



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, March 25, 2021 | 11:30 AM | Microsoft Teams Meeting**

| <b>Committee Item</b>   | <b>Responsibility</b> |
|---|-----------------------|
| Call to Order   | Pat Lance             |
| Ascertain Quorum  | Pat Lance             |
| Agenda Approval   | Pat Lance             |
| Approve Minutes of Thursday, February 18, 2021  | Pat Lance             |
| <b>Administrative Discussion Items</b>  |                       |
| • <i>CYCLE!</i> Season 5 Preview  | Jon Scherzer          |
| • Monthly Media/Community Engagement Report   | Jaime Watson          |
| 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

# CDPHP *Cycle!* Celebrating 5 Seasons



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## 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
  - 50<sup>th</sup> 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



**CYCLE!**™ Driven By **CDTA**

Gear up to celebrate **Season 5!**



# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement/Media Report

March 25, 2021



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### Earned Media



### Media Relations Metrics 2021

Total Stories: 15

Estimated Value:  
\$15,000





# Media Highlights

## Schumer funds boost airport, CDTA

Byline: [unreadable]

COLONIE — A new round of federal aid to assist airports and transit agencies hard hit by the coronavirus crisis announced Monday by U.S. Senate Majority Leader Charles Schumer. In the Capital Region, the Capital District Transportation Authority will receive \$52,653,331, while the Albany International Airport will receive \$22,955,244.

Officials at CDTA welcomed the news.



## CDTA to install new air filters on buses

Byline: [unreadable]

ALBANY — Additional air purification systems will be installed on all CDTA buses in the next several weeks.

The air purifying units will be placed on the buses behind the drivers, in addition to the buses' current Meru-7 HVAC systems. They will use Photohydrocatalysis™, also known as PH-CO2 technology, which uses ultraviolet light, to clean the air.

## Albany Armory mass vaccination site to open Wednesday

Byline: [unreadable]



ALBANY — The Washington Mass vaccination site in Albany will open to a New York State COVID-19 mass vaccination site.

Start the day early in 77th Ave. in Albany. Get vaccinated and the mass vaccination site.



# 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

