



CDTA COMMITTEE AGENDA

Community and Stakeholder Relations Committee

Thursday, January 23, 2020 | 10:30 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, December 12, 2019	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• FLEX Update	Jon Scherzer
• 2019 Year in Review Community Engagement/ Media Report*	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, February 20, 2020, 10:30am at 110 Watervliet Ave, Albany	
Adjourn	Jackie Falotico

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

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes –December 12, 2019 at 10:45am; 110 Watervliet Avenue, Albany**

In Attendance: Jackie Falotico (Chair), Jayme Lahut, Mike Criscione, Pat Lance, Mark Shaeffer, Carm Basile, Amanda Avery, Jaime Watson, Mike Collins, Chris Desany, Lance Zarcone, Thomas Guggisberg, Jeremy Smith, Stacy Sansky, Phil Parella, Jon Scherzer, Lindsey Garney, Brooke Simoncavage, 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 October 24, 2019 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Allie Schreffler provided an update on our social media outreach. CDTA uses social media to reach customers and non-riders to inform about new products, company news, service changes, community involvement, and events. CDTA hosts 7 total accounts: Facebook, Twitter, Instagram and 3 accounts for CDPHP *Cycle!*
- Social media is becoming the go-to for customers and the media, especially when we are communicating service-related changes, inclement weather information or upcoming events. CDTA’s social media platforms have grown in the past year and we have a strong social media presence and engagement across all channels.
- Jon Scherzer provided a year-end report on CDPHP *Cycle!* He looked at the Season 3 riding season and highlighted the record ridership, with more than 41,000 rides taken and more than 12,000 members.
- CDPHP *Cycle!* has become a signature program for CDTA and the community. The increase in ridership was fueled by an increasing number of new *Cycle!* Access partners, including RPI and UAlbany. Looking ahead to Season 4, *Cycle!* will look to strategically expand its footprint. Many communities are interested in incorporating CDPHP *Cycle!* into their offerings. It will also be an exciting year with the first full year for our partners at UAlbany.
- 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 the company’s involvement with the CapCom Cares Foundation annual Thanksgiving program and the upcoming launch of our Electric Buses and Microtransit Program, FLEX.

Executive Session

No items scheduled.

Next Meeting

Thursday, January 23, 2020 at 10:30am at 110 Watervliet Avenue, Albany

Community & Stakeholder Relations Committee Meeting

January Media Relations/Community Engagement Report

January 23, 2020



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ALBANY BUSINESS REVIEW	tu timesunion	<h3>Media Relations Metrics 2019</h3> <ul style="list-style-type: none">• Total Stories: 174• Newspaper: 107• Television: 55• Radio: 12
NEWS 10 abc	NEWS CHANNEL 13	
WGY NEWS RADIO 810 & 103.1	THE DAILY GAZETTE	<ul style="list-style-type: none">• Estimated Value: 175k
6 NEWS WROR ALBANY	SPECTRUM NEWS	

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"We evacuated the area surrounding (the blast) so we could check for any further fire and noxious gases," Gregory said. "CDTA was phenomenal in assisting the residents."

-Joseph Gregory, Albany Fire Chief

"People who are commuting who live in closer would rather take the bus," Clemens said. "As we look to the future, attracting talent, being on the transit line, it makes a big difference for people looking for work."

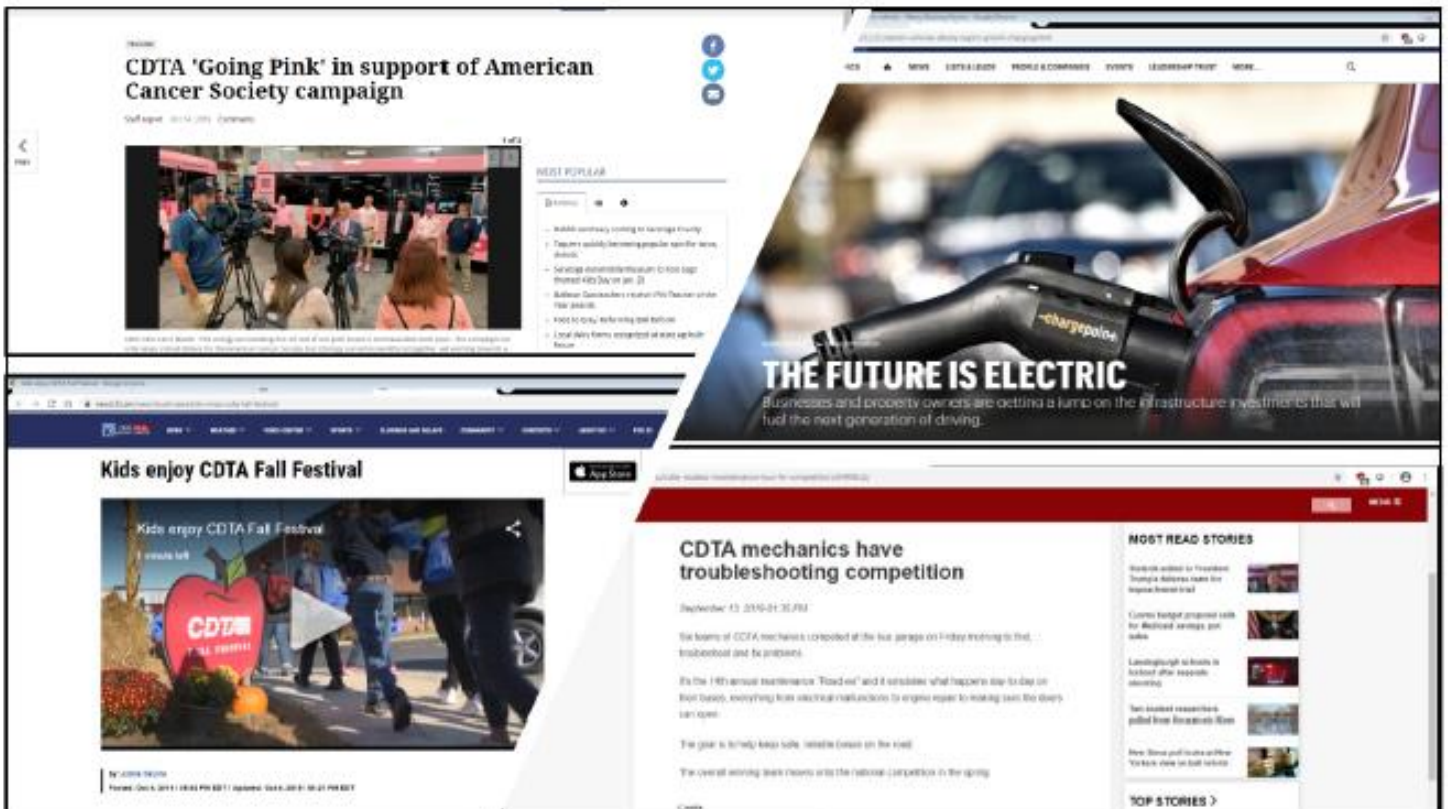
-Erin Clemens, VP of HR BeechNut



"We're leaning into CDTA and saying, we're going to develop in places where we know the organizations will be, and then how can we partner with them to advance their strategies?"

-Jeff Buell, Redburn Development

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Looking Ahead 2020 Messaging

- New Mobility Options
- Regional Economic Propeller
- Community Partner
- MaaS

