



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, February 22, 2024 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, January 25, 2024	David Stackrow
Administrative Discussion Items	
• 2024 Marketing Overview	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, March 21, 2024 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – January 25, 2024 at 11:17 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: David Stackrow, Jayme Lahut, Pat Lance, Mike Criscione, Jaclyn Falotico; Carm Basile, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Emily DeVito, Mike Williams, Thomas Guggisberg, Jon Scherzer, Gary Guy, Rich Cordero, Patricia Cooper, Jeremy Smith, Dave Williams, Sarah Matrose, Kelli Schreivogl, 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 December 14, 2023 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided results of our most recent STAR customer survey. Our consultants at TransPro talked to nearly 400 STAR customers in the fall to gather feedback on service.
- The survey looked at travel purpose, the reservation process and customer service. Overall, 95% of customers are satisfied with STAR service and 98% of those surveyed believe STAR brings value to the community.
- Customers said they were most satisfied with the ease of scheduling trips and safety on-board vehicles.
- They were least satisfied with on-time performance and with access to information on our website. Customers say the most important aspects of service are the span of operation, timeliness, and coverage of service.
- Jaime Kazlo provided a year-in-review report on Communications outreach, media relations and community engagement.
- Through the year, CDTA earned 195 earned media placements in television, newspaper, and radio. Stories focused on capital projects, expansion of service and community partnerships. Some of the initiatives that contributed to earned media were the start of the BRT Purple Line, Universal Access partnerships and our merger with Greater Glens Falls Transit.
- CDTA supported more than 100 organizations and businesses throughout 2023 to showcase our brand and reach into the communities we serve.
- Jaime outlined goals for the 2024 Communication and Community Engagement program. We will focus on innovation, community partnerships and creative ways to “tell the CDTA story.”

Next Meeting

Thursday, February 22, 2024 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



***Community & Stakeholder
Relations Committee
February 22, 2024***

Primary Marketing Goals

- **Increase Use & Ridership**
 - Highlight full spectrum of mobility services from bus to on-demand opportunities across all markets
- **Reputation & Leadership**
 - Actively communicate leadership role in shaping regional growth, which instills pride in the community for having CDTA even if they don't identify as a user
- **Workforce Development**
 - Actively highlight CDTA's diverse career paths to foster a sense of optimism and opportunity for those looking to make an impact in their communities





Secondary Goals

- **Improved Customer Experience**
 - We will increase use of TransDASH and social media listening tools to recruit and engage with customers. This allows us to address concerns promptly and improve services
- **Strengthening Partnerships**
 - Position CDTA at the forefront of regional connectivity with increased awareness of Universal Access. This strengthens and supports a seamless, integrated transit experience
- **Community Engagement**
 - CDTA supports and participates in local events where we build stronger connections, understand needs, and showcase the positive impact we have on the communities we serve

2024 Messaging

The CDTA story is focused its breadth of services and community partnerships. Now, we will examine how to best tell the evolving the narrative around what we do, who we serve, and why we matter

This will be identified in three core pillars:

Connection. Innovation. Community.

Building messaging around these pillars captures the essence of our mission and tells a story that focuses on how CDTA connects us to what matters; We will show how the brand is seamlessly intertwined into the lives of those who live in the Capital Region

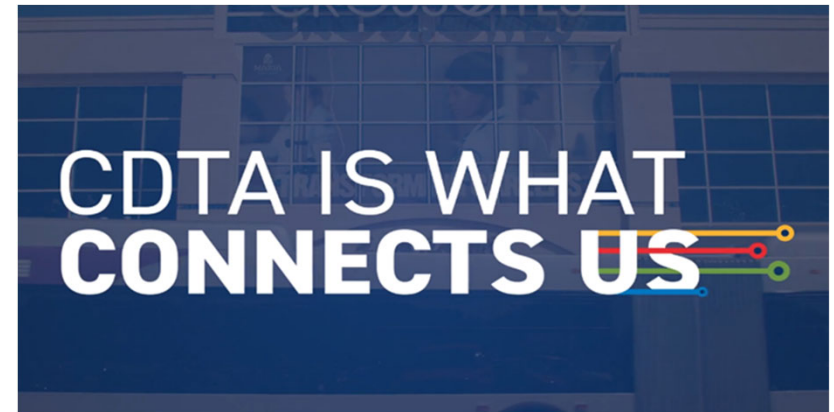


CDTA is what Connects Us

Emotional and rooted in impact, this theme helps us share a human-driven story, underscoring CDTA's innovative spirit, connection of people, and show how enhancing everyday experiences leads to improvements for everyone

Through a focus on everyday enhancements, smoother rides, and new mobility options, CDTA makes life better.

