



CDTA COMMITTEE AGENDA

Community and Stakeholder Relations Committee

Thursday, February 20, 2020 | 10:45 AM | 110 Watervliet Avenue, Albany

Committee Item	Responsibility
Call to Order	Jayne Lahut
Ascertain Quorum	Jayne Lahut
Agenda Approval	Jayne Lahut
Approve Minutes of Thursday, December 12, 2019	Jayne Lahut
Consent Agenda Items	
<ul style="list-style-type: none">No Items Scheduled	
Administrative Discussion Items	
<ul style="list-style-type: none">HASTUS – Customer Feedback UpdateCommunity Engagement/ Media Report*	Jon Scherzer Jaime Watson
Executive Session	
<ul style="list-style-type: none">No Items Scheduled	
Next Meeting: Thursday, March 19, 2020, 10:45am at 110 Watervliet Ave, Albany	
Adjourn	Jayne Lahut

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

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes –January 23, 2020 at 10:45am; 110 Watervliet Avenue, Albany**

In Attendance: Jackie Falotico (Chair), Jayme Lahut, Mike Criscione, Pat Lance, Mark Shaeffer, Dave Stackrow, Carm Basile, Amanda Avery, Jaime Watson, Chris Desany, Lance Zarcone, Thomas Guggisberg, Jeremy Smith, Stacy Sansky, Phil Parella, Jon Scherzer, Sarah Matrose, Ross Farrell, 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 December 12, 2019 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jonathan Scherzer provided an update on the newly rolled-out FLEX micro transit pilot program. CDTA launched FLEX on January 3, 2020. FLEX offers flexible routing and scheduling that allows users to book a trip through a mobile app, similar to rideshare.
- FLEX continues to grow its ridership through customers use, word of mouth, and marketing efforts by CDTA. To date, more than 300 passengers have taken trips and 4,000 miles have been logged.
- Jaime Watson summarized the monthly Community Engagement report and provided a 2019 year-in-review. In total CDTA had 174 earned media placements in television, newspaper and radio. Many of the stories highlighted in 2019 focused on CDTA's community partnerships, electric buses and new services.
- Jaime discussed themes, projects and goals for CDTA's communication and community engagement activities over the next year.

Executive Session

No items scheduled.

Next Meeting

Thursday, February 20, 2020 at 10:45am at 110 Watervliet Avenue, Albany

Community & Stakeholder Relations Committee Meeting

Media Relations/Community Engagement Report

February 20, 2020



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Media Relations Metrics

- Total Stories: 19
- Television: 9
- Newspaper: 9
- Radio: 1



- **Estimated Value: 20k**

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Media Highlights

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Community Partnerships

- Schenectady Soup Stroll
- Saratoga Flurry Festival



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Looking Ahead

- Employee State of CDTA
- NYPTA Transit Awareness Day
- APTA Legislative Conference
- Transit Driver Appreciation Day
- Earth Day

