



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, April 22, 2021 | 11:30 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, March 25, 2021	Jackie Falotico
Administrative Discussion Items	
• E-Scooter Pilot Program Overview	Jon Scherzer
• Monthly Media/Community Engagement Report	Jaime Watson
Next Meeting: Thursday, May 20, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Jackie Falotico

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – March 25, 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, Gary Guy, Stacy Sansky, Sarah Matrose, Jeremy Smith, Lindsey Garney, Thomas Guggisberg, Jack Grogan

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 February 18, 2020 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided information on the upcoming season of CDPHP *Cycle!* In its 5th year, *Cycle!* will offer more than 500 bikes at 90 locations throughout the region. We are looking to expand and offer bikes in Lake George, Glens Falls and Watervliet. New onboard controllers will allow riders to scan a QR code to access bikes. CDPHP *Cycle!* will launch on Monday, April 5.
- Jaime Watson summarized the Media Relations/Community Engagement report. CDTA earned 15 media placements in television, newspaper, and radio during February. Stories focused on funding in the American Rescue Plan, air purification units being installed on buses, and transportation to local vaccination sites. CDTA has carried more than 8,000 people to vaccination appointments since the beginning of March.
- Jaime outlined what we did on Transit Worker Appreciation Day, which happened on March 18. We highlighted the great work of our employees; especially their efforts during the COVID 19 pandemic.

Next Meeting

Thursday, April 22, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Avenue

E-Scooter Pilot Summer 2020



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Background

- NYS law now allows the operation of electric scooters
- Work with bike share vendor, Mobility Cloud for operational support
- Ensures continuity across CDTA's mobility programming
- E-scooters provide a short trip option (1.5-mile average) throughout the Capital Region



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The Product

- OKAI ES400 electric scooter with a swappable battery (GPS-enabled) to track the vehicle and prevent theft
- Features micro mobility lock, which includes Bluetooth and cellular technology for docked and dockless use
- Safe, accessible option for our customers
- Pilot to start with 50-60 vehicles



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How Will It Work?

- Customers must create membership via mobile app or website
- Create “no go zones” – where scooters are not permitted
(i.e. Congress Park, Lincoln Park)
- If scooter leaves geofence or enters a “no go zone” - notification is sent, motor will slowly shut down until it re-enters service area
- Scooters must remain on roadways; sidewalk riding not permitted by NYS law



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Management

- Customers must sign user agreement to use e-scooter system
- Pilot to offer experience with duration, location and rebalancing
- Strict locking regulations: scooters must be locked to a fixed public object when not in use
- Scooters must be returned and locked to a CDTA rack at the conclusion of the ride.



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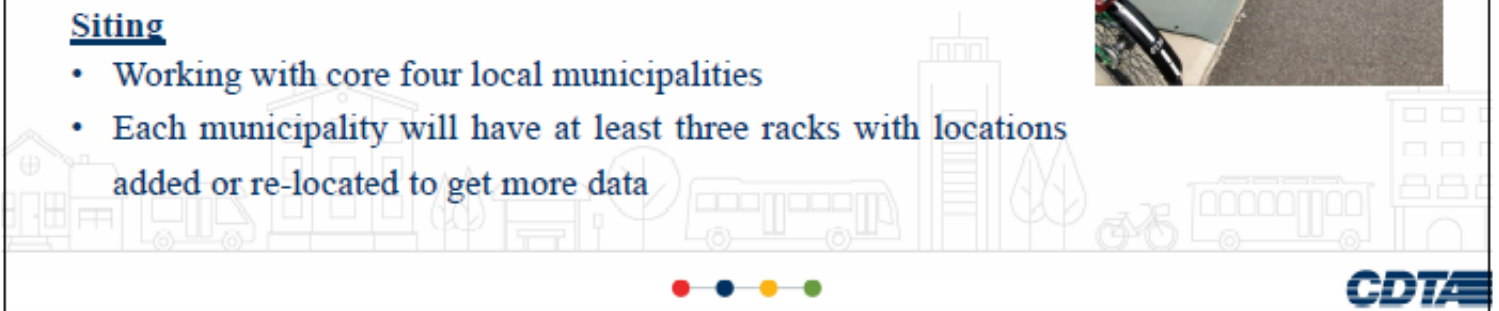
Pricing and Siting

Pricing

- \$2 to unlock a scooter, \$0.25 then per minute for each ride
- Scooters left unlocked or not locked to a CDTA rack will be subject to a \$50 chargeback.
- Improperly locking an e-scooter so that it is an obstruction in the public right of way will result in a \$25 chargeback.

