



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, April 18, 2024 | 11:15 AM**  
**Microsoft Teams & at 110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	David Stackrow
Approve Minutes of Thursday, March 21, 2024	David Stackrow
<b>Administrative Discussion Items</b>	
• Seasonal Services	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, May 23, 2024 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

# **Capital District Transportation Authority Community and Stakeholder Relations Committee**

**Meeting Minutes – March 21, 2024 at 11:15 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: David Stackrow, Jayme Lahut, Pat Lance, Denise Figueroa; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Mike Williams, Thomas Guggisberg, Jon Scherzer, Gary Guy, Jeremy Smith, Dave Williams, Kelli Schreivogl, Stacy Sansky, Sarah Seymour, Calvin Young, Rich Cordero, 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 February 22, 2024 meeting were reviewed and approved.

## **Administrative Discussion Items**

- Jon Scherzer provided an update on Season 8 of CDPHP Cycle! The season will kick off in the next week or so (barring no more tricks by mother nature!). It will feature 400 e-bikes and 200 pedal bikes at nearly 100 stations across the Capital Region. During 2024, we will expand into Bethlehem and the City of Rensselaer, add 200 new e-bikes along with 10 new stations.
- Emily DeVito provided an update on our employee app. BLINK was introduced to the workforce in 2022 to help communicate with employees. Note - the majority of our workforce do not have company email addresses.
- Currently, nearly 80% of the workforce is engaged with the app. BLINK provides company news as well as a HUB section where employees can access forms and HR information. We continue to promote the app and build content with a goal of reaching 85% participation by the two-year anniversary in June.
- Jaime Kazlo provided the Earned Media and Community Relations report. Over the last month we earned 10 media placements in television, newspaper, and radio with an estimated value of \$10,000. Stories focused on our annual State of CDTA and workforce development.
- We participated in local events including the Capital Region Chamber's Annual Dinner where we received the 2024 Changemaker Award. We hosted students from Questar BOCES at our Troy facility, and we celebrated our workforce on Transit Employee Appreciation Day on March 18.
- Jaime outlined social media engagement for the month. We saw an increase in followers across our social media channels. Top posts included a Congratulations to Creighton Manning Engineering for winning an Engineering Award for their work on our Purple Line.
- Looking ahead, we will provide transportation for the annual Dr. King Career Fair, host our annual employee safety awards celebration, and participate in the CDPHP workforce challenge in May.

## **Next Meeting**

Thursday, April 18, 2024 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

**2024**

# **Summer Service Preview**

**Community & Stakeholder Relations 4.18.2024**



 CDTA.ORG

# Saratoga Summer Trolley

- Will operate to support Belmont Stakes
- Service will be presented fare free by the Saratoga Casino Hotel and NYRA
- Routing along Broadway, while offering a park and ride option to the Race Course
- Operates June through September 2, 2024
- Two trolleys provide 30-minute frequency from 12pm to 10pm from Wednesday through Sunday
- Historically averages 20,000 trips per year





## Grafton State Park

- Service operates from late June through Labor Day, providing four round trip opportunities Wednesday through Sunday
- More than 1,000 boardings last year



# Lake George Trolley 30<sup>th</sup> Anniversary Season

- This service is part of the GGFT Merger
- Important operation that connects Glens Falls, Queensbury and Lake George Village
- Will begin operating Memorial Day and run through the end of the tourism season in October





# Nature Bus

- Connects Albany residents to green spaces including Five Rivers Environmental Center and Thatcher State Park
- Fare free service operates on Saturdays between Memorial Day and Indigenous Peoples Day
- Partnership with the Mohawk Land Conservancy that operates between 9am and 5pm on Saturdays
- Will expand the Schenectady pilot program through the summer connecting Electric City residents to Central Park and the Pinebush Discovery Center
- Roughly 1,000 boardings in 2023





2024 CAMPAIGN

# SUMMER PASSPORT





Gaining Visibility

# Explore & Win This Summer

We're taking the Region on an adventure with the "Explore & Win: Your Summer Passport with CDTA"

- Drive social engagement and brand awareness
- Get in front of new audiences via paid advertising
- Collect email addresses for future marketing efforts
- Position CDTA as the summer transportation choice

CDTA  
*Summer rides*  
**WARM-WEATHER**  
*Vibes*



*Choose*  
**YOUR RIDE!**



## How It Works

- **Digital Passport:** Create a digital passport featuring regional destinations, categorized by activity type
- **Capture Memories with CDTA:** Use organic and paid social, and email marketing to encourage customers to explore with CDTA
- **Share Summer Moments & Win:** Participants will share photos & videos on Facebook and Instagram showing how CDTA created their favorite summer moment

Using #CDTASummerSnaps, they will tag CDTA in their posts for the chance to win summer themed prize packages



# THANK YOU!



Questions? | Comments? | Next Steps.



