CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, February 17, 2022 | 11:15 AM | Microsoft Teams Meeting & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, January 20, 2022	Jackie Falotico

Administrative Discussion Items
- Update on DRIVE — Jon Scherzer
- Monthly Community Engagement Media Report — Jaime Kazlo

Next Meeting: Thursday, March 24, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Ave.

Adjourn	Jackie Falotico

Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – January 20, 2022 at 11:15am; Microsoft Teams

In Attendance: Mark Schaeffer, Jayme Lahut, Georgie Nugent, Mike Criscione, Pat Lance; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Jon Scherzer, Vanessa Salamy, Gary Guy, Dave Williams, Allie Schreffler, Jeremy Smith, Thomas Guggisberg, Sarah Matrose

<u>**Meeting Purpose**</u>
Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Patrick Lance noted that a quorum was present. Minutes from the December 16, 2021 meeting were reviewed and approved.

<u>**Administrative Discussion Items**</u>
- Jaime Watson provided a year-in-review report on communications, outreach, media relations and community engagement.

- Throughout 2021, CDTA earned 205 media placements on television, radio and in newspapers. The top earning months were April, June and July, with 75 stories combined.

- Stories focused on our response to COVID-19, new services that we introduced, and community partnerships.

- Some of the initiatives contributing to earned media placements were the roll out of the Albany County Nature Bus, the Rensselaer County Vax bus and the Schenectady Greenmarket Trolley.

- CDPHP *Cycle!* Season 5 launch and the expansion into Warren County earned full media coverage and bolstered earned media numbers. A joint event held with Albany Medical Center to honor essential workers also drove April media numbers

- Jaime outlined goals for the 2022 Communication and Community Engagement program. The plan will focus on COVID-19 messaging, new mobility options and community partnerships.

  Jon Scherzer brought the committee up to speed on our efforts to communicate COVID protocols to our customers. This work is ongoing and will continue for the next few months.

<u>**Next Meeting**</u>

Thursday, February 17, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Memorandum

February 17, 2022

To: Community & Stakeholder Relations Committee

From: Jonathan Scherzer, Director of Business Development

Subject: DRIVE Car Sharing Pilot Overview

Background

We are bringing carsharing into our service network with a focus on operational support, membership options and brand association. We will use hybrid and electric vehicles to position the program as progressive, affordable, and sustainable. Carsharing, in tandem with CDPHP *Cycle!*, *FLEX* On Demand and *SCOOT*, fits our mission and is consistent with our strategic pillars. Mobility Development Group is our operations partner, helping us to ensure a cost-effective fleet with a complete software package, an easy-to-use program and appropriate commercial insurance.

Overview

Customers 21 years or older with a valid drivers' license and clean driving record will have access to a network of low and zero emission vehicles 24-hours a day, seven days a week. We plan to pilot with a fleet of Chevy Bolt vehicles that offer a range of 250 miles, with seating for up to five people. Each vehicle comes with CDC-recommended cleaning supplies, a smartcard for in-trip charging needs and a level 1 charger for home plug-ins. Each vehicle will be parked at a designated "home" space with prominent wayfinding signage.

Members will be able to make reservations online or by downloading the Envoy mobile app from the Apple App Store or Google Play Store. Customers reserve a vehicle in advance, then head to the vehicle location, open the *DRIVE* app, and unlock the vehicle via their smartphone or smartcard. Customers complete their trip by returning the car to the "home" location, plugging in where applicable and then end their trip via the mobile app.

Locations

We are working on a phased approach for program rollout with partnerships in place that range from on premise to on-street access. Ideal locations offer dedicated access to on-street charging, with preference given to locations near charging stations. We have also identified "staged" home spaces where the fleet manager ensures vehicle regular availability.

We will incrementally deploy both "staging" and permanent sites in Phase One, use existing EVSE sites where feasible and focus on our Mobility Hub locations as they come on-line. We are creating this network from scratch, installing new sites via our network of regional partners. The timing of this work is optimum with the impending growth of regional charging infrastructure and planned BRT upgrades that will allow additional charging capabilities.

Phase One Locations:
- Albany Public Library (Delaware Branch)
- The News Apartments in Troy NY (1779 6th Avenue)
- Maria College (Macauley Lot - 308 South Manning Boulevard)
- St. Vincent de Paul Parish (900 Madison Avenue)
- Cohoes BRT Station (65 Remsen Street)
- Albany Public Library (Main Branch) (Washington Avenue)
- South Pearl Street BusPlus Station

We already have interest from a variety of partners including local universities, Albany Medical Center, and municipalities to bring this amenity into their communities as the program matures.

Pricing

Customers can book a vehicle for $5 per hour, $40 per weekday, and $45 per weekend day along with a one-time $20 application fee. Insurance, vehicle maintenance and roadside assistance are included in hourly and daily rates along with 150 miles of driving before customers accrue a $0.35 per mile charge. Payment will be with credit, debit, or prepaid card.

Branding

We have developed the brand for the electric car-sharing program – *DRIVE* (powered by CDTA) as it provides consistency with our other mobility programs. We have incorporated the CDTA brand scheme in the look of the vehicle as a key to success will be customers understanding this is another product in our portfolio of quality transit services. This will be developed and improved over time.

Publicity and Collaterals

Appropriate materials are being developed and will be available shortly. We will introduce the program at our State of CDTA event and then promote and develop the program, as it is introduced.

CC: Chief Executive Officer
Emerging Mobility Manager

DRIVE
Electric   Car Sharing
Pilot Overview

Overview

- Focus on operational support, improved membership options and CDTA brand association

- Hybrid and electric vehicles position the program as progressive, affordable, and sustainable.

