



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Friday, May 20, 2022 | 11:15 AM
Microsoft Teams & at 85 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, April 21, 2022	Jackie Falotico
Administrative Discussion Items	
• FY 23 Marketing Plan	Jon Scherzer
• Advocacy and Outreach	Carm Basile
• Monthly Community Engagement Media Report	Jaime Kazlo
Next Meeting: Thursday, June 23, 2022 at 11:15am via Microsoft Teams and 85 Watervliet Ave	
Adjourn	Jackie Falotico

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – April 21, 2022 at 11:15am; Microsoft Teams**

In Attendance: Jackie Falotico, Jayme Lahut, Schaeffer, Georgie Nugent; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Jon Scherzer, Vanessa Salamy, Gary Guy, David Williams, Kelli Schreivogl, Jocelyn Capozzo, Jeremy Smith, Stacy Sansky, Ross Farrell, Jack Grogan, Thomas Guggisberg

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie Falotico noted that a quorum was present. Minutes from the March 24, 2022 meeting were reviewed and approved.

Administrative Discussion Items

- Kelli Schreivogl presented on the CDTA Health Center. She updated the committee on the activity at the health center over the last 6 months. The CDTA Health Center is a collaboration between CDTA and CDPHP. It is located at the CDTA headquarters in Albany and is staffed by a Nurse Practitioner, 5 days a week. All employees can access the center for both personal and professional medical assistance.
- Over the last 6 months, there have been 568 total visits, by employees. 175 19-A physicals, which include pre-employment screenings, recertifications and return to work physicals. 110 COVID tests performed, 82 COVID vaccines administered and 47 walk-ins.
- Jon Scherzer summarized the recent STAR customer survey. Our survey consultant, TransPro talked to nearly 400 STAR customers earlier this year to gather feedback on service. The survey looked at demographics, travel purpose, reservation process, customer service and payment methods. Overall, customer satisfaction increased 22% from the previous survey. When it comes to STAR service, customers said they were most satisfied with vehicle safety, service availability and vehicle cleanliness.
- Jaime Kazlo summarized the monthly Media Relations/Community Engagement report. CDTA earned 20 media placements in television, newspaper, and radio. Stories focused on the state budget and advocacy, planned service expansion into Montgomery County, and the announcement of our new Universal Access partnership with Schenectady County.
- Jaime outlined upcoming events which include the formal announcement of service expansion into Montgomery County, the start of CDPHP *Cycle!* season 6 and the recent announcement with Senator Chuck Schumer about the Gateway Mobility Hub in Schenectady.

Next Meeting

Thursday, May 19, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



*Community & Stakeholder
Relations Committee
May 20, 2022*



2022-23 MARKETING PLAN OVERVIEW



High Level Concepts

- Expand Brand Reputation & Awareness
- Increase Product Specific Mentions
(CDPHP *Cycle!*, *SCOOT*, *DRIVE*, *FLEX*, *Navigator*)
- Package Mobility Services Cohesively
- Grow Customer Base (Direct Marketing, e-blasts)
- Montgomery County Educational Campaign
- Ongoing Recruitment/Retention (Internal/External)



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UPDATED MESSAGING



4

Reimagining THE WAY YOU MOVE

Reimagining The Way You Move

“Reimagining” = fostering innovative ideas, advancing creative solutions

“The Way You Move” = mobility choices, emerging transportation options

IT'S WHO WE ARE AND WHAT WE DO.



5

Why “Reimagining”?

- CDTA is moving forward, always
- Addresses regional mobility landscape
- Emphasize thought leadership, innovation, new options
 - “We” emphasizes the impact on the greater community/connectivity
 - “You” will be used to highlight individual options (scooter vs. bus vs. bike vs. car)

We carry this theme out through:

- Television spot(s)
- Video Pre-roll spots
- Radio advertising
- Print/Digital advertising
- Traditional advertising
- Social media content



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Question: Where will CDTA go next?

Answer: **“Wherever we are needed”**

Examples:

- Stories around interesting community partnerships (vaccine clinics, art walks, bike tours)
- Showcasing technology investments (SOOFA kiosks, *Navigator* updates)
- Highlighting new markets and services: Montgomery County, Nature Bus, Capitol Tours



MARKETING CREATIVE



Creative Assets



Digital Product Advertising

We will use the creative for digital campaigns to build awareness of specific CDTA products:

- *Navigator*: promotion of our flagship product while touting technology improvements and updated mobile application
- *DRIVE*: Increase awareness of our newest product to encourage beta testers and members
- *SCOOT*: Encourage sign-ups while promoting a fun way to get around this summer
- *CDPHP Cycle!*: Encourage membership development and app downloads, with special offers and promotions for bike access partners/student communities
- *FLEX On Demand*: Drive ridership with messaging core benefits of shared ride service
- *Trolleys*: Building awareness and product use with focus on Saratoga programming

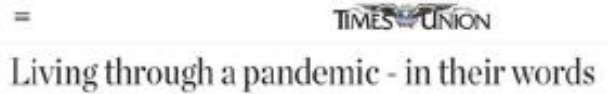


MARKETING SOCIAL + CONTENT



Social + Content

- People of CDTA/ Employee stories
- Community events and partnerships
- Connections
 - How we connect people and places
 - How we work together
- Innovation
 - CDTA today and tomorrow
- More video content (Stories, Reels)
 - Informational videos – Mobility Minute
 - Behind the scenes videos
- The things CDTA allows us to do:
 - Explore! Get healthy! Connect!



TIMES UNION

Living through a pandemic - in their words

News staff
March 2, 2021 | Updated: March 8, 2021 9:52 pm



14 of 26

Michelle Donley, who has been a CDTA bus operator 34 years, sits in her bus before the starting her shift on Friday, Feb. 26, 2021, in Albany, N.Y. Donley tops the seniority list for CDTA bus operators. (PH: Matthew/Times Union)



Thank You



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement Media Report

May 20, 2022



Earned Media

Media Relations Metrics 2022

- Total Stories: 25
- Estimated Value: 30k



Media Highlights



HLC has partnered with the...
ee 'Nature Bus' service on...
ght natural areas in the...
delivered right to...
28 and running through...
nature and will alternate to...
wards programs offered at each...
y of Albany Water



Community Engagement

- Community Transportation
- Tulip Festival
- 5.18 Day-Stuff the Bus
- CDTA Career Fair



Looking Ahead

- Bike to Work Day-Free Rides on CDPHP *Cycle!*
- Lou Rossi Memorial News Conference
- Montgomery County Outreach
- Launch of Scoot
- Launch of DRIVE