***Community & Stakeholder  
Relations Committee  
April 18, 2024***

# Earned Media

Total stories: 10

Total value: \$10,000



# Highlights

THE BUSINESS JOURNALS | Select a City ▾

**ALBANY BUSINESS REVIEW** | THE EVERYTHING AVENUE  
The new Elevate Albany is about opportunities that cross borders >

Latest News | Lists & Leads | Commercial Real Estate | Banking | Technology | Residential Real Estate | Manufacturing | Albany Inno | Events | 40 Under 40 | Best Places to Work | Women in Business | Nominations



TRANSPORTATION

## BUS RAPID TRANSFORMATION

The success of CDTA's bus rapid transit line along the Central Avenue corridor is an example of the payoff from vision and investment that crosses borders.

<https://www.bizjournals.com/albany>

LATEST HEADLINES

### SNAPSHOT: CDTA donates motor to Questar III BOCES Heavy Equipment program



- MOST POPULAR
- 1 Saratoga Lions host 11th Night at the Brewseum
  - 2 Ballston Spa Farmers' Market seeks vendors and volunteers
  - 3 Five Questions with Clark Gale, co-owner of Bocage Champagne Bar
- Clifton Park man sentenced to 10

The Record Follow

### CDPHP announces e-bikes available for use

Story by The Record, Troy, N.Y. • 1w • 1 min read

Apr. 2—ALBANY, N.Y. — The Capital District Transportation Authority (CDTA) and CDPHP have announced the beginning of their eighth annual "Cycle!" bike rental season, with the availability of electric bikes. As of today, which is the earliest ever launch of "Cycle!", both electric bikes (e-bikes) and pedal bikes will be available for use in Albany, Schenectady, and Troy. Over the next few weeks, bikes will be added to additional locations including Saratoga Springs and points north.

Over 600 bikes will be available this season, including 200 e-bikes. More than ten new rental/return stations will be added throughout the region, and CDPHP is introducing new technology that will make bike rental faster and easier. An updated CDPHP Cycle! app, which is available on the App Store and Google Play, is free to download.

For more information including rental pricing and membership options, visit [www.cdphpcycle.org](http://www.cdphpcycle.org).

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TECHNOLOGY

### CDTA introduces TransDASH performance monitoring platform

TransDASH displays the agency's past and current performance data in several areas relating to customer value, community value.

March 14, 2024

Related To: Capital District Transportation Authority (CDTA)

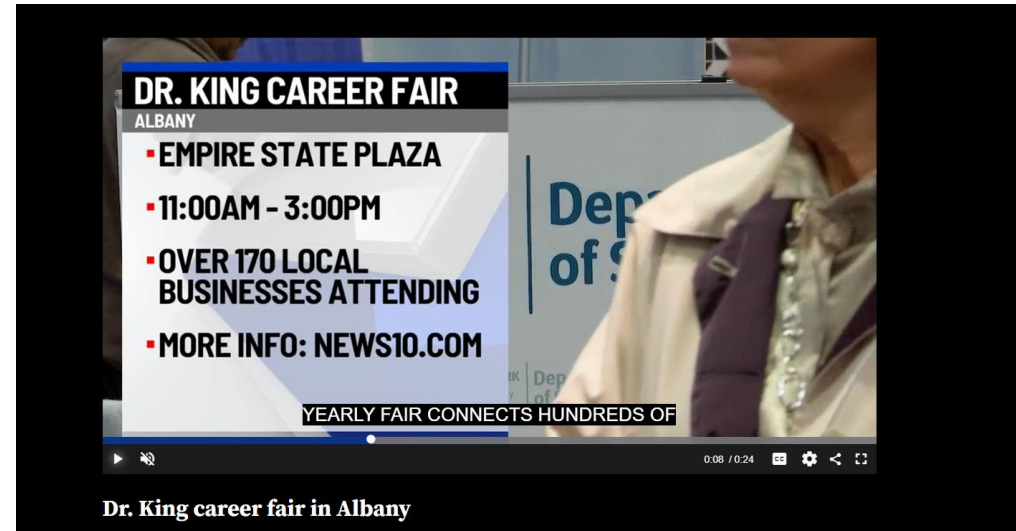


# Community Engagement

- Casey Frankoski Funeral Service
- SCCC Food for Thought and All that Jazz
- Dr. King Career Fair Transportation

