



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, December 14, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, October 19, 2023	David Stackrow
Administrative Discussion Items	
• GGFT Branding and Outreach	Jonathan Scherzer
• Flex Plus Overview	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, January 25, 2024 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – October 19, 2023 at 11:16 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: David Stackrow, Mike Criscione, Pat Lance, Peter Wohl, Denise Figueroa, Dan Lynch, Jackie Falotico; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Jon Scherzer, Sarah Matrose, Gary Guy, Patricia Cooper, Jack Grogan, Stacy Sansky, Jeremy Smith, Rich Cordero, Gary Guy, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Stackrow noted that a quorum was present. Minutes from the September 14, 2023 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided a review of our summer services line up. Jon reviewed ridership and reach for the Saratoga Visitors Trolley, Grafton Lakes State Park service, Albany and Schenectady Nature Buses and our Ride the Plaza tours.
- All summer services saw strong ridership with most of the services seeing an increase. The Saratoga Visitors trolley which runs July 13-Labor Day saw nearly 19,000 boardings this year, up 3,000 from the 2022 season.
- Grafton Lakes service has been a staple of summer offerings for the past 30 years. This year nearly 1,500 customers were served. Service operates June-September.
- The Albany and Schenectady Nature buses were popular offerings, connecting the community to free programming at several area nature parks and preserves in both Albany and Schenectady Counties. Both services combined saw ridership of nearly 1,500 customers.
- “Ride the Plaza” trolley tours returned for a second year, offering guided tours of the Empire State Plaza. Three tours were offered every Friday June 30-September 1. Most tours sold out with 500 customers taking advantage of the Capital Region history tour.
- Jaime Kazlo provided the monthly earned media and community engagement report. Last month, CDTA earned 25 media placements in television, newspaper and radio.
- Stories focused on our ridership returning to pre-pandemic levels, a new Universal Access agreement with Beech-Nut in Amsterdam, the launch of our BRT Purple Line, the naming of the Rensselaer Rail Station to the Joseph L. Bruno Rail Station and the unveiling of our two pink buses for breast cancer awareness month.
- CDTA participated in a number of local events to highlight our work in the community Patriot flight transportation, Black Nurses Coalition Breast Cancer Walk, the American Cancer Society Making Strides Walk and the Capital Region Chamber DEI Summit.
- Jaime outlined social media engagement and provided statistics for the last month. We saw our followers holding steady across all of our social media channels. Top posts included “Beech-Nut Joining Universal Access Program” and September service changes.
- Looking ahead, we will host media events for the launch of our third BRT line, the purple line in November and the opening of our new Gateway Mobility Hub in Schenectady.

Next Meeting

Thursday, December 19, 2023 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



*Warren County Outreach
Community & Stakeholder Relations
December 14, 2023*

Getting Acquainted

October

- Installed CDTA bus stop signs, added 200 sign locations
- Began outreach to introduce the CDTA brand

