

CDTA COMMITTEE AGENDA

Community and Stakeholder Relations Committee Thursday, March 21, 2024 | 11:15 AM Microsoft Teams & at 110 Watervliet Avenue

Committee Item Responsibility

Call to Order David Stackrow

Approve Minutes of Thursday, February 22, 2024 David Stackrow

Administrative Discussion Items

CDPHP Cycle! Season 8 Overview
Community Engagement/Media Report
BLINK Update
Jonathan Scherzer
Jaime Kazlo
Emily DeVito

Next Meeting: Thursday, April 18, 2024 via Microsoft Teams and 110 Watervliet Ave

Adjourn David Stackrow

Capital District Transportation Authority

Community and Stakeholder Relations Committee

Meeting Minutes - February 22, 2024 at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: David Stackrow, Jayme Lahut, Pat Lance, Mike Criscione; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Mike Williams, Thomas Guggisberg, Jon Scherzer, Gary Guy, Patricia Cooper, Jeremy Smith, Dave Williams, Kelli Schreivogl, Stacy Sansky, Jack Grogan, 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 January 25, 2024 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer reviewed our Marketing Plan for 2024. The plan looks to increase ridership, enhance the CDTA brand, and workforce development.
- Messaging will focus on telling the CDTA story, what we do, who we serve, and why we matter. We will talk about the ways that CDTA connects people to what matters; and how our brand is woven into the lives of the people who live and work in the Capital Region
- Jaime Kazlo provided the Earned Media and Community Relations report. Over the last month we earned 15 media placements in television, newspaper, and radio with an estimated value of \$20,000.
- Stories focused on CDTA's ridership rebound, our new on-demand service Flex Plus and expansion of service into Warren County.
- We participated in several local events including transportation for the Dr. Martin Luther King march in Albany, the Future Cities Competition, a visit from UAlbany International students, and the American Heart Association Food Drive.
- Jaime outlined social media engagement for the month. We saw a steady hold on followers across social media channels. Top posts included the Red Line BRT, and Warren County service.
- Looking ahead, we will hold our State of CDTA event next Tuesday, March 5, and we will celebrate Transit Worker Appreciation Day on March 18.

Next Meeting

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





CDPHP Cycle! Season 8 Preview Community & Stakeholder Relations March 21, 2024



2023 Season in Review

- Successful integration of E-Bikes
- E-bikes popular among majority of customers
- Truncated season totaled nearly 30,000 trips
 - Smooth website & mobile app transition



2024 Season Overview

- CDPHP Cycle! Season Eight Kick-off
 - Soft launch late March
 - Press Announcement Mid-April
 - Rolling additions to fleet
- Bicycle inventory now at 600
 - 400 e-bikes
 - 200 pedal bikes
- Grow Cycle! Access program
- More partnerships







2024 Highlights

- 200 e-bikes added to fleet
- 10 new stations across region
 - On-street charging pilot

Expansion areas:

- Bethlehem
- City of Rensselaer



Cycle! Access Partnerships

- New partners for 2024:
 - Rivers Casino
 - St. Peter's Health Partners
 - Shaker Place (Albany County)
 - CDPHP employees
- Generated 1/3 of ridership last season



Thank You







Community & Stakeholder Relations Committee March 21, 2024

Earned Media

Total stories: 10

Total value: \$10,000















Highlights



By Tyler A. McNeil Mar 6, 2024







Capital District Transportation Authority unveils its vision for 2024





Community Engagement

- Chamber Annual Dinner
- Liberty ARC Tour
- Governor's Reception Transportation
- BOCES Troy Facility Tour





Social Media Stats

- Follower Count increased over past month
 - Facebook: 7,623 followers (up 264 in last month)
 - Instagram: 5,178 followers (up 288 in last month)
 - X (Twitter): 3,996 followers (stayed consistent)
- **Top Posts (Primary Channel: Facebook)**
 - "Congratulations to Creighton Manning on ACEC Award" on 3/3
 - Reach: 56,088
 - Engagements: 1,479
 - "That's what we call a Line up" 3/6
 - Reach: 8.088
 - Engagement: 308
- **Marketing Strategy**
 - Throughout the last month, we focused on building brand awareness, connecting with new customers, and reinforcing CDTA as a community partner.



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Share











Looking Ahead

- SCCC Food for Thought and All that Jazz, April 2
- Dr. King Career Fair Transportation, April 10
- Fire and Ice Gala Event Transportation, April 12
- Employee Awards Dinner, April 27
- CDPHP Workforce Challenge, May 16



Thank You

