

CDTA COMMITTEE AGENDA

Community and Stakeholder Relations Committee Thursday, October 23, 2025 | 1:00 pm Microsoft Teams & at 110 Watervliet Avenue

Committee Item Responsibility

Call to Order David Stackrow

Approve Minutes of Thursday, September 18, 2025 David Stackrow

Administrative Discussion Items

SCOOT Pilot Program Review
 Bus Advertising
 Earned Media/Community Engagement Report
 Jonathan Scherzer
 Jaime Kazlo

Next Meeting: Thursday, November 20, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Ave

Adjourn David Stackrow

Capital District Transportation Authority

Community and Stakeholder Relations Committee

Meeting Minutes – September 18, 2025, at 11:15am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jayme Lahut, Mike Criscione; Frank Annicaro, Denise Figueroa, Patrick Lance, David Stackrow, Amanda Avery, Lance Zarcone, Jaime Kazlo, Gary Guy, Patricia Cooper, Emily DeVito, Jon Scherzer, Rich Cordero, Kelli Schreivogl, Thomas Guggisberg, Elide Oyanedel, Stacy Sansky, Dave Williams, Jeremy Smith, Jack Grogan, Sarah Matrose, Jeremy Smith, Keosha Miles, Sarah Seymour, Calvin Young

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Minutes from August 21, 2025, meeting were reviewed and approved.

Administrative Discussion Items

Staff provided reports on internal town hall meetings and our earned media and community engagement report.

- Emily DeVito provided an update on our recent employee town hall meetings that were held in Schenectady, Troy and Albany.
- We held nine Town Hall meetings in August to give employees a chance to hear what our
 organizational priorities are and how they are contributing to the success of CDTA. The
 CEO leadership team, Directors and Superintendents were in attendance to hear feedback
 and answer any questions.
- CEO Frank Annicaro updated employees on current and upcoming initiatives including service rebalancing, employee recognition, fare compliance and bus shelter cleanliness.
- Employees provided feedback on several topics including fare evasion, payment issues and service suggestions. Moving forward, leadership will track action items and communicate progress back to the workforce.
- A meeting will be held in Glens Falls after trolley season wraps up to engage with employees in that division.
- Jaime Kazlo provided the Earned Media and Community Relations report. Over the last month we sent 4 press releases and earned 15 placements from television, newspapers, and radio with an estimated value of \$15,000.
- Stories included our new bus route connecting Glens Falls to Saratoga, the launch of our pilot scooter program in Albany and our Fare Compliance Campaign, called "Respect the Ride."
- We held a 9/11 ceremony on September 11th to mark the 24th anniversary of the attacks on the world trade center. Albany Fire Chief Joe Gregory and members from his

- department participated along with our Troy Superintendent Joe Landy who was deployed to New York City after the attacks. Dozens of employees attended as well.
- Our social media channels continue to increase in followers. Our largest increase was on Linked In. The top posts for this reporting period were about the Nature Bus and the recent visit by FTA Administrator Marc Molinaro to CDTA.
- Looking ahead, we will participate in the 10th anniversary of the American Cancer Society's Men Wear Pink campaign where we will unveil a new bus design to commemorate the milestone, host the annual Pink Bus Pull on October 17 and participate in the New York State Public Transportation Association Conference.

Next Meeting

Thursday, October 23, 2025, at 1:00pm via Microsoft Teams and 110 Watervliet Avenue

SCOOTEMBER IN REVIEW

Community & Stakeholder Relations 10.23.25





Do You Remember....

- Updated software, mobile application and website for 2025 Fall pilot
- Bike share vendor DROP Mobility provided operations
- Short trip option (1.5-mile) for a specified zone in the City of Albany





SCOOT Strikes Back

How Did it Work?

