



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, May 21, 2020 | 11:30 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, April 23, 2020	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• CDPHP <i>Cycle!</i> Rollout Updates	Jonathan Scherzer
• Media/COVID Communications Report*	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, June 18, 2020, 11:30am via Microsoft Teams	
Adjourn	Jackie Falotico

** Indicates Material (Or Additional Material) Will Be Provided at Meeting*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – April 23, 2020 at 12:00pm; Microsoft Teams**

In Attendance: via MT - Jackie Falotico, Pat Lance, Jayme Lahut, Mike Criscione, Dave Stackrow, Denise Figueroa; at 110 - Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Watson, Ross Farrell, Vanessa Salamy; via MT - Sarah Matrose, Jeremy Smith, Jon Scherzer, Thomas Guggisberg, Stacy Sansky, Phil Parella

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie Falotico noted that a quorum was present. Minutes from the March 19, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jaime Watson summarized the monthly Community Engagement report. In total there were 30 media stories on television, radio, in newspaper and online. The stories were all related to our service and safety efforts in response to COVID-19. Many of them highlighted the great work being done by the Operators and Maintenance team out on the front lines.
- Jaime Watson also discussed the communications plan to keep employees, retirees and the public informed about the company's efforts surrounding COVID-19. It is a multi-pronged approach working with several key departments to keep everyone informed and engaged. The work continues and plans are continually getting updated and revised based on guidance coming from the Governor's office.
- Jonathan Scherzer presented the company's Marketing efforts surrounding COVID-19. He talked about customer engagement, social media and advertising assets that have been produced and will be rolled out to the public as part of CDTA's COVID messaging.

Executive Session

No items scheduled.

Next Meeting

Thursday, May 21, 2020 at 11:30am via Microsoft Teams

Memorandum

May 21, 2020

To: Chief Executive Officer
Community and Stakeholder Relations Committee

From: Director of Marketing

Subject: 2020 CDPHP *Cycle!* Service Deployment

Background

We usually roll out CDPHP *Cycle!* with a soft launch in April and ramp up during bike month in May. The onset of COVID-19 has delayed our timeline and disrupted normal operating procedures. After much discussion with our partners, we think it is beneficial to provide bicycles in a phased fashion, giving customers the opportunity to use the program in a safe, fun, efficient manner. To do this, we have revised the way we will operate, maintain and promote the program.

Preparing for Deployment

- The *Cycle!* operations team will contact partner municipalities to let them know of our bike deployment plan. Municipalities will be provided safety and cleaning measures being taken by the Operations Team.
- CDTA will coordinate with CDPHP on updated messaging via mass market media, social media and the *Cycle!* Website.
- Bikes will have hand sanitizers zip-tied for riders to use prior to and after riding. These hand sanitizers will be replaced as necessary by *Cycle!* Operations team.
- *Cycle!* bikes will be deployed in phases in accordance with the Governor's regulations. Bikes will be spaced out at the racks to allow for social distancing.

Messaging

Our message will focus on the enhanced safety and sanitary precautions being undertaken along with the essential trips and locations being served. Our team has increased bike cleaning and sanitation procedures and we urge everyone to follow CDC & WHO-recommended guidelines to stay safe and healthy. CDPHP *Cycle!* provides access an active form of transportation for essential needs, the ability to maintain physical health and mental well-being while practicing social distancing. Our communities need to unite and support each another and we are actively looking for ways to collaborate with other essential service needs.

Deployment

PHASE 1: Essential Locations (50-75 bikes) – June 1, 2020

Albany (6) – Albany Medical Center, Albany Law School (New Scotland & Holland Avenue), New Scotland Avenue & South Allen Street, Honest Weight Food Coop, Delaware Avenue Price Chopper, Empire State Plaza

Troy (2-3)– Vanderheyden Hall, Beekman Park, City Hall

Saratoga (1) – Saratoga Hospital

Cohoes (1) – City Hall

Schenectady (2) – Proctors, Ellis Hospital

PHASE 2: Parks and Trails (50-75 additional bikes) – TBD

PHASE 3: Major arteries/commuting (50-75 additional bikes) – TBD

PHASE 4: General Use (75 additional bikes) - TBD

Safety and Sanitation Procedures:

- All employees practice strict social distancing.
- All employees will wear washable cloth masks and protective nitrile coated work gloves or latex disposable gloves in the bike shop and in the field.
- Employees will work alone while in the field. Only one employee or field technician will be allowed in the company van. **NO PASSENGERS PERMITTED.**
- Employees will use bleach solution for disinfecting and sanitizing inside the bike shop as well as for equipment in the field.
- All employees will be required to thoroughly wash their hands prior to putting on gloves at the start of every shift.
- All employees will wash hands after removing their gloves at the end of every shift. Employees will wash all non-disposable gloves that were worn during the shift.

