<table>
<thead>
<tr>
<th>Committee Item</th>
<th>Responsibility</th>
</tr>
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<tbody>
<tr>
<td>Call to Order</td>
<td>Pat Lance</td>
</tr>
<tr>
<td>Ascertain Quorum</td>
<td>Pat Lance</td>
</tr>
<tr>
<td>Agenda Approval</td>
<td>Pat Lance</td>
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<tr>
<td>Approve Minutes of Thursday, February 18, 2021</td>
<td>Pat Lance</td>
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</tbody>
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**Administrative Discussion Items**

- *CYCLE!* Season 5 Preview
- Monthly Media/Community Engagement Report

Next Meeting: Thursday, April 22, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Ave.

Adjourn Pat Lance
Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – February 18, 2021 at 11:30am; Microsoft Teams

In Attendance: via MT – Jayme Lahut, Mark Schaeffer; at 110 – Pat Lance, Mike Criscione, Carm Basile, Amanda Avery, Jaime Watson, Lance Zarcone, Jon Scherzer, Vanessa Salamy; via MT – Chris Desany, Ross Farrell, Sarah Matrose, Lindsey Garney, David Williams, Thomas Guggisberg

Meeting Purpose
Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Patrick Lance noted that a quorum was present. Minutes from the January 21, 2021 meeting were reviewed and approved.

Administrative Discussion Items
- Jon Scherzer presented on new FLEX service that will serve Southern Saratoga County. Jon outlined the partnership and service area which will include the Mechanicville/Clifton Park area.

- FLEX service will connect people to jobs, shopping, and medical appointments. This is an area that has been hard for CDTA to serve with 40-foot buses. FLEX service is nimble and can respond in communities that are not as densely developed as more urban areas. This service will start this summer.

- Jaime Watson summarized the monthly Media Relations/Community Engagement report. CDTA 15 earned media placements in television, newspaper, and radio. Stories focused on our partnership with the American Heart Association and their Glow Red event, COVID federal mask mandate, River Corridor BRT, and several community partnerships.

- Jaime outlined Transit Worker Appreciation Day happening on March 18 and ways CDTA will highlight the work of its employees; especially over the last year as the workforce has dealt with the COVID 19 pandemic.

Next Meeting
Thursday, March 25, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Avenue
Season Review

- Launched June 22, 2020
- Ride Safe, Ride Smart focus
  - On-bike sanitizer; Cleaning schedule
  - Phased roll out, full fleet by September
- Ridership – 37,784
  - Albany: 28,477 rides
  - 2,200 UAlbany signups = 15,130 “trips”
Cycling through....

- Partnerships
  - Canal Corporation Pedal/Paddle Tourism
  - Airport Hotels Cycle! Access program
  - #Capital Walls Mural Tour

- Specialty
  - 50th Anniversary Golden bike
  - Newer bike model deployed

Status Report

- Pleased with new vendor MOBILITY CLOUD
- Significant interest from variety of partners
- Reaching 5-year useful life of many assets
  - Ordered new signage and wave racks
  - Update and replace branding elements
What's New

New onboard controllers
- QR code access and more reliable equipment
- Compatible with current and future technology

Expansion
- 500+ bikes deployed
- Warren County/Glens Falls/Lake George
- Ongoing conversations with Watervliet

Gearing Up....
- Early Bird Pricing (Season Passes) available
- Launch date April 5th
- Continue with Ride Safe, Ride Smart protocols
- Expect mid-May launch in Warren County
- #CapitalWalls tours resume in May 2021
- Potential for e-bike pilot program
- Cycle! Access growth
Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

March 25, 2021

Earned Media

Media Relations Metrics 2021

Total Stories: 15

Estimated Value: $15,000
Media Highlights

Schumer funds boost airport, CDTA

CDTA to install new air filters on buses

CDTA to get $51.7M in federal COVID aid, Albany Airport $13.4M

Albany Armory mass vaccination site to open Wednesday

Community Engagement

• Transit Worker Appreciation Day

• Armory Vaccine Transportation

• NYPTA Transit Awareness Month
Looking Ahead

• Employee Vaccine Education

• CDPHP Cycle! Early Bird Special/Season 5 Kick-Off

• American Heart Association Activities