



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, October 19, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, September 14, 2023	David Stackrow
Administrative Discussion Items	
• Seasonal Services Review	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, December 14, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

Capital District Transportation Authority

Community and Stakeholder Relations Committee

Meeting Minutes – September 14, 2023 at 11:16 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: David Stackrow, Jayme Lahut, Pat Lance; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarccone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Sarah Seymour, Sarah Matrose, Gary Guy, Patricia Cooper, Thomas Guggisberg, Jack Grogan, Kelli Schreivogl, Stacy Sansky, Jeremy Smith, David Williams, Rich Cordero, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Lance noted that a quorum was present. Minutes from the June 22, 2023 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided an update on our recent community value survey, which outlined how CDTA is perceived by the community and customers. Trans Pro interviewed more than 400 residents throughout the Capital Region in a random phone survey.
- The results of the survey were positive with 85% of the community members saying CDTA is valuable to the community. Community members believe CDTA brings the most value with affordable transportation options for the region. They acknowledge that we are an integral part of the communities we serve and would like to see that continue. 98% of those surveyed said they are aware that CDTA is the transit provider in the Capital Region.
- The top, most important areas of service were identified as access to jobs, mobility options to low-income families and individuals, and providing transportation options to people with special mobility needs.
- When asked, 93% of participants said CDTA programs and service are a valuable part of the community. With our Universal Access program providing the most value to our community, followed by the Nature Bus, CDPHP Cycle! and our electric car share program, DRIVE.
- Jaime Kazlo provided the monthly earned media and community engagement report. Last month, CDTA earned 20 media placements in television, newspaper and radio.
- Stories focused on September service updates, changes to our FLEX service, the introduction of new CDPHP Cycle! bikes into our fleet and the one year anniversary of service in Montgomery County.
- CDTA participated in a number of local events to highlight our work in the community including the UNITE the City event, Italia fest, Mississippi Day and the annual Carrot Festival.
- Jaime outlined social media engagement and provided statistics for the last month. We saw an uptick in followers across all of our social media channels. Top posts included “How to take CDTA to Grafton Lakes State Park”, “Hop on the Nature Bus” and the announcement of our new Navigator app.
- Looking ahead, we will host a career fair at the CDTA Headquarters’ on September 21, kick off our “Men Wear Pink” campaign on September 29 which will showcase our new pink bus designs, welcome back our Fall Festival after a 3 year pause due to COVID, and host media events for the opening of our new Gateway Mobility Hub in late October and the launch of our third BRT line, the purple line in November.

Next Meeting

Thursday, October 19, 2023 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



*Summer Service Review
Community & Stakeholder Relations
October 19, 2023*

Saratoga Visitors Trolley

- Operated July 13 – Labor Day
- Serves downtown core and track
- Wednesday – Sunday from 12pm- 10pm
- 2023 Ridership – 18,124 boardings
 - ***Increase of 3,000 from last year***
 - ***Highest day was August 19 (738)***



** Horse Farm Breeding Tours in partnership with NYRA carried 1,100 customers and looking to expand*



Grafton State Park

- Service operates from June 28 – September 3
(Wednesday – Sunday)
- Customers access service in downtown Troy
and can board at any bus stop on the route
- Three pickups/drop-offs throughout the day
with 30-minute travel time
- Grafton Park service operating for over 30 years
- 2023 Ridership – 1,250 customers
 - **Highest total was July 22 (102 customers)**



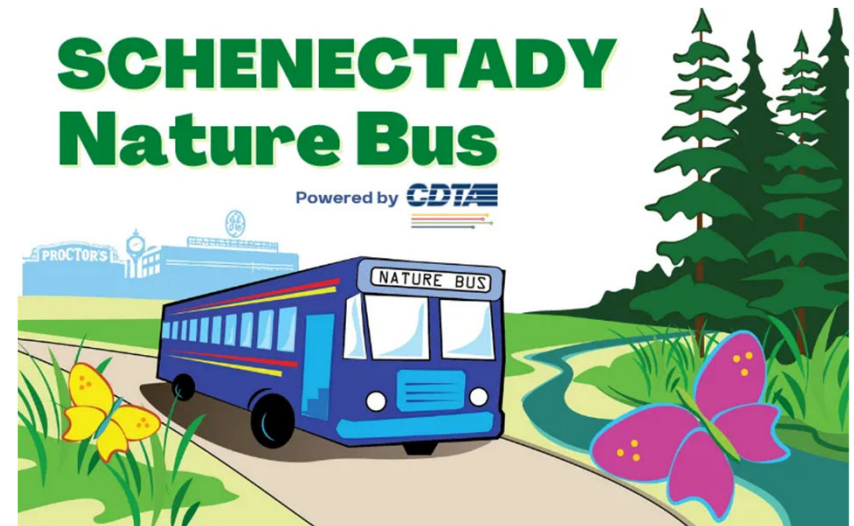
Albany Nature Bus

- Operates May 27 – October 14
- Two distinct routes identified with Warbler and Beaver Icons
- Complimentary service provided via 100% clean energy electric vehicle
- Locations offer free programming including guided trail walks, educational programs, and self-guided activities
- ***2023 ridership is 1,350 customers with extended schedule and one week remains***



Schenectady Nature Bus

- *Service to six outdoor destinations resulted in 100 customers sampling the pilot service*
- **Saturday, June 24th**
River Road Park – Town of Niskayuna
Mabee Farm – Rotterdam Junction
- **Saturday, July 22nd**
MHLC Fox Preserve and Mohawk Hudson
Bike Path - Town of Colonie
The Nature Conservancy's Lisha Kill Natural
Area – Town of Niskayuna
- **Saturday, August 26th**
Collins Park – Village of Scotia
Sanders Preserve – Town of Glenville