November

- Wrapped/painted buses in CDTA colors

December

- Community Meetings, Business Development & Marketing messages



Details

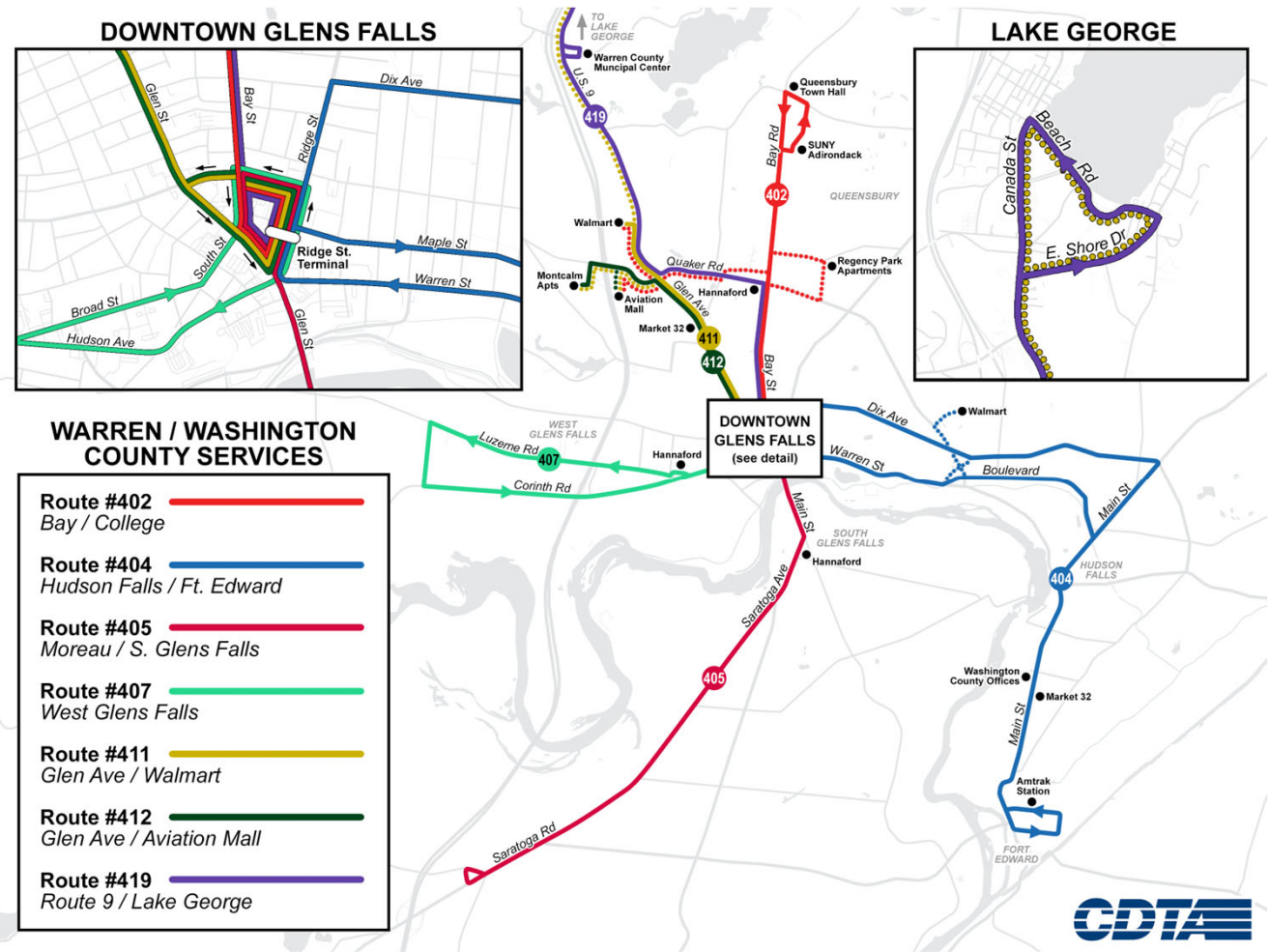
- Warren County service will continue with new CDTA Route numbers for existing services
- Service Area encompasses greater Glens Falls, also covers parts of Warren and Washington counties
- Flag stops will be eliminated; Will continue current fare structure (including transfers and paratransit)
- Routes operate Monday through Friday from 6:30am – 9:45pm and Saturdays from 8:00am–6:00pm



Pricing

- Base fare is \$1.00 with 50 cent transfers with half fare for customers 60+ years of age, Medicare eligible, and customers with disabilities

- Fare products include multi-ride passes and single ride tokens



Preparations



- CDTA schedules have been produced and distributed throughout the community
- Marketing channels include Warren County messaging and information for customers
- Customer Service representatives, Travel Trainers and other public facing employees undergoing route training
- Working in tandem with County, City and Hospitality stakeholders to align expectations