Field Operations

These activities will occur upon arrival to either individual bikes or a *Cycle!* rack:

- Employees will collect hand sanitizer, fresh cleaning cloths, and bucket to prepare
- Spray all bike touch points (seat, hand grips, shifter, bell, lock, keypad and inside basket) with bleach solution, let stand for minimum of one minute as per CDC guidelines.
 - After the minimum one minute, wipe down all sprayed surfaces.
 - Check on board hand sanitizer, replace as necessary
 - Continue with standard mechanical inspection
 - Apply Hand Sanitizer to gloved hands
 - To keep the system geography limited, bicycles will be returned their home hub after 48 hours.

Storage Shop Operations

- Each mechanic has their own designated set of tools
- All workstations set up at a minimum 8 feet apart
- All bikes will be sanitized with bleach solution upon arrival to the shop and prior to any work being done.
- Bikes will be sanitized again with bleach solution prior to lining up for redeployment
- All tools will be sanitized with bleach solution at end of each shift

In-Transit Procedures

- Pre-trip preparations: wipe down and sanitize all touch points inside vehicle – all hard surfaces, and keys with a damp, bleached towel
 - Steering wheel, all door handles, seat belt buckles, arm rests, radio controls and steering wheel, signal stalks, dash, and cup holder areas
- Post Trip sanitization of keys and all touch points/hard surfaces mentioned above
- Place used cleaning cloths in central bucket inside the shop for washing

CC: Mobility Manager

CDPHP Cycle! Season 4 Update



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Current State of Affairs

- COVID-19 delayed timeline and disrupted operating procedures
- Reopening good time to unlock bicycles in a phased fashion
- We have revised operations, maintenance and messaging



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Getting Prepared

- Operations team working with municipalities to highlight updated safety and cleaning measures
- We are coordinating with CDPHP on updated messaging
- Bikes hand sanitizers zip-tied for use prior to/after riding
- Bikes spaced out at the racks to allow for social distancing



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Safety & Sanitation

Employees practice strict social distancing, wash protocols, wear masks and gloves

Field Operations

Upon arrival to individual bikes or a *Cycle!* rack:

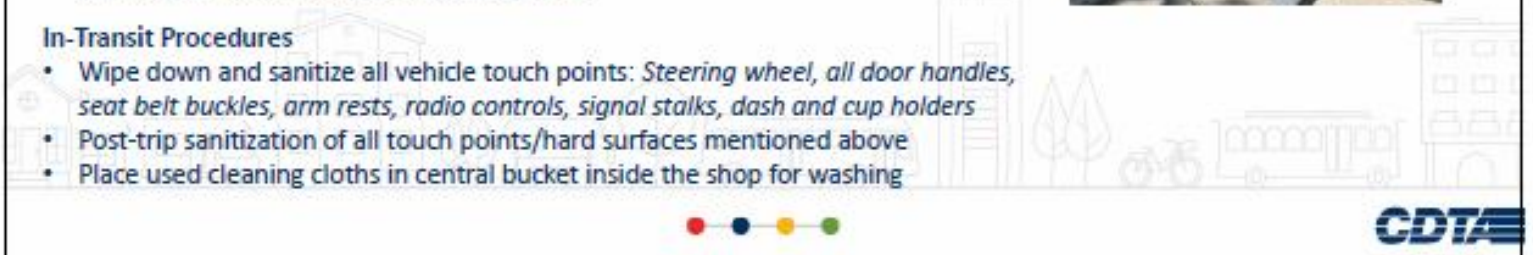
- Spray all bike touch points (seat, hand grips, shifter, bell, lock, keypad and inside basket) with bleach solution
- Check on-board hand sanitizer, replace as necessary
- To keep system geography limited, bicycles returned their home hub after 48 hours

Storage Shop Operations

- Each mechanic has their own set of tools and workstations minimum 8 feet apart
- All bikes sanitized upon arrival to the shop and prior to any work being done
- Bikes will be sanitized prior to lining up for redeployment
- All tools will be sanitized at end of each shift

In-Transit Procedures

- Wipe down and sanitize all vehicle touch points: *Steering wheel, all door handles, seat belt buckles, arm rests, radio controls, signal stalks, dash and cup holders*
- Post-trip sanitization of all touch points/hard surfaces mentioned above
- Place used cleaning cloths in central bucket inside the shop for washing



