



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, May 20, 2021 | 11:15 AM | Microsoft Teams Meeting**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, April 22, 2021	Jackie Falotico
<b>Administrative Discussion Items</b>	
• Capital Car Share Update	Jon Scherzer
• Monthly Media/Community Engagement Report	Jaime Watson
Next Meeting: Thursday, June 24, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Jackie Falotico

*\*Indicates additional materials will provided at the meeting.*

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – April 22, 2021 at 11:30am; Microsoft Teams**

In Attendance: via MT –Jayme Lahut, Mark Schaeffer; at 110 – Jackie Falotico, Pat Lance, Mike Criscione, Carm Basile, Amanda Avery, Mike Collins, Jaime Watson, Jon Scherzer, Lindsey Garney, Vanessa Salamy; via MT – Chris Desany, Gary Guy, Stacy Sansky, Sarah Matrose, Jeremy Smith, David Williams

**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 March 25, 2020 meeting were reviewed and approved.

**Administrative Discussion Items**

- Jon Scherzer provided information on a new e-scooter pilot program.
- New York State now allows the use of e-scooters which allows us to offer this newest mobility option. The pilot program will feature nearly 60 scooters that will be equitably distributed across the Capital Region.
- Scooters are only able to be used in a defined geo-fenced area. Customers can access scooters, much like CDPHP *Cycle!* by creating an online account through a website or mobile app. The pilot will launch in early June.
- Jaime Watson summarized the Media Relations/Community Engagement report. CDTA earned 20 media placements in television, newspaper, and radio during March.
- Stories focused on an event held at Albany Medical Center that honored essential workers from both organizations, the return of CDPHP *Cycle!* season 5 and the recently passed fiscal year 2022 CDTA Budget.
- Jaime outlined some of the community engagement activities that CDTA participated in. Jaime notes that many activities are starting to return to in person events.
- Some of the activities included the roll out of the CAP NY initiative spearheaded by CEG, the Albany County Sheriff SHIP Program, Junior Achievement Titan Program and NYS Donate Life Month.

**Next Meeting**

Thursday, May 20, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

# Electric Car Sharing Pilot Update



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## Upcoming Steps

- Identify best locations and potential partners
- Incrementally deploy both “staging” and permanent sites beginning later in 2021
- Formalize approach to vehicle leases, software and insurance via third-party vendor
- Model being rolled out in both Rochester and Boston, MA
- Shared membership potential



# It's All in the Details

- Look to use existing EVSE sites where feasible
- Keep focus on CDTA Mobility Hub priority sites
- Retain previous carshare locations where/if appropriate
- Install new sites via network of regional partners
- Establish on-street locations, which is new regionally

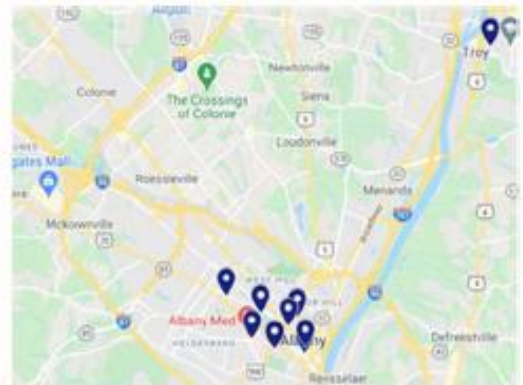


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# The Plan

Enter collaborative being built by Mobility Development with many future funding streams on the horizon:

- Initial investment to support build out of a 10-car system
- Begin with Albany and then intelligent expansion
- Compliments our mobility initiatives, leverages local support, and assists with coordinated planning
- Update software/hardware and pricing model



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# Customers?