- *DRIVE* in tandem with CDPHP *Cycle!*, *FLEX* On Demand and *SCOOT*, fits our mission and is consistent with strategic pillars

- Mobility Development Group provide day-to-day operations for cost-effective fleet with a complete software package and appropriate commercial insurance

The Particulars

- Cars available 24 hours a day, seven days a week for customers 21 years or older with a valid license and clean driving record

- Pilot to feature Chevy Bolt vehicles with a range of 250 miles, and seating for up to five people. We plan to include additional hybrid vehicles

- Each vehicle comes with CDC-recommended cleaning supplies, a smartcard for in-trip charging needs and a level 1 charger for home plug-ins

- Vehicles will be parked at a designated "home" space with prominent wayfinding signage

Reservations & Pricing

- Members make reservations online or by downloading mobile app

- Reserve a vehicle in advance, head to the vehicle's location, open the app, and unlock the vehicle via smartphone or smartcard

- Customers return the car to the "home" location, plugging in where applicable and end their trip via mobile app confirmation

- Costs are $5 per hour, $40 per weekday, and $45 per weekend day with a one-time $20 application fee.
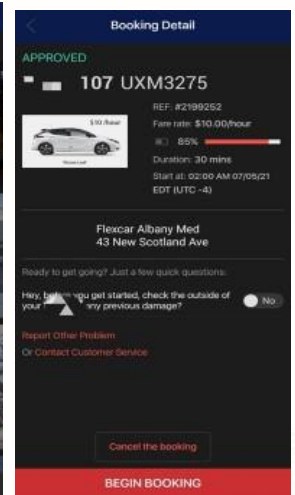
Placement

- Ideal locations offer dedicated access to on-street charging, with preference then given to locations near charging stations

- We have also identified "staged" home spaces where a fleet manager ensures vehicle regular availability

- Creating a network from scratch by installing new sites via partnerships with our regional partners

- Growth of regional charging infrastructure and planned BRT upgrades allow additional charging capabilities

Phase One Locations

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- Albany Public Library (Delaware Branch)
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- South Pearl Street BusPlus Station

Interest from partners including local universities, Albany Medical Center, and municipalities to bring this amenity into their communities

Branding

- *DRIVE* (powered by CDTA) provides consistency with our other mobility programs.

- Incorporated the CDTA brand scheme in the look of the vehicle

- Key to success will be customers understanding *DRIVE* is in our portfolio of quality transit services

FLEET COMPARISON

CDTA

Next Steps

March 3, 2022 – Officially introduce brand and debut vehicle

March – Finalize location agreements and customer development

April – Mass Market Advertising Campaign and outreach kick-off

May/June – Program launch and news conference

Community & Stakeholder Relations Committee Meeting

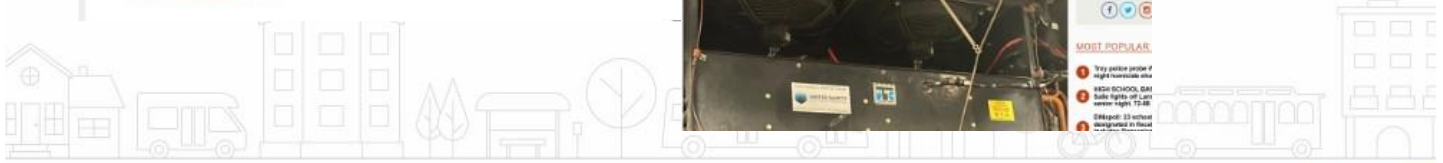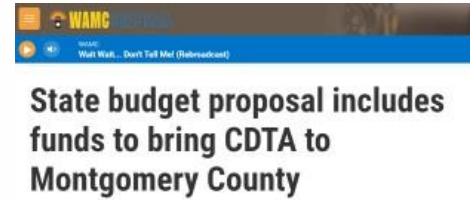**Monthly Community Engagement Media Report**

February 17, 2022

CDTA

Earned Media

Media Relations Metrics 2022

- Total Stories: 20
- Estimated Value: $20,000

Media Highlights

THE BUSINESS JOURNAL

ALBANY BUSINESS REVIEW

Menands truck driving school doubles enrollment, still can't fill demand. Says this regulation will help.

MASS TRANSIT

SUBSCRIBE MAGAZINE ADVERTISE CONTACT US SUPPLIER'S DIRECTORY

COVID-19 NEWS BUS RAIL TECHNOLOGY SAFETY & SECURITY ALT. MOBILITY MANAGEMENT TRAN

BUS > VEHICLES > HVAC

NY: CDTA installs air purifiers on its buses

The device purifiers, which use "active air purification," are from United Safety and Survivability Corp.

By Rick Karlin
Source Times Union, Albany, N.Y. (TNS)

Jan. 12, 2022

WAMC
Wait Wait... Don't Tell Me! (Rebroadcast)

State budget proposal includes funds to bring CDTA to Montgomery County

CDTA buses equipped with air-purification...

LATEST HEADLINES

CDTA buses equipped with air-purification system to fight COVID

MOST POPULAR

CDTA

Community Engagement

NBC 13 Latham

Power outage during brutal cold upends seniors at Rensselaer housing complex

CDTA buses arrive at Van Rensselaer Heights Senior Housing in Rensselaer to relocate residents after a power failure.

CDTA GLOWS RED

CDTA

Looking Ahead

- State of CDTA

- Return of CDPHP *Cycle!* Season 6

- Roll out of Car Share

- Montgomery County Announcement