



CDTA COMMITTEE AGENDA

Community and Stakeholder Relations Committee

Thursday, March 19, 2020 | 10:45 AM | 110 Watervliet Avenue, Albany

Committee Item	Responsibility
Call to Order	Pat Lance
Ascertain Quorum	Pat Lance
Agenda Approval	Pat Lance
Approve Minutes of Thursday, February 20, 2020	Pat Lance
Consent Agenda Items	
<ul style="list-style-type: none">No Items Scheduled	
Administrative Discussion Items	
<ul style="list-style-type: none">CDPHP <i>Cycle!</i> Season 4 PreviewMedia/Community Engagement Report*	Jon Scherzer Jaime Watson
Executive Session	
<ul style="list-style-type: none">No Items Scheduled	
Next Meeting: Thursday, April 23, 2020, 10:45am at 110 Watervliet Ave, Albany	
Adjourn	Pat Lance

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

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – February 20, 2020 at 10:45am; 110 Watervliet Avenue, Albany**

In Attendance: Jayme Lahut, Mike Criscione, Mark Shaeffer, Dave Stackrow, Carm Basile, Amanda Avery, Jaime Watson, Lance Zarcone, Jeremy Smith, Jon Scherzer, Sarah Matrose, Jack Grogan, Vanessa Salamy

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 January 23, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jonathan Scherzer provided a report on our Customer Comment process. CDTA captures its comments through HASTUS, a database that allows customer service representatives to track and monitor comments. Jonathan explained how comments are received, recorded and assigned to the appropriate department.
- Jaime Watson summarized the monthly Community Engagement report. In total CDTA had 20 earned media placements in television, newspaper and radio. Many of the stories focused on the new FLEX, micro transit service, federal money received from the FTA for our River Corridor project and
- Jaime also outlined the focus, projects and goals for CDTA's communication and community engagement activities over the next several months.

Executive Session

No items scheduled.

Next Meeting

Thursday, April 23, 2020 at 10:45am at 110 Watervliet Avenue, Albany

CDPHP Cycle! Season 4 Primer



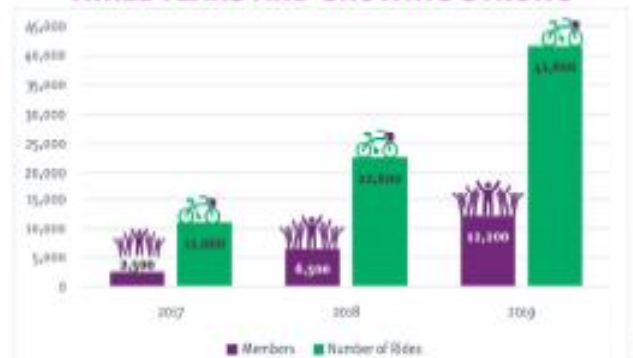
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Looking Back

- 75K+ rides and 12K+ members
- Recreation, colleges & employers
 - R.P.I. – 1,053 members
 - Albany Med – 503 members
 - CDPHP – 427 members
 - Sage Colleges – 204 members



THREE YEARS AND GROWING STRONG



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Where are they riding?

- 41,578 trips
 - Albany – 20,698
 - Troy – 12,992
 - Saratoga Springs – 5,635
 - Schenectady – 1,823
 - Cohoes, Scotia & Waterford - 430



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Busy Offseason

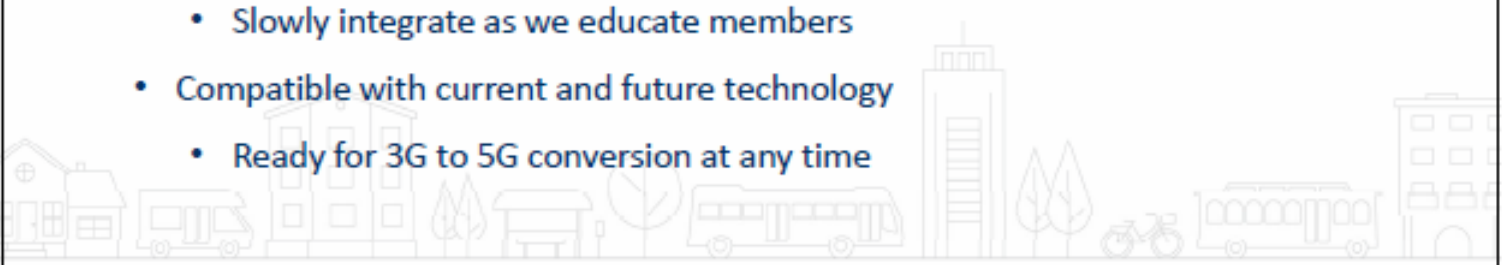
- Social Bicycles -> Jump -> Uber -> MOBILITY CLOUD
 - Continue operations w/same staff, technology
- 200 new bikes (Delivery TBD)
 - Finalizing storage needs
 - Strategic placement within current system
 - Partnership Opportunities



