



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, October 21, 2021 | 11:15 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, September 23, 2021	Jackie Falotico
Administrative Discussion Items	
• Employee Communications/New Media Update	Jaime Kazlo
• Monthly Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, December 16, 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 – September 23, 2021 at 11:30am; Microsoft Teams**

via MT: Peter Wohl, Georgie Nugent; At 110: Jackie Falotico, Jayme Lahut, Pat Lance, Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarccone, Jon Scherzer, Vanessa Salamy, David Williams, Ross Farrell, Gary Guy, Jeremy Smith, Sarah Matrose; via MT: Jaime Kazlo, 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 August 26, 2021 meeting were reviewed and approved.

Administrative Discussion Items

- Jaime Kazlo gave a report on seasonal services that operated over the summer. In total, there were 5 services that connected the community to access and opportunity within the Capital Region. Two of those services, Greenmarket Trolley and the Nature Bus were new in 2021 and developed through community partnerships. The Greenmarket Trolley connected residents in the Hamilton Hill and Mont Pleasant neighborhoods with the Schenectady Greenmarket to provide access to fresh foods and goods. Nearly 300 people took advantage of the free service.
- The Albany County Nature Bus kicked off on June 12 in partnership with the Mohawk Hudson Land Conservancy and several state and local agencies. The Nature bus connected community to several parks and was free to residents. Nearly 1100 customers used the service.
- The seasonal services compliment was rounded out by the Saratoga Summer Trolley, service to Grafton Lakes State Park and Lawsons Lake. The Saratoga Summer Trolley performed strong with more than 11,000 rides taken to popular spots along Broadway and the Saratoga Racecourse. The Navigator Summer Fun Pass was offered once again. Nearly 1500 young people took advantage of the seasonal pass that allows unlimited access to our service from July 1-August 31 for just \$44.00. CDTA partners with Mr. Subb to sell Summer Fun Passes each year.
- Jaime also reviewed the monthly media and community relations report. During the last month, CDTA earned 15 media placements across television, radio, and online platforms. Some of the stories highlighted, our roll out of FLEX service in southern Saratoga County, our new Universal Access partnership with Stewart's Shops and the work we are doing to help our area school districts as they struggle with yellow bus operator shortages, like all schools across the country.
- Jaime also highlighted some of the upcoming events and announcements, including Car Share, the Real Men Wear Pink Bus Pull on October 15 and the New York Public Transit Association annual conference at the end of October.

Next Meeting

Thursday, October 21, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Employee Communications/ New Media Messaging



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Overview

- New platforms offer more flexibility
- Interactive components = better engagement
- Find customers in more places than ever
- Potential advertising partnerships and revenue



New Assets

- Infotainment onboard digital screens
- Soofa Digital Displays both on and/off property
- Granicus e-mail blast and alert system
- Company messaging network under development



HQ Soofa Display

- Located at CDTA Headquarters (Plan for satellite divisions)
- Pushes out CDTA news, updates, job opportunities, and updates to operators/employees
- Offers company polling and other interactive elements



On-Street Soofa

- Digital E-Ink screen branded panels
- QR Code connects to CDTA website
- Engagement via real-time info, daily polls
learn about local events, and happenings



Infotainment

- 13-inch screens across fixed route fleet
- Creative can change daily to keep it timely
- Community action updates
(vaccines, events, and charitable efforts)
- Newest Lamar advertising product



Granicus E-blast

- CDTA marketing and communications messages
- Weekly info blasts and topical announcements
- Database up to more than 6,000 recipients
- SMS text capability for updates on all routes
- Connection to a variety of other NYS agencies (best practices)

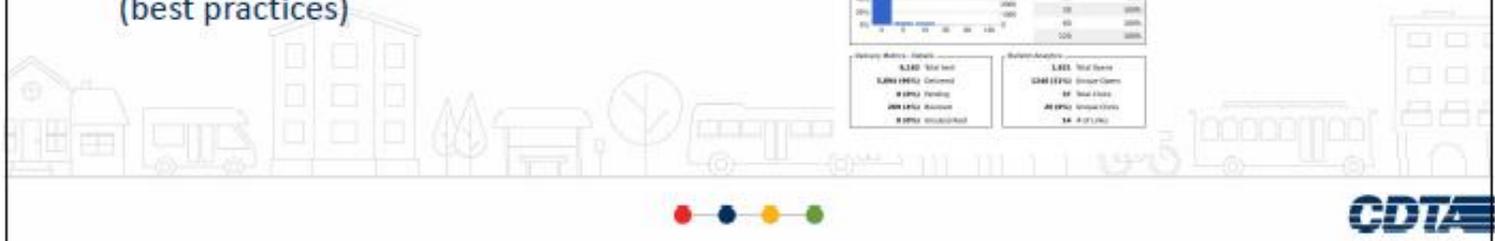
CAPITAL DISTRICT Transportation Authority - SUBJECT: CDTA