“Ride The Plaza” Trolley Tours

- Returns for a second year offering a guided tour of Empire State Plaza
- Customers learn about local landmarks, Plaza architecture, history and WWII memorial
- Three tours offered every Friday from June 30 through September 1
- Tours are 45 minutes long and customers must make a reservation
- ***Most tours sold out with 500 customers served during program***



Thank You





***Media and Community Engagement Report
Community & Stakeholder Relations
October 19, 2023***



Earned Media

- Total Stories 25
- Estimated Value \$30,000



Media Highlights

IN FOCUS

Capital District Transportation Authority CEO on connecting Capital Region's major communities

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-
-
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BY JODEE KENNEY | ALBANY
PUBLISHED 10:00 AM ET SEP. 24, 2023

When it comes to reconnecting upstate New York communities with their underutilized waterfronts, our In Focus conversation expands to transportation and transit opportunities across entire regions. Capital District Transportation Authority CEO Carm Basile sat down with JoDee Kenney for a look at how reimagining the I-787 in downtown Albany provides an opportunity to bolster connections with nearby Troy, Schenectady, Saratoga Springs and areas in between. In addition to creating a more walkable and bicycle-friendly streetscape, Basile said riverfront development could include a hub for CDTA's Bus Rapid Transit lines, further improving travel in and out of Albany. Basile also highlighted recent infrastructure project partnerships, like the creation of a roundabout at the heavily trafficked Crossgates Mall, that are improving transit service.



Thursday, October 12, 2023
THE DAILY GAZETTE
WHEN CREDIBILITY MATTERS

Beech-Nut partners with CDTA to provide free bus service to employees, timed stops added at Route 5S plant

By Ashley Onyon | September 27, 2023



CDTA ridership returns to pre-pandemic levels

By WNYT
Updated: September 21, 2023 - 11:11 AM
Published: September 21, 2023 - 10:59 AM



CDTA TO TAKE OVER GREATER GLENS FALLS TRANSIT
WARREN COUNTY

Glens Falls public bus system, CDTA merge

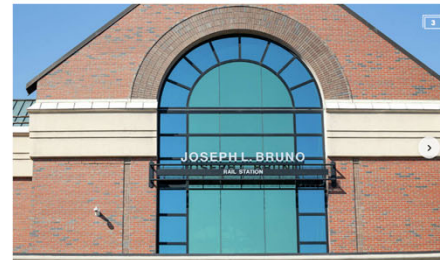
CDTA ridership has returned to pre-pandemic levels, the organization announced on Wednesday. The transit service had 6.4 million riders for the first five months of the fiscal year and it is at where it was before the COVID pandemic halted ridership.

CHRIS CHURCHILL

Churchill: Can we talk about Bruno? (And the train station)

The station now named for the powerful state senator should have been built in downtown Albany

Chris Churchill
Oct. 7, 2023



Community Engagement

- Capital Region DEI Summit, September 20
- Thanksgathering Celebration, October 5
- Patriot Flight Transportation, October 6
- Black Nurses Coalition Breast Cancer Walk, October 14
- ACS Making Strides Walk, October 15



Social Media Highlights

- **Follower Count**

- Facebook: 7,083 followers (holding steady)
- Instagram: 4,802 followers (slight increase)
- Twitter: 4,000 followers

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

“Beech-Nut Joins UA” 9/26

Shares: **46**

Reach: **13,154**

Reactions: **286**

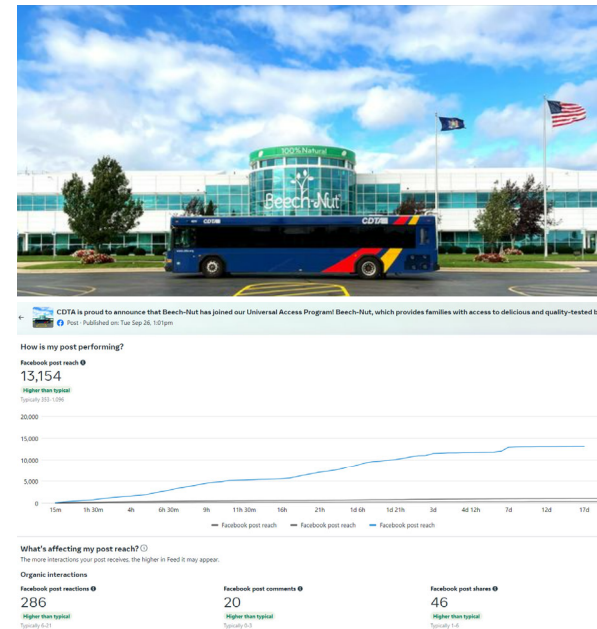
“Service Change Announcement” 9/1

203 link clicks from post driving customers to our website

- **Strategy**

- Engaging, shareable, visual content that showcases CDTA services and reinforces mission statement of connecting communities

CDTA is proud to announce that Beech-Nut has joined our Universal Access Program! Beech-Nut, which provides families with access to delicious and quality-tested baby and toddler foods, is the first partner along Route 55 in Amsterdam to offer this exciting transportation option to their workforce. Employees at Beech-Nut's facility in Amsterdam will have access to unlimited ridership within CDTA's service network simply by swiping their Navigator card! Currently, nearly 40 Capital Region colleges and businesses are part of CDTA's Universal Access program. Through the program, schools and businesses can provide convenient measures to reduce travel expenses, stressful commutes, and parking costs. <https://www.cdta.org/news/beechnut-joins-ua-program>



Looking Ahead

- 7th Annual Pink Bus Pull, October 20
- AHA Dunk for Dollars, October 27
- NYPTA Annual Conference, October 31-November 2
- BRT Purple Line News Conference, early November
- Morning of Kindness, December 24



Thank You