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Messaging

- Focus on enhanced safety and sanitary precautions plus the need for essential trips
- Increased bike cleaning and sanitation frequency; urging riders to follow CDC & WHO guidelines
- CDPHP *Cycle!* offers an active form of transit, can help maintain physical health and mental well-being while practicing social distancing.
- Our communities need to unite and support each another, so we will look at potential collaborations



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Deployment Strategy

PHASE 1: Essential Locations (50-75 bikes) – June 1, 2020 *

Albany (6) – Albany Medical Center, Albany Law School, New Scotland & South Allen, Honest Weight Food Coop, Delaware Avenue Price Chopper, Empire State Plaza

Troy (2-3) – Vanderheyden Hall, Beekman Park, City Hall

Schenectady (2) – Proctors (State Street), Ellis Hospital

Cohoes (1) – City Hall

Saratoga (1) – Saratoga Hospital



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Deployment cont.

PHASE 2: Parks and Trails (50-75 additional bikes)

PHASE 3: Major arteries/commuting (50-75 additional bikes)

PHASE 4: General Use/recreation (75 additional bikes)

All dates TBD based on regional reopening progress



Memorandum

May 21, 2020

To: Community and Stakeholder Relations Committee

From: Director of Corporate Communications

Subject: Updated COVID Communications Plan

Background:

Over the last two months CDTA has pivoted to meet the communications needs of its employees, retirees, customers and community. Through a transparent and consistent approach, we have kept our key stakeholders informed on the ways CDTA has approached the COVID-19 pandemic and changes we have made to service levels, delivery and cleaning procedures.

Proposed Action:

As the state moves to a phased approach to reopening, CDTA is updating its communication and messaging to reflect the company's plan to move forward and foster a feeling of safety and security for employees and customers. As an essential service, we will continue to provide critical trips to hospitals, grocery stores, pharmacies and medical facilities. As the need for transportation increases and people can ride, we want the public to know, "we can't wait to see you again."

Over the next few weeks, we will use social media, traditional mail, video messages and a campaign to reach stakeholder groups, with a central message of "We can't wait to see you again when the time is right." We will weave this message into all communications and media outreach.

Outreach:

Employees: Send an updated letter to all employees thanking them for their work and setting the stage for a return to a "new normal." We will consider an all-employee Town Hall meeting and another TEAMS Authority Staff meeting with more engagement.

Retirees: Send a card tailored to retirees. It will feature a collage of CDTA employees to highlight the workforce. The inside of the card will have a pre-printed message and room for Carm to sign.

Customers/Community: We will produce a new commercial and video message to be used as part of our campaign and corporate messaging. Those elements will be shared with customers and stakeholder groups through eblasts, social media and our website.

Media Outreach: Proactively pitch stories to the media centered around the theme of "We can't wait to see you again when the time is right." This will include, press releases, events one-on-one interviews, virtual town hall.

Community & Stakeholder Relations Committee Meeting

Communicating COVID

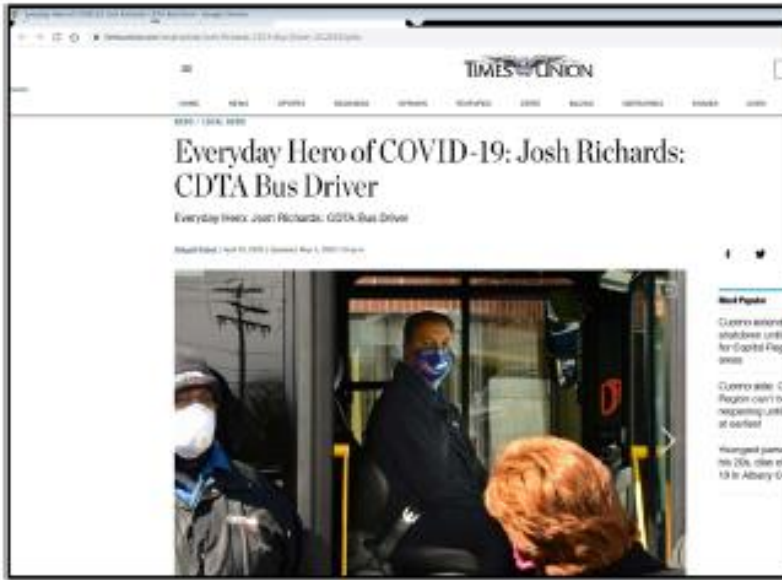
May 21, 2020



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 	 	<h3>Media Relations Metrics</h3> <ul style="list-style-type: none">• Total Stories: 13• Newspaper: 9• Television 4
	<p>THE DAILY GAZETTE</p>	

Media Highlights



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Communicating COVID

- Employees
- Customers
- Community



Looking Ahead

- Updated Messaging
- Marketing Campaign
- Employee Engagement
- Being Flexible is key

