



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, December 16, 2021 | 11:15 AM | Microsoft Teams Meeting &
at 110 Watervliet Avenue

Committee Item	Responsibility
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Call to Order	Jackie Falotico
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Approve Minutes of Thursday, October 21, 2021	Jackie Falotico
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Administrative Discussion Items

- | | |
|--|-----------------------------|
| <ul style="list-style-type: none">• CDPHP <i>Cycle!</i> Season 5 Wrap Up• Monthly Media/Community Engagement Report | Jon Scherzer
Jaime Kazlo |
|--|-----------------------------|

Next Meeting: Thursday, January 20, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Ave.

Adjourn	Jackie Falotico
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**Additional materials will be attached separately or provided before the meeting via email.*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – October 21, 2021 at 11:15am; Microsoft Teams**

via MT: Peter Wohl, Mark Schaeffer; at 110: Jackie Falotico, Jayme Lahut, Mike Criscione, Pat Lance, Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Jon Scherzer, Vanessa Salamy, David Williams, Gary Guy, Allie Schreffler, Thomas Guggisberg; via MT: Stacy Sansky

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 September 23, 2021 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer gave a report on the new communication tools we are using for marketing and employee engagement. Some of these include onboard Infotainment digital screens, digital displays on and off CDTA property and an e-mail distribution and alert system.
- The tools are used to share company news with employees, customers and stakeholders. They allow CDTA messaging to be shared easier and more interactively.
- In the coming months, new ways to communicate with the work force and the community will be introduced. Things like a deskless application to better connect the CDTA workforce, electric charging stations with digital info displays are being evaluated.
- Jaime Kazlo gave the month Media and Community Engagement report. During the last month, CDTA earned 15 media placements across television, radio, and online platforms.
- Some of the stories highlighted, expanded FLEX service in Southern Saratoga County, record ridership on CDPHP *Cycle!*, Breast Cancer awareness month, and the 5th annual pink bus pull to benefit the Real Men Wear Pink campaign.
- Jaime also highlighted upcoming events, including the New York Public Transit Association annual conference, APTA Annual Conference and EXPO and CDTA's involvement in annual Holiday Giving campaigns.

Next Meeting

Thursday, December 16, 2021 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

CDPHP *Cycle!* Season 5 Review



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A Banner Season

- Rollout on April 5, 2021
- Expansion to Warren County on May 24
- 20 bikes across four locations
 - *Lake George, Glens Falls*
 - *SUNY Adirondack*
- New CDPHP *Cycle!* Access Members:
Gideon Putnam, Fort William Henry



More Customers

- Surpassed 25,000 members
- Largest partner groups
 - UAlbany – 3,477 members
 - RPI – 1,630 members
 - CDPHP – 1,033 members
 - Albany Med – 764 members
 - Sage Colleges – 378 members



Rides, Rides & More Rides

- 70,718 Record-breaking trips!
 - Albany – 52,424
 - Troy – 7,880
 - Saratoga Springs – 5,384
 - Schenectady – 2,821
 - Warren County – 1,119
 - Cohoes – 1,090



Promotions

- Early Bird Sign Up (late March – Mid April)
- Mid-Season Membership Drive
- Capital Walls Mural Tours
 - Partnered with Albany Center Gallery for third straight year
 - 4 SOLD OUT tours (May, June, September, October)
- “ Bike The Lights “ through Washington Park



Significant Growth

	Rides	Miles	Rack Locations	Number of Bikes
2017	11,000	27,350	40	160
2018	22,600	54,000	80	340
2019	41,900	78,000	85	375
2020	38,000	95,000	90	375
2021	70,718	160,000	100	425



Looking Ahead

- Strategic System Planning/Investment
 - *Watervliet/Menands/Green Island*
 - *British American Boulevard*
- Introduction of E-bikes to the fleet
- Additional 4.5 model bikes coming online
- Advanced GPS technology (QR codes)



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement/Media Report

December 16, 2021



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Earned Media



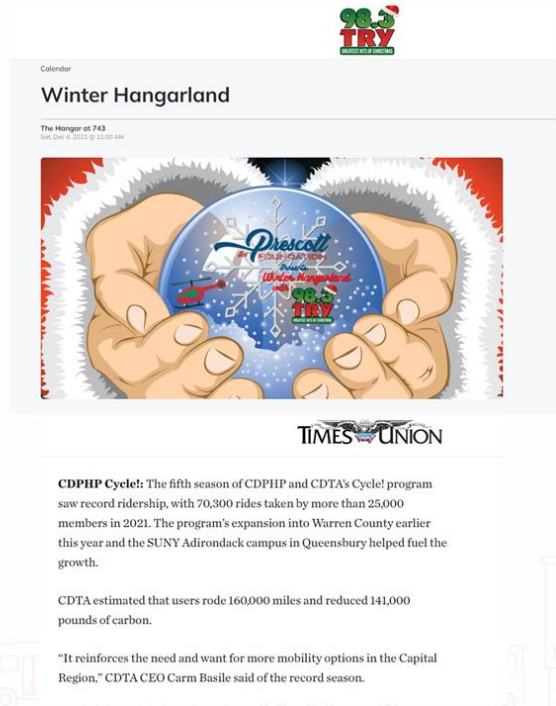
Media Relations Metrics 2021

Total Stories: 5

Estimated Value:
\$5,000



Media Highlights



Community Engagement

- Assemblyman Magnarelli CDTA Facility Tour
- United Way Campaign Wrap Up
- CDTA Job Fair
- Capital Region Toys for Tots Convoy
- Troy BID Gift wrapping Trolley
- Winter Hangarland at The Hangar at 743



Looking Ahead

- UV Systems/live passenger count technology,
- Year End Press Release on 2021 Highlights
- State of CDTA, February 2022

