



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, October 24, 2024 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Pat Lance
Approve Minutes of Thursday, September 19, 2024	Pat Lance
Administrative Discussion Items	
• DRIVE Car Share Update	Jonathan Scherzer
• Summer Services Review	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, November 21, 2024, via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Pat Lance

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

Meeting Minutes – September 19, 2024, at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jayme Lahut, Mike Criscione, Pat Lance, Jackie McDonough; Carm Basile, Mike Collins, Lance Zarcone, Jaime Kazlo, Emily DeVito, Mike Williams, Jon Scherzer, Sarah Matrose, Rich Cordero, Jack Grogan, Trish Cooper

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member Pat Lance noted that a quorum was present. Minutes from the June 20, 2024, meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided results from the second wave of our community satisfaction survey. Results were outstanding with 94% of participants saying CDTA is a value to the community.
- The survey was a random phone sampling of 400 people in our region being asked several questions related to CDTA and its services.
- Community members believe we provide the most value by providing access to jobs and providing safe and reliable transportation services throughout the region.
- The top three areas they would like to see more of are, frequency of service, routes and regional connectors.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, we earned 25 placements in television, newspaper, and radio with an estimated value of \$30,000. CDTA sent out 10 press releases.
- Stories included – e-bike charging launched in Amsterdam, construction on the Manning Boulevard Mobility Hub in Albany and Ellis Medicine joined our Universal Access program as our newest partner.
- We participated in community events including transportation for the Schenectady Summer Send Off event, Amsterdam Italia Fest and Wings and Wheels event to support veterans in our region.
- We continue to see increases in followers across our social media channels. Top posts included information about our Lake George Trolley Service and information about CDTA hiring events and employment opportunities.
- Looking ahead, we will cut the ribbon on two new mobility hubs, bring back our two pink buses for the Men Wear Pink campaign on October 1, welcome nearly 400 kids to our property for our annual Fall Festival and accept the American Cancer Society Pillar of Hope Award during the Making Strides Walk in Washington Park on October 20.

Next Meeting

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DRIVE CAR-SHARING UPDATE

Community & Stakeholder Relations Committee 10.24.2024



DRIVE Back in Time

- Pilot program began in January 2023
- Six cars available across Albany County
- CDTA-branded electric vehicles
- Fine tuning the regional EVSE network





Customers LOVE to DRIVE!

- Since program inception more than 1,200 people have downloaded the Mobility Development app
- Customer database shows just under 500 registered members
- Average 9 rental hours per car with monthly revenue reaching \$8,000



Locations

Honest Weight Food Coop

100 Watervliet Avenue, Albany, NY 12206

Gateway Mobility Hub

22 State Street, Schenectady, NY 12304

Albany Community Development Agency

200 Henry Johnson Blvd, Albany, NY 12210

Albany County Mental Health Building

260 South Pearl Street, Albany, NY 12202

Albany Public Library - Delaware Avenue

331 Delaware Avenue, Albany, NY 12209

City of Cohoes – BRT Station

Remsen & Canal Streets, Cohoes, NY 12047



Growth Chart from 2023-24

First Quarter of 2023

	JANUARY	FEBRUARY	MARCH	TOTALS
Trips	73	150	195	418
Active Members	38	75	92	205
Total Hours	284	715	1,297	2,296
Hours Per Day	9	25.5	42	76.5 total
Miles Driven	2,042	6,460	11,250	19,752

Third Quarter of 2024

	JULY	AUGUST	SEPTEMBER	TOTALS
Trips	232	232	293	757
Active Members	129	104	133	366
Total Hours	1,352	1,221	1,509	4,082
Hours Per Day	43.5	39.5	50.3	44.4 Avg
Miles Driven	12,586	11,819	12,071	36,476



Ready To Rev Up

- Activate Phase 2 NYSERDA Subsidy
- Supports growth from 6 to 12 cars
- **Expansion**
 - Second vehicle in Schenectady
 - Two vehicles in City of Troy
 - Liberty Mobility Hub
 - The News Apartments
 - Review of Saratoga, Montgomery and Warren County options





THANK YOU!



Questions? | Comments? | Next Steps.



