



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, January 21, 2021 | 11:30 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Patrick Lance
Ascertain Quorum	Patrick Lance
Agenda Approval	Patrick Lance
Approve Minutes of Thursday, December 17, 2020	Patrick Lance
Administrative Discussion Items	
• 2020 Year End Communications Report	Jaime Watson
• 2020 Year End Marketing Report	Jon Scherzer
• 2020 Year End Social Media Marketing Report	Allie Schreffler
Next Meeting: Thursday, February 18, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Patrick Lance

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

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – December 17, 2020 at 11:30am; Microsoft Teams**

In Attendance: via MT - Jackie Falotico, Jayme Lahut, Denise Figueroa, Pat Lance, Mike Criscione, Mark Schaeffer; at 110 –Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Ross Farrell; via MT – Carm Basile, Jaime Watson, Sarah Matrose, Stacy Sansky, Rich Cordero, Jon Scherzer, 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 November 12, 2020 meeting were reviewed and approved.

Administrative Discussion Items

- Jonathan Scherzer reviewed the latest MORE report, which is CDTA’s Monthly Onboard Rider Evaluation survey. Jonathan summarized the latest report, which was conducted online. This is a switch from previous surveys which traditionally have been done face-to-face. The switch to the online survey allows for both choice riders and heavy use customers. CDTA used social media, website to help drive up respondents.
- The report found that nearly 90% of customers are satisfied with CDTA services with an increase in “highly satisfied” responses. The report covers COVID-19 response, trip purpose, payment systems, and most recent trip.
- Jaime Watson summarized the monthly Media/Community Engagement report. There were 15 media stories on television, newspaper, and radio this month. Highlights included the launch of the new River Corridor BRT service and the end of CDPHP Cycle! season four.
- A majority of the stories highlighted the launch of our newest BRT service. The story was also featured in two national publications, APTA Passenger Transport and Mass Transit Magazine.

Next Meeting

Thursday, January 21, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Avenue

Community & Stakeholder Relations Committee Meeting

2020 Communications and Marketing Year in Review

January 21, 2021



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Earned Media

- 2020 Total Stories: 247
- Estimated Value: \$250,000

- 2019 Total Stories: 174

- 2018 Total Stories: 110



Top Earning Months

- March: 36 stories
- April: 35 stories
- November: 36 stories
- COVID Factor and Major Announcements



Major Story Lines

- Electric Bus Roll Out, January 10
- COVID Pandemic, Began in March
- 50th Anniversary Celebration, July 31
- CDTA Health Center Opens, October 13
- Pink Bus Pull, October 30
- Blue Line BRT Launch, November 19



Looking Forward

- Communicating COVID
- Strategic Plan Roll Out
- New Mobility Options
- Highlight New Partnerships



2020 Year In Review Marketing



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January – March

- Debuted CDTA electric branding
- Unveiling of 50th Anniversary programming
- COVID-based campaign rolls out (internal/external)
- FLEX On Demand Pilot marketing support
- Focus on media partnerships honoring essential workers



April - June

- Rear door boarding messaging (internal/external)
- Rolled out CDTA sonic branding program
- “Back to Business” service campaign & survey
- CDPHP *Cycle!* hits the streets with new protocols



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July - September

- ‘Community Champions’ Promotion kick off
- 50th Anniversary event with Gold Bus/bike
- Partner on Pedal/Paddle program with NYS Canal Corp
- Resume front door boarding with barriers messaging
- CDPHP *Cycle!* UAlbany access program begins



October - December

- BRT Blue Line Rollout (internal/external)
- Real Men Wear Pink programming and materials
- FLEX On Demand Payment program begins
- Marketing CDTA Health Center Opening/benefits
- '12 Days of Giving' Social Media program



The Year Ahead

- Don't Hesitate. Vaccinate messaging (internal/external)
- Official rollout of Strategic Plan (internal/external)
- Rollout of E-Scooter and Car-Sharing pilot programs
- Use new mobility as Universal Access growth platform
- Roll in SMS texts and capacity counter for all routes
- Continue social media growth and investment



Social Media Marketing Report

January 2020- January 2021



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Keys to Success

- Community Champions, 12 Days of Holiday Giving, virtual contests and giveaways all help increase our following and engage with existing customers.
- Posting consistently and **with purpose** helps grow our social media presence while also maintaining our brand and corporate values.
- Creating paid social media posts helps us hit a significantly larger audience for less money than any other form of media. (i.e.- reach 20,000 people with \$50).
- Management tools such as Hootsuite and Insights, which help with: content planning, reports, and comment management.