Thank You





*Flex Plus Overview
Community & Stakeholder Relations
December 14, 2023*

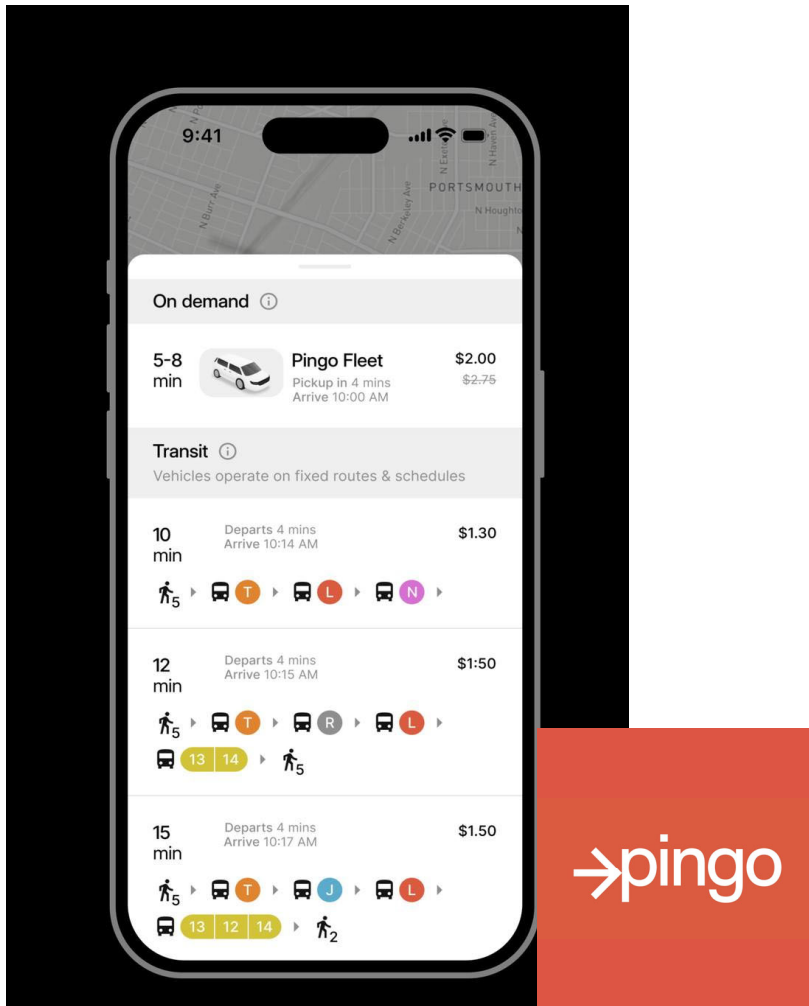
Background

- Previously partnered with taxi companies and ride sharing partners with little consistency
- Goal is CDTA-operated solution to connect Joseph L. Bruno Rail Station with Downtown Albany
- Pilot built around the Routing Company's Pingo mobile application built for transit/train connections and multi-modal journey planning
- Using NYSDOT grant designed for innovative service concepts



Pingo Highlights

- Service includes on-board time cap to ensure connections and quality
- Software ensures all trips begin or end at the JLB Rail Station
- Addresses service gap for Amtrak customers traveling to State Capitol and other points in Downtown Albany
- Opportunity to adjust zone, add or remove locations for travelers to accommodate customer demand



Program Details

- Vehicles will carry eight passengers plus a wheelchair
- Key landmarks: NYS Capitol, Empire State Plaza and downtown Albany hotels
- Weekdays from 6:00am – 9:00pm with a staggered schedule to accommodate morning and afternoon peaks
- Pilot fare is \$3 per trip (costs around \$10 for taxicabs and ride hailing)
- Rollout planned for mid-late January 2024



INTRODUCING

**YOUR TRAIN
YOUR DOWNTOWN**

FLEX+

REQUEST & GO

FLEX+ is your new on-demand ride for easy connections between the Joseph L Bruno Rail Station and downtown Albany.

OPERATING HOURS:
Weekdays: 6 am – 9 pm

BE IN CONTROL WITH FLEXIBLE SERVICE THAT MOVES YOU.

- 1 Convenient for commuters
- 2 Pre-book trips around train arrivals
- 3 Pay by cash, credit card, or your Navigator card
- 4 Only \$3 per ride

Learn about FLEX+ at CDTA.ORG/FLEX

Download the Pingo app



CDTA
CDTA.ORG/FLEX

What's Unique?



- Platform provides real time GTFS-driven train-schedules to ensure on time performance
- Allows for multiple on demand models and integration with paratransit, allowing us to test emerging technologies for more flexibility
- FLEX Plus will be our first On Demand service to offer pre-booking of trips that correspond with Amtrak train reservations
- We will accept onboard payments via the *Navigator* app or cash.

Thank You





***Media and Community Engagement Report
Community & Stakeholder Relations
December 14, 2023***



Earned Media

- Total Stories- 40
- Estimated value- more than \$45,000



Media Highlights

MASS TRANSIT SUBSCRIBE MAGAZINE ADVERTISE CONTACT US SUPPLIER'S DIRECTORY LOGIN JOIN

APTA EXPO 2023 COVID-19 NEWS BUS RAIL TECHNOLOGY SAFETY & SECURITY ALT. MOBILITY MANAGEMENT TRANSIT BIDS CAREER CENTER

BUS > INFRASTRUCTURE

CDTA launches BusPlus Purple Line BRT

CDTA's third BRT will connect customers with downtown Albany, the College of St. Rose, Harriman Campus, University at Albany and Crossgates Mall in Guiderland.