2024

Summer Service Review

Community & Stakeholder Relations 10.24.2024



Saratoga Summer Trolley

- Operated to support Belmont Stakes
 - Nearly 4,000 boardings over four days
- Supported by Saratoga Casino Hotel and NYRA
- Traditional service from July 11 - September 2
- Two trolleys, 30-minute frequency from 12pm to 10pm, Wednesday through Sunday
- 2024 Ridership – 23,572
- 2023 Ridership – 18,124





Grafton State Park

- Operates from late June through Labor Day, with four round trips daily.
- 2024 Ridership – 1,391 (+11%)
- 2023 Ridership – 1,250



Lake George Trolley

- Connects Glens Falls, Queensbury and Lake George Village
- Operates Memorial Day through mid-October
- 2024 Ridership totals for two spurs: 91,628
- Route #876 – 73,205
- Route #877 – 18,423



Nature Bus

- Connects Albany to green spaces (Five Rivers and Thatcher State Park)
- Operates on Saturdays (9a-5p) between Memorial Day and Mid-October
- 2024 Ridership – 1,346
- 2023 Ridership – 1,300
- Schenectady pilot connected residents to Central Park and the Pinebush Discovery Center
- 2024 Ridership – 100





THANK YOU!



Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 10.24.2024



Earned Media

Press Releases Sent: 8

Total Stories: 17

Total Value: \$20,000



Highlights

3. October CSR Committee

**WAMC** NORTHEAST
PUBLIC RADIO

WAMC
Live At the Linda

Midday Magazine

**6 NEWS**
WIRUG ALBANY

NEWSWEATHERBUFFALO PLUSCOMMUNITYGAME CENTERWAT

PHOTOS: CDTA pink buses return to raise breast cancer awareness

by Jana DeCamilla | Wed, October 2nd 2024 at 1:06 PM




CDTA pink buses return to raise breast cancer awareness (CDTA)

VIEW ALL PHOTOS

CDTA's new mirrorless system moves forward

WAMC Northeast Public Radio | By [Samantha Simmons](#)
Published October 4, 2024 at 12:00 PM EDT



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ALT. MOBILITY > SHARED MOBILITY > BICYCLE & SCOOTER SHARING

CDTA to roll out electric scooter pilot program

The new electric scooter pilot program, SCOOT, will be tested in select New York cities in the following weeks.

Oct. 3, 2024

Related To: [Capital District Transportation Authority \(CDTA\)](#)



Community Engagement

- ***CDTA Fall Festival***
- ***Leatherstocking Honor Flight***
- ***NY Capital District Electric Week & Sustainability Fair***
- ***Black Nurses Coalition Breast Cancer Walk***


Social Media Stats

- **Follower Count – increased over past month**
 - Facebook: 8,100 followers
 - Instagram: 5,664 followers
 - X (Twitter): 4,000 followers
- **Top Posts (Primary Channel: Facebook)**
 - “Mobility Minute-Scoot”
 - Reach: 10,431
 - Engagement: 93
 - Total clicks: 935
 - “Scoot is Coming to Schenectady”
 - Reach: 4,315
 - Engagements: 60
 - Total Clicks: 370

Capital District Transportation Authority - CDTA
Posted by Hootsuite
Oct 11 · 🌐

🚲 Join us for another Mobility Minute featuring SCOOT!
🚲 As we test the technology with pop-up events in Albany, Troy, Schenectady and Saratoga Springs, these events will provide operating experience to help make this mobility solution more readily available in the future.

Ready to try SCOOT? All you have to do is download the SCOOT app (SCOOT CDTA), create a membership profile, add your payment and ride! (You must be 18+ years to operate a scooter). Learn more: <https://www.cdta.org/scoot>. We'll see you out there! #SCOOT #rideCDTA #AroundAlbany #DiscoverTroy #AroundSchenectady #DiscoverSaratoga



📷 Comment as Capital District... 🗣️ 📺 🌐

Capital District Transportation Authority - CDTA
Posted by Hootsuite
6d · 🌐

🚲 SCOOT is coming to Schenectady this weekend! 🚲

From October 18 - October 20, #SCOOT will be available in the city of Schenectady from 11AM - 10PM Friday, 9AM - 10PM Saturday, and 9AM - 6PM Sunday. Scooters are only \$2 to unlock and \$0.25 per minute to ride. Can't make it this weekend? No worries, SCOOT will make its final appearance for the season in Saratoga Springs next weekend! Learn more about SCOOT by visiting <https://www.cdta.org/scoot>.

Download the SCOOT app (CDTA Scoot) to get started. #SCOOTCDTA #rideCDTA #AroundSchenectady #DiscoverSchenectady



See insights and ads [Boost again](#)

👍 Like 🗨 Comment 📧 Send ➦ Share



Looking Ahead

- ***Liberty Square Mobility Hub Ribbon Cutting, 10/28***
- ***CDTA Veterans Luncheon, 11/8***
- ***Holiday Music at the Joseph L. Bruno Rail Station, December***

Questions?