Siting

- Working with core four local municipalities
- Each municipality will have at least three racks with locations added or re-located to get more data

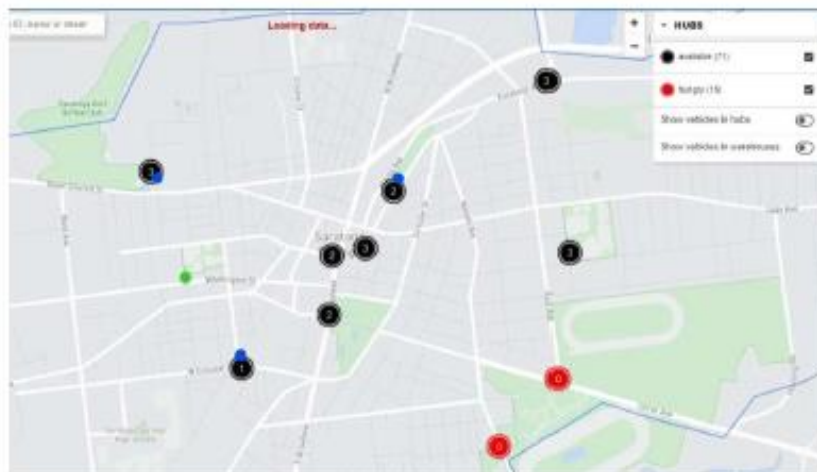


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Saratoga Springs

Pilot locations = Blue Dot:

- High Rock Park
- West Circular/Railroad Run
- Saratoga Hospital

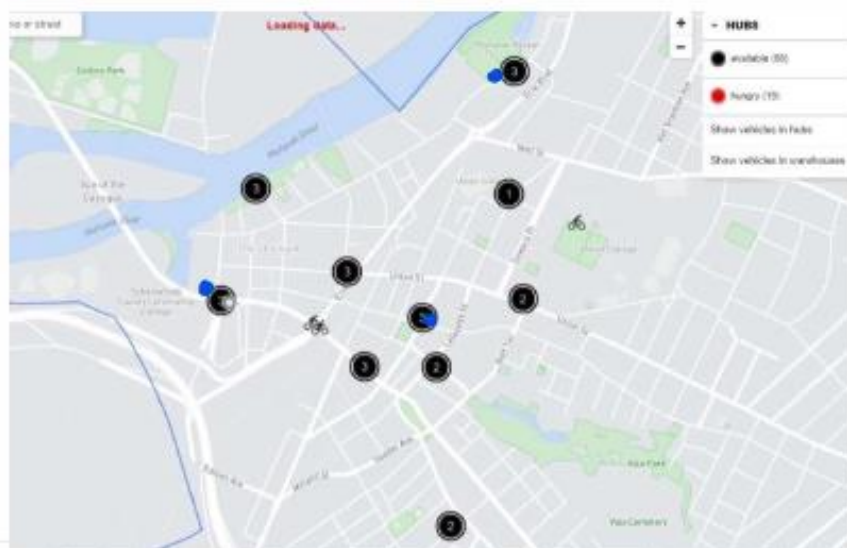


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Schenectady

Pilot locations = Blue Dot:

