



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, June 24, 2021 | 11:15 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Pat Lance
Approve Minutes of Thursday, May 20, 2021	Pat Lance
Administrative Discussion Items	
• Seasonal Services Update	Jon Scherzer
• Quarterly Media Update	Allison Schreffler
• Monthly Media/Community Engagement Report	Jaime Watson
Next Meeting: Thursday, August 26, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Pat Lance

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – May 20, 2021 at 11:30am; Microsoft Teams**

In Attendance: at 110 – Jackie Falotico, Pat Lance, Mike Criscione, Mark Schaeffer, Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Watson, Phil Parella, Jon Scherzer, Vanessa Salamy; via MT –Gary Guy, Stacy Sansky, Sarah Matrose, David Williams, Ross Farrell, Jack Grogan, Thomas Guggisberg

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 April 22, 2020 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided information on an electric care share pilot program that CDTA will launch in the fall. Capital Car Share dissolved last year after low usage rates by residents in the Capital Region.
- CDTA will join a car share collaborative with Mobility Development group to launch an initial 10 car pilot program at designated areas in the Capital Region. In the coming month CDTA will formalize the pilot program, reach an agreement with Mobility Development, talk with stakeholders and elected officials and identify new branding and outreach opportunities.
- Jaime Watson summarized the Media Relations/Community Engagement report. CDTA earned 15 media placements in television, newspaper, and radio during April. Stories focused on the launch of the Schenectady Greenmarket Trolley, the reelection CDTA Board Chairman Jayme Lahut and the stuff the bus campaign for the United Way's 5.18 day.
- 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 promoting COVID-19 vaccines and the 140th Anniversary of the American Red Cross.

Next Meeting

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Summer Services Overview



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Saratoga Trolley

- Operate July 15 – Labor Day
- Serves downtown core and track
- Trolley has been operating for nearly 15 years
- 2019 Ridership – 17,000+ trips



Summer Fun Pass

- Provides kids 17 and under with *unlimited* access to the CDTA route network
- \$44 pass good from July 1 - August 31
- Bulk purchases by service organizations, schools
- Exclusively available at Mr. Subb and CDTA sales center
- Historical average of more than 3,000 passes sold



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Grafton State Park

- Service operates from July 3 – September 6
(Wednesday – Sunday)
- Customers access service in downtown Troy and can board at any bus stop on the route
- Three pickups/drop-offs throughout the day with 30-minute travel time
- Grafton Park service operating for over 25 years



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New Mobility Options

CDPHP *Cycle!* expansion to Lake George/Warren County

SCOOT is perfect summer activity, while adding ridership

Nature Bus showcases partnership, access to green spaces

Greenmarket Trolley connects customers to fresh produce



Community Partnerships

We will continue to provide community services across the region

Support conventions, shows, fairs, and festivals

Specialty (Vax, Community initiatives, municipal programs)

Complimentary July 4th ESP Celebration service



Social Media Quarterly Report

January 2021- June 2021

Community and Stakeholder Relations Committee Meeting

June 24, 2021



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New Campaigns for Success

- Times Union iPhone Giveaway Contest
 - Collected over 1500 new email addresses for CDTA e-news with phone numbers for future text campaign
 - Generated hundreds of new social media followers, comments, and likes
 - iPhone giveaway encouraged and reminded customers about use of free access to Timesunion.com on all BRT vehicles
- “LaRhonda Donley Day”
 - LaRhonda Donley Proclamation reached 4,500 people with over 3,000 views and over 500 engagements (likes, comments, re-shares).
 - Boosted employee morale by celebrating Operators who are leaders and represent CDTA well
 - Showcased CDTA brand through a feel-good feature piece



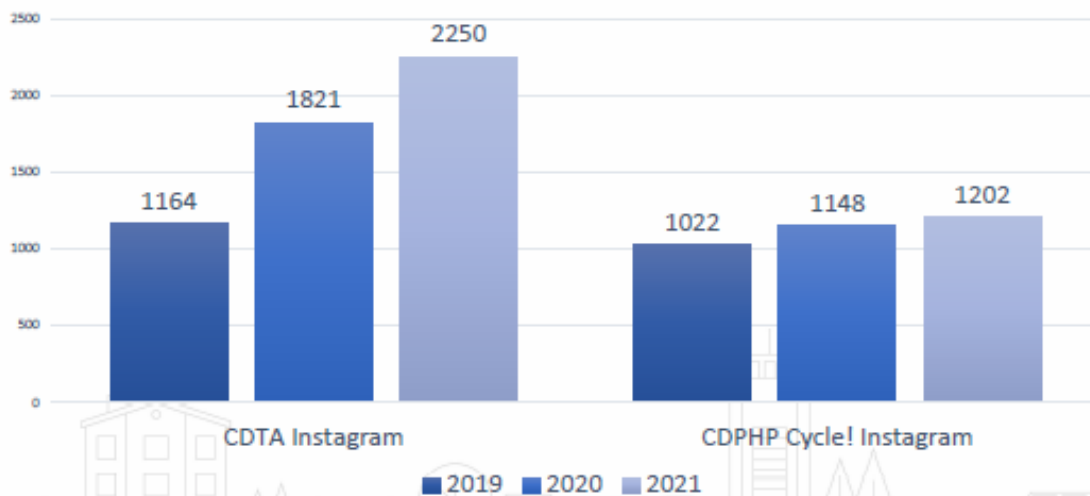
New Campaigns for Success

- CDPHP *Cycle!* Bikes Announced in Lake George
 - Created community buzz by sharing *Cycle!* photos
 - Cross promotion between CDPHP *Cycle!* and CDTA social media platforms
- CDTA Nature Bus
 - Community awareness of a new CDTA community initiative and showcased fully electric vehicles within CDTA fleet
 - Cross promotion with multiple community partners and stakeholders



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Social Media Followers



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CDTA Facebook



- LaRhonda Donley Proclamation reached 4,500 people with over 3,000 video views and 500 likes and comments.
- CDTA Nature Bus reached 4,000 people with 165 likes and comments.
- Community Champions is currently a paid ad, with a reach of 20,000 people.



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Highlights



What's Next

- SCOOT Kickoff and promotion
- CDTA 2021 Community Champions
- Summer Fun Pass
- Summer Saratoga Trolley



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

June 24, 2021



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Earned Media



Media Relations Metrics 2021

Total Stories: 35

Estimated Value:
\$50,000+



Media Highlights

CDTA, CDPHP expand bike-share program to Warren County



Rensselaer County partners with CDTA on vaccination efforts



CDTA is 'Driving Out' Alzheimer's throughout June



13 WYAT



Community Engagement

- Promoting COVID Vaccinations
- Schenectady County Early Voting
- Driving Out Alzheimer's Campaign



Looking Ahead

- E-Scooter Pilot Roll Out
- Community Champions Contest
- Southern Saratoga County FLEX Program Expansion