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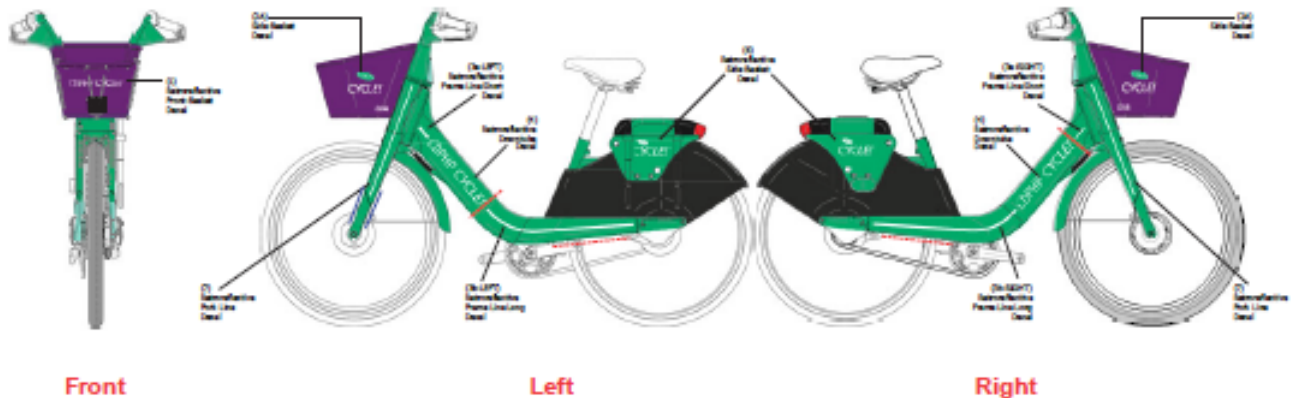
Operational Impacts

- Expand rebalancing
 - More bikes to move around the system
- Test market for new controllers
 - No keyboard (QR codes), more reliable equipment
 - Begin replacing units towards end of season
 - Slowly integrate as we educate members
 - Compatible with current and future technology
 - Ready for 3G to 5G conversion at any time

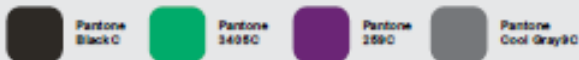


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CDPHP CYCLE! BIKE BRANDING



PAINT & COLORS



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Programming

- Strategic System Planning
 - More municipal memberships
- Capital Walls tours partnership
- Full season with UAlbany as Access partner
 - 15 bikes, three racks on campus
- CDTA 50th Anniversary “Golden Bike”



Community & Stakeholder Relations Committee Meeting

Media Relations/Community Engagement Report

March 19, 2020



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		<h3>Media Relations Metrics</h3>
		<ul style="list-style-type: none">• Estimated Value: 15k

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Media Highlights

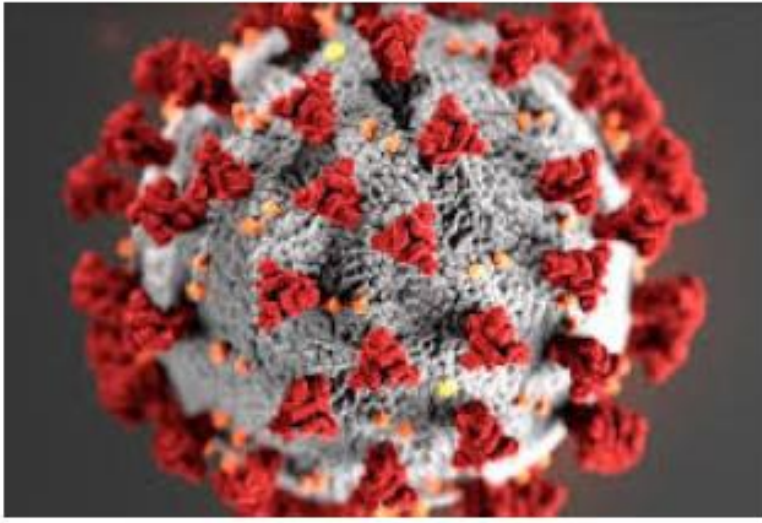
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Community Partnerships/Events

- State of CDTA/50th Kick-Off
- Exemplary Attendance Luncheon
- NCAA Tournament



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Looking Ahead

- Annual Awards Dinner
- Upcoming Events
- Communicatin g COVID-19