- Mohawk Harbor
- Library near City Hall
- SCCC

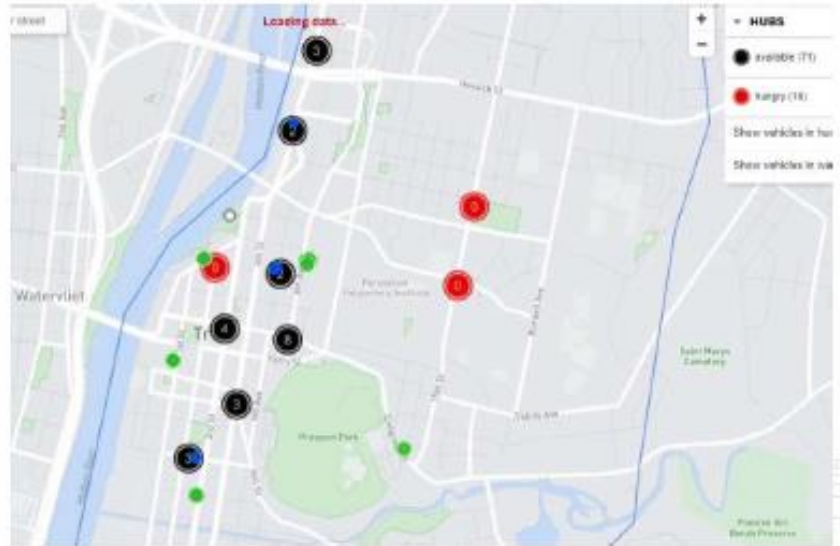


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Troy

Pilot locations = Blue Dot:

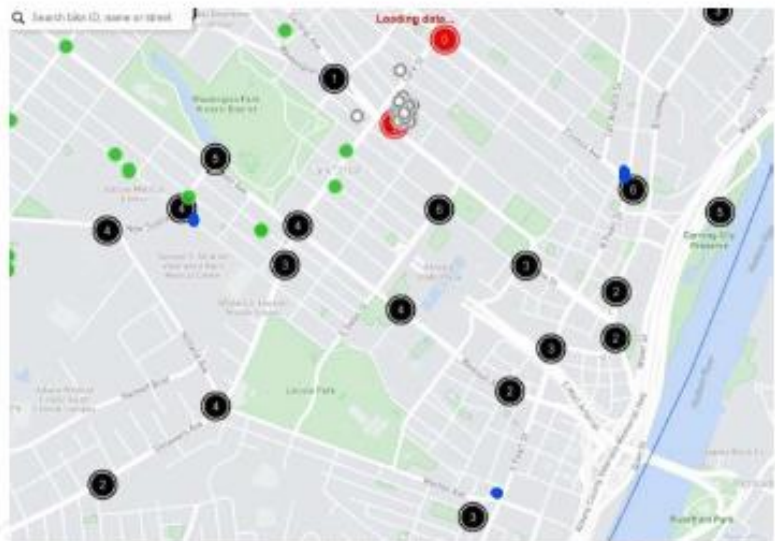
- River Street and Jacobs
(Restaurant Row)
- 5th and Broadway
- Franklin and Adams



Albany

Pilot locations = Blue Dot:

- New Scotland/Myrtle
(proximity to Albany Med)
- Clinton Avenue
(near Palace Theatre)
- Morton and Pearl
(near BRT stop)



Branding

- Match the playful vibe associated with e-scooters globally
- Simple, easy to remember and noted as a CDTA product
- CDPHP *Cycle!* and *FLEX* on Demand provide an opportunity to create an umbrella of flexible choices



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Billboard



Webpage



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Upcoming Calendar

- E-scooters delivered Late April
- Announcement and demonstrations Mid-May
- Marketing/Promotion/Outreach Mid-May
- Media/Kick-Off event Late May/Early June



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

April 22, 2021



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Earned Media



Media Relations Metrics 2021

Total Stories: 20

Estimated Value:
\$20,000



Media Highlights



CEREMONY



Essential workers applauded for their efforts

Dr. Ralph Salfer speaks at the Capital District Transportation Authority and Albany Medical Center honor essential workers for their efforts during the pandemic on Tuesday in Albany. At right, Corin Baskin, Capital District Transportation Authority CEO speaks at the event.



Community Engagement

- CAPNY Roll Out
- Albany County Sheriff SHIP Program
- Junior Achievement Titan Program
- NYS Donate Life Month



Looking Ahead

- Sustainable Future Conference Keynote
- Employee Vaccine Education Video
- E-Scooter Pilot Roll Out
- American Heart Association Heart Walk