Subject: CDPHP CycleRide 50k Ride
 Date: 10/28/2021 11:01 AM EDT
 Sent To: all@cdta.org
 Sent To: Subscribers of CDTA Newsletter

6,163
 96%
 Opened

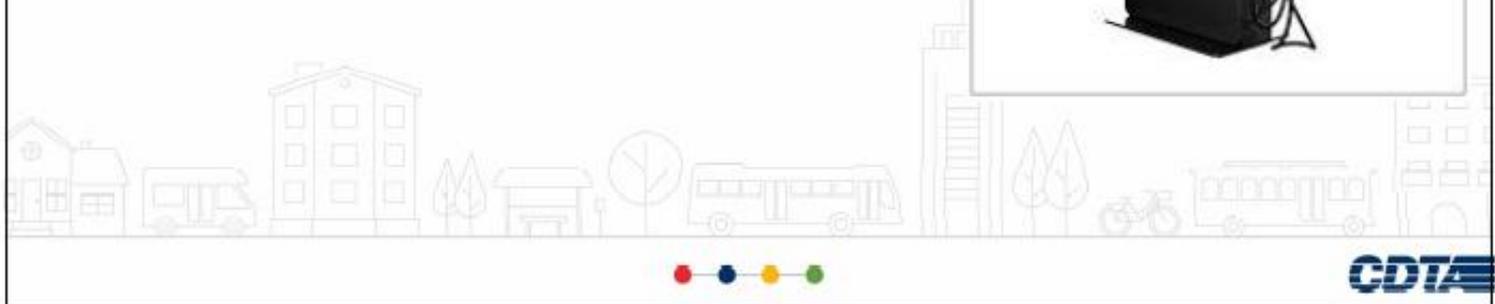


Category	Count	Percentage
CDTA	6,163	100%



What's Next?

- Deskless application to better connect CDTA workforce
- Electric charging stations with digital info displays
- Refine products for efficiency and revenue potential
- Focus on engagement beyond just info sharing



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

October 21, 2021



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Earned Media



Media Relations Metrics 2021

Total Stories: 15

Estimated Value:
\$15,000



Media Highlights

10/6/21

Rolling through records: CDPHP Cycle1 announces 50K rides taken in 2021



CDPHP CYCLE1 ECLIPSES 50,000 RIDES IN 2021

By Lisa Bennett
Posted on 10/06/21 10:42 AM EDT | Updated on 10/06/21 10:42 PM EDT

COMMUNITY NEWS

Montgomery County moves forward with CDTA to expand public transit



By Lisa Bennett
Posted on 10/06/21 10:42 AM EDT | Updated on 10/06/21 10:42 PM EDT

Montgomery County is taking steps to bring more public transportation to the area.

The county legislature approved a resolution in support of formally joining the Capital District Transit Authority. The move is gaining momentum as the state legislature recently passed a law to give the CDTA.

They estimate a total cost of about \$5 billion in 2024.

Montgomery County Executive Mark DeLeonard approved the resolution's move, saying, "Joining CDTA is a huge opportunity for Montgomery County to address a major transportation need and will increase the connectivity between our county and the rest of the Capital Region."

American Cancer Society kicks off Breast Cancer Awareness Month



By Lisa Bennett
Posted on 10/06/21 10:42 AM EDT | Updated on 10/06/21 10:42 PM EDT

By Lisa Bennett
Posted on 10/06/21 10:42 AM EDT | Updated on 10/06/21 10:42 PM EDT

LOCAL NEWS

Schumer announces \$61 million for CDTA to expand rapid transit system



WOMEN'S HEALTH

CDTA unveils pink bus to kick off Breast Cancer Awareness Month



By Lisa Bennett
Posted on 10/06/21 10:42 AM EDT | Updated on 10/06/21 10:42 PM EDT



CDTA

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Community Engagement

- FLEX Lunch and Learn Event 9/24
- Touch-a-Truck 10/2
- Local Boy Birthday Surprise 10/8
- Black Nurses Coalition, Pink Out Walk 10/9
- North Greenbush Community Day 10/9
- Carrot Festival, Stuff-a-bus 10/10



CDTA

Looking Ahead

- NYPTA Conference and EXPO
- APTA Annual Meeting and EXPO
- Car Share Roll Out
- Holiday Giving