The message positions CDTA as a leading force guiding communities toward a more sustainable and connected future.



CDTA is what Connects Us

We will create a series of unified campaigns that build upon this messaging:

- **CONNECTION:**

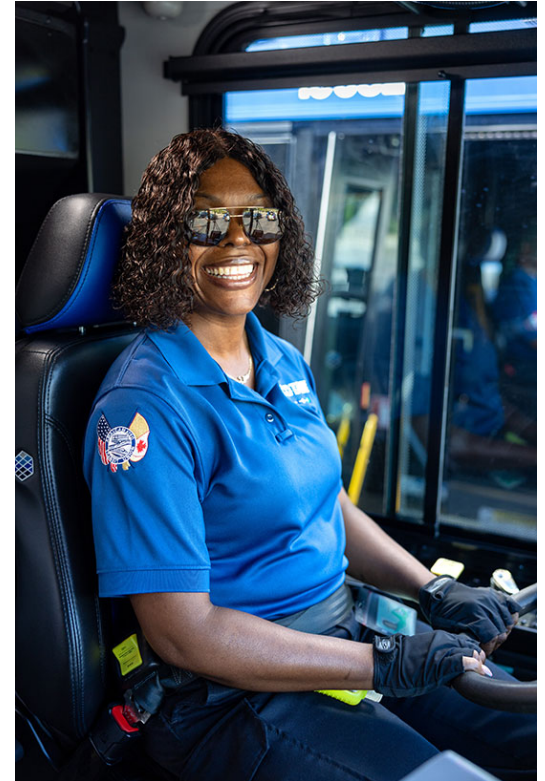
CDTA is what connects us through innovative, thoughtful, and creative mobility solutions that change how we see the region. #CDTAConnectsUs

- **INNOVATION:**

CDTA is what connects us through everyday improvements to bring communities closer.

- **COMMUNITY:**

CDTA is what connects us through new opportunities and the ability to make an impact.



CDTA is what Connects Us

This framework positions product- and initiative-specific campaigns a home in our larger brand story with consistent messaging and cross-promotional opportunities. As such, we may choose to break out each pillar with campaign highlights such as:

- **CONNECTION:**

- New products
- New markets
- Increased access

- **INNOVATION**

- The new Navigator app
- Value of UA partnerships
- Infrastructure & tech enhancements

- **COMMUNITY**

- Customer experience improvements
- Workforce development
- Community engagement / events