## Funeral held for Rensselaer native killed in military helicopter crash

By WNYT  
Updated: March 22, 2024 - 6:27 PM  
Published: March 22, 2024 - 10:48 AM



# Social Media Stats

- **Follower Count – increased over past month**

- Facebook: 7,815 followers
- Instagram: 5,315 followers
- X (Twitter): 4,000 followers

- **Top Posts (Primary Channel: Facebook)**

- “How about a little throwback”
  - Reach: 15,314
    - Engagements: 194
- “Bus Plus Blue Line Connections”
  - Reach: 5,321
  - Engagement: 44

- **Marketing Strategy**

- Throughout the last month, we focused on building brand awareness, connecting with new customers, and reinforcing CDTA as a community partner.



Capital District Transportation Authority - CDTA  
Posted by Hootsuite  
5d · 🌐

How about a little throwback, courtesy of Leem Nix? 📷

Thank you for sharing this classic of an Orion I bus - things sure do look different now. Keep sharing your #CDTAsnaps with us and we'll reshare them on our page.

Keep up-to-date with all of CDTA's projects, initiatives and updates: <https://www.cdt.org/projects-and-initiatives>

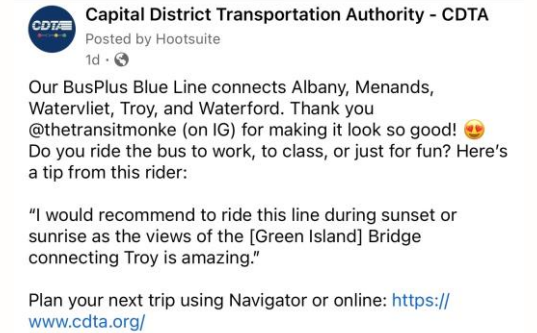


See insights and ads Boost post

👍 Like    💬 Comment    📧 Send    ➦ Share

👤👤 Monroe County Transit Authority and 133 others

21 shares

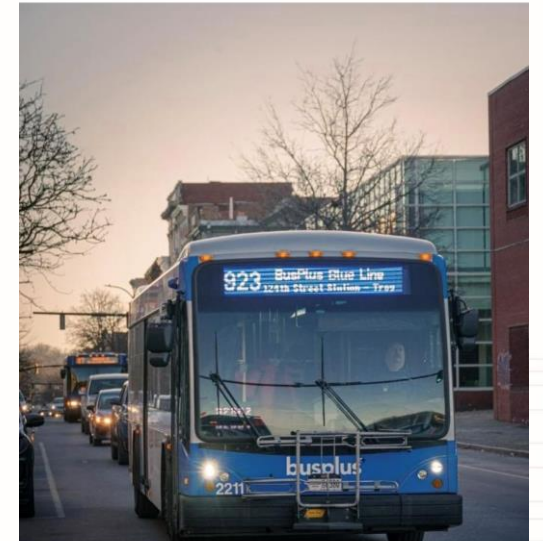


Capital District Transportation Authority - CDTA  
Posted by Hootsuite  
1d · 🌐

Our BusPlus Blue Line connects Albany, Menands, Watervliet, Troy, and Waterford. Thank you @thetransitmonke (on IG) for making it look so good! 🙌 Do you ride the bus to work, to class, or just for fun? Here's a tip from this rider:

"I would recommend to ride this line during sunset or sunrise as the views of the [Green Island] Bridge connecting Troy is amazing."

Plan your next trip using Navigator or online: <https://www.cdt.org/>



📷 Comment as Capital District... 🗣️ GIF 😊





# Looking Ahead

- Albany Business Review BRED Awards, April 18
- Discover Albany Annual Meeting, April 24
- Employee Awards Dinner, April 27
- CDPHP Workforce Challenge, May 16



*Thank You*