- Customers created membership via mobile app
- Designated riding area for efficiency and safety
- If scooter leaves geofenced area, motor shuts down and customer received text
- Scooters remain on roadways and follow traffic laws; sidewalk riding not permitted
- Locking regulations: Scooters were locked to a SCOOT rack or fixed public object (\$2 fee) in the zone when not in use





SCOOT Strikes Back

Pricing & Details

Cost Structure

- \$2 to unlock a scooter, then \$0.25 per minute
- Scooters left unlocked in the geofenced area or not locked to a CDTA rack will be subject to a \$50 chargeback
- Improperly locking an e-scooter so that it is an obstruction is a \$15 chargeback

Details

- Customers must be at least 18 years of age (photo id required through app)
- Daily network availability from 6am to 12am
- Photo required to end trip showing scooter locked properly



SCOOTEMBER

Albany SCOOT Zone

Riding area encompasses larger portion of the City not including Washington Park:

- Downtown entertainment district
- Warehouse District
- Capitol Building/Empire State Plaza
- Park South Neighborhood
- Pine Hills Neighborhood
- Downtown UAlbany campus







Program Review

- 75 vehicle pilot from September 5 October 5
 - 10 hubs with 5-6 vehicles at each location
- Bike vendor DROP Mobility provided operations
 - 1,029 trips taken by 514 unique customers
 - 1,080 mobile app downloads



SCOOTEMBER

News & Notes

- New app included SMS messaging and "no ride zones."
- Some riders thought scooters could be rented through the CDPHP Cycle! app
- Most used hubs:
 - Clinton Square (153)
 - Western @ Quail (106)
 - Nine Pin (101)
- Least used hubs:
 - St. Peter's Hospital (44)
 - Route 9W @ Holland Avenue (40)
 - Warehouse District end (29)



7. SCOOTEMBER



Looking Ahead

- Determine future operational opportunities
- Enhance branding and onboarding with more detail and consistent instructions
- Enable inclusive payments with debit/prepaid to remove credit-only barrier
 - Expand service area and hub density to include SUNY and more residential zones
 - Longer lead time for marketing, communications and customer outreach



THANK -YOU-

Questions? | Comments? | Next Steps.



LAMAR

Concept Art

While shown on actual transit inventory, conceptual art is solely intended to spark your imagination. Production design and approval to deploy concepts are determined by the transit authority.









Increased projected revenue for introducing the Full Wrap product comes in parts:

- Increased sales with clients interested in the Full Wrap product exclusively
- Ease of buying from national advertisers who buy Full Wrap products at scale and would otherwise not purchase transit
- Percentage increase of rate for Full Wrap product over other products

Projected new revenue from national and local advertisers who otherwise may not purchase transit:

- \$200,000 estimated additional revenue per year
- Based on full year once campaign begins

Estimated revenue percentage increase per bus for Full Wrap product over other products (average):

- 15% 20% increase
- Based on average sales, evaluating large format streetside, traditional product curbside, and back varieties*
- Occupancy rates factored in*



LAMAR

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 10.23.2025









Earned Media

Press Releases Sent: 1

Total Stories: 2

Total Value: \$2,000













Highlights



CDTA launches pink buses for breast cancer awareness

By WNYT

September 26, 2025 - 7:47 PM



CDTA launches pink buses for breast cancer awareness

You can catch a ride while raising support for Breast Cancer Awareness Month.

CDTA is kicking off its "Men Wear Pink" campaign.





Social Media Stats

Follower Count-

Facebook: 9,428 followers

Instagram: 6,563 followers

Linked In: 2,280 followers





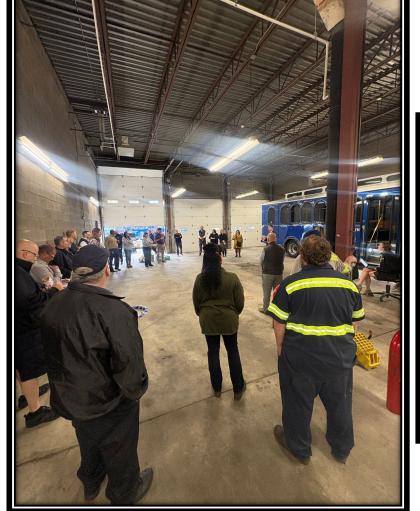


HEALTH, DENTAL, AND VISION





Internal Events







United Way Annual Meeting







Community Engagement

- ACS Coaches vs. Cancer
- Men Wear Pink Campaign Kick Off
- Leatherstocking Honor Flight
- Liberty ARC Tour
- Annual Black Nurses Coalition Walk





Looking Ahead

- Trunk or Treat at CDTA
- NYPTA Conference
- Veterans Luncheon



Questions?

