



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, August 26, 2021 | 11:15 AM | Microsoft Teams Meeting**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Approve Minutes of Thursday, June 24, 2021	Jackie Falotico
<b>Administrative Discussion Items</b>	
• School Service Updates	Jon Scherzer
• Monthly Media/Community Engagement Report	Jaime Watson
Next Meeting: Thursday, September 23, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Jackie Falotico

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – June 24, 2021 at 11:15am; Microsoft Teams**

In Attendance: at 110 –Pat Lance, Jayme Lahut, Dave Stackrow, Mike Criscione, Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Watson, Jon Scherzer, Vanessa Salamy, David Williams, Jeremy Smith, Allie Schreffler

**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 May 20, 2021 meeting were reviewed and approved.

**Administrative Discussion Items**

- Jonathan Scherzer gave an overview of summer services returning after being suspended last year due to COVID-19. The Summer Fun Pass, Saratoga Trolley and Grafton Lakes State Park transportation will all return in July. These popular offerings will continue to be part of CDTA’s summer service as they provide access and connections to the community that may not be possible if it weren’t for CDTA
- Allison Schreffler presented the quarterly social media report. Her report outlined the increase in social media activity across all CDTA platforms and highlighted content which played a big role in the recent increase.
- One of the stories Allison highlighted was of Albany Operator LaRhonda Donley’s career and how she is the first female to be at the top of the union seniority lists. Albany Mayor Kathy Sheehan presented LaRhonda with a proclamation during an event at CDTA. That social media post has been viewed more than 3,000 times, with more than 100 shares and 500 comments.
- Jaime Watson presented the monthly media and community relations report. During the last month CDTA had 35 earned media placements across television, radio and online. Some of the stories highlighted were the launch of CDPHP Cycle! in Warren County, the Albany County Nature Bus and CDTA’s partnership with the Alzheimer’s Association for the Driving Out Alzheimer’s campaign.
- Looking forward, CDTA will be launching electric scooters to the public, celebrating this year’s Community Champions at a ceremony on July 30 and rolling out FLEX service in Saratoga County later this summer.

**Next Meeting**

Thursday, August 26, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

## Memorandum

August 26, 2021

To: Carm Basile, Chief Executive Officer

From: Jonathan Scherzer, Director of Marketing

Subject: 2021-22 School Services Update

### Background:

We are looking to urban school districts as the next sector to expand Universal Access partnerships. Specifically, we are focused on districts in the core of our service area to develop a plan to target this ridership segment. We have a longstanding relationship with the Albany City School District that includes access for the high school and surrounding middle schools.

### Update:

The dearth of bus operators in public school transportation has provided new opportunities. As we add fixed route service because of these partnerships, access is improved for the entire community. In the coming weeks, we will begin a relationship with the Schenectady City School District, expand our partnership with the Troy City School District, and continue working with the Albany City School District to meet their needs.

*Schenectady City School District* – After months of conversation, we have progressed to the pilot stage. This arrangement will serve about 500 students or roughly one quarter of the high school population. We will add 10 buses along routes that covers most of the city and is expandable as our partnership grows. High school students will be provided with *Navigator* cards to access our network. This increases access to athletics, study groups and internships during the school year. Approximate annual revenue is \$525,000 to start with potential to reach ACS D levels.

*Troy City School District* – This partnership began last year as the district worked through the pandemic. We instituted a pilot to accommodate about 250 high school students and expect to double the student totals this year as the district is planning to have most students in the classroom. We will add 8 buses along routes that cover specific neighborhoods and may begin to serve the middle school. High school students will be provided with *Navigator* cards to access to our network. This increases access to athletics, study groups and internships during the school year. Approximate annual revenue is \$225,000 for this year.

*Albany City School District* – We have refined the program to accommodate changing demographics and are working with a new transportation director. This program adds more than 30 buses to routes that serve Albany High School along with Hackett, Myers, North Albany, and Albany International Center Middle Schools. The district averages almost a million trips annually and remains one of our largest clients. ACS D students use their ID cards to access our services and use the benefit to better access athletics, study groups and internships during the school year. Approximate annual revenue is \$1,800,00 with our current agreement expiring in 2022-23.

# 2021-22 School Services Overview



1

## Background

- Longstanding relationship with ACSD
- Growth opportunities coming quickly
- Long term relationships foster long term customers



# How We Build Service

- School District provides list of eligible students
- Draft routes to review
- Produce public facing materials



3

# Real World Applications

- Students get safe & convenient connections
- Students use transit pass for work, internships, or other school-related activities
- More service in communities provides better access for all



5

# Status Report

- Finalizing routing and scheduling components
- Messaging to explain service to student families
- CDTA provides quarterly transit passes for distribution by school district
- Students comply with mask mandate



5

# Schenectady Pilot

- Pilot provides access to the high school for 25% of eligible students
- Hamilton Hill, Mount Pleasant, Stockade, Bellevue, Vale, Union Street, Woodlawn, State Street and Yates neighborhoods
- Approximate revenue is \$525,000



6

# Troy High School

- Partnership began last year with pilot for 250 high school students
- Increase to 500 students for 2021-22 school year
- Students are provided with *Navigator* cards to access our network
- Approximate revenue is \$225,000



# Albany City School District

- Longstanding partnership with our largest client
- Refine program to accommodate changing demographics
- Serve Albany High School and four middle schools (Hackett, Myers, North Albany, and Albany International Center).
- District averages a million trips annually as students use ID cards to access services
- Approximate annual revenue is \$1.8 Million



# Final Thoughts

- Management of relationships and service
- New ways to operate school services as we address operator needs (part-time)
- Ridership increases likely to be significant



**CDTA**



# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement/Media Report

August 26, 2021



1

## Earned Media



## Media Relations Metrics 2021

Total Stories: 30

Estimated Value:  
\$30,000



# Media Highlights

**Cities are turning to supercharged bus routes to more quickly and cheaply expand transit services**

The plans reveal a debate about the role of transit investment: Should it aim to help people traverse urban sprawl or reshape it?

busplus  
Downside Transit

impro  
cisco  
Improve your network and your bottom line with Cisco TNA

**CDTA opens the bus doors to would-be drivers at job fair**

By John Crowley | August 30, 2021

CDTA

**Electric scooters are coming to Capital Region streets**

CDTA to rollout new share program in Albany, Troy and Schenectady

Chloe Brown, The Albany Express Staff  
July 13, 2021



Survey s  
made fo  
tea



3

# Community Engagement

- Scooter Pop Ups
- Promoting Vaccines
- ACS Red, White and Blue Trolley



# Looking Ahead

- Stewart's UA Partnership Announcement
- Community Champions Awards Ceremony
- Southern Saratoga County FLEX Program Expansion



5

# Social Media Summer Campaign

- FLEX and Guilderland Chamberland Ribbon Cutting Marathon
  - Partnered with Guilderland Chamber to welcome new businesses to the area.
  - Two FLEX vehicles used to transport community stakeholders to each business.
  - Social media increased awareness of new businesses, services, and traditional media to the event.



# Social Media Summer Campaign

- Entire day documented via social media platforms, with video content showcasing CDTA services plus new community businesses.
- Lunch & Learn presentation about FLEX and the benefit it brings to Guilderland tourists, residents, and businesses.
- Tagging, cross-promotion and sharing content across social media to increase following and brand awareness for both CDTA and local businesses.



7

# Social Media Summer Campaign

