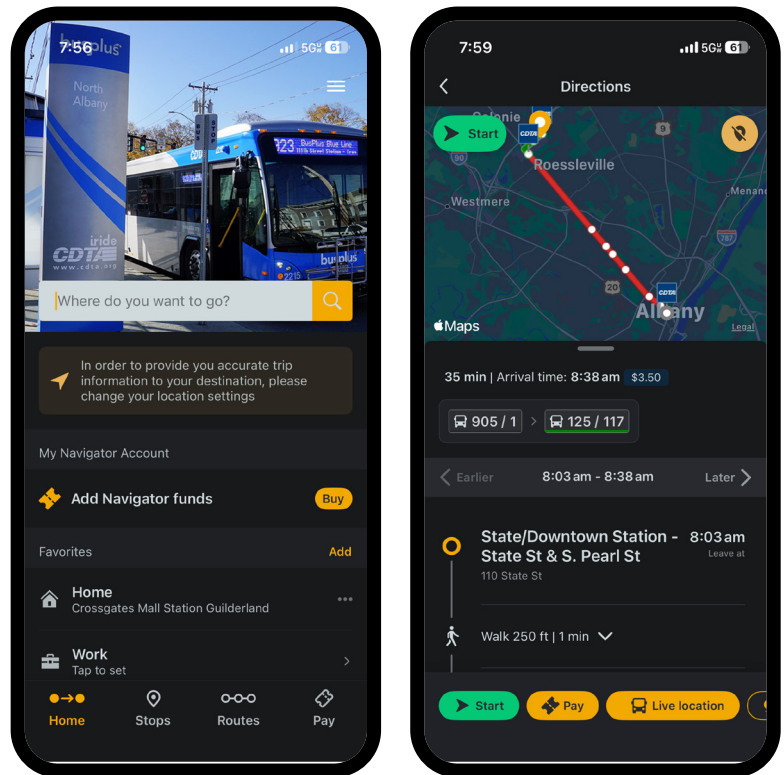
CDTA, the public transit operator in Albany, New York, was operating a popular on-demand transit service for convenient first- and last-mile connections. However, the legacy technology behind the service could not keep up with operational needs or rider expectations, leading to unreliable ETAs, unpredictable wait times, rider frustration, high cancellation rates, and a fragmented experience across separate booking and payment apps.

CDTA needed a single branded mobility platform that could improve service reliability, streamline trip planning, booking, and payment, and provide stronger operational visibility. The goal was to support intelligent scheduling and dispatching, deliver more accurate wait times, and provide detailed reporting on rider behavior, vehicle utilization, service performance, and overall customer experience.

The Solution

CDTA selected Moovit to modernize and optimize FLEX, its on-demand transit service, and launch Navigator, a unified mobility app with mobile payment. Together, CDTA and Moovit introduced smarter scheduling, more accurate ETAs, and a more efficient point-to-point service model, helping reduce unnecessary detours, improve arrival reliability, and lower rider wait times.

Moovit also helped CDTA use rider movement patterns and operational data to redesign service zones, better align FLEX with the fixed-route network, and free up resources to launch a third FLEX zone in Saratoga Springs in 2025. Today, FLEX and Navigator are integrated on a single platform that brings together trip planning, booking, payment, and real-time transit information to improve access, visibility, and the overall rider experience.



Why CDTA chose Moovit?

- 1 Moovit's White Label App capabilities, including a powerful multimodal trip planner, reliable real-time information, real-time rider communication tools, and ability to integrate additional transportation modes into one app
- 2 Moovit's global experience solving mobility challenges and delivering data-driven operational insights to optimize service zones based on real rider demand
- 3 Proven payment integration capabilities with CDTA's fare collection system technology

Results

CDTA and Moovit's collaboration yielded positive outcomes Navigator app:

30,000 Moovit's 30,000 monthly active users, including 8,000 daily active users

98% Repeat rider rate of FLEX riders

50% Increase in monthly active users since 2023

32% of FLEX rides are shared between customers

+450,000 More than 450,000 trips planned each month

92% of FLEXrides are booked through the Navigator app

+167,000 Total downloads

"Delivering reliable, powerful, and simple-to-use customer products like [cdta.org](https://www.cdta.org) and the Navigator app is one of our top priorities. Moovit has been a fantastic partner in helping us deliver on this promise, while improving service quality and the timeliness and accuracy of information we provide to customers."



Thomas G. Guggisberg
Senior Director of Information Technology, CDTA

About CDTA

CDTA is the premier mobility provider in the Capital Region, providing local, express, commuter, and bus rapid transit services across its six-county service area. CDTA also operates the regional bike-share program, CDPHP Cycle!, and carshare program, DRIVE. CDTA owns and operates the Joseph L. Bruno Rail Station and the Saratoga Springs Train Station. CDTA was named the 2017 Best Mid-Sized Transportation System in North America by the American Public Transportation Association

MaaS Components



White Label App



Fare Payments



Transit On-Demand



Real-time for Buses



Public Transit APIs



Moovit (www.moovit.com), part of Mobileye (Nasdaq: MBLY), is a leading (**Mobility as a Service (MaaS)**) solutions provider and the creator of the #1 urban mobility app. For governments, cities, transit agencies, and private companies Moovit offers a suite of AI-powered MaaS solutions covering planning, operations, and optimization with proven value in reducing congestion, growing ridership, and increasing efficiency.