# CDTA COMMITTEE AGENDA

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

<table>
<thead>
<tr>
<th>Committee Item</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call to Order</td>
<td>Jackie Falotico</td>
</tr>
<tr>
<td>Ascertain Quorum</td>
<td>Jackie Falotico</td>
</tr>
<tr>
<td>Agenda Approval</td>
<td>Jackie Falotico</td>
</tr>
<tr>
<td>Approve Minutes of Thursday, April 22, 2021</td>
<td>Jackie Falotico</td>
</tr>
</tbody>
</table>

**Administrative Discussion Items**

- 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
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

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
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

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
Customer Interface

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

---

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
Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

May 20, 2021

Earned Media

Media Relations Metrics 2021

Total Stories: 15

Estimated Value: $15,000
Media Highlights

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