



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, September 23, 2021 | 11:15 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, August 26, 2021	Jackie Falotico
Administrative Discussion Items	
• Season Services Wrap Up	Jaime Kazlo
• Monthly Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, October 21, 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 – August 26, 2021 at 11:30am; Microsoft Teams**

In Attendance: via MT: Jayme Lahut, Mark Schaeffer; Jackie Falotico, Mike Criscione, Pat Lance, Joe Spairana, Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Jon Scherzer, Vanessa Salamy, David Williams, Allie Schreffler, Ross Farrell, Gary Guy, Sarah Matrose; via MT: Jack Grogan, Stacy Sansky, Jeremy Smith

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 June 24, 2021 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided an update on the work we are doing with school districts throughout the area. Our Universal Access program is the ticket to get more middle and high school students on CDTA buses.
- We will provide service to Schenectady City School District. In this pilot program, CDTA will serve 500 high school students, with the potential to grow the partnership. Students will be given Navigator cards to access the route network.
- We are expanding our relationships with the Albany and Troy City School Districts. Lots of work for our planning and operations staff to ready our network and arrange for services to be delivered conveniently.
- Allie Schreffler provided us with an update on a social media campaign in partnership with the Guilderland Chamber. Her report the work we are doing with the Chamber to promote FLEX; it also showed how we use social media and videos to illustrate our work to a broader community. The event also featured a lunch and learn where Allie and CDTA mobility manager Lindsey Garney provide a presentation about FLEX service to members of the Chamber.
- Jaime Kazlo reviewed the monthly media and community relations report. During the last month, CDTA earned 30 media placements across television, radio, and online platforms.

Some of the stories highlighted, our career fair held at CDTA; our Scooter Open House; and an article in the Washington Post about the popularity of BRT service. CDTA was featured in the article. It pointed to our BRT lines and their popularity. Nice to have a national profile.

Next Meeting

Thursday, September 23, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Memorandum

September 23, 2021

To: Community and Stakeholder Relations Committee Members

From: Jaime Kazlo, Director of Corporate Communications

Subject: 2021 Seasonal Service Ridership Report

Background:

CDTA offered a variety of summer programs during in 2021. This included the Saratoga Summer Trolley, Albany County Nature Bus, Schenectady Greenmarket Trolley, service to Grafton Lakes State Park, service to Lawsons Lake and the *Navigator Summer Fun Pass*.

These services are a convenient option for people to enjoy all that the Capital Region has to offer. These partnerships highlight who CDTA is at our core. We look for opportunities to connect the community to opportunities that have a positive impact on the region. These services improve our community position and are often a starting point for new or bigger relationships.

In 2021, ridership on our seasonal services was stable, despite the pandemic that has had a major, on transit agencies. Below is look at how each of services performed during the 2021 season.

Grafton Lakes State Park (Route #96)- For nearly 30 years, CDTA has provided service to Grafton Lakes. Service began on July 3, 2021 and ran through Labor Day. Customers can access the service at any CDTA bus stop along the route that starts in downtown Troy. The service operated from 10:30am to 6:00 pm every Wednesday-Sunday. We carried 800 passengers.

Albany County Nature Bus (Route #872) – This was the inaugural year for the Albany County Nature Bus. The Nature Bus was a collaborative effort with the Mohawk Hudson Land Conservancy, New York State Department of Environmental Conservation, State Office of Parks, Recreation, and Historic Preservation to connect residents with the beauty that Albany County has to offer. Service began on June 12. With one week of service left in the season we have carried 1,030 passengers. Nature Bus will wrap up for the season on September 25, 2021.

Saratoga Summer Trolley (Route #875)- For the last 6 years, the Saratoga Summer Trolley has connected residents and visitors to Downtown Saratoga and locations such as the Saratoga Racecourse and the Saratoga Casino Hotel. Service began on July 15 and ran through Labor Day. The trolley service is free of charge for customers and operates Wednesday-Sunday each week from 12:00pm to 10:00pm. Ridership was strong this year, with nearly 11,000 customers.

Schenectady Greenmarket Trolley (Route #876/#877) – In its first year, the Greenmarket Trolley connected residents to the market outside of Schenectady City Hall. The free trolley provided transportation to residents in the Hamilton Hill, Mont Pleasant, Eastern Avenue and Union Street neighborhoods, providing access to fresh fruits and vegetables. It carried nearly 300 passengers.

Lawsons Lake – We have provided this service in partnership with Albany County for the past five years to take kids from the Boys and Girls Club in Albany to Lawson’s Lake once a week. This service allows urban kids to have access to a summer-time staple that they may not otherwise get a chance to experience. This year we carried nearly 1200 passengers from July 6-August 27.

Navigator Summer Fun Pass – The Summer Fun Pass offers Capital Region youth, 17 and under, unlimited rides on CDTA regular route buses from July 1 to August 31, 2021, for \$44. Kids can use the *Summer Fun Pass* to get to Grafton Lakes State Park, pools, parks, and summer employment. CDTA partners with Mr. Subb to sell the *Navigator Summer Fun Pass* in addition to our Sales Center at 85 Watervliet Avenue in Albany. This year approximately 1500 passes were sold.

cc: Carm Basile, Chief Executive Officer

Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

September 23, 2021



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Earned Media



Media Relations Metrics 2021

Total Stories: 15

Estimated Value:
\$15,000



Media Highlights

CDTA Flex service expands to southern Saratoga



Free coffee and bus access is on tap for Stewart's



LOCAL

School districts look to CDTA to solve bus issues



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Community Engagement

- Get There Green Week
- VAX Bus Clinics
- Albany County Reusable Bag Giveaway
- September 11 Saratoga Parade



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Looking Ahead

- Real Men Wear Pink Bus Pull
- NYPTA Conference/EXPO
- Car Share Roll Out

