



CDTA COMMITTEE AGENDA

Community and Stakeholder Relations Committee

Thursday, October 24, 2019 | 10:45 AM | 110 Watervliet Avenue, Albany

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, September 5, 2019	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• Microtransit Presentation	Jon Scherzer
• 50 th Anniversary Update	Jaime Watson
• Community Engagement/ Media Relations Report	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, December 12, 2019, 10:45 am at 110 Watervliet Ave, Albany	
Adjourn	Jackie Falotico

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – September 5, 2019 at 10:45am; 110 Watervliet Avenue, Albany**

In Attendance: Jackie Falotico (Chair), Jayme Lahut, Mike Criscione, Pat Lance, Carm Basile, Amanda Avery, Jaime Watson, Mike Collins, Chris Desany, Lance Zarcone, Jon Scherzer, Phil Parella, Sarah Matrose, Allie Schreffler, 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 June 20, 2019 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jon Scherzer reported on the Monthly On-Board Rider Evaluation (MORE) results from Fact Finders. Fact Finders' staff board buses to conduct random interviews along our routes. There is also an online version of the survey that is becoming increasingly popular.
- It is interesting to note the differences between customers who are surveyed on board and those who choose the online option. Customers respond to questions about satisfaction with services, their riding experience, ease of payment, frequency of use, etc.
- The outcome of the surveys allows us to plan better, to effectively communicate with customers, and to assess operational needs. In general, customers rate our service highly and provide detailed feedback about different aspects of the operation, our fare payment system and the way we communicate with them.
- Jaime Watson and Jon Scherzer talked about our 50th Anniversary. The actual anniversary is August 1, 2020. Planning for this exciting milestone is underway and a comprehensive communications and event outline is being developed.
- Jaime Watson presented an update on the Internal Communications Plan that was recently rolled out to employees. As CDTA grows as an employer of choice, efforts to maximize internal communications has become a top priority for the organization. The plan contents will help us better position organization goals and business priorities to employees. It will create a sense of community, trust, and shared commitment among employees, and provide more opportunities for engagement and job satisfaction.
- Jaime Watson summarized the monthly Community Engagement/Media Relations report. Her report highlighted media outreach and community engagement outcomes over the last month. She highlighted several larger stories, which included our new Universal Access agreement with the apartment development on New Scotland Avenue in Albany, a mid-season CDPHP *Cycle!* update, and our seasonal services that further showcase our role as a community and regional partner.

Executive Session

No items scheduled.

Next Meeting

Thursday, October 24, 2019 at 10:45am at 110 Watervliet Avenue, Albany

Branding and Roll out MICROTRANSIT



1

CDTA's MICROTRANSIT

- Customers request a ride through mobile app or phone call
- CDTA-operated shared-ride, door-to-door service
- Access to employment & shopping w/connections to transit
- Two vehicles covering the first pilot area



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MICROTRANSIT PILOT



- Guilderland/Colonie Area
- Pick-ups/drop-offs in defined area
(Albany International Airport, Crossgates Mall, Wolf Road, New Karner, Corporate Woods)
- Under-served by fixed-route transit
- Fare-free for first 6 months; then priced between transit and ride-sharing



3

OPERATIONS

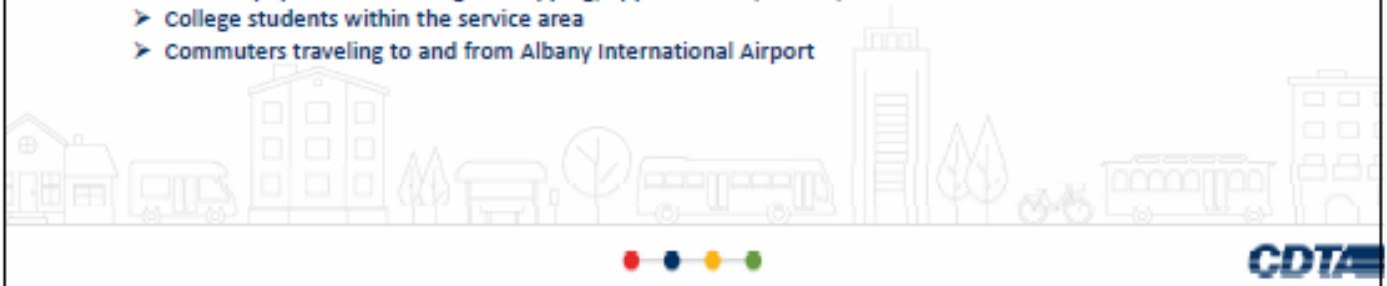
- Two vehicles
 - Sprinter vans with accessible option
- Provide service six days per week
 - Monday – Friday (6a-9p); Saturday (10a-6p)
- Personnel needed
 - Four Operators (System 2); Dedicated dispatchers
- Customer touch points
 - TransLoc mobile app
 - Customer Service Center call by phone option



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OUTREACH

- Chamber partnerships
 - Connect with businesses, apartment communities, service providers
- Mass market promotions and advertising
 - Local, targeted magazines and newsletters
 - Social Media influencers and digital mailers
- Customer groups
 - Current CDTA customers living in FLEX service area(s)
 - General population traveling to shopping, appointments, events, etc.
 - College students within the service area
 - Commuters traveling to and from Albany International Airport



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Key Messages

To start building buzz and provide education to help customers understand what it is, AND how it works

- **Improved Mobility:** FLEX can transform communities by connecting customers to commercial districts, doctors and appointments, entertainment options, walkable streets, and access to jobs
- **Real-time Updates:** Request a pickup, receive an estimated pickup time, track your ride, and get alerts when your vehicle has arrived – all through the free TransLoc app
- **Safety and Security:** FLEX offers customers the best of ride share with peace of mind that comes from riding with trusted CDTA operators
- **Accessibility:** FLEX pilot vehicles are wheelchair accessible



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Meet Flex

Simple FLEX 'logo,' utilizing curved typography featuring a modified 'X.' Communicate differences between FLEX vehicles in CDTA's fleet, while remaining faithful to the brand's graphic and color standards.



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8

SARATOGA MICROTRANSIT



- Southern Saratoga County
- Formalizing appropriate zone
- Under-served by fixed-route transit (*Employment, transit hubs & services*)
- Grant Application submitted August 2019
- Saratoga Chamber of Commerce and municipalities are key partners



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SCHEDULE

Colonie/Guilderland

- Ongoing marketing work
 - Branding, promotion, operational logistics
- Mid-to-late October
 - Vehicle Delivery and testing
- Late October
 - On-site training for operators and dispatch
- Early December
 - Service launches

Southern Saratoga County

- Ongoing work
 - Municipal, public/private partnerships
- Late Winter/Early Spring
 - Finalize service polygon
 - On-site training for operators and dispatch
- Spring/Summer 2020
 - Second pilot service launch



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Community & Stakeholder Relations Committee Meeting

Media Relations/Community Engagement Report

October 24, 2019



1

Media Relations Metrics

- Total Stories: 17
- Television: 8
- Newspaper: 9
- **Estimated Value: 25k**



2

Media Highlights



3

Community Partnerships

- Real Men Wear Pink Campaign
- 41st Annual Carrot Festival
- 25th Annual Chefs and Vintners Harvest Dinner
- CDTA Fall Festival



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Looking Ahead

- **RMWP Bus Pull, October 29**
- **United Way Giving Campaign, November**
- **CapCom Thanksgiving Deliveries, November**