We have a variety of potential customers including:

- Individual members
- Business and institutional members
- Area Universities and trade schools
- Gig-economy drivers
- Volunteer programs



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# Meet the Likely Fleet



## Chevy Bolt

- 240-mile range
- Most cost-effective EV fleet vehicle on the market
- Potential to include Nissan Leafs, BMW I3s and additional brands as needed

\*vehicle mix may change to achieve better mile ranges, EV technology advances along with improved pricing

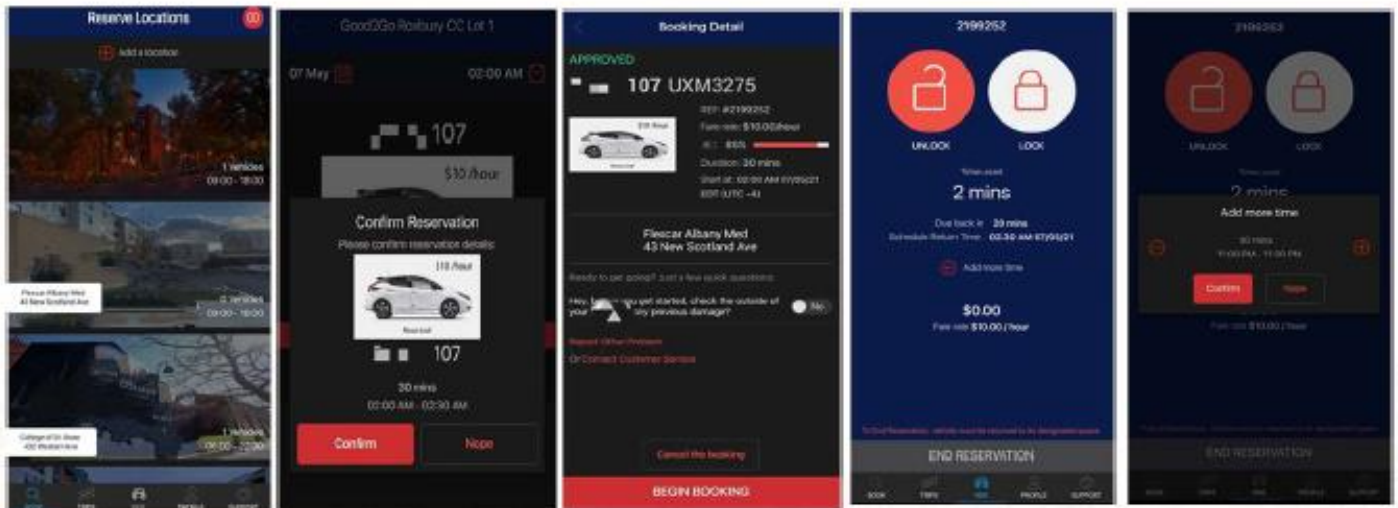


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# Customer Interface

Smartphone-based reservation system to sign-up reserve, lock, unlock and manage account



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# Keeping Momentum

- Formalize Pilot program partnership options
- Partnership development – users and locations
- New branding – inline with other CDTA offerings
- Pricing structure – easy to understand and to use



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# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement/Media Report

May 20, 2021



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### Earned Media



### Media Relations Metrics 2021

Total Stories: 15

Estimated Value:  
\$15,000



# Media Highlights



The screenshot shows a news article from Schenectady County with the headline "Schenectady Greenmarket/CDTA announce launch of free trolley service". Below the headline is a group photo of several people standing in front of a blue trolley. The article is dated May 7, 2021, and includes social media sharing icons.



The screenshot shows a news article from the Capital Region with the headline "Lahut re-elected CDTA board chairman". It features a portrait of a man in a suit, likely the chairman mentioned in the title. The article is dated May 7, 2021.



The screenshot shows a news article from Albany County with the headline "United Way calls for volunteers for 518 Day". It features a group of people standing outdoors, some holding signs. The article is dated May 7, 2021.



The screenshot shows a news article from Schenectady County with the headline "Free trolley will connect three low-income neighborhoods to Schenectady Greenmarket". It features a photo of a man speaking at a podium next to a sign that says "CDTA Free Trolley Tuesdays 930-215". The article is dated May 7, 2021.



# Community Engagement

- Promoting COVID Vaccination
- United Way 5.18 Day
- Northeast Kidney Foundation Gift of Life Celebration





# Looking Ahead

- Warren County CDPHP *Cycle!* Expansion
- American Heart Association Heart Walk
- Alzheimer's Association Awareness Month
- Saratoga County FLEX Expansion
- E-Scooter Pilot Roll Out