CDTA Facebook Reach

- 209 Facebook posts published in 2020
- Reached 552,308 people in 2020. 95% reach increase since 2018-2019.
- Highest reach on July 19 with 19,000 people. Activity came from 2020 Community Champions contest and July service changes.
- Several spikes in October with 17,000 people from RMWP Bus Pull and BRT Blue Line announcement.

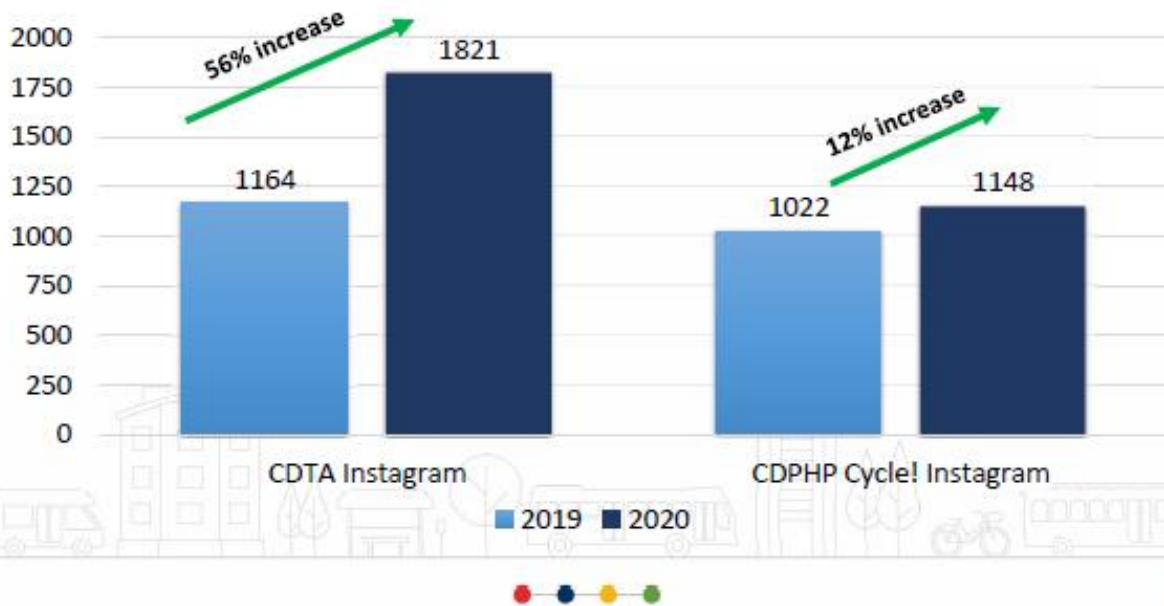


CDTA Instagram Reach

- 141 Instagram posts published in 2020
- Reached 225,632 people in 2020. 460% reach increase since 2018-2019
- Highest reach on March 23 with **6,500 people**. Activity came from COVID thank you messaging.



Social Media Followers

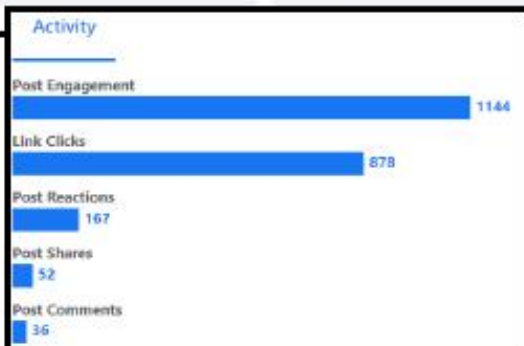


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2020 Community Champions

Performance
\$499.99 spent over 20 days.

Link Clicks	878	Reach	42,464
		Cost Per Link Click	\$0.57



A screenshot of a Facebook post from the Capital District Transportation Authority (CDTA). The post features a blue and gold graphic with the text: "We are looking for 50 Community Champions who make the Capital Region a better place to live!". Below the graphic, it says "RECOGNIZE A PERSON MAKING A POSITIVE IMPACT. Nominate a CDTA Community Champion." At the bottom, there is a call to action: "CDTA.ORG Nominate Your Champion" and a "LEARN MORE" button.



12 Days of Holiday Giving

- 108 new Instagram followers during the month of December
- 1818 total followers
- 537 post content interactions during the month of December
- Cycle through the lights was the most popular week
- 990 new Instagram followers in the last year



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What's to come

- More contests and giveaways to continue to grow our audience and get people excited to participate.
- Creating more engagement with current following. This includes: polls, surveys, questions, tagging us and commenting on posts. We want to get feedback from our audience to see what they want to hear about.
- Continue to use Hootsuite for calendar planning and posting, increase paid ads to consistently capture a larger audience.
- Facebook Live events to draw cost-effective media attention.