Core 2024 Campaigns

CDTA is what Connects Us

Timeline: All Year

Channels: All

Navigator

Timeline: Q1

Channels: Web, Email, Social,
App

Summer Mobility

Timeline: May - September

Channels: Web, Digital, Social,
Outdoor

Product-Specific

Timeline: ATCU

Channels: Digital, Web,
Email, Social

Universal Access

Timeline: Q2

Channels: PR, Email, Social, App

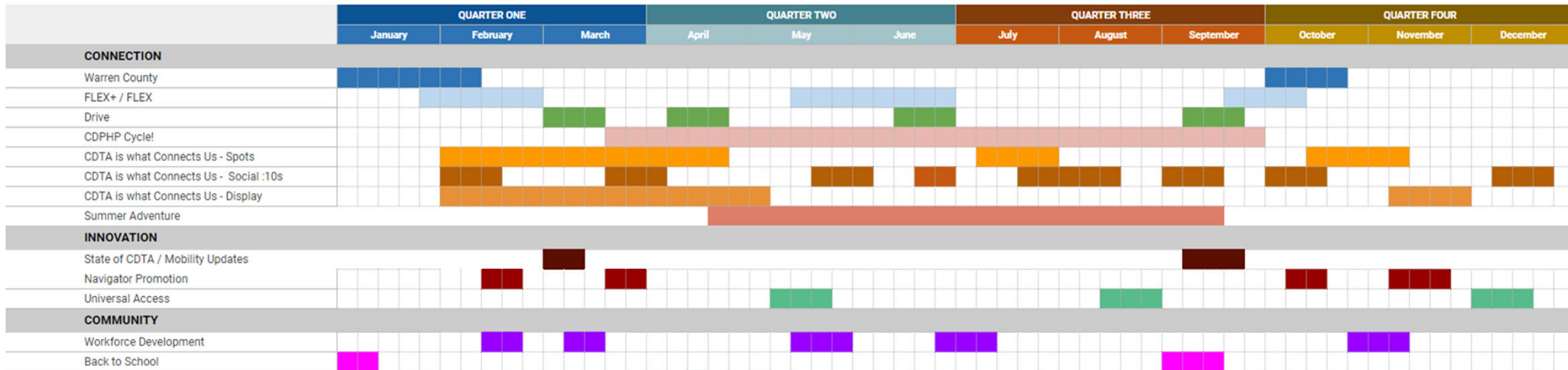
Workforce Development

Timeline: Rolling

Channels: Web, Digital, Social



2024 Marketing Timeline



Social + Content

Goal #1: Improve the customer experience

- FAQ Fridays - service updates, fare details, and any changes to routes or schedules
- Weekly Tips - Educational tutorials on using mobile apps, schedules, and navigating routes
- Weekend Update - What's happening in the region with the prompt that CDTA can take you

Goal #2: Highlight Community Engagement

- Community Highlight - a series of posts/videos to highlight neighborhoods, cities, landmarks emphasizing the connection between transit and community life
- People of CDTA - stories, experiences, and contributions that emphasize our human side
- Interactive Campaigns - encourage customers to share their favorite community spots or experiences using various mobility solutions - DRIVE, buses, cycle!, FLEX, etc.



Recruitment Marketing

During 2023, CDTA executed a multipronged recruitment campaign to drive qualified candidates toward career opportunities. We will leverage our assets and digital infrastructure to continue acting as a centralized platform for potential candidates.

We anticipate a mix of digital campaigns and in-person events to promote openings and the value of driving your career forward at CDTA.



Thank You





*Community & Stakeholder
Relations Committee
February 22, 2024*

Earned Media

Total stories: 15

Estimated value:
\$20,000



Highlights



(AP Photo)

TRAFFIC

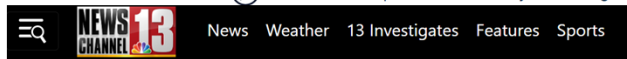
Albany, Poughkeepsie are among the few U.S. cities where public transit ridership is growing

BY SARA GENHOFER | ALBANY
PUBLISHED 5:37 PM ET JAN. 29, 2024



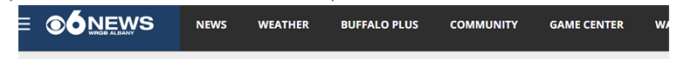
Across the country, ridership on public transportation plummeted during the COVID-19 pandemic.

While cities are working on bouncing back, ridership is higher in nine U.S. cities than it was before the pandemic: Albany and Poughkeepsie are two of the cities where ridership has



CDTA launches on-demand service at Rensselaer rail station

By WNYT
Updated: January 29, 2024 - 7:25 PM
Published: January 29, 2024 - 12:47 PM



GALLERY: Troy's first black police officer honored over 50 years later

by Jana DeCamilla | Fri, February 16th 2024 at 1:21 PM
Updated Fri, February 16th 2024 at 1:30 PM



As part of the continued celebration of Black History Month, this morning in Troy, a police officer from the 1950s was honored.



Community Engagement

- MLK March
- Future Cities Competition
- UAlbany International Visit
- American Heart Association Food Drive



Social Media Stats

- **Follower Count – stayed static**
 - Facebook: 7,300 followers
 - Instagram: 4,890 followers
 - X (Twitter): 3,996 followers
- **Top Posts (Primary Channel: Facebook)**
 - “Welcome Aboard Warren County” on 1/2
 - Shares: 70
 - Reach: **22,894**
 - Engagements: **238**
 - “There’s Nothing like the Red Line” 1/20
 - Reach: **13,740**
- **Marketing Strategy**
 - Throughout January, we focused on building brand awareness for the expansion into Warren County, connecting with new customers, and reinforcing CDTA as a community partner.
 - Red Line Post as example of new online connections
 - Weekend event roundup

Capital District Transportation Authority - CDTA
January 2 · 🌐

🔔 It's official! CDTA has taken over Greater Glens Falls Transit (GGFT) operations.

🇺🇸 We're now your go-to for fixed-route public transit in the greater Glens Falls area, covering parts of Warren, Washington, and Saratoga counties. This includes Glens Falls, Queensbury, South Glens Falls, Lake George, Hudson Falls, Kingsbury, Fort Edward, and Moreau.

Get the details here: www.cdta.org/warren

WELCOME ABOARD,
Warren County

CDTA
CDTA.ORG

Boost this post to reach up to 5988 more people if you spend \$119. [Boost post](#)

👍❤️ 116 6 comments 14 shares



Looking Ahead

- State of CDTA, March 5
- NYPTA PTLI Class, March 8
- Chamber Dinner, March 14
- Employee Awards Dinner, April 27



Thank You