Nov. 8, 2023

Related To: [Capital District Transportation Authority \(CDTA\)](#)

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WAMC Midday Magazine

CDTA launches new line to finish long-time plan of connecting the Capital Region

WAMC Northeast Public Radio | By Samantha Simmons
Published November 15, 2023 at 12:20 PM EST

LISTEN - 3:16

YOUR SOURCE FOR COMMUNITY NEWS & PRINTING

THE SUN

Work begins to merge Glens Falls Transit Into CDTA

Bus signs being installed along current routing

By News Report
OCT 26, 2023 9:00 AM

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Current Post

THE RECORD

St. Peter's Health Partners joins CDTA's...

St. Peter's Health Partners joins CDTA's Universal Access Program

LOCAL NEWS

SUBSCRIBER ONLY

St Peter's Hospital

St. Peter's Health Partners is the latest organization to join the CDTA Universal Access program. (photo provided)

MOST POPULAR

- 1 Local colleges react to St. Rose closure announcement
- 2 Men's College Basketball: Siena done loyng-around_after Wednesday
- 3 Nine Pin Ciderworks receives state grant
- 4 Belmont Stakes to run at Saratoga Race Course in 2024
- 5 Obituaries
- 6 Entertainment calendar
- 7 Ashby, Bendett push school safety bill ahead of new legislative session
- 8 COLLEGE MEN'S BASKETBALL: Siena Struggles with Bryant at Home
- 9 'BOCA' at Curtain Call Theatre - a comedy about life in a retirement community
- 10 Truly heartbreaking: College of St. Rose to close in May

NEWS WEATHER BUFFALO PLUS COMMUNITY GAME CENTER WATCH

CDTA offers free rides to Code Blue shelters

by Jana DeCamilla | Tue, November 14th 2023, 12:28 PM EST

CDTA offers free rides to shelters on Code Blue nights. (WREG file)

Facebook X

Capital Region — CDTA Tuesday announced a new partnership with the Homeless and Travelers Aid Society (HATAS) to offer free rides to homeless individuals going to shelters on a Code Blue night.



Oct. & Nov. 2023 Social Media Stats

- **Follower Count**
 - Facebook: 7,200 followers
 - Instagram: 4,856 followers
 - Twitter: 4,000 followers
- **Top Posts (Primary Channel: Facebook)**
 - “Purple Line Launch” 11/5
 - Shares: **46**
 - Reach: **28,992**
 - Reactions: **510**
 - “Pink Bus Pull Champions” 10/20
 - Estimated reach: 11,810
- **Strategy**
 - Throughout October and November, we focused on building awareness for the upcoming Purple Line launch and reinforcing CDTA as a community partner.
 - Our strategy centers on producing engaging, shareable, visual content that showcases services and reinforces our mission statement.
 - Mobility Minute Milestone: Purple Line episode was the highest performing Instagram video yet!



Capital District Transportation Authority - CDTA
Published by Aladin Cda · November 5 · 🌐

Today officially marks the first day of the BRT Purple Line, and the CDTA team couldn't be more excited! 🥳

Catch the Purple Line along the Washington & Western corridors between downtown Albany, the University at Albany, and Crossgates Mall.

And ride fare free on the Purple Line through November 19! 🟢

Get more information: CDTA.org/BRT



Timothy Simmons
I used it yesterday, it was OUTSTANDING! 🥳
Great addition 🙌
4w · Like · Reply · Hide

Mike Popson
Ulbany thanks you... 🙌
3w · Like · Reply · Hide

Mashie Bender
I was honored to be one of the first passengers to ride this bus a couple weeks ago when it provided us a tour of the Port of Albany. Amazing bus, great driver and staff. Goodluck!
4w · Like · Reply · Hide



Mark Cummings-banks
Just rode this fabulous route yesterday.
4w · Like · Reply · Hide

Falita Tanner Friday
My brother is driving this line today!! I'm super proud of Darnell Tanner!! 🙌🙌🙌
3w · Like · Reply · Hide · Edited



Community Engagement

- Schenectady Early Voting Trolley Service
- Chamber Honor and Serve Breakfast
- Women of Color Awards
- Schenectady Holiday Parade
- Troy Victorian Stroll
- State Police Academy Transportation
- Toys for Tots Winter Hangarland Event



Looking Ahead

- Holiday Performances at Joseph L. Bruno Rail Station, December 15 and 22
- Morning of Kindness, December 24
- Flex Plus Rollout, mid-January
- NYPTA Transit Awareness Day, early February



Thank